

# NODA News

**MISSION STATEMENT**

To establish and maintain a cohesive organization that serves to promote the art, science, and professionalism of dentistry, and to communicate the value of oral health to the community.

**VOL. XXVII NOVEMBER NO. 8**

## HOW CREATIVE IS YOUR OFFICE?

### *Creativity is subject of Staff Appreciation Night*

**BY DR. BARRY GOODSPEED**  
Scientific Committee Chairman

- What is creative thinking?
- What role does creative thinking play in enhancing our success?
- How do we break through barriers to creative thinking?
- How can we put creative ideas into action?

Carol Cattone, our speaker at "Staff Appreciation Night" Wednesday, November 16 at 7 p.m. at the Southern Yacht Club, makes this point:

"In today's rapidly changing world, yesterday's solutions are rarely the best response. Too often we fail to realize the value of creative thinking. In an effort to reach our full potential, we need to be able to answer these questions."

Carol Cattone is education manager at Mercy+Baptist Medical Center. She is an

award-winning member of Toastmasters International and is known for her natural speaking style and her ability to blend humor and anecdotes with valuable content.

Her topic is quite appropriate for our staffs in these changing times in dentistry.

Come on out November 16 and treat your staff to our speaker and this wonderful menu:

- Turtle Soup
- Red Snapper Oscar with Brabant Potatoes and Broccoli Florets

or

- Filet Mignon with Baked Potato and Spinach Souffle
- Salad, Coffee or Tea, Rolls and Butter
- Praline Parfait

The cost is only \$25 per person, but seating is limited. Reservations and pre-payment are required by Friday, November 11, 1994. Please send checks payable to: NODA, 2121 N. Causeway Blvd., Ste. 153, Metairie, LA 70001. Please include choice of entree.



**CAROL CATTONE**

### *Nominations invited for 1995-96 NODA officers*

Nominations are now being accepted for NODA's 1995-1996 officers.

As president-elect, Dr. Randy Green will serve as chairman of this year's Nominating Committee for president Dr. Debra Arnold.

The Nominating Committee members are Dr. Kristi Soileau, Dr. Terry Fugetta, Dr. Ken Schott, and Dr. Joe Kirm.

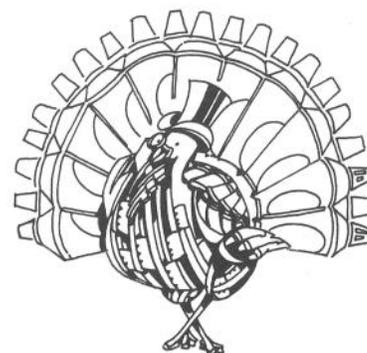
Nominations are being solicited from all active NODA members and may be submitted to any member of the committee. Nominations may also be sent to the NODA Central Office, 2121 N. Causeway Blvd., Suite 153, Metairie, LA 70001.

Nominations for president-elect or other NODA officers should be in writing and signed by two active, life or retired members in good standing. The committee's nominations will be announced at the December general membership meeting. At that time additional nominations may be made from the floor or by vote.

The January meeting will be for debate

only, if there are multiple candidates for any offices. The February general membership meeting is the official election meeting. The new officers will be installed in March.

This is your chance to become actively involved or to involve a worthy colleague in the leadership of your association. Please take the time and help us prepare NODA to meet the challenges awaiting it.



**WHAT'S INSIDE**

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## Dentists and Attorneys

(Third in a series)

Because dentists are called to testify as experts in trials, or otherwise interact with attorneys, NODA News is presenting a series relating to the Inter-Professional Code for Physicians and Attorneys, State of Louisiana. Copies of the Code may be obtained by writing the La. State Bar Assn., 210 O'Keefe Ave., Ste. 600, New Orleans, LA 70112 or by calling (504) 566-1600 or in La., (800) 421-5722.

### ARRANGEMENTS FOR COURT APPEARANCES

While it is recognized that the conduct of the business of the courts cannot depend upon the convenience of litigants, lawyers or witnesses, arrangements can and should be made for the attendance of the physician as a witness which take into consideration the professional demands upon his time.

Such arrangements contemplate reasonable notice to the physician of the intention to call him as a witness and to advise him by telephone of the approximate time of his required attendance as well as any postponement or settlement of the case.

The attorney should make every effort to conserve the time of the physician. Likewise, the physician should be punctual in giving his testimony by deposition or in Court, emergencies being excepted.

An emergency can never be a matter of mere convenience to the physician. It must always involve the genuine professional needs of a patient, and the physician takes the risk of convincing the Court that the emergency was of sufficient gravity to justify his failure to appear at the proper time.

### CONDUCT IN COURT

It should be recognized that the attorney and the medical witness perform an important function in the administration of justice. Each should conduct himself with dignity and respect the position of the other. Mutual courtesy and consideration are highly desirable.

