More Than a Toothache: Addressing Oral Health Needs Through Efforts to Improve Coverage, Access and Quality

Patrick Finnerty (DentaQuest Foundation)
Suzanne Heckenlaible (Delta Dental Foundation of Iowa)
Karen Lewis (Washington Dental Service Foundation)
Agenda

• Patrick
  • Oral Health 2020 Initiative
  • Donated Dental Services
  • Give Kids a Smile®
• Suzanne
  • ACL/OWH Older Adult Program Database & Community Guide
• Karen
  • Oral Health of the Future
Oral Health 2020 Network

Includes Organizations Such As….

• 33 statewide networks
• 37 State Primary Care Associations
• 20 “Grassroots” organizations in 6 states
• Grantees at national, state and community level
• 1,000 registered users of OH2020 web-based collaboration tool
Quick overview of what this meeting is all about:

**Agenda**

- What to expect

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**ORAL HEALTH ACROSS THE LIFESPAN**

**GOAL**

- Incorporate oral health into the primary education system
- Include an adult dental benefit in publicly funded health coverage

**GOAL**

- Eradicate dental disease in children
- Include an adult dental benefit in publicly funded health coverage

**GOAL**

- Integrate oral health into person-centered healthcare
- Build a comprehensive national oral health measurement system

**GOAL**

- Improve the public perception of the value of oral health to overall health
- Eradicate dental disease in children

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**ORAL HEALTH AS PART OF OVERALL HEALTH**

- Oral health is essential to lifelong health and wellbeing.
- Improved health equity results in greater social justice

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**TARGET**

- The 10 largest school districts have incorporated oral health into their systems
- At least 30 states have an extensive Medicaid adult dental benefit
- Medicare includes an extensive dental benefit
- A national and state-based oral health measurement system is in place

**TARGET**

- With the closing of disparity gaps, 85% of children reach age 5 without a cavity
- Oral health is integrated into at least 50% of emerging person-centered care models

**TARGET**

- Oral health is increasingly included in health dialogue and public policy.
OH 2020 Vision

POLICY
- Oral health is a key component of health policy
- Oral health policy consistent at local, state and federal levels
- Oral health measurement systems in place
- Policy to allow expanded workforce

FINANCING
- Sufficient funding to support care, prevention and training
- Alignment of payment with evidence, prevention, disease management and outcomes

CARE
- Dental workforce sufficient to meet needs efficiently & effectively
- Care based on evidence, prevention, disease management and outcomes
- Oral health integrated into all aspects of health care
- Consumer focused care delivery

COMMUNITY
- Oral health integrated into education and social services
  - Optimal oral health literacy
  - Strong community prevention and care infrastructure
- Provider base representative of community
OH2020 Impact Potential – By the Numbers

- Low-income (Medicaid-enrolled) adults without comprehensive dental coverage: **11.2 million**
- Medicare beneficiaries: **49.4 million growing to 81.5 million by 2030**
- Children enrolled in the 10 largest school districts: **3.8 million**
- Children under the age of 5: **21 million**
- Children to be born between now and 2020: **26 million**
Donated Dental Service (DDS)

- DDS Program is coordinated nationally by Lifeline Network, and administered locally in each state
  - State Program Coordinators connect patients with volunteer dentists and labs
- Provides free, comprehensive dental treatment to persons who cannot afford dental care and have a permanent disability, are 65 or older, or are medically fragile
- DDS operates through a volunteer network of more than 15,000 dentists and 3,700 dental labs across the United States

Source: Dental Lifeline Network: https://dentallifeline.org/
Donated Dental Services (DDS)

• Since its inception in 1985, DDS has provided more than $330 million in donated dental therapies, and served 117,000 people
  • FY 2015-2016: 7,103 patients received $26.7 M in treatment and lab services
• Most, but not all, states offer DDS program services
• Due to long waiting lists/high demand for services, some states periodically close applications in some or all counties
  • More than 17,000 people on waiting list
  • https://dentallifeline.org/our-state-programs/ (website for information on DDS in your state)

