

NODA News

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NODA News

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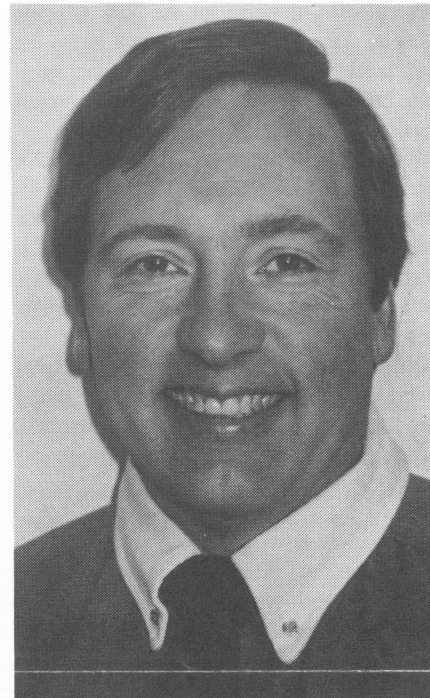
To establish and maintain a cohesive organization that serves its membership by promoting the art, science, and professionalism of dentistry, and by communicating the value of oral health to the community.

VOL. 42 JANUARY '04 NO. 1

Welcome, New Members

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DR. DAVID J. HILDEBRANDT will preside as 86th president of the New Orleans Dental Association at the New Member Dinner, Wednesday, January 21 at the Doubletree Hotel on Causeway Blvd. near Lake Pontchartrain. Dr. Hildebrandt, a Slidell practitioner, served as scientific program chairman for the past year.

NEW MEMBER DINNER, NEW PRESIDENT

Talk on Practice Building Feature January 21 Meeting

**BY DR. KEVIN COLLINS
SCIENTIFIC PROGRAM CHAIRMAN**

NODA's Board wishes you and your family a HAPPY and JOYOUS NEW YEAR. And the board cordially invites you to the annual New Member Dinner Wednesday, January 21 at 6:30 p.m. at the beautiful Doubletree Hotel on Causeway Blvd. near Lake Pontchartrain.

NODA's 86th president, Dr. David J. Hildebrandt, will preside and we will welcome 27 brand new dentists as members of our association as well as the new officers who will govern our association for the next 12 months.

In addition, we will enjoy the featured presentation entitled, "Get the Gold Out of Your Files" by Sandy Pardue. Let Sandy show you how to get those patients out of the files and back in the chair. Learn a "real world," workable system for reactivating patients.

You will receive a copy of "Recall and Reactivation Project." You will also receive the tools to get your patients back in the chair while gaining their confidence at the same time. This is a proven system that has activated over 20,000 patients that she has tracked across the U.S. last year alone!

During the pre-dinner social you can meet the new members and some specially selected

senior students, a valuable time for anyone thinking of seeking an associate. Cost of the dinner is only \$28.00. New members are NODA's guests.

To attend, you must RSVP to the office (834-6449) with an entrée selection no later than January 16 to be included in the meal guarantee. Pre-payment is preferred. But you may pay at the door if you RSVP by the deadline.

The evening begins with a cash bar at 6:30 p.m. with dinner at 7. The menu: Corn and Crab Bisque, Garden Salad, Choice of either Beef Medallions in Marsala Sauce or Mustard Fried Catfish with Remoulade Sauce, potatoes and a vegetable, with Cheesecake with Strawberry Topping for dessert.

The dinner will be in the Doubletree's Northshore Room. The hotel is located at the foot of N. Causeway and the lake. Access the hotel garage for free parking by turning left at 6th street, turn right at the first light and follow the signs around the block to Gateway #3. Visitor parking is on the Mezzanine (Level 2) or Level 3. Take the elevator down to the hotel lobby. The Northshore Room is near the Front Desk.

It should be a lively evening for dental folks. And don't forget the drawing for a \$50 dues rebate.

2004 Officers and Board of Governors

- | | |
|---|---------------------------------|
| President | Dr. David J. Hildebrandt |
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President's Message

by DAVID J. HILDEBRANDT, DDS

INCREASED MEMBERSHIP A GOAL

It is truly an honor to be writing my first President's Message for the New Orleans Dental Association. When I look at the list of past presidents of our association, I feel humbled to be added to such an impressive roster of exceptional dentists.

