



New England Rural Health RoundTable's 8TH Annual Rural Oral Health Conference

Rural Oral Health in a Changing Health Care Environment

Keynote: Bob Russell, DDS, MPH

Public Health Dental Director
Iowa Department of Public Health

**Tuesday, September 10, 2013
8:30 a.m. – 3:00 p.m.**

Westford Regency Hotel and Conference Center
Westford, MA

Presented by:

The New England Rural Health RoundTable

In Collaboration with:

Connecticut State Office of Oral Public Health

Maine Center for Disease Control and Prevention, Oral Health Program

Massachusetts Dept. of Public Health, Office of Oral Health

New Hampshire Division of Public Health Services, Oral Health Program

Vermont Department of Health, Office of Oral Health

CEUs will be available through the NH State Dental Society

PROGRAM

7:30 – 8:30 Light Refreshments and Registration

8:30 – 8:45 Welcome

Nancy DuMont, Board President, New England Rural Health RoundTable

8:45 – 9:45 Keynote – Rural Oral Health in a Changing Environment

Bob Russell, DDS, MPH, Public Health Dental Director, Iowa Department of Public Health

Oral health practices are adapting to changes in health care brought about by the Affordable Care Act: quality improvement in the dental office, medical homes, and other initiatives will shape the way oral health care is delivered for many years to come. Building on his knowledge of efforts across the country, Dr. Russell will help ground the audience in the various initiatives and how they may look as they are implemented in rural New England.

9:45 – 10:00 Break – Please visit our vendors

10:00 – 11:00 Concurrent Sessions

Session 1 – A New England Community Water Fluoridation Campaign: Using Social Marketing and Community Mobilization for Policy Change

Jodie Silverman, MPA; Catherine Hayes, D.M.D., S.M., DrMedSc; Aleya Martin, MPH; Tamaki West, MA – Health Resources in Action

Despite its proven effectiveness at promoting oral health in a cost-effective, equitable manner, community water fluoridation (CWF) is often thwarted, and de-fluoridation efforts are ramping up throughout the country. Largely due to a small but vocal and well organized minority that relies on junk science and appeals to fear-based messaging, fluoridation can no longer win on its scientific merits alone.

With support from the DentaQuest Foundation, Health Resources in Action (HRiA) is implementing a new approach to CWF that mobilizes community support via coalition building and grassroots organizing, and deploys a social marketing strategy to understand and leverage community values. These approaches have been applied with great success in the public health field, but have not been applied to oral health practice and policy. Working with a local campaign coordinator and local coalition, HRiA endeavors to fluoridate two communities in New England -- Hartford, VT and Brockton, MA – implementing this innovative approach.

During this session, participants will learn about activity to date in each community as well as lessons learned.

Session 2 – Oral Health in Non-Dental Settings: Three Innovative Programs

Lynne Bennett, RDH, MA, Dental Operations Manager, School Dental Program Coordinator, Community Health Center of Franklin County; Melissa Miles, MPH, Project Manager, Bi-State Primary Care Association; Marty Milkovic, MSW, Connecticut Dental Health Partnership(CTDHP)

Learn about three different programs from around rural New England that integrate oral health into non-dental settings:

Community Health Center of Franklin County has taken the concept of school-based oral health screenings one step further and provides cleanings to children throughout Franklin County. Learn about the rapid growth of this program and how to establish a similar model in your community.

Bi-State Primary Care Association has received funding from the Dentaquest Foundation to Strengthen the Oral Health Safety Net in the VT and NH Federal Qualified Health Centers. Bi-State will discuss local and state level strategies to integrate and maximize opportunities for oral health programs to increase efficiency, access, and integration with primary care.

With the second highest child Medicaid dental utilization rate in the country and no physical access problem, CTDHP is partnering with primary care physicians and OB/GYNs to encourage their patients to seek regular oral health care. To overcome patient reluctance, CTDHP is visiting medical provider offices, educating staff and providing referral pads and oral health kits for patients.

Session 3 – Implementing the Tools of Quality Improvement in Dental Practice

Jonathan Knapp, DDS; Bob Russell, DDS, MPH, Public Health Dental Director, Iowa Department of Public Health

The expectation of delivering quality health care is a basic tenant of health care reform and most medical care delivery systems have developed methodologies for defining, tracking and measuring the quality of health care services provided to patients. Dental care delivery systems have begun to define these same concepts within the framework of dental practice. This session will explore various quality improvement initiatives and tools and how they can be successfully used in rural dental practices.

