

MISSION STATEMENT

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

VOL. 60 OCTOBER '22 NO. 08

NODA News

President's Message

by James E. Burns, D.D.S. – NODA President



Hello my NODA family. It's October and soon it will be All Hallows Eve. With that in mind, here are 5 fun

facts about Halloween. (1) Halloween originated from a Celtic festival over 2000 years ago. (2) Skittles is the most popular candy and of course Candy Corn (originally called Chicken Feed) is the least popular. (3) The word "witch" comes from the Old English wicce

meaning "wise woman". (4) Candy wasn't given out to trick-or-treaters until the 1950's. (5) According to children the lamest house in the neighbourhood is the dentist that gives out toothbrushes.

Our October meeting will be October 19th at The Ridgeway of Old Metairie. The speaker will be Dr. Greg Grobmyer and his topic will be "Top Coding and Documentation Strategies – Maximize Your Insurance Reimbursement". The sponsors will be Henry Schein and Hancock Whitney. As stated last

month, Dr. Grobmyer is a nationally known and respected speaker on this subject. Let's show our sponsors how NODA rolls and have a big turnout for this event. The November meeting will have no scientific program and will be at the NODA office on November 16th.

A couple of reminders. First, Dr. David Hildebrandt is seeking nominations for 2022 NODA Honor Dentist. If you believe a NODA college is worthy of this award,

Con't on pg 3



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Upcoming Scientific Programs

by Aubrey Baudean, Jr., D.D.S. - NODA Scientific Program Committee Chair

DATE LOCATION TIME	SPEAKER TOPIC OBJECTIVES	SPONSOR																																
<p>October 19, 2022</p> <p>The Ridgeway of Old Metairie 2431 Metairie Road Metairie, Louisiana 70001</p> <p>Check In: Begins at 6:30 pm</p> <p>Buffet Dinner: Begins at 6:30pm</p> <p>Meeting: Begins at 7:00 pm</p> <p>CE: 1.0 clinical hour Deadline: October 17, 2022</p> <p>Early Registration Fee:</p> <table border="0"> <tr><td>Member</td><td>\$0</td></tr> <tr><td>Student</td><td>\$0</td></tr> <tr><td>Resident</td><td>\$0</td></tr> <tr><td>Applicant</td><td>\$0</td></tr> <tr><td>Non-NODA dentist</td><td>\$45.00</td></tr> <tr><td>Hygienist</td><td>\$45.00</td></tr> <tr><td>Office staff</td><td>\$45.00</td></tr> <tr><td>Spouse</td><td>\$45.00</td></tr> </table> <p>Late Registration Fee:</p> <table border="0"> <tr><td>Member</td><td>\$0</td></tr> <tr><td>Student</td><td>\$0</td></tr> <tr><td>Resident</td><td>\$0</td></tr> <tr><td>Applicant</td><td>\$0</td></tr> <tr><td>Non-NODA dentist</td><td>\$55.00</td></tr> <tr><td>Hygienist</td><td>\$55.00</td></tr> <tr><td>Office staff</td><td>\$55.00</td></tr> <tr><td>Spouse</td><td>\$55.00</td></tr> </table> <p>Registration & Payment: Payment is required with registration, otherwise registration for the meeting is not guaranteed. A 25% administration fee will be applied to any refund request received after Monday, October 17th. If applicable, all no shows will be charged. All requests for refunds or cancellations must be received in writing no less than three days prior to the course. Refund requests will not be accepted after this deadline. Registration fees are for this meeting only.</p>	Member	\$0	Student	\$0	Resident	\$0	Applicant	\$0	Non-NODA dentist	\$45.00	Hygienist	\$45.00	Office staff	\$45.00	Spouse	\$45.00	Member	\$0	Student	\$0	Resident	\$0	Applicant	\$0	Non-NODA dentist	\$55.00	Hygienist	\$55.00	Office staff	\$55.00	Spouse	\$55.00	<p>General Membership Meeting & CE Lecture Dinner</p>  <p>Speaker – Greg Grobmyer, D.D.S.</p> <p>Dr. Greg Grobmyer practiced clinical dentistry in Tennessee for over a decade before chemotherapy from a cancer battle left him with numb fingers. Using the knowledge he derived from working with multiple practice consultants over the years, he began lecturing and coaching dental offices nationwide on their systems, culture, marketing, and communications.</p> <p>In addition, he wrote on dental topics for numerous publications and websites. Outside of dental industry publications, he has also appeared in <i>Reader's Digest</i>, <i>New York Magazine</i>, <i>Men's Health</i>, <i>Slate</i>, <i>Insider Magazine</i>, and others. He even spent a few years moonlighting in standup comedy. He is currently the Chief Editor of Practice Booster's <i>Insurance Solutions Newsletter</i>, an editor of Dr. Charles Blair's <i>Coding with Confidence</i> and <i>Administration with Confidence</i> books, and host of <i>The Dental Code Advisor Podcast</i>.</p> <p>Topic - "Top Coding and Documentation Strategies – Maximize Your Insurance Reimbursement"</p> <p>Join Practice Booster's coding expert Dr. Greg Grobmyer as he discusses coding strategies that will help you minimize write offs, maximize reimbursement, and grow your bottom line. Not only will you learn to avoid common errors, you will also learn coding strategies and documentation methods that make the most of your insurance participation.</p> <p>Learning objectives:</p> <ol style="list-style-type: none"> 1) Learn the most common coding errors and how to avoid them. 2) Discuss proper documentation for clean claim submission. 3) Gain understanding of coding and reporting strategies to maximize reimbursement. 4) How to involve the entire team in the process. 	<p>Henry Schein Todd Carter Regional Manager 985/871-0001 todd.carter@henryschein.com www.henryschein.com</p> <p>Hancock Whitney Patrick McKenna Vice President Business Banker Phone: 504/586-3505 Cell: 504/352-3770 patrick.mckenna@hancockwhitney.com www.hancockwhitney.com</p>
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Seeking Nominations for NODA Honor Dentist