Our immediate past president, Dr. Glenn Dubroc, should be commended for his accomplishments last year. Dr. Dubroc emphasized membership in his term and plans to continue in that role with the membership committee this year. I am looking forward to working with this year's Board.

One of my goals for this year also includes an increase in membership for NODA. During future president's messages, I plan to highlight many of the benefits we receive through our membership.

I am sure by now most everyone has heard about the settlement our ADA achieved in litigation with Aetna Insurance. When the settlement was announced, the general sentiment was, "It's about time the ADA stood up for us!" I have heard the expression that we have a "new ADA" that is much more proactive.

This litigation on behalf of all dentists is but one example of what the ADA is doing with our dues dollars. Yesterday, I actually saw proof of the settlement and how it will affect my practice. Previously, our patients would occasionally ask why our fees were too high after getting an EOB from an insurance carrier which stated, "Fees are above the UCR of your region." Of course, our fees were not too high, the insur-

ance company was refusing to pay the true UCR of the area.

Yesterday the following statement was written on a patient's EOB: "Your plan provides benefits for covered services at the prevailing charge level, as determined by Aetna pursuant to the terms of your contract. Aetna's determination of the prevailing charge does not suggest that your provider's fee is not reasonable and proper."

In addition, if the prevailing charge level (PCL; I guess this will become our new insurance acronym) is too low, dentists can request an increase on an individual basis and can obtain information on how the PCL was determined. In the past, insurance carriers would never disclose how UCR's were obtained because in fact, they were not truly a UCR, but an arbitrary figure the insurance chose to pay. Strike up a victory for the ADA and all dentists who deal with insurance companies!

May 2004 bring us many more victories and benefits from our membership in organized dentistry. I look forward to seeing everyone at the New Member dinner at the Doubletree on January 21.

David J. Hildebrandt, DDS
President

Touro Rossner Seminar slated February 13

Earl M. Douglas, DDS, MBA will conduct the 2004 Touro Rossner Dental Seminar Friday, February 13 from 8 a.m. to 4:30 p.m. at the Hilton New Orleans Airport Hotel, 901 Airline Drive in Kenner.

The topic will be "Practice Transition and Planning."

Touro Infirmary will grant 6.5 AGD credit hours to those who attend the entire seminar, according to the Touro release. The seminar is designed for dentists. Hygienists may be accepted as well, but not other staff members.

Seating is limited. Advanced registration is required. Reservations will be taken in the order in which full payment and necessary information is received. For more information, call Shelley Landrieu, seminar coordinator, at (504) 523-6792.

The late Dr. Rossner was a long time member of NODA and staff member at Touro.



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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

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www.nodental.org

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SPECIAL RATE FOR HORNETS-KNICKS GAME***New Orleans Team Joins Children's Dental Health Month***

Dear NODA Member,

Over the last several months, extensive projects for National Children's Dental Health Month have been underway. As you know, these projects hope to further increase awareness and prevention for children's dental health across our country. Furthermore, here locally it brings more recognition to organized dentistry's involvement that specifically relates to us, New Orleans Dental Association, and all of the children in our community during this time of year.

I have been fortunate enough to negotiate what I believe is a great opportunity for us to approach this project in a different direction and promote our cause. On February 11 for the New Orleans Hornets' game against the New York Knicks, we have been offered \$60 tickets for \$40 in the Lower Level Corner Area (Sec. 109 Rows 21, 22, 23, 24). Our own dental offices have utilized this section of seating for some of our staff events and economically it is the best seat for the price and feel of the action during games.

If we, as a group can purchase tickets to this one game, the New Orleans Dental Association will be located and recognized at half-time over the A-V monitors (PHONOTRON) in the arena for our involvement in NCDHM. Additionally, Hugo the Hornet, along with a red six foot tall toothbrush that I will provide, will call all of the children present at the game to a selected area in the arena to give them each a toothbrush with New Orleans Dental Association embossed on the handle to commemorate National Children's Dental Health Month.

It would be nice to get as many NODA members, spouses, children and staff at this game as possible. These tickets have been discounted dramatically for us to bring the entire family along and it would also make an awesome staff appreciation night.

Due to the availability of being able to seat everyone in the same section, time is of essence. I need to give my contact at the Hornets a head count for the number of tickets so we will all be in the same section for recognition purposes at half-time. I have 100 tickets currently on hold.

