

NODA News

Volume 41 | Number 8

Article 1

2003

NODA News October 2003

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Recommended Citation

(2003) "NODA News October 2003," *NODA News*: Vol. 41: No. 8, Article 1.
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NODA News

MISSION STATEMENT

To establish and maintain a cohesive organization that serves its membership by promoting the art, science, and professionalism of dentistry, and by communicating the value of oral health to the community.

VOL. 41 OCTOBER '03 NO. 8

OCTOBER 15 MEETING

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Technology Update

"Technology in Dentistry" will be the theme of the season's first NODA general membership meeting and CE program Wednesday, October 15 in the fourth floor auditorium at LSU Dental School. The meeting begins at 7 p.m.

First speaker will be Bill Martiny, a '79 graduate in laboratory technology from LSUSD. He will discuss CAD/CAM direct porcelain restoration. He will be followed by Dennis Simon, a sales representative who will relate how digital radiography can be incorporated into clinical and clerical areas of your practice.

Several products on the market will be discussed. Patterson Dental is sponsor for the meeting.

Following the presentations, a social with refreshments will be held featuring the drawing for a \$50 dues rebate. All tickets are retained and will be "in the hat" for the end of the year drawing for a full year's dues rebate.

Nominations in order for new NODA officers

Nominations are now being accepted for the 2004 officers and elective positions of NODA. Dr. David Hildebrandt, NODA's president-elect, will serve as chairman of the nominating committee.

Other members include Drs. Kevin Collins, Terry Fugetta, Joe Campo, and Frank Martello. Nominations may be submitted to any member of the committee or to the NODA Central Office, 2121 N. Causeway Blvd., Suite 153, Metairie, LA 70001.

Offices for which nominations may be submitted include 1st Vice-president, 2nd Vice-president, and Treasurer (2-year term). Dr.

David DeGenova will be serving the 2nd of a two-year term as Secretary.

Elective positions for which nominations may be submitted include one at large Board member (3 year term), LDA director (2 year term), and ADA alternate delegate. Dr. Guy Cresson will complete the 3rd of a three-year term as an at-large board director. Dr. Ambrose Martin will complete the 2nd of a three-year term, and Dr. Tom McCoy will complete the 2nd year of his two-year term as LDA Director.

Nominations must be in writing and signed by two active, retired, and/or life members in good standing. The deadline for nominations is

Wednesday, November 19, which corresponds with that month's general meeting. However, it is recommended that nominations be submitted as early as possible to allow the nominating committee to consider all nominations before it submits its report at the November board and general membership meetings.

If more than one candidate exists for any office or elective positions, candidates will have an opportunity to address the membership at the December 17 meeting.

The December general membership meeting is the official election meeting and officers begin their terms immediately upon election.

NODA members invited for hygienists' Fun Run

Get out the old running shoes and prepare for Molarthon '03, the 11th annual 5K Walk/Run and one mile Fun Run to be held November 22, 2003 by the New Orleans Dental Hygienists' Association.

The race will take place on the breathtaking oak-lined course of New Orleans' historic Audubon Park. This year's event will benefit "A Child's Wish of Greater New Orleans." For more information, call Heather Ludwig at 276-9037.

Here are the facts in a flash:

Date: Saturday, November 22, 2003

Time: 8:15 a.m. Jazzercise/Pre-race warm-up

8:30 a.m. 1 Mile Fun Run/Walk

9:00 a.m. 5K Run/Walk

Entry Fee: \$15 Pre-Entry through November 14

\$17 Late Entry (November 15-22)

\$13 No T-Shirt Option (Race Day Only)

Registration: Checks made payable to GNORA

Mail to: Greater New Orleans Runners Association

P.O. Box 6524

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President's Message

by GLENN C. DUBROC, DDS

A SENSE OF MISSION

Yes, this is the October issue of *NODA News*, but I sit here on the evening of September 11, 2003 composing my third to last President's message. September 11th. You and I will never again recite this date without it conjuring images of this generation's day of infamy. This unforgettable moment in the history of civilization and, guess what, 730 days have already passed. I don't know about you, but there have been several days over these last two years when I've caught myself wondering "What the hell am I doing?" At times, I permit myself to become inordinately stressed about things over which I have absolutely no control.