11:00 – 11:15 Break – Please visit our vendors

11:15 – 12:15 Concurrent Sessions

Session 4 – Making the Financial Piece Work for Community Health Centers

Mark Doherty, DMD, MPH, CCHP, Executive Director of Safety Net Solutions

Finance and funding for Community Health Center's (CHC) dental programs becomes more and more of a challenge as the economy remains volatile and as the Affordable Care Act asks that we create more access for more patients who have more disease and less ability to pay for the care of that disease. Understanding CHC financial strategic planning and how to make that work for you is more critical than ever. This session will teach you about understanding finance, having the right tools to utilize, knowing what a CHC business plan should look like and how to take all of that and create the accountability and clarity to make your program work.

Session 5 – Strategies for Addressing the Role of Culture in Access Issues

Robin Miller, RDH, BA, Public Health Dental Hygienist III, Office of Oral Health, Vermont Department of Health and Margaret Gradie, Manager, Medical Care Development

Enhancing providers' cultural awareness and understanding of the role of culture in access to dental services can increase care and program utilization. Lessons learned from tobacco control can help oral health programs enhance cultural acceptability. The session will discuss research findings, cultural competency trainings for providers, the new Ad Council campaign, and Motivational Interviewing, a technique for connecting with patients. These enhanced programs can provide a model for social change to shift the paradigm in people's thinking about oral health and the importance of caring for their teeth.

Session 6 – Creative Recruitment Tactics for Rural New England

Kristian J. Burnham, PT, DPT, WCC, Commander, US Public Health Service Region I Supervisor for the National Health Service Corps; Stephanie Pagliuca, Recruitment Center Director, Bi-State Primary Care Association; Colleen Safford, Workforce Development Coordinator, Vermont State Dental Society

The aging of the dental workforce, in New England as in other parts of the country, is making the task of maintaining/growing an adequate dental workforce for rural areas particularly challenging. In this panel discussion you will learn about a number of successful efforts to meet this challenge, including National Health Service Corps initiatives, “dentist ambassadors,” pilot financial planning sessions for dentists, creating job shadowing networks and the creation of a program that connects pre-dental undergraduates with dental residents.

12:15 – 1:15 Lunch

1:15 – 1:30 Transition – please visit our vendors

1:30 – 3:00 Plenary Session – CMS and States Moving Forward on Oral Health Together

Laurie Norris, JD, Senior Policy Advisor, Centers for Medicare & Medicaid Services

The CMS Oral Health Initiative will be described, along with progress toward meeting its goals, state action plans, available technical assistance and recommended strategies. Particular attention will be paid to the importance of collaboration between a state’s Office of Oral Health and its Medicaid program, as well as the role of external stakeholders generally in supporting Medicaid programs to increase utilization of dental care by enrolled children. State Dental Directors will have an opportunity to respond, and a dialogue will be encouraged.

Response Panel – State Oral Health Directors

Nancy Martin, RDH, MS, Oral Health Program Manager, NH

Judith Feinstein, MSPH, Director, Oral Health Program, ME

Linda Ferraro, RDH, BS, Director, Office of Oral Health, CT (Invited)

Steve Arthur, DDS, MPH, Director, Office of Oral Health, VT (Invited)

Ned Robinson-Lynch, Director, Division of Primary Care and Health Access, MA

Moderator:

Jim Williamson, Executive Director, New Hampshire Dental Society

3:00 Adjourn



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Westford Regency Inn and Conference Center, Westford, MA

REGISTRATION DEADLINE: August 31, 2013

(Please print)

Name/Title: _____

Organization: _____

Address: _____

City/State/Zip: _____

Phone: _____

Additional attendees from my organization (please print):

Name/Title: _____ Email: _____

Name/Title: _____ Email: _____

Name/Title: _____ Email: _____

REGISTRATION FEES (non-refundable)

NERHRT Members: \$35 / person
Non-Members: \$60 / person
Students: \$10 / person

QUESTIONS? Call . . .

Julie Arel, NERHRT Executive Director

Phone: (802) 453-5475

Email: neruralhealth@gmail.com

**MAIL THIS FORM WITH YOUR CHECK
PAYABLE TO:**

NERHRT
P O Box 72
Starksboro, VT 05487

HOTEL INFORMATION

A block of rooms has been reserved at the Westford Regency Inn and Conference Center at a rate of \$120 + tax for those wishing to stay overnight. To make a reservation, please call 1-978-692-8200 and identify yourself as part of the New England Rural Health RoundTable group. Cutoff date for discounted rooms is August 19.

DIRECTIONS TO THE WESTFORD REGENCY INN:

From the North:

Take exit 32 off I-495, go left on Boston Road. Take first right on Littleton Rd/MA110w. Destination is on the right.

From the South:

Take exit 32 off I-495, go right on Boston Road. Take first right on Littleton Rd./MA110w. Destination is on the right.