



# VOHC

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Driving the Virginia Oral Health Plan to  
Bring Excellent Oral Health to ALL  
Virginians

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# Virginia Oral Health Coalition

A group of committed individuals and organizations who believe that ALL Virginians should have excellent oral health; the coalition:

- Drives the Virginia Oral Health Plan, a living document of goals and objectives designed to bring excellent oral health care to everyone in Virginia;
- Educates policy makers and other constituents about the importance of oral health, the state of oral health access in Virginia and the nation, and;
- Communicates as a unified voice for the many organizations and people who care about oral health care in Virginia.



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# Virginia Oral Health Coalition

## Directors:

- Tegwyn Brickhouse, DDS, Chair
- Barbara Rollins, Secretary
- Robin Haldiman, Vice Chair
- Rebecca L. Pousson, RDH, MBA Treasurer
- Terry Dickinson, DDS
- Patrick Finnerty
- Patricia Rodgers
- Howard Chapman, Jr.
- Charlie Cuttino, DDS
- Carole Pratt, DDS
- Representative from VDHA - TBD

## Advisors:

- Jaime Head Hoyle, esq
- Karen Day, DDS

## VOHC Executive Director:

- Sarah Bedard Holland



# Virginia Oral Health Coalition

## **Founding Partner:**

- DentaQuest

## **Sustaining Partner:**

- The Virginia Dental Association

## **Supporting Partners:**

- American Academy of Pediatrics, VA Chapter
- American Academy of Pediatric Dentistry
- Central Virginia Health Services
- CHIP of Virginia
- CHIP of Roanoke Valley
- Delta Dental of Virginia
- Head Start
- Jon C Burr Foundation
- Northern VA Community College
- Northern Virginia Health Foundation
- NRV Dental Benevolence Fund
- Virginia Association of Dental Hygienists
- Southwest Virginia Community Health Systems
- VCU School of Dentistry

- Virginia Association of Free Clinics
- Virginia Community Healthcare Association
- Virginia Dental Assistants Association
- Virginia Dental Hygienist Association
- Virginia Health Care Foundation
- Virginia Poverty Law Center
- Virginia Rural Health Association
- Virginia Telehealth Network
- Virginia Western Community College
- Voices for Virginia's Children
- Patrick Finnerty
- Joe Pettit
- Kyle Coble, DDS

## **Advisors:**

- Virginia Department of Health
- Virginia Department of Medical Assistance Services
- Hiram W Davis Medical Center
- Joint Commission on Health Care



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# VOHC Background ... VIADC

In 2002 Virginia Oral Health Stakeholders created VIADC because...

- Medicaid reimbursement for dental services was among worst in nation
- Only 25% Medicaid children visited the dentist once a year
- Only 11% of dentists in VA accepted Medicaid (only 50% submit claims)
- Adults only covered for emergency extractions
- VCU school of dentistry graduates only 80 students per year - 65% remain in VA
- VCU has only 3 preceptorship programs
- Limited awareness of importance of oral health



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# VOHC Background ... 2004 Plan

## Objectives:

- Increase Medicaid reimbursement to 75<sup>th</sup> percentile
- Expand student exposure to dental safety net
- Recruit dental students from rural areas
- Licensure by endorsement
- System for data collection to better document DPSAs

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# The Result: Some Success

- Medicaid reimbursement for dental procedures 65<sup>th</sup> percentile
- 22% of licensed dentists are Medicaid providers – 80% submitting claims
- 40% of Medicaid kids have a yearly dental visit
- VCU school of dentistry graduates 100 students/year.
- 19 clinical service learning sites and participation is a requirement of graduation
- Regional oral health coalitions in Roanoke and Tidewater form to address local issues

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# But still much to be done...

- Medicaid still only covers emergency extractions - most uninsured adults have no access to dental care
- Dental is not a mandated service for local health departments
- Not enough dentists and dental personnel in rural areas or in dental safety net
- Scope of practice for dental hygienists and assistants is limited compared to other states
- 48% of Virginia localities are DPSAs
- Funding for the Virginia dental loan repayment program contingent on state and federal money
- No sustainable delivery model exclusively for adult dental care
- Only 75 of 135 localities in VA have a dental safety net clinic



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# ...Virginia Oral Health Summit

- National and State Experts
- 145 Stakeholders
- Breakout sessions
  - Children
  - Adults
  - Special needs
  - Elderly
- Outline objectives to begin the next Virginia Oral Health Plan

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# Summit Outcomes

## Identified Need for:

- Organized, funded organization that can direct and manage the state plan
  - VHCF incubates VOHC
  - VDAF fiscal agent
  - DentaQuest, Virginia and VDA provide seed money
  - DentaQuest Foundation supports VOHC with a \$152,000 grant
- Broader coalition membership
- ACTIVE workgroups implementing the objectives of the plan
- Consistent communication of oral health activities, policy changes, programs

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Created Foundation for next VA Oral Health Plan



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# 2010 Virginia Oral Health Plan

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# 2010 Virginia Oral Health Plan

The plan's objectives are to utilize advocacy, public awareness and innovative new programs to:

- Change perceptions of oral health;
- Remove known barriers between people and oral health services; and
- Build an effective oral health infrastructure by ensuring dental providers and future dental providers are prepared to meet the needs of the underserved in Virginia.