The function of the physician is solely to enlighten the court as an impartial witness. The physician required to present testimony in court should be fully acquainted with the patient's

case and file before making the court appearance and should be fully prepared to respond with all relevant facts and opinions regarding the patient.

Therefore, he should be expected to give an accurate disclosure of the information sought from him. Because of the technical nature of his testimony, he should be as complete and clear as circumstances permit. As a corollary, he should never be an advocate, or seek unfairly to impress or prejudice the Court.

To allow his testimony to be influenced by either his own or his patient's personal interest should be considered most improper.

The function of the attorney is to present the facts on behalf of his client. It is his duty to place before the court all proper evidence favorable to his cause. Cross examination is intended to test the qualifications, competence, credibility and opinions of a medical witness within the framework of proper legal procedure.

As a corollary, the attorney should never unfairly abuse or harass the physician. To attempt by such conduct to influence a medical opinion or embarrass a medical witness is most improper. The physician should be considered as a provider of facts and not as an advocate.

### Mark Your Calendar

NODA Staff Appreciation Night  
Wed., Nov. 16, '94 — Southern Yacht Club  
7 p.m.

"Cultivating a Creative Mind"  
Carol Cattone

NODA GENERAL MEETING  
Wed., Dec. 7, '94 — LSUSD — 7 p.m.  
"Restoring Implants"  
Dr. Gerard Chiche

NODA GENERAL MEETING  
Wed., Jan. 18, '95 — LSUSD — 7 p.m.  
Dr. Darlene Bassett on "Educating With Video"  
Dr. Mike Maginnis on "Case Presentation"

NODA/Financial Learning Systems Seminar  
"Financial Strategies for Successful Retirement"  
Jan. 19, 26; Feb. 2, & 9, '95.  
R.S.V.P. 835-3491

NODA GENERAL/ELECTION MEETING  
New Member Dinner — Smilie's Restaurant  
Wed., Feb. 8, '95 — 7 p.m.  
The NODA Players

NODA INSTALLATION DINNER  
Sat., Mar. 25, '95 — 7 p.m.  
Chateau Country Club  
Dr. Randy Green

### (MORE NEXT MONTH)

NODA/LSUSD TABLE CLINICS  
Wed., Apr. 5, '95 — LSUSD — 7 p.m.  
Dr. Richard S. Walker, Chairman

NODA CRAWFISH PARTY/DANCE  
Fri., Apr. 21, '95 — 7 p.m.  
American Legion Home  
R.S.V.P. Required — 834-6449

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## DENTAL DATA

### FLYER ON SMOKING DANGERS AVAILABLE

"Smokeless tobacco is not harmless tobacco. Chewing and dipping are very bad for your health. They can cause cancer in the mouth, cheeks and gums. Smokeless tobacco also causes cavities, sore gums, bad breath, and stained teeth."

This is a paragraph from a new LDA flyer on the dangers of smoking and chewing smokeless tobacco.

It is available to member dentists at \$5.00 per 20 copies for display in their waiting rooms. There is a place on the back of the flyer for the dentist's personalized stamp.

Readers are urged to take part in "National Smokeout Day" November 17, 1994.

You may order copies for your office by calling the LDA at 1-800-388-6642. ■

### FACTS OF LIFE . . .

#### Orphan Drugs

Number of prescriptions Americans fail to pick up from drugstores every year: 17 million

#### Why East Doesn't Meet West

Favorite sports in the following cities:

Philadelphia: baseball  
Detroit: basketball  
Houston: aerobic exercising  
Los Angeles: backpacking

#### A Hole in Wallet

According to the National Sporting Goods Association, the cost of outfitting a golfer with top-of-the-line equipment, from clubs to shoes to a rainsuit: \$2,836. ■

Source: *Men's Health*, September 1994

*Think twice before you speak or act once, and you will speak or act the more wisely for it.*

— Benjamin Franklin

### DENTAL PUBLIC HEALTH FACES CHALLENGES

Dental public health workers have made important contributions to a dramatic improvement in oral health in the past 50 years, according to a report in the *Journal of Public Health Dentistry*, Spring 1994.

"The Future of Dental Public Health Report" notes that the progress has not been consistent and, as the 21st century approaches, the general public continues to face significant oral health problems, including major inequities in access to oral health care.