Please contact me via e-mail at: jparker@orthodon.com or call or fax the NODA office by JANUARY 16th to confirm your number of tickets and method of payment for your family and office.

Thank you for your continued support in organized dentistry.

Jason D. Parker, D.D.S.
Chairman, NCDHM

February is National Children's Dental Health Month

A healthy smile is always in style

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- Brush and floss each day.
- Eat nutritious foods.
- Have regular dental checkups.

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American Dental Association
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NATIONAL CHILDREN'S DENTAL HEALTH MONTH ACTIVITIES

- January 23** – NODA Free Seminar for area teachers, school nurses and day care workers, Louisiana State University School of Dentistry, 9 A.M. to 1 P.M., Room 8401D).
- January 31** – NCDHM Kick-Off for Northshore Area, Northshore Mall, 10 A.M. to 2 P.M., Between Food Court and J.C. Penney.
- February 1** – NCDHM Kick-Off for New Orleans, Lakeside Mall Center Court Area, 1-4 P.M., Causeway Boulevard Entrance by Talbot's.
- February 3, 6, 9, 10, 16, 17** – NODA Alliance, LSUSD, elementary school student tour, program, 9 a.m.-12:30 p.m.
- February 5** – Children's Hospital of New Orleans, 11:30 A.M.-2 P.M., Clinic entrance at corner of Henry Clay and Tchoupitoulas streets.
- February 6** – Give Kids A Smile Day, 8 A.M. to Noon, Louisiana State University School of Dentistry Pediatric Dentistry and Dental Hygiene Department.
- February 7** – Westbank NCDHM Awareness Event, 9-11 A.M., New WJMC Fitness Center at Oakwood Mall.
- February 11** – NCDHM at the Hornets-Knicks game. See letter on this page.
- February 14** – Louisiana Children's Museum, 10 A.M.-2 P.M., Movies, and program on dental health.

Adopt a School in February

Here's a way you can play a part in National Children's Dental Health Month.

Call a school near your office or home. Offer to give a talk on teeth, nutrition, dental accidents, etc. If they ask, suggest the second or third grade. (Some schools may want to combine a couple of grades, or even include the whole school.)

Call the NODA Central Office (834-6449) to learn where you can pick up a packet of posters or other material to leave at the school. You may know a detail man who might supply you with other material – maybe even toothbrushes to give away.

CENTRAL OFFICE DUES NEWS

JUST A REMINDER . . . NODA offers a convenient and painless way of paying your dues a year in advance – it's our **AUTOMATIC BANK DRAFT PROGRAM** – and there are **NO administrative fees!**

If you have paid your 2004 dues in full, you can sign up by January 16, 2004, and 12 monthly installments will be deducted from your specified checking account through December, 2004. After the December installment, your projected dues for the year 2005 will be **PAID-IN-FULL!!!**

You may join the program in any month as long as your 2004 dues have been paid, but the longer you wait, the fewer installments you will have, and the monthly installment amount will be greater.

Once you participate in the ABD program, you can continue "rolling over" in the program each year simply by executing a new authorization form. So get started this January! Just call Mona at the Central Office for details and an authorization form.

Another benefit of membership you should take advantage of!!!



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**HIGH & LOW SPEED
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Texas institution researches bone regeneration

Bone regeneration to help the millions of Americans who have no teeth is the focus of researchers at the University of Texas Health Science Center (UTHSC) in San Antonio.

Biomedical engineers there have invented several forms of a 3-D micro-scaffold, a complex net of bone mineral, collagen or plastic infused with cells that serves as a new seed of life for tissue, according to an article in the March/April 2002 *The Mission*, newsletter of the UTHSC.

The scaffold is made from several different materials. The most popular is a biodegradable polymer that gradually dissolves in the body as new tissue develops and no longer needs support.

Depending on the cells used, the scaffold implant sprouts new blood vessels, tissue and joint cartilage. It can generate new arteries in heart attack patients, bone tissue in fracture patients, and perhaps even new teeth to replace dentures, the report says.

More than 19 million Americans have no teeth. Another 113 million are missing at least one tooth. Although dentures and implants offer viable alternative for many patients, thousands of others have extensive damage that makes tissue and bone structure unable to anchor an implant or artificial tooth.