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# 2010 Virginia Oral Health Plan

Divided into five strategic areas:

- Advocacy
- Public Awareness
- Workforce
- Data
- New Initiatives

Workgroup	Chair	Description
Oral Health Data	Karen Day, DDS <a href="mailto:Karen.day@vdh.virginia.gov">Karen.day@vdh.virginia.gov</a> 804.864. 7774	Works to expand the existing oral health surveillance system to provide comprehensive, timely and accurate reporting of oral health needs, outcomes and disparities.
Advocacy	Jill Hanken <a href="mailto:jill@vplc.org">jill@vplc.org</a> 804.782.9430 x13	Works to direct policy change efforts to improve oral health access for all Virginians.
Public Awareness/ New Initiatives	Kristen Gilliam <a href="mailto:kristen.gilliam@dentaquest.com">kristen.gilliam@dentaquest.com</a> 804-327-6837	Works to ensure the public is engaged and educated about the importance of oral health, oral health access and dental homes. Aids in the creation of innovative programs to address the oral health care needs of Virginians.
Workforce	Sarah Jane Stewart <a href="mailto:sarahjane@vhcf.org">sarahjane@vhcf.org</a> 804.828.5804  Elizabeth Berry, DDS <a href="mailto:clarkej2@vcu.edu">clarkej2@vcu.edu</a> 804.827.0931	Works to ensure dental providers and future dental providers are prepared to meet the needs of underserved and uninsured Virginians.



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# Virginia Oral Health Plan

## Short Term: Key Priorities

### Advocacy:

- Engage in Issues management campaign without legislative agenda
- Advocate to extend hygienist pilot program for one year (SB 1014)
- Advocate to augment licensure requirements for dental faculty (HB 1642)
- Ensure parity for medical and dental plans in exchanges
- Ensure pediatric dental benefit design includes preventive, restorative, and diagnostic dental services

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# Virginia Oral Health Plan

## Short Term: Key Priorities

### **Public Awareness/New Initiatives:**

- Increase the number of dental homes for Virginia children, the elderly and those with special needs
  - Expand the Virginia Dental Home Initiative
- Plan and convene annual Oral Health Summit to educate and invigorate Virginians who care about oral health issues
- Create 'ticker' on VOHC website platform with gems all dental safety net clinic sites can use to educate local partners about dental benefits
- Create messaging utilizing Robert Wood Johnson 'social determinants of health' framework to communicate importance of oral health to wide array of constituents



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# Virginia Oral Health Plan

## Short Term: Key Priorities

### **Workforce:**

- Explore methods to expand the use of tele-dentistry to increase oral health services statewide
- Explore the use of new provider models (from other states) to provide care in underserved areas

### **Data:**

- Identify gaps in existing oral health data

### **New initiatives:**

- Virginia Dental Home Initiative
- Launch Virginia Oral Health Coalition website



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# Virginia Oral Health Plan

## Long Term: Key Priorities

### Advocacy:

- Add adult comprehensive dental benefits to Medicaid
  - Pregnant women
  - Patients with specific chronic diseases
  - Add by services (preventive, restorative)
- Increase Medicaid reimbursement for dental services to current 75% Usual and Customary fees
- Dental hygienists have expanded functions in community-based settings
- As data and study indicates appropriate advocate for additional dental provider models in Virginia

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# Virginia Oral Health Plan

## Long Term: Key Priorities

### **Workforce:**

- Expand the use of tele-dentistry to increase oral health services statewide
- Increase number of faculty teaching dentistry from a safety-net perspective

### **Public Awareness:**

- Direct a patient/caregiver-centered campaign utilizing motivational interviewing techniques and tested messaging

### **Data:**

- Identified list of necessary data indicators and a 'home' where the data can be accessed and manipulated easily

### **New Initiatives:**

- A dentist loan repayment program, branded and operated by a third



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# What can you do?

## Get Involved!

- Join the Coalition – VHCF offers generous support
  - Participate in an Active Workgroup
  - Share VOHC communications with your colleagues
  - Provide feedback on the VA Oral Health Plan



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# Get Involved!

Sarah Bedard Holland

[sholland@vaoralhealth.org](mailto:sholland@vaoralhealth.org)

804.288.5750