The report notes that although the vast majority of oral diseases are preventable and easily treated in their early stages:

- Over 100 million persons in the U.S. do not have access to fluoridated drinking water;
- About 25 percent of the nation's children experience 75 percent of the dental decay;
- Only 18.2 percent of 9-11-year-olds have received dental sealants, which can be nearly 100 percent effective at preventing decay on the chewing surfaces of teeth;
- More than one-third of adults over age 65 have lost all their teeth;
- Only one-third of those individuals eligible for dental services under the Medicaid program receive any services annually;
- Four out of 10 Americans do not visit the dentist annually; and
- Each year about 30,000 cases of oral cancer occur with 8,600 dying. ■

*Every man is the architect of his own future.*

— Appius Claudius Caecus

### FLUORIDATION IS GOOD INVESTMENT

Community water fluoridation offers a solid return on investment in health, says a new government report.

Over the lifetime of an individual, the cost of restoring one decayed tooth may exceed \$1,000, according to the report, *For a Healthy Nation: Returns on Investment in Public Health*.

In contrast, the per capita expense of fluoridation in a large

community over a lifetime comes to about 12 cents a year, or less than the cost of one filling.

"Today, fluoridation is one of the most effective public health interventions in the United States," the report said, citing the cavity-free status of more than half of U.S. children and cavity reductions of 20 to 30 percent in adults drinking fluoridated water.

Children who live in communities without fluoridated water can be expected to have up to 40 percent more cavities than children living in communities with fluoridated water. ■

## What are the 12 Universal Laws of Successful Investing?



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(504) 587-9672 or 1-800-799-5409 (24 hrs.)

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## LETTERS

*Reflections on Retirement*

Dear Editor:

It was May 1961 when I graduated from the Loyola School of Dentistry. It was the first and last year I was sure "I knew it all." As the years progressed, I knew less and less about dentistry. It's not because I didn't keep up with the latest in dentistry. I finally learned enough about it to know how little I really knew.

Hanging up my handpiece for the last time, I had time to reflect on my years in dentistry. Dentistry has been good to me and I believe I was good to dentistry. I wanted to be a dentist since I was in the eighth grade. Why, I don't know. I knew almost nothing about dentistry. It must have been divine guidance.

When I look for people to thank for the privilege of these years, they are too numerous to list here. But, I guess my parents should come first for making it possible financially and for encouraging me. My wife should be thanked for putting up with me through school and all the stressful years of my career. I should also thank Loyola and my instructors. Thirty-three years after graduation I still have dreams about being at the end of my senior year and lacking that last inlay for graduation. Did I say dream? I mean nightmare.

I should thank all the patients who made my nice lifestyle possible and for enabling me to retire. Yes, I even want to thank the ones who made my "gut wrench" when I saw their names on the day's schedule. Last but not least I thank God for allowing me to be born when I was born, for being born in this country and to whom I was born.

I think of all the new graduates and the struggles they have to endure. I look at the competition for new patients, the government intervention, and the worry about AIDS. I don't have to endure these things any longer. I'm "free at last . . . free at last" to do the things I only dreamed about. For those who wonder how it is to hang up that handpiece for the last time, I tell them it's the second best sensation

you'll experience in life. This sensation will last much longer than the one in first place. The two greatest moments in my professional life were the day I started and the day I quit.

My dues are paid. There is no greater feeling then to wake in the morning and do whatever you want the rest of the day. I'd like to assure everyone in the profession it was worth the struggle. The rewards of retirement are real. Stay the course and you too shall find out.

How sweet it is!

A. F. Hickham, DDS

*Dentists alerted to child abuse*

(From the ADA)

Child abuse and neglect are very serious problems throughout the United States, with more than 2.6 million cases of child abuse reported in 1991.

A dentist may well be the first health care professional to detect and report a suspected case of child abuse.

The American Dental Association (ADA) has launched a campaign to increase awareness

of child abuse among dentists, and to encourage dentists to report suspected cases of abuse.

Also, several state dental associations across the country have formed coalitions to raise awareness of child abuse and to provide educational materials to dentists.

All 50 states have mandatory reporting laws for individuals who come in close contact with children, such as dentists, physicians, and teachers. To encourage reporting, the law requires only a reasonable cause to believe or suspect child abuse. All 50 states grant immunity to mandated reporters.



