

NODA News

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Nominations due
at Dec. 18 meetingPg. 3

Get rid of end-of-year
dues blues.....Pg. 5

NEW ORLEANS DENTAL ASSOCIATION



News of Dental Activities

VOLUME XXIV

DECEMBER 1991

NUMBER 9



DR. GLASER

Dr. Glaser Speaks December 18

The Hygiene-Driven Practice

"The Hygiene-Driven Practice" is the title of the scientific program at the NODA general membership meeting Wednesday, December 18 at 7 p.m. at the LSU Dental School.

Dr. Peter Glaser, a veteran practitioner, past president of NODA and past chairman of the New Orleans Dental Conference, will be the speaker.

Peter Glaser is known as one of NODA's most creative and imaginative members. In virtually every association post he has held, he has come up with new and different ideas. He has been a frequent speaker on NODA and Conference programs.

Regarding "The Hygiene-Driven Practice," he points out: "Attempting to keep busy, productive and profitable in dentistry is getting more difficult than ever. One needs not only to be on the front edge of the technical and knowledge aspect of dentistry, but also in the management area."

"From a practice management point of view, a practice that has a busy hygiene department will always be a busy practice. Alternatively a slow practice normally has a poor hygiene area," he added.

Dr. Glaser will cover presentation and gaining a high acceptance rate with hygiene patients, retaining a maximum number of patients in the recall program, getting more

benefits with insurance for the patient, scheduling an accelerated hygiene program, and how to use the hygienist and auxiliaries to make the total office more productive.

For those who have "busyness" problem, this seminar is a must. Hygienists and auxiliaries are cordially invited and will profit from this seminar, says Dr. Glaser.

After attending Tulane University, Dr. Glaser earned his DDS at the Loyola School of Dentistry. He spent two years in the U.S. Navy Dental Corps and following discharge opened his practice in Boutte, Louisiana which he still maintains.

He has a number of business interests, one of which is part ownership of the New Orleans Saints.

HEALTHCO-AUDERER DENTAL SUPPLY will be the sponsor of the December 18 meeting. Representatives will be on hand to greet dentists and their staffs. Be sure to say hello to them and thank them for their support.

Refreshments will be served following the program. The monthly drawing for a \$50 dues rebate will be held. Tickets of all those present will also go into the general drawing for a full \$635 rebate on 1992 dues. This drawing will be held at the May meeting.

Winners for the \$50 monthly dues rebate and the \$635 grand prize must be present.

HONOR DENTIST

December 30 is the deadline for nominations for the NODA Honor Dentist Award.

Nominations should be in writing, signed by a NODA member, and forwarded to the chairman, Dr. Don Toso, 4614 Veterans Blvd., Metairie, LA 70006. The committee will meet in January.



Merry Christmas

NODA COMMITTEES

Children's Dental Health group hard at work

February is National Children's Dental Health Month and already one of NODA's most active committees is well into the planning.

Dr. Tom Murphy is chairman of the Children's Dental Health Committee. The month-long observance is one of NODA's premier community service projects, designed to alert youngsters and their parents to the need for early and lifetime dental care.

Two meetings have been held so far. Committee members are working on several standing activities and exploring ideas for new ones. Among the projects planned are:

- Major exhibits at the Louisiana Children's Museum, 428 Julia in New Orleans, and the Freeport McMoRan Daily Living Science Center, 409 Williams Blvd. in Kenner.
- A seminar for teachers and school nurses at LSU Dental School.
- Appearances by dentists at schools in their neighborhood or near their offices, and



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on television and radio talk shows.

• Exposure on television through public service spots and publicity in newspapers and other media.

• Selection of a prominent figure as honorary chairperson. Previous chairs include Pete Fountain, Archie Manning, Bobby Hebert, Ronald McDonald, Jake Kupp and the late Pete Maravich.

Dr. Giselle Richard will again direct the teachers' seminar. Dr. Hilton Title will recruit dentists for media appearances.

Present at the organizational meeting November 14 were Dr. Murphy, Dr. Title, Bonnie Conway and Judee Morovich of the Louisiana Children's Museum; Jean Favaloro and Diane Woods of the NODA Auxiliary; Hugh Felterman of Procter & Gamble; Michael Higgins of LSU Dental School; Celeste Terry of the New Orleans Health Department; Dr. Peggy Walsh, Libby Ellis, Lydia Fontenot, Connie Comiskey and Charles Brennan.

Loyola announces program in dental management

ATTENTION DENTISTS

The U.S. Postal Service and ADA legal counsel advise that the portion of each member's dues allocated to periodicals must be stated on the membership application. Since this does not appear on the NODA application, notice of such allocation is hereby given:

ADA DUES	\$275.00
Allocation of JADA	25.00
To ADA News	8.00
LDA DUES	\$260.00
Allocation to LDA Journal	16.00
NODA DUES	\$100.00
Allocation to NODA News	15.00

Loyola University, through its Executive Education Program in the College of Business, will start a certificate program in medical/dental practice management in January, 1992. It is designed to provide opportunities for participants to gain knowledge in key technical and management areas.