A patient is late for his appointment again; some moron cut me off on the way to work; my retirement plan took a big hit today; my favorite team lost in the final seconds; the air conditioner in my car is on the fritz; Louisiana's Legislature passed that grossly unfair Stelly tax plan; 30% of dentists are too cheap to join NODA. Think of September 11th and it places these "problems" in a different perspective.

So what if I just threw my hands up and declared that I will not concern myself with these trivial items? Will this somehow bring me peace on earth? I doubt it. What I have come to understand about myself is that I am not content unless I have a mission. At times, there are several missions, but there had better be at least one. A mission, even when it concerns one of the most mundane issues, gives me focus. I sleep better. I work better. I play better. I feel healthier.

NODA News is published every month with the exception of June and August. Deadline for ads and editorial material is the 5th of the month preceding publication. Ads and news should be sent to Dr. Kristi Soileau, Editor, 2820 Napoleon Ave., Suite 470, New Orleans, LA 70115.

NODA News is a publication of the New Orleans Dental Assn., 2121 N. Causeway Blvd., Suite 153, Metairie, LA 70001. Phone (504) 834-6449.

WEB SITES

N.O. Dental Association
www.nodental.org

N.O. Dental Conference
www.nodc.org

Furthermore, adopting a position of apathy would be an insult to those who lost their lives on 9-11-01. I'm sure those individuals, given the choice, would readily trade having to deal with life's daily tribulations over the fate that awaited them on that day of infamy. We owe it to all these individuals, our families, and ourselves to face life's problems head on, but to treat them with a proper perspective on what is truly important. This is an oh-so-difficult lesson to absorb into one's character, but an essential one in these uncertain times. My favorite thing to recite to myself these days is "this too shall pass."

So as I bring this message to a close at 1:30 am (it's now September 12th), I'll leave you with this. Just say something nice to at least one person today. Tell them you like their outfit. Tell them they look pretty today. Tell them they have a nice smile. Just do it. There is no guarantee of a tomorrow for any of us. And just how do you want to be remembered?

Glenn C. Dubroc, DDS
President

WE WANT YOUR NEWS

Anyone knowing of any dentist who has made a significant contribution, gained an elective or appointive office, written an article, delivered a paper, or rendered unusual public service, please call or write Dr. Kristi Soileau, 2820 Napoleon Ave., Suite 470, New Orleans, LA 70115. Phone: 899-2255.

around and about . . .

National Children's Dental Health Month is not until February, but already wheels are turning for a busy areawide program. Dr. Jason Parker, general chairman, has arranged a number of events and is working on more.

The Teachers Seminar on Children's Health, a perennial forerunner of NCDHM, has been set for Friday, January 23, from 8:30 to 12 noon at the LSU Dental School. The Alliance of NODA is working closely on this and its own educational program at LSUSD.

Arrangements have been made for television messages again throughout February. Dr. Parker is also in negotiations with Audubon Zoo for a Sunday afternoon event as well as others at Lakeside and possibly other shopping centers.

Congratulations to the NODA Alliance for its important work in raising money during the recent New Orleans Dental Conference. The annual drawing held by the Alliance raised \$3200 last year that was presented to the Children's Hospital Dental Clinic to replace old and outdated equipment.

It is hoped returns from this year's program will equal or top that. Cecelia Fugetta headed up this year's drawing program.

Best wishes to Dr. R. Jack and Mary Louise Cassingham on their 50th wedding anniversary. Dr. Jack is professor emeritus at LSUSD and longtime NODA member and Mary Louise is a retired attorney and staff member at the Louisiana Supreme Court. The Cassinghams have four sons and six grandchildren.

NODA is interested in hearing about big events in your life. If you have news you'd like to share, just drop a line to Dr. Kristi Soileau, 2820 Napoleon Ave., Suite 470, New Orleans, LA 70115.



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Picture from the Past



New Orleans Saints Quarterback Steve Walsh (remember him?) served as honorary chairman of NODA's Children's Dentistry observance a few years ago. This photo was arranged by Dr. Tom Murphy, at Steve's left, general chairman.

NEXT MONTH

NEW ORLEANS DENTAL CONFERENCE IN PICTURES

FUN FACTS

Submitted by Al Leatherman to *The Newsletter* of the Lorain County (Ohio) Dental Society is this accumulation of "facts."

Rubber bands last longer when refrigerated.

Peanuts are one of the ingredients of dynamite.