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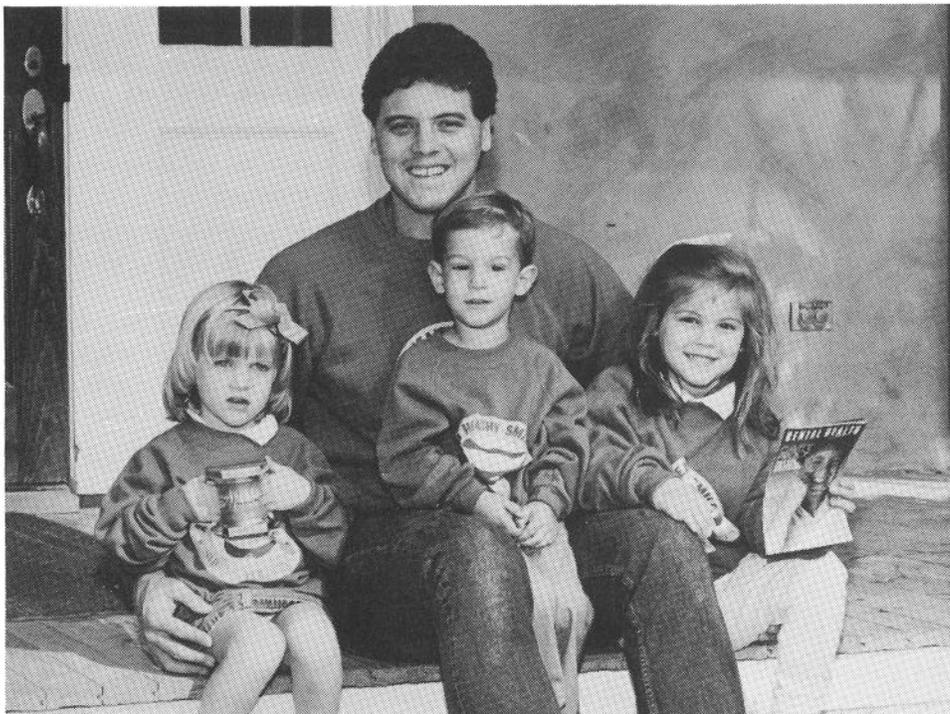


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**PICTURE FROM THE PAST:** Bobby Hebert, now of the Atlanta Falcons, is another of the NFL stars who have helped NODA promote lifetime dental care through Children's Dental Health Month. The event will be again staged in February.

#### KIDS AND CAVITIES

Among U.S. children, dental decay may be the most common preventable disease. By age 17, the ADA reports, over 40 million U.S. children (84 percent) have had cavities. Seventy-five percent of cavities are found in only 25 percent of school-age children.

#### HANDPIECE STERILIZATION

A study published in the June issue of the *Journal of the American Dental Association* found that 92 percent of all dentists surveyed sterilize their handpieces between each patient.

### CONFERENCE CORNER

Dr. Jim Jackson, author of *Investing for the Professional*, is the latest nationally-known clinician to join the star-studded array for the 1995 Conference.

A successful investor and widely recognized authority on financial planning, he is a pedodontist from Charleston, S.C.

Dr. Jackson joins Dr. Gordon Christensen, Dr. Stanley Malamed, Dr. Joseph Williams, Dr. Barbara Steinberg and other outstanding clinicians at the New Orleans Dental Conference August 30 through September 2, 1995.

Although NODA dues cover the basic registration fee for the Conference, a number of members do not take advantage of the event. Did you know that a dentist can acquire at the Conference 15 of the 20 continuing education hours mandated by the La. State Board of Dentistry beginning in 1995?

By attending the pre-Conference session with Dr. Gordon Christensen, all the required hours can be achieved.

Although the Conference is still 10 months away, nearly 125 exhibit booths have been sold for the '95 event. The Conference expects to top 200 by August. The Exhibit Hall at the Hilton is centrally located close to the main lobby and registration area.

Anthea Grogono, BDM  
'95 General Chairman

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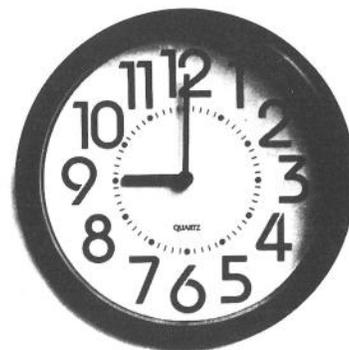
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(Classified ads are \$25 each. Send ads and checks to Susan or Ellen in Dr. Kristi Soileau's office, 2820 Napoleon Ave., Suite 470, New Orleans, LA 70115.)

**WE WANT YOUR NEWS**

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

*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, 2820 Napoleon Ave., Suite 470, New Orleans, LA 70115.

Dr. Soileau is editor and chairman of the NODA News Committee. Members are Drs. John Braud, Jr., Steven Collins, David DeGenova, Barry Goodspeed, Frank Herbert, Hector Maldonado and Wallace Serpas III.

**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
November 18-20	"Expanded Duty Dental Assistant" a/k/a "EDDA" Ms. Dorothy Austin	Auxiliary \$369.00
January 14	"Radiology for Dental Auxiliaries"	\$ 95.00
January 13-15	"Expanded Duty Dental Assistant" a/k/a "EDDA"	Auxiliary \$369.00
January 18-22	"Eighteenth Annual Comprehensive Review Course in Periodontics"	3-day \$675.00 5-day \$950.00
March 4	"Radiology for Dental Auxiliaries"	Auxiliary \$ 95.00

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Kristi Soileau, Editor

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