For entrance into the program, participants are required to have a high school diploma and either a five years experience in practical management or at least two years (60 hours) of college credit.

To receive certification, participants must successfully complete ten required courses and two electives in the practice management curriculum in one year.

Participants who successfully complete the program will be awarded a "Certificate of Completion" demonstrating endorsement of their knowledge and accomplishments by the university's Executive Education Programs.

The cost of the certificate program will be \$2,400. Payment may be made in full at the time of registration or will be billed quarterly.

For further information, contact Nancy James, Loyola University College of Business, 865-3589. Applications are due December 15, 1991.

DUES RENEWAL FORMS

The 1992 dues renewal forms will be sent to the membership in early December for payment on or before January 1, 1992.

The forms are again preprinted for your convenience and we ask that any corrections necessary are made directly on the form.

If you do not receive a dues renewal form by December 15, please call Mona Whittington in the NODA Central Office at 834-6449.

Current dues may be paid by check, VISA or MasterCard. If you wish to pay through a credit card, call Mona for the necessary authorization forms.

NODA News is published every month with the exception of June, July and August. Deadline for ads and editorial material is the 10th of the month preceding publication. Ads and news should be sent to Dr. Kristi Soileau, 3600 Prytania St., 55 Lister Court, New Orleans, LA 70115.

Dr. Soileau is editor and chairman of the NODA News Committee. Members are Drs. Joseph Asercion, George Cerniglia, Frank Herbert, David De Genova, Peggy Walsh and Duane Delaune.

Coming in January!

"New Armamentarium in Endodontics... What's Really New?"

Speaker: Dr. Billie Jeansonne

Wednesday, January 15, 1992 • LSUSD Auditorium A
7 p.m.

Discussion, refreshments, drawing for dues discount.

Mark your calendar for NODA meetings

DECEMBER 18, 1991

"The Hygiene-Driven Practice"

Dr. Peter Glaser

SNEAK PREVIEW: "Keeping Busy, Productive, and Profitable in the '90's"

Dr. Peter Glaser and Dr. Emmett Zimmerman (See April 24, 1992)

7:00 p.m., LSUSD, Auditorium A.

Sponsor: Healthco-Auderer Dental Supply

(Free to 1991 new members).

Sponsor: The Medical Protective Company

MARCH, 1992

PRESIDENT'S INSTALLATION DINNER

DR. EMMETT ZIMMERMAN

Time, Date, Place, and Cost to be announced.

APRIL 8, 1992

NODA-LSUSD TABLE CLINIC COMPETITION

7:00 p.m., Vista Shores Country Club.

Free Hors D'oeuvres.

April 10, 1992

SPECIAL ALL DAY SEMINAR

"Keeping Busy, Productive, and Profitable in the '90's"

Dr. Emmett Zimmerman and Dr. Peter Glaser

9:00 a.m. - 4:30 p.m. Luncheon Served.

LSUSD, Auditorium C, Fee (Lunch

Included): \$25 for NODA members,

\$125 for non-members.

Sponsor: Gilsbar, Inc.

APRIL 24, 1992

NODA ANNUAL CRAWFISH BOIL

Entertainment and After-Dinner

Dancing Music by Dan McKay and His Oldies Mobile Sound Show

7:00-11:00 p.m., American Legion

Home, 3001 River Road at Causeway

\$10 per couple, **FREE TO THOSE WHO MAKE RESERVATIONS.**

Sponsor: Swift Collections, Inc.

MAY 20, 1992

"Bonding Systems For All Applications"

Dr. Anthea Grogono

7:00 p.m., LSUSD, Auditorium A.

Sponsor: The Glapion Group

JANUARY 15, 1992

"New Armamentarium in Endodontics - What's Really New?"

Dr. Billie Jeansonne

7:00 p.m., LSUSD, Auditorium A.

Sponsor: First National Bank of Commerce

FEBRUARY 19, 1992

NEW MEMBERS WELCOME DINNER

After Dinner Speaker: Mr. Donald Bollinger

"The Making of a Cajun Entrepreneur"

6:30 p.m. Cocktails, 7:00 p.m. Dinner.

Masson's Restaurant, \$25 for members

MAKE YOUR PLEDGE TODAY

You can still make your United Way pledge. NODA pledges are running slightly below last year and we don't want to lose our good record.

The United Way helps the less fortunate. Your gift or pledge is especially important in tough times when the poor are really hurting.

Nominations, dues drawing at December 18 meeting

Some lucky member will receive a \$50 dues rebate at the December 18 general membership meeting. A drawing is held at every meeting for the rebate. Winner must be present.