Source: Dental Lifeline Network: https://dentallifeline.org/
Give Kids a Smile®

- GKAS is sponsored by the ADA Foundation
- Launched nationally by the American Dental Association in 2003, more than 5.5 million underserved children have received free oral health services.
- Free services are provided by volunteers including approximately 10,000 dentists annually, along with 30,000 other dental team members.
- Centerpiece to National Children’s Dental Health Month (February)

Give Kids a Smile®

- GKAS programs are offered by local volunteers (dentists, dental teams, community partners)
- GKAS events generally are focused on:
  - Education,
  - Screening, and/or
  - Treatment
- ADA Foundation provides a comprehensive Planning Guide to help plan and conducts GKAS events
- Find a GKAS event near you:

Source: American Dental Association Foundation:
Help Your Community Smile: Start or Enhance a Community Oral Health Program for Older Adults

Suzanne Heckenlaible, Delta Dental of Iowa Foundation
**Purpose:** Identify and promote vetted, low-cost, community-based oral health programs for older adults

- Oral Health Program Database
- Community Guide to Adult Oral Health Program Implementation (Oral Health Guide)
Website Demo

Visit the website at https://oralhealth.acl.gov
Key Project Components

1. Oral Health Programs Database
   Searchable database of community-based oral health programs

   How-to guide that provides key steps for communities interested in starting or enhancing an oral health program for older adults
All program profiles include:

- Program overview
- Website link
- Information on program model, target population, services delivered, etc.

Featured program profiles include additional information on:

- Program history and development
- Program sustainability
- Program impact

Visit the website at https://oralhealth.acl.gov
Program Profiles (Continued)

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<th>Program Features</th>
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<td>Individuals with low income</td>
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<td><strong>Geography</strong></td>
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<td>Dental school</td>
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<td>Community/safety net clinic</td>
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<td>Long-term care facility</td>
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<td>Homeless shelter</td>
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<td><strong>Service Delivery Setting</strong></td>
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<td>No charge to client</td>
<td>Care coordination/care management</td>
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<td>Sliding fee scale</td>
<td>Patient education</td>
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<td>Public funding (e.g. local, state, federal)</td>
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<td>Non-dental clinical staff</td>
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<td><strong>Program Funding</strong></td>
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<td>Private donations (e.g. individuals, businesses)</td>
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</tbody>
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Sample second page of all program profiles
Key Project Components

1. Oral Health Programs Database


*How-to guide that provides key steps for communities interested in starting or enhancing an oral health program for older adults*
Community Guide to Adult Oral Health Program Implementation (Oral Health Guide)

- Includes detailed steps for program design and implementation, interviews with featured programs, and interactive resources
- Content focused to help communities:
  - Conduct a needs assessment
  - Develop a vision, a mission, and goals
  - Establish partnerships
  - Design the program
  - Finance the program
  - Implement the program
  - Evaluate the program
  - Ensure sustainability of the program
Secure funding through an endowment, a planned giving arrangement, or a deferred gift. An endowment is a monetary gift invested on the program’s behalf and the interest of which may be used as operating income. A planned giving arrangement is a donation acquired through wills, trusts, and other forms of wealth whereas a deferred gift is an arrangement that becomes available to the program at a future date (e.g., at the donor’s death).

*There is a category of funders that are not necessarily thinking of oral health as a health issue. Tell them it is related to health. If they’re concerned about overall wellness, they should be concerned about oral health too.*

Dr. Vyan Nguyen, Gary and Mary West Foundation

Establish Strategic Partnerships

- Gather input from key stakeholders (e.g., current funders, staff, volunteers, clients) on potential strategies and how they align with your vision, mission, and goals. For examples of potential strategies, see Chapter 46 in the University of Kansas’s Community Tool Box.
- Adopt a multipronged approach, and attract funding from a variety of different sources, reducing the program’s ending if one funding source dries up.
- Leverage existing resources and skills, either within your organization or among partners. For example, people with grant writing skills to prepare grant applications, or use people with experience with public relations or legislators to attract state funding.
- Consider sharing resources, such as facility space, dental equipment, or staff (e.g., paid employees, volunteers, students), with another organization, or become a line item in the existing budget of another organization or entity. See the University of Kansas’s Community Tool Box for more information.