by David J. Hildebrandt, D.D.S. –
NODA Honors & Awards
Committee Chair



The New Orleans Dental Association Honor Dentist award is presented annually “in recognition of outstanding contributions

and exemplary conduct in the profession of dentistry.” You are encouraged to submit nominations of a member or members that you feel are deserving of NODA’s most prestigious honor. The deadline for nominations is Wednesday, November 16, 2022.

Your nomination should list some of the nominee’s professional and personal accomplishments and include a brief explanation why you believe he or she is deserving of the Honor Dentist award. Mail your nominations to the attention of Dr. David Hildebrandt, Honors & Awards Committee Chairman, c/o New Orleans Dental Association, 2121 N. Causeway Blvd., Suite 153, Metairie, LA 70001. You may also fax your nomination to 504/838-6909 or e-mail it to andrew@nodental.org. No nominations can be accepted after November 16, 2022. The recipient will be announced at the January 2023 General Membership meeting and published in the February 2023 edition of NODA News.

President’s Message - Con’t.

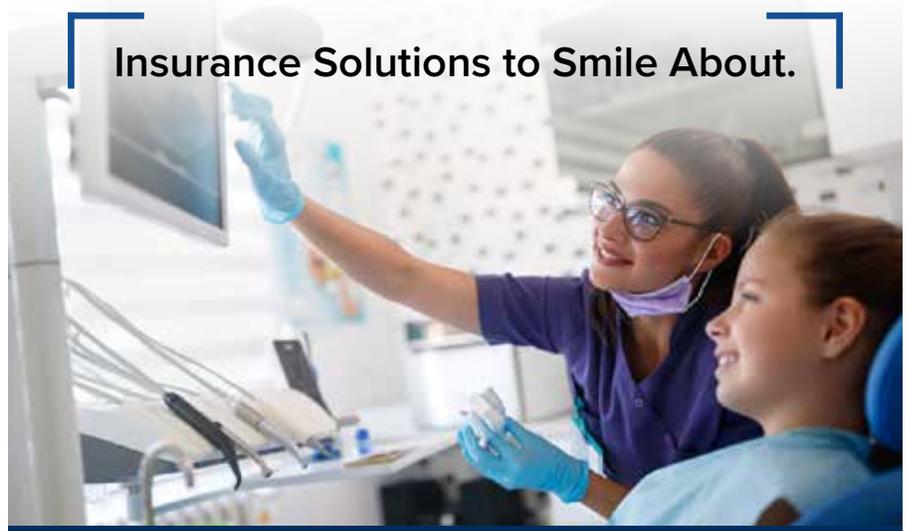
by James E. Burns, D.D.S. – NODA President