The Nominations Committee will announce its proposals for 1992-93 officers at the December meeting. Nominations may be made from the floor. They may also be made in writing to the Central Office or any committee member by any two active, life or retired members prior to the Dec. 18 meeting.

The January meeting will be for debate only, if there are multiple nominations for any offices. Election is at the February meeting. Officers will be installed in March.

Committee members Dr. Emmett Zimmerman III, chairman; Dr. Debra Arnold, Dr. Tony Miranda, Dr. Kristi Soileau and Dr. Joseph Kirn.

And don't forget! All tickets for the dues drawing are gathered each month and are eligible for the **GRAND PRIZE DRAWING** of a full dues rebate—\$635—at the May meeting.

Will the income be there when you need it?

YES, if you start now with a Private Pension Plan

When you retire you'll need income to provide for a standard of living you can enjoy. Will Social Security meet your needs? Are your other investments a sure thing in today's economic climate?

If you've asked yourself these questions, it's likely that you're still looking for an income source that's *guaranteed*. You can find it in The Glapion Group's Private Pension Plan. It's a plan for *you*, one that your business can offer to you *without* including anyone else.



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DENTAL DATA

HOW PEOPLE CHOOSE DENTISTS

University of Iowa researchers randomly surveyed 300 Iowans and found that the most important characteristics of a dental practice are sensitivity to pain or fear, the ability to see the same dentist at each visit, the attitude of the staff and the appearance of the dental office.

In an item in October *Dental Economics*, Marsha Cunningham, associate professor of preventive and community dentistry, says the study shows that people make trade-offs among the attributes of a dental practice the same way they do among features of a consumer product.

"For example," she said, "you might be willing to see a dentist in an inconvenient location if he or she is more sensitive to your fears about dental treatment."

Other characteristics patients consider significant when choosing a dentist are: ease of using dental insurance, fees, waiting time, range of care offered, location, explanation of treatment options, helpfulness of staff, preventive care offered, recommendation from a friend and waiting time to schedule appointments.

Factors found to be of less importance were: hours of operation, parking, appointment reminders, ease of rescheduling appointments, payment plans, number of dentists, dentists' years of experience and the use of advertising.

Excellence is not an act, but a habit.
Aristotle

PROGRESS ON AN AIDS VACCINE

A combination of two experimental AIDS vaccines given months apart to a small group of uninfected volunteers provoked a better immune response than any substance tested so far, reports *In Health* magazine.

Researchers at five universities conducted the tests sponsored by the National Institutes of Health.

The researchers say they cannot yet predict whether the boost in immunity would be strong enough to protect against an actual infection, but the approach of using vaccines in tandem looks promising.

Both vaccines were man-made versions of protein components of the virus's outer coat. The first, called gp160, was embedded in live vaccinia virus, the organism once used to vaccinate against smallpox. The booster shot, given 11 to 27 months after the first, consisted of multiple copies of the purified protein known as gp120.

In other preliminary vaccine trials, Robert Redfield and coworkers at Walter Reed Army Institute of Research gave a different version of gp160 to 30 volunteers who were already in the early stages of HIV infection. An improved immune response was shown in 19 of the volunteers.

DENTAL CONFERENCE TAKING SHAPE

The New Orleans Dental Conference is moving right along in its planning for the 44th annual Conference August 6-7-8, 1992 at the Hilton.

Speakers to appear, pending final negotiations, are Dr. James Pride, practice management; Dr. William Bottomley, dental ther-

apeutics; Dr. Udell Webb, dental insurance; Covert Bailey, health and fitness; Dr. Daniel Nathanson, dental materials.

Also, Ms. Risa Pollock, dental assisting; Dr. Robert Runnells, infection control; Walter Hailey, business; Dr. Karen Arnold, time management, and Dr. Mark Friedman, esthetic dentistry.

NEW PATRON SAINT OF DENTISTRY?

A suggestion for a new patron saint of dentistry comes from the October *Midwestern Dentist*, newsletter of the Greater Kansas City Dental Society.

"It has been suggested John C. Calhoun, former Secretary of War and vice president of the United States, be named the 'patron saint of dentistry' because he endured a lifelong association with his wife, mother-in-law and daughter all named 'Fluoride!'"



ASDA ELECTS NEW LEADERS

The American Student Dental Association (ASDA) elected its 1991-92 Executive Committee at the association's 21st annual session in Philadelphia in September.

John B. Roberson, Mississippi class of 1993, was elected president; Nancy J. Magone, Pittsburgh class of 1992, and Eric W. Nelson, Iowa class of 1993, will serve as vice presidents.

Also on the executive committee are Rodolfo Bianco, Northwestern class of 1992, editor; and Karen S. Cervenka, CAE, executive director.

The only thing necessary for the triumph of evil is for a few good men to do nothing.