The scaffold will eventually repair the damage, according to Kyumin Whang, PhD, assistant professor of restorative dentistry in the division of biomaterials. He says his researchers are focusing on bone regeneration and working on scaffold biomaterials reinforced with hydroxyapatite, a mineral found in bone, that closely mimics natural bone.

The researchers note that scaffolds should be better at integrating with living tissue and should exhibit better biomechanics and porosity, allowing newly forming bone cells and blood vessels to enter the pores of the scaffolds for faster regeneration.

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.

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PRACTICE SALES
NATCHEZ AREA #6965 Gross \$580,738, 4 days, 5 operatories, 1,470 sq. ft. office space. 2 assistants, hygienist, office manager, receptionist. 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 #8111 Great merger opportunity. Seller will stay to work 1 day a week. Gross \$239,812; 3.5 days. Call Dr. Earl Douglas, 800-321-4540.

NEW ORLEANS OFFICE #2013 Sale price for office is \$114,000! Contains 4 operatories; 1,550 sq. ft. Call Dr. Earl Douglas, 800-321-4540.

NEW ORLEANS PERIO #2012 Additional plumbed but unequipped operatory. 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.

MANDEVILLE #7037 Gross \$265,513; 4 days; 3 operatories; 1212 sq. ft. office space, receptionist. Call Dr. Earl Douglas, 800-321-4540.

METAIRIE #8116 Gross \$641,204; 4 days; 5 operatories; 2000 sq. ft. office space; assistant, 2 hygienists (pt), 2 receptionists. 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.)

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MEETINGS COMING UP

NODA GENERAL MEETING

Wed., Feb. 18, 2004 – LSUSD – 7:00 p.m.
 “Freehanding Reversible Couture Smiles”
 Dr. Corky Willhite

PRESIDENT’S DINNER HONORING
 2004 BOARD OF DIRECTORS
 Sat., March 13, 2004 – 7:00 p.m.
 Hilton Hotel, New Orleans

NODA CRAWFISH BOIL & STAFF
 APPRECIATION NIGHT
 Fri., April 16, 2004 – 7:00 p.m.
 American Legion Hall –
 Causeway @ River Road
 (RSVP Required)

NODA C.E. & GOLF EXTRAVAGANZA
 Fri., May 21, 2004 – Eastover Country Club
 Speaker, Times & Arrangements TBA
 (RSVP Required)

NEW ORLEANS DENTAL CONFERENCE
 Sept. 15, 16, 17, 18, 2004
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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	2004	COURSE / TITLE	CR. HRS.	TUITION
January 23		“Implants” w/Dr. Carl Misch	07 hrs.	DDS \$ 265.00 Lab Tech \$ 165.00 RDH/Aux. \$ 145.00
Note: This Course is also included as #1 of a Series known as the “CDE Club.” Call C.E. office for details.				
January 30-		“Expanded Duty Dental Assistant” a/k/a “EDDA”		Auxiliary \$ 369.00
February 1		w/Dottie Austin, CDA, EDDA	24 hrs.	
January 31		“Radiology for Dental Auxiliaries”	07 hrs.	Auxiliary \$ 129.00
w/Drs. Thunthy & Hubar				
February 4-8		“24th Annual Periodontics Review Course”	40 hrs.	5-day \$ 1,295.00 3-day \$ 955.00
w/Dr. Ray Yukna, et alia				
If registered prior to December 15, 2003 deduct \$100				
February 8		“Oral Medicine Review for the G.P.”	06 hrs.	DDS \$ 265.00
w/Dr. Michael Glick				
March 12		“Treatment Planning Restorative & Prosthodontic Problems” w/Dr. Terry Tanaka	07 hrs.	DDS \$ 295.00 Lab Tech \$ 165.00 RDH/Aux. \$ 145.00
April 2		ALUMNI DAY	05 hrs.	Call C.E. Office
w/Drs. Mike Robichaux, Chad LaCour, John Barksdale and Jerome J. Smith				
April 23		“Drugs On The Street”	07 hrs.	DDS/MD \$ 235.00 RDH/RN \$ 129.00 Lab Tech \$ 129.00 Aux. \$ 95.00 Law Enf/Para Med \$ 45.00
w/Dr. Hal Crossley				

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