please send an explanation of why he or she is deserving of this award. You can mail this to the NODA office or fax to 504/838-6909. Or if your name isn’t Flintstone, you can email it to andrew@nodental.org. Deadline is November 16th. Remember, you can’t nominate yourself. I’ve tried it numerous times and it hasn’t worked yet.

Second, The New Orleans Dental Conference/LDA Annual

Session is creeping up on us like Jason on a summer camper (you see what I did there). It is set for April 20-22, 2023 at the Hyatt Regency hotel. The conference committee is hard at work as we speak to put on another top-notch event for its NODA/LDA constituents. Remember, they are always on a lookout for smiley faced volunteers to help. God Bless and have a great October.

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Report of the Executive Director

by Andrew Hale – NODA Executive Director

Mark your calendars! The New Orleans Dental Conference/Louisiana's Dental Association's Annual Session will be held April 20-22, 2023 at the Hyatt Regency New Orleans. The meeting will offer a great lineup of top-notch continuing education courses for you and every member of your dental team. If you missed the meeting last year, you missed a conference where a fun time was had by all. I hope all that attended last year had a great time seeing old classmates and getting some priceless CE. This year, we will build on that momentum. Spread the word and invite your friends, because this is one confer-

ence you won't want to miss! Word of mouth is spreading and the NODC/LDA Annual Session is gaining recognition around the country as a meeting that people want to come to! We believe that we have the right mixture of educational events to please everyone. Once again, offices are bringing the whole "dental team" to learn and experience the conference together. Don't be the one who misses all the fun and excitement this year! We'll see you there.

"Then opened he their understanding, that they might understand the scriptures," (Luke 24:45)

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 let us know!

info@nodental.org



NEW ORLEANS DENTAL CONFERENCE & LDA ANNUAL SESSION

**APRIL 20-22, 2023
HYATT REGENCY HOTEL
WWW.NODC.ORG**



September General Membership Meeting

Jack Dempsey's
 Photos courtesy of NODA staff



Speaker Dr. Eswar Kandaswamy and NODA President Dr. James Burns.



NODA President-Elect Dr. Aubrey Baudean, Jr. with Leixir Dental Group sponsor representatives, Lauren Crowe and Emily Green.



Hancock Whitney sponsor representatives Patrick McKenna and Jennifer Mahoney with NODE Chair Dr. Kevin Collins.



Dr. Melinda Hickey (NODE gift card winner), NODE Chair Dr. Kevin Collins.



New members, Dr. Dijana Elmejdoubi, Dr. Rana Almudamgha, Dr. Amber Kreko, Dr. Tam Vu.



D4 Annie Kennedy, Dr. Amber Kreko, Dr. Katherine Carmona, Dr. Eswar Kandaswamy, Dr. Tam Vu, Dr. Lauren Langlois.



Setup: August 10, 2023

Clinic: August 11-12, 2023

Cajundome & Convention Center
444 Cajundome Blvd.
Lafayette, LA 70506



VOLUNTEERS NEEDED:

- Dentists
- Hygienists
- Dental Assistants
- Dental Office Staff
- Dental Laboratory Technicians
- Dental Equipment Technicians
- Physicians
- EMTs
- Pharmacists
- Nurses/RNs
- Computer/IT
- Dental School Students
- Pre-Dental Students
- Patient Registration
- Greeters
- Security
- Food Service
- Parking
- Group Organizations
- Interpreters
- Many more!