Edmund Burke

STUDY REVEALS KIDS' PREFERENCES

Children showed "no significant differences in taste preference between the regular and children's flavored dentifrice," according to a study done at West Virginia University School of Dentistry.

Researchers Carol Sherrill Spear, BSDH, MS, and Laura Anne Savisky, BSDH, did find, however, significant differences existed in visual preference. They report that children preferred the modern, child-oriented dentifrices and containers.

Spear and Savisky conducted the study of dentifrice choices with 435 fourth grade children in Monongalia and Preston counties in West Virginia.

Their results indicated that children preferred a gel to paste, and blue sparkle gel to a plain blue gel. The pump container was preferred to the tube and the flip-top lid preferred to the twist-off lid.



Get rid of the end-of-the-year dues blues. Join the Automatic Bank Draft Program.

WHAT IS THE ABD PROGRAM?

A method of pre-paying yearly ADA, LDA, and NODA dues via monthly automatic deductions from your specified account.

WHERE AND WHEN CAN I JOIN?

Easy enrollment—call the NODA Central Office for an authorization form. Join by January 10, 1992 for full 12-month deductions for 1993 dues.

(Example: If you are a full active member paying \$635, your monthly deduction, including a nominal administrative fee, would be under \$60.00)

You may join the program in any month in 1992 for payment of 1993 dues. However, the later you join, the fewer number of months there are to deduct in, and the larger the installment becomes.

WHO CAN JOIN?

Any "dues-paying" member regardless of the amount of the dues to be paid.

WHY IS THIS PLAN BENEFICIAL?

- 1) Automatic deduction monthly from the account specified. No invoices to wait for or checks to write.
- 2) No large, lump-sum payment for dues to be paid right after the Christmas holidays. By December of 1992, your 1993 dues will be paid-in-full!
- 3) You can easily "roll-over" membership in the program for the next dues year by calling the NODA Central Office for a new authorization form!
- 4) Continuous membership without financial worry as monthly dues installments can be budgeted in advance!

Questions? Call Mona at 834-6449.

BULLETIN BOARD

FOR LEASE: 1,500-square foot dental suite consisting of business office, 2 large operatories, private office and small lab. Equipped with central compressed air, suction and nitrous oxide. Group solo setting with completely furnished reception room. Call 486-0677.

FOR SALE: 2 Pelton-Crane Light Fantastic ceiling mount lights. Good condition, \$350 each. Call 368-2792.

UPTOWN DENTAL PRACTICE for sale. Reasonable asking price. Call 891-4662 or 895-7420.

DENTIST WANTED to work Fridays and 1/2 day Saturdays in a West Bank general practice office. Please contact Dr. Dwight Landry at 340-0180.

FOR SALE: Two Weber X-ray Units. Two Belt-Driven Lab Handpieces. One Hydrocolloid Conditioner. Miscellaneous Dental Cabinetry and Office Furniture. Contact: William E. Kramer III at (504) 891-2826.

METAIRIE PRACTICE FOR SALE: Busy, Metairie general dentistry practice located in fantastic area. Current owner to specialize in pedodontics after sale. Will remain for several months with new owner. Contact David Wagner at Practice Builders, 455-8447 for confidential summary brochure.

FOR SALE: Like new Vacudent unit and cuspidor, recently upholstered Weber chair, and Ritter light. Excellent extra operator! Call 831-9367, 282-4441.



Continuing Education Corner

In an effort to keep the membership attuned to available C.E. opportunities at the L.S.U. School of Dentistry, this area will be devoted to informational updates.

DATE	COURSE TITLE	COST
Jan. 22-26	15th Annual Comprehensive Review Course in Periodontics	
Jan. 25	Radiology for Dental Auxiliaries	\$85.00
Feb. 7-8	"Comprehensive Management of Craniomandibular Patients" by Drs. Desonier, Mohamed and others. This course is designed to present a comprehensive overview of the management of acute and chronic craniomandibular pain and dysfunction patients. (This course is continued from Oct. 18-19, 1991.)	\$345.00
Feb. 22	Radiology for Dental Auxiliaries	\$85.00
Apr. 24	LSUSD Alumni Day	
For information, call (504) 948-8584.		



May we remind you to

Keep Christ In Your Christmas

What is Christmas if not the celebration of the birth of Jesus Christ! Prayer and thanks to God are the essentials of this time of love, joy and peace.

May yours be a true observance of Christmas in your family, in your office (by appropriate decorations), in your greeting cards and in your relationships with friends and patients.

Dentists serving on the "Keep Christ in Your Christmas" Committee:

Dr. Paul A. Cerise, Jr.
Dr. John J. Colomb, Jr.
Dr. John J. Colomb, III

Dr. Dan S. Lehon
Dr. R. J. Morris
Dr. A.W. Nolan



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