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Develop Key Messages

- Identify all potential audiences that might care about your program’s results, including community members who aren’t directly concerned with oral health (e.g., media outlets, local hospitals). Find out what news they care about and how they’ll use your key message or success story.

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Program Spotlight: West Virginia Health Right

**West Virginia Health Right’s dental clinic** opened in 2001, when a group of community leaders approached the West Virginia Health Right medical center, citing the need for oral health care in the community. This case study provides additional information on how to sustain a program based on the experiences of this clinic.

Through careful planning and consistent applications submitted every year, the dental clinic achieved sustainability with funding from more than 50 grants. The clinic tracks many client health and use metrics to demonstrate to funders the program’s effects and cost savings. The program also emphasizes that gaining buy-in from local businesses, such as hospitals, which have an economic or social stake in older adults’ oral health is critical to securing consistent funding.

In addition, volunteerism, the program insists, accounts largely for its sustainability. Without these volunteers, the clinic wouldn’t be able to operate because most of the program funding is used to pay for equipment and supplies. To keep volunteers engaged, the clinic mails a quarterly newsletter with client success stories, hosts volunteer appreciation events with awards ceremonies, and sends personally written birthday cards from the CEO. The clinic also maintains an informal policy of placing volunteer dental staff’s needs and interests above everything else in its day-to-day operations. This policy includes transcribing electronic health records into paper-based records for dentists who prefer the latter and coaching clients to voice concerns directly to the program staff rather than to the dentists.

Through planned and routine applications to public and private payers, as well as deliberate relationship-building with volunteers, West Virginia Health Right’s dental clinic has built a sustainable oral health program in the community.
# Key Resources

**Example of key resource included in the Oral Health Guide**

**The Dentists’ Partnership**  
Guidelines for launching in your own community.

<table>
<thead>
<tr>
<th>Step</th>
<th>Activity</th>
<th>Description/Notes</th>
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</thead>
</table>
| Step 1 | Identify the unmet need or “problem” in your community. | Emergency Room visits for dental diagnoses, waiting lists that exist in your community, turnaway information from dental providers, etc.)  
The key is to identify that there IS a problem in your community with dental access. You need something measurable against which to mark your progress. |
| Step 2 | Identify who else cares about the issue.       | Hospitals, community funders, United Way, dental & hygiene schools, FQHCs, health/dental coalitions, free clinics, private practice dentists, retired dentists, hygienists, community nonprofits working in this area, etc.  
This work cannot be done without a broad base of support. Don’t limit your thinking...invite anyone who might be interested in the work and get them excited and on board. |
| Step 3 | Bring everyone identified in Step 2 together to talk about the issue. | This group can’t just talk about the issue...at least some members must be committed to taking action, |
# Submit a Program

### 2. Program Information

- **Program Name**
- **City**
- **State**
- **Contact Name**
- **Contact Phone Number**
- **Contact Email Address**
- **Website**
- **Program Description**

### 3. Program Features

#### Age
- 0-17 (Children and Youth)
- 18-60 (Adult)
- 60+ (Older Adult)

#### Specific Populations
- Homeless individuals
- Individuals with intellectual and/or developmental disabilities
- Individuals with physical disabilities
- Individuals with specific or complex medical conditions
- Individuals with low income
- Individuals with no dental insurance
- Individuals with Medicaid
- Veterans
- Refugee/immigrants

#### Geography
- Rural
- Urban

#### Service Delivery Setting
- Hospital
- Dental school
- Community/safety net clinic
- Private dental office
- Long-term care facility
- Senior center/community center
- Private residence
- Fairgrounds/stadium/parking lot
- Church
- School
- Homeless shelter
- Public housing

#### Service Delivery Model
- Dental clinic model (e.g., permanent setting)
- Mobile/portal model
- Eligibility and enrollment model (e.g., referrals, care coordination)