All volunteers must be at least 18 years old. **Please note that non-medical volunteers are also needed.** If you are unable to volunteer, consider a donation to this worthwhile cause! Any amount is most welcomed and appreciated. Your contribution will help us expand our resources and do a far more extensive job in helping those in need. **Online registration will open after May 1, 2023.**



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DIGITAL AND PRINT ADVERTISING: WHAT WORKS & WHAT DOESN'T

Print and digital advertising can help make or break a business. When talking with digital marketers, you might hear that digital is superior to print. Similarly, some printing professionals may sing print's praises and overlook the benefits of digital advertising. The truth is that most companies benefit from utilizing a blend of both. Developing advertising strategies that draw on both print and digital advertising's strengths give you a better chance of developing brand awareness, tapping into new markets, and boosting your sales.

If you're new to print and digital advertising, consider the following helpful tips from the marketing professionals at Pel Hughes.

Benefits of Digital Advertising

As more people join social media and surf the web, utilizing digital advertising is a great way to raise awareness for your brand and increase your customer base. Digital advertising offers some unique advantages when compared to print. For example, advertising with social media, e-mail campaigns, and paid search ads can be very cost-effective. Another great benefit of digital advertising is the metrics you can use to understand your digital campaign's performance. Metrics from Google Ad Words, Facebook Insights, and data collected from your website can tell you what search terms were used to land on your digital properties, the general location of your visitors, and even demographic information such as age and gender. These readily-available metrics can help you decipher what works and what doesn't with your messaging.

If a good portion of your sales come from your website, digital advertising can help you reach customers throughout the United States and even the world. Facebook's advertising platform as well as Google Ad Words can make it easy to target

consumers most likely to be attracted to your brand or services.

Benefits of Print Advertising

Like digital, print offers its own set of unique benefits. One of the biggest selling points with print advertising is the fact that most people find print more trustworthy than digital. People from all walks of life have a knee-jerk reaction to trust brands who use print advertising methods like catalogues and direct mail. Part of the reason for this is the "nostalgia factor". A piece of personalized direct mail seems to evoke an emotional response that harkens back to a simpler time. As we become increasingly dependent on technology to perform daily tasks and our work, a piece of personalized mail from your business reminds us of a time when face-to-face interaction and in-person customer service was the driving force behind our buying decisions.

If you operate a service-based enterprise or do most of your business in a brick-and-mortar operation, print advertising can help you reach out to your local community. A direct mail campaign can send postcards, coupons, circulars, and catalogues to specific zip codes in your area. This highly

effective form of advertising is great for local-oriented businesses.

How to Blend Print and Digital Advertising to Meet Your Needs

In the battle of digital vs print, there isn't a clear winner. What actually works is a combination of both rather than choosing one over the other. For instance, utilizing Facebook advertising, e-mail campaigns, and direct mail could help you expand your reach and develop brand recognition. Advertising is rarely a one-size-fits-all endeavor. Business owners have to consider their industry and method of operations before embarking on any advertising campaign. We encourage businesses to consult with experts to develop a customized solution to meet their needs.

Call your personal marketing expert Adam Stross with Pel Hughes any time to discuss options for Print and Digital advertising- and be sure to visit the NODA/ Pel Hughes portal to learn more about direct mail options and to order printing and promo items at noda.pelhughes.com.

Brian Hughes

o. 504.486.8646
d. 504.620.9628



Adam Stross

d. 504.620.9626
c. 504.913.4315



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GENERAL PRACTICE – HOUMA AREA (#6874)

Gross Collections: \$304,805, 3 Days a Week, 3 Operatories, 990 sq. ft. I usually don't recommend satellite practices for you, but this one is the exception to the rule. It's an underperforming practice in an excellent patient to dentist ratio location. The equipment has recently

all been updated. The overhead is a ridiculously low 40% and for a day and half per week, a buyer would walk away after all payments and expenses with a net of \$190k. Don't forget the low stress environment and grateful patients and it's only an hour and a half drive from the hustle bustle of New Orleans. Take a look at this one. Contact Dr. Earl Douglas 770/664-1982 or earl@adssouth.com.