There are 293 ways to make change for a dollar.

The average person's left hand does 56 percent of the typing.

"Stewardesses" is the longest word that is typed with only the left hand.

NOVEMBER MEETING

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NODA PROFILE

NODA News continues a series of profiles of members of all ages and various lengths of membership in the Association. You may be next!

Dr. Liberto: A second career

After 36 years in the private practice of pediatric dentistry, Dr. Vincent N. Liberto in 1996 faced a difficult decision. Dr. Louis Grush had announced his retirement as director of continuing education at the LSU School of Dentistry and a search was underway for a new director. Dr. Liberto made the decision to apply for that position.

"It presented a wonderful opportunity," he recalls, "but to tell you the truth, I wasn't quite ready to retire from active practice yet, I also recognized such an opportunity doesn't come around very often. In retrospect, it was the right decision at the right time."

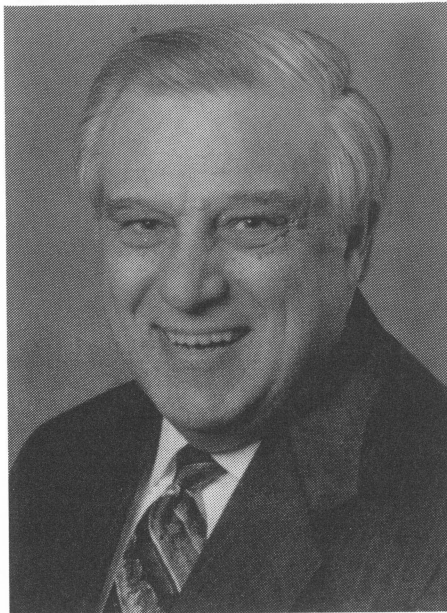
After the search was completed, Dean Eric Hovland offered the position to Dr. Liberto. "I am comfortable in this position and truly enjoy the interaction with resident and visiting faculty. It is hard and long hours, but the internal satisfaction is most rewarding as we have raised the bar in excellence in continuing dental education at LSU." Further, he left private practice with the knowledge that his patients would continue to receive excellent care from Dr. Lisa Wyatt.

The university obviously is also pleased, as Dr. Liberto was recently promoted to assistant dean for continuing education and has received approval from the administration to undergo a major renovation project within the school. Room 4309 in the dental school will be converted to a modern, state-of-the-art, hands-on laboratory including all new equipment with a sophisticated audio-visual system. This room will be used by the CE department and will be available to outside groups who wish to partner with the department on mutual projects.

A 1951 graduate of St. Stanislaus College in Bay St. Louis where he boarded from the fourth grade, Dr. Liberto moved on to Loyola in New Orleans for his pre-dent and professional studies, receiving his DDS in 1957. As with so many Loyola grads, he was greatly influenced by Dr. Bob Eastman. "He set the standards that we would subconsciously adhere to in our practices for the rest of our lives," he recalled.

After two years in the Navy Dental Corps, he applied for admission as a post graduate student in pediatric dentistry at the University of Tennessee. Here again, Dr. Eastman influenced his future. "I didn't think he would remember me, but later learned that my acceptance in this program was the direct result of his recommendation," the doctor said.

When he opened his office in New Orleans in 1960, there was only one other pediatric den-



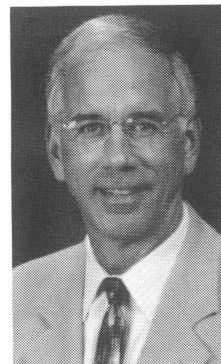
DR. LIBERTO

tist practicing within 80 miles of the city. "In fact, I was the first dentist in Louisiana to have completed a formal program in pediatric dentistry," stated Dr. Liberto.

After a short time in a small office on Napoleon Avenue near Baptist Hospital, the doctor moved to Gentilly in 1966. He also had offices in New Orleans East and on Veterans in Metairie until transitioning to LSU in 1996. "Actually, I was always involved in some form of CE as I firmly believe that continuous study is necessary, not only to keep the professional on the cutting edge in his or her field, but for the good of the patient," he explained.