#### Payment for Care
- Medicaid
- No charge to client
- Sliding fee scales
- Out of pocket
- Commercial dental insurance

#### Program Funding
- Foundation/organization grant
- Public funding (e.g., local, state, federal)
- Private donations (e.g., individuals, businesses)

#### Dental and Oral Health Services
- Emergency services
- Basic services
- Cleanings
- Fluoride varnish
- Sealants
- X-rays
- Comprehensive services
- Filings
- Scaling/root planing
- Extractions
- Oral surgery
- Root canals
- Dentures, partials, retainers, repairs
- Crowns
- Bridges
- Orthodontics

#### Other Program Services
- Referrals to dental and oral health services
- Care coordination/care management
- Patient education
- Caregiver education
- Provider education
- Advocacy/coalition
End of Website Demo

Visit the website at https://oralhealth.acl.gov
The Future of Oral Health

Karen Lewis, Washington Dental Service Foundation
Where we are going

North Star

Better health for everyone at less cost
Where are we now

Oral health is connected to overall health

- Mouth Cancer
- Diabetes
- Heart Disease
- Bad Breath
- Dental Decay
- Pregnancy

Social and has economic significance

Psychological

Putting oral health back into well-being
How do we get there

Works well for patients: whole person

- Affordable and understandable
- Rewarding not fearful
- Screens for common health problems
- Simple to access and on-demand
- Time efficient
- Patient-centered tools
- Knowledge sharing
- Home visits for Seniors
- Fewer office visits
- Treatment tailored to personal genetics

Works well for care providers

Supports the profession of dentistry

- Mentorship and affinity
- Amplified policy voice
- Reduced school debt
- Back-office and practice transformation supports
- Ongoing training
- Peer relationships with primary care providers and share patient care plans
- Insurance administrative burdens reduced
- Financially viable for 1/3 of practice to be Medicaid
Create a system-based model of oral health delivery

Top of license providers

Integrated into other settings

Robust community linkages

Resource & referral
Care coordination
Case management

Maximize skills and services

New type of workforce
Promote healthy habits

**Promote**
- Preventive Visits
- Drinking Water
- Fluoride
- Sealants
- Healthy Foods
- Brushing and Flossing

**Accelerate**
- Use data to target, evaluate and build evidence
- Dentists advocate for prevention and treating underlying cause of disease
- Primary care, behavioral health and long-term care providers use prevention tools
- Equip trusted sources to spread tested messages
Change norms

Hey, did you know Medicare includes dental care? Finally!

People in my dental office speak my language!

Now there are free dental screenings for people with diabetes at the pharmacy.

I’ll be right back, heading to do errands and get my fluoride treatment before 8.

I can’t wait for my next cleaning; it feels so good.

Everyone’s doing it!
Eliminate health inequities

Improve *access* in under-served areas

Techno-innovations

Language Access

Transportation

Health Teams
And spend more on prevention – and oral disease is almost 100% preventable!

- Community Water Fluoride
- Healthy habits campaigns
- Head start and school-readiness policies regarding sealants and wellness visits
- Behavioral health
- Standards of care for chronic disease
- Tele-health infrastructure
- Policy and advocacy
- Taxes on unhealthy habits
- Track oral health outcomes
Making it real in Washington

Increasing access through enhanced reimbursement and community coordination

Children birth through age 5

Dental champions in every county

52% Medicaid-insured receiving care – up from 21% since the program started
Making it real in Washington

Pending legislation to increase access for pregnant women and people with diabetes
Making it real in Washington

Dental Therapy in Tribal Settings was the first bill signed by the Governor in 2017
Making it real in Washington

Integrating oral health into primary medical care settings

Approximately 50 percent of primary care providers who see children in Washington are certified to address oral health in well-child visits.
Making it real in Washington

Creating community supports for education and access

Community Health Workers

Home Care Aides
Making it real in Washington

The Mighty Mouth (TheMightyMouth.org)

Diabetes and Oral Health

Water for Thirst
North Star

Better health for everyone at less cost
Sheckenlaible@deltadentalia.com