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Whether you are a recent dental school graduate or an established practitioner interested in pursuing new opportunities, Louisiana Dental Center offers dentists the ability to perform in an autonomous and collegial atmosphere without the burden of managing a practice. With numerous modern facilities scattered across South Louisiana, our practice is in a unique position to offer flexible and convenient scheduling options. If you're interested in joining our team of professionals, please contact Terry Ernst at 985/893-2240 or ternst@LaDentalCenter.com.

SATURDAY GENERAL DENTISTS

Louisiana Dental Center is seeking General Dentists interested in working Saturdays at its locations throughout South Louisiana. If you're interested in joining our team of professionals, please contact Terry Ernst at 985/893-2240 or ternst@LaDentalCenter.com.

SPECIALISTS NEEDED

Louisiana Dental Center, a well-established and fast-growing group dental practice has great opportunities for specialists seeking flexible work options. Multiple locations and schedules ranging from 1 to 5 days a week. Orthodontists, Endodontists, Oral Surgeons, Periodontists and Pediatric Dentists are welcome. If you're interested in joining our team of professionals, please contact Terry Ernst at 985/893-2240 or ternst@LaDentalCenter.com.

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Congratulations to Dr. David Priestly for transitioning his Chalmette practice to Dr. Ronald Britsch, Jr.

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Continuing Dental Education

LSU Health Continuing Dental Education is the brand name of LSU's overall continuing dental education program; it represents the long-standing affiliation and working relationship between LSU Health New Orleans School of Dentistry and The Louisiana Academy of Continuing Dental Education, Inc. the purpose of developing, marketing, and administering live and online continuing education courses and training programs.



UPCOMING COURSES

For latest course information, please check our website (www.lsucde.org)

REGISTER TODAY!

Online: www.lsucde.org
Phone: (504) 941-8193

Date	Course Information	Registration Fees*	Hours
October 7, 2022 Video Conference!	Emerging Infectious Diseases, Infection Control, and a Vaccines Update Presented by John A. Molinari, PhD <i>via Live-Stream Video Conference</i>	Early Bird / Regular / Late Dentist: \$325 / \$340 / \$365 Hygienist / Lab Tech: \$200 / \$215 / \$240 Dental Assistant: \$105 / \$130 / \$155	A maximum of 7 clinical hours (lecture)
October 21, 2022 Live Course!	A Biologically-Oriented Approach to Predictable Esthetic Implant Dentistry Presented by Jonathan Esquivel, DDS <i>at LSU School of Dentistry</i>	Early Bird / Regular / Late Dentist: \$445 / \$465 / \$485	A maximum of 7 clinical hours (lecture)
November 12, 2022 Live Course!	Digital & Conventional Radiology (RAD) - for the Dental Assistant Presented by Dale Brooks Hernandez LRT, Jeaneta Starks DA, and Natasha Crossley-Williams DA <i>at LSU School of Dentistry</i>	Dental Assistant: \$325	A maximum of 8 clinical hours (4 lecture, 4 participant)
November 18, 2022 Live Course & Video Conference!	The Best of the Best... A 2022 Update on Restorative Materials & Techniques Presented by John Burgess DDS, MS and Amir Nejat DDS, MA, CPT <i>at LSU School of Dentistry</i>	Early Bird / Regular / Late Dentist: \$325 / \$340 / \$365 Hygienist / Lab Tech: \$200 / \$215 / \$240 Dental Assistant: \$115 / \$130 / \$155	A maximum of 7 clinical hours (lecture)

*Consult our website for Early Bird, Regular, and Late Registration cut-off dates and times.



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Kristi M. Soileau, D.D.S., Editor