His list of leadership positions in dentistry is impressive. He was president of NODA in '76 and the LDA in '89-'90, board member and president of the American Academy of Pediatric Dentistry in '81-'82, a member of the La. State Board of Dentistry from 1990-1996 and served as their president in '93-'94. He was chairman of the local committee for the ADA Annual Meeting held in New Orleans in 1980, served on the ADA's Council on Annual Sessions from 1979 to 1987 and chaired that Council in 1985. He was president of the Association for Continuing Dental Education in 2002 and served on the Board of Directors for the American Academy of Cosmetic Dentists from 1998 to 2002.

His list of honors include election to the American College of Dentists and the Interna-



DR. WALKER



DR. GALLO

The LSU Health Sciences Center School of Dentistry promoted Dr. John Gallo III to associate professor of operative dentistry and biomaterials, and Dr. Richard Walker, Jr., to professor of clinical operative dentistry and biomaterials.

tional College of Dentists, Honor Dentist of NODA in 1992, Distinguished Service Award from the LDA in 1994, the Edmund E. Jean-sonne Professorship in Continuing Dental Education in 1997, Outstanding Faculty Award from the LSUSD Alumni Association, and just recently he received the Distinguished Service Award from the Pierre Fauchard Academy.

With the doctor every step of the way was his wife Cathey who has held numerous leadership roles in New Orleans and Louisiana women's activities. "None of my extra-curricular work in dentistry would have been possible without Cathey's support and encouragement," he said.

The Libertos are the parents of four sons and three daughters. None have followed his path in dentistry. "I didn't want to force them," the doctor explained. "Maybe I could have been more persuasive." But, he says proudly, "three of the boys served in the U.S. Marines and the youngest is an associate dean at Newbury College in Boston.



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When a patient is unhappy . . .

If patients are unhappy with treatment, most of the time all they want is a refund, writes Eric Ploumis, DMD, JD, in the January 2002 *New York State Dental Journal*.

Rightly or wrongly, a patient may feel the treatment didn't measure up to expectations. Providing a refund is fine, Ploumis writes, but it's essential to get a release.

He cites many reasons dentists should have patients sign a release before any money is refunded. Simply put, he says, by signing a release in exchange for money, a patient gives up the right to sue the dentist. Ploumis says it doesn't matter how much money is returned, a release is necessary.

The lure of a refund will prompt most patients to sign a release, but if the release is too formal or frightening, they may balk. Ploumis advises tailoring a release to suit the situation. Once signed, refund the money promptly, he writes.

Even if a dentist feels the patient deserved a refund and senses no breakdown in the doctor-patient relationship, get a release, he says. Situations change in a heartbeat, and once a refund is given, a patient can simply pocket the money and take any and all actions available unencumbered by the legal shackle of a valid release.

According to Ploumis, except for a simple overpayment refund, dentists should never return money to a patient without a release.

Ploumis says a release should consist of the following elements:

- The names of both the releasor (the patient) and the releasee (the dentist). If the patient is a minor, a parent or legal guardian must sign the release.
- A specific dollar amount you intend to return to the patient. Avoid "fuzzy" language such as you will return "one-half of the treatment fee."
- A statement that in returning the fee, you admit to no liability. If this clause is not included, the patient may assume you are refunding because you did something wrong.
- An indemnification clause. Clearly state that the patient, by accepting a refund, waives the right to any future actions against you, your associates, partners, employees, corporation and heirs.
- Termination of the doctor/patient relation-

(Continued on page 6)

BULLETIN BOARD

CAREER OPPORTUNITY – Disabled? Retired? Just need a change? AFTCO is adding full-time practice transition analysts in the New Orleans area. Six figure income potential. A great opportunity to use your dental background. Fax your resume to 770-998-5578 or email it to Tiffany@aftconet.com.

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SW LOUISIANA ORTHO #7049. Call Dr. Earl Douglas, 800-321-4540.

NEW ORLEANS #6794 Gross \$777,783; 3-5 days, 6 operatories; 2,800 sq. ft. office space. 2 assistants, hygienist. Call Dr. Earl Douglas, 800-321-4540.

NEW ORLEANS #2015 Gross \$781,862; 4.5 days, 5 operatories, 2,500 sq. ft. office space. Assistant, hygienist (ft), hygienist (pt), 2 receptionists. Call Dr. Earl Douglas, 800-321-4540.

NEW ORLEANS PERIO #2012 Gross \$266,405; 3 days, 4 operatories; 1550 sq. ft. office space. Assistant (ft), 2 assistants (pt), hygienist (ft), hygienist (pt), receptionist. Call Dr. Earl Douglas, 800-321-4540.

NEW ORLEANS OFFICE #2013, 4 ops, sale price \$114,000. Call Dr. Earl Douglas, 800-321-4540.

(Classified ads are \$25 each. Send ads and checks to Dr. Kristi Soileau's office, 2820 Napoleon Ave., Suite 470, New Orleans, LA 70115.)

DR. BLOCK REAPPOINTED

Dr. Michal Block, professor and acting chair of the LSUHSC School of Dentistry department of oral and maxillofacial surgery, was reappointed chair of the American Association of Oral and Maxillofacial Surgeons Committee on Continuing Education and Professional Development Task Force on Dental Implant Conferences for September 2003-September 2004.



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Studies show connection between oral diseases and pulmonary infection

At least 12 studies provide direct evidence of the association between pulmonary infection and oral diseases, reports Philippe Mojon, DMD, Ph.D., in the June 2002 *Journal of the Canadian Dental Association*.

The association seems to occur only in patients with severely compromised health, in frail elderly people and in patients with chronic pulmonary disease, Mojon writes.

He notes that the anatomical continuity between the lungs and the oral cavity makes the latter a potential reservoir of respiratory pathogens.

In healthy patients, however, the distal airway and lung parenchyma are sterile, Mojon notes. An infection occurs when the host's defenses are compromised, the pathogen is particularly virulent of the inoculum is overwhelming.

Only recently, writes Mojon, has the role of the oral flora in the pathogenesis of respiratory infection been examined closely.

Accumulation of plaque on the teeth or dentures and some periodontal pathogens are the most likely culprits. He adds that similar host susceptibility factors may also lead to both periodontal and chronic pulmonary disease and suggests that improving oral hygiene might reduce the risk of pneumonia among subjects who are at risk.

Mojon stresses the necessity for regular recalls among "at risk" patients and the introduction of specific oral hygiene courses for caregivers in long-term care institutions.



Continuing Education Corner

In an effort to keep you informed about available C.E. opportunities at the LSU School of Dentistry, this area will be devoted to informational updates.

DATE	2003	COURSE / TITLE	CR. HRS.	TUITION
November 7-8		"Digital Case Presentation" w/Drs. John Barksdale & Jerome Smith	14 hrs.	DDS \$ 995.00 Auxiliary \$ 129.00
November 14		"Freeing Your Practice & Patients from Disease and Patchwork Dentistry" w/Dr. Tim Leary and Joan White, RDH	07 hrs.	DDS \$ 265.00 RDH \$ 145.00 Auxiliary \$ 95.00
November 15		"Radiology for Dental Auxiliaries" w/Drs. Thunthy & Hubar	07 hrs.	Auxiliary \$ 129.00
November 21-23		"Expanded Duty Dental Assistant" a/k/a "EDDA" w/Dottie Austin, CDA, EDDA	24 hrs.	Auxiliary \$ 369.00
December 5		"Last Chance VII" w/Drs. John Burgess, Doug Dederich, Ron Lemon, Alan Ripps, and Randy Wilk	07 hrs.	DDS \$ 265.00 RDH \$ 145.00 Auxiliary \$ 95.00
January 16-18		"Level I Cosmetic: Dentistry Continuum"	74 hrs.	DDS \$ 6,395.00
March 5-7		w/Drs. Eubank, Morley, Mopper, Chiche		Auxiliary \$ 995.00
April 16-18				Covers all 3 Sessions
January 23		"Implants" w/Dr. Carl Misch	07 hrs.	DDS \$ 265.00 Lab Tech \$ 165.00 RDH/Aux. \$ 145.00

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UNHAPPY PATIENT (Continued from page 3)

ship. Even though this may seem obvious, make sure the patient knows that by accepting the refund, he or she is no longer a patient.

- Confidentiality agreement. This should stipulate that the terms of the release are confidential and not to be revealed to any outside parties.

- Signatures of the releasor, releasee and at least one witness. Along with the necessary signatures, make sure the release is dated.

NODA NEWS accepts advertisements from a variety of sources, but makes no independent investigation or verification of any claim or statement contained in the advertisements. Inclusion of advertisements should not be interpreted as an endorsement by the New Orleans Dental Association or NODA NEWS.

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