

2014 ORAL HEALTH FLORIDA CONFERENCE
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OVERCOMING BARRIERS TO SCHOOL BASED
DENTAL SEALANT PROGRAMS
OR.....
ANY OTHER DENTAL PROGRAMS
FOR THAT MATTER

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DISCLOSURE

- The DentaQuest Foundation has funded me to be here today. They have no idea what I am going to talk about except that it deals in some way with sealants. The Foundation nor DentaQuest stand to benefit by my comments.
 - DentaQuest is one of several funders of the US National Oral Health Alliance, which I am assuming when putting this power point together that Brian discussed earlier.
 - The Alliance Board, of which I am a member, is made up of folks in the public and private sector, manufacturing, insurance etc who have come together with the hope that by working together and talking to each other, we can find common ground to improve the oral health of all Americans.
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PHYSICAL AND MENTAL PREPAREDNESS

- Stand up
 - Take a Deep Breath
 - Throw Out Your Chest
 - Flex Your Muscles
 - Growl
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THREE SETS OF PRINCIPLES

- VCP
 - PDR
 - Poker
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VCP

- V = Vision
 - C = Collaboration, Creativity
 - P = Perseverance, Persistence
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PDR

- Plan it
 - Do it
 - Review it
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PLANNING

- How can I efficiently and effectively get this done? - Program design (don't short change this)
- What are the anticipated barriers and how do I plan to minimize these?
- What are the problems that my solution might bring about and what will I do to minimize these?
- What data will I need to collect to demonstrate the program's performance? Best defense is a good offense!!!! You always want to be on the offense!!!!

DO IT

- Don't ask for too many permissions – its not about having everybody love you. "Why fit in when you were born to stand out?" – Dr Seuss
- Once you have the plan completed, and you feel confident that you know what you're doing, DO IT. Lee Iacoca, former CEO of Chrysler said that successful people are the people who move having 80% of the information. Unsuccessful people are the ones who keep waiting for the other 20%.
- "Good things come to people who wait, but better things come to those who go out and get them." – Walt Disney
- "Even if you're on the right track, you'll get run over if you just sit there." – Will Rogers

REVIEW IT

- Ongoing process, not once a year.
- Review operations daily with huddles, monthly with data reports. If you wait longer, you may be doomed.
- Don't expect perfection, don't be paralyzed by it, but strive for it.
- Use the data, whether anecdotal or objective, to make immediate changes when necessary and periodic revisions when you see trends developing and use it to sell your program. For example, don't be ashamed to tell folks that your program can provide sealants at half the cost of a private office.

POKER

- Know when to hold 'em
 - Know when to fold 'em
 - Know when to walk away
 - Know when to run
 - Never count your money when you're sittin' at the table, there 'll be time enough for countin' when the dealin's done.
 - Make no mistake, we are in a poker game with our opponents and the stakes are high. There's an awful lot of folks relying on us to take home the big pot!
 - Find your best poker player!!!
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MY ANECDOTES

- Water Fluoridation
 - Had the state statute and the city council action
 - Ohio EPA and the City's Water Works Dept was more afraid of the anti's. No date for implementation – " 2/2/2 "
 - Called in a CDC fluoridation engineer who said the city's water supply could be fluoridated within two weeks.
 - With the Health Commissioner's support, we had a firm date that was met (about 4 months later).

ANECDOTES

- School Health
 - 1978, ineffective fluoride containing pumice prophylaxis in the schools with fluoride rinse for two weeks in whatever grade the school chose – entirely useless
 - School dental clinics, funded by the school system, with antiquated equipment and antiquated dentists.
 - 1982, due to financial constraints, the school system sent pink slips to all dental staff
 - The city health department joined with the state health department (Dr Easley) initiated a fluoride rinse program in the schools simply to keep a “dental foot” in the door.

ANECDOTES

- Sealants
 - Dec 1983, NIH Consensus Development Conference says sealants are safe and effective and are underutilized in public and private sectors
 - Easley calls – has left over funds. Can I start a sealant program.
 - Here's the planning.
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PLANNING FOR SEALANTS

- Contacted New Mexico and Tennessee.
- Contacted all the portable equipment manufacturers
- Developed a delivery system with excellent sterilization – no compromises. Contacted CDC
- Started only doing schools in which at least 80% on meals, to be prepared for objections to dental society. Quickly increased to 50% so we could say “more than half of the kids in this school meet the income guidelines for subsidized meals”.
- Developed quality standards that included training, 24 hour sealant retention and one year sealant retention
- Program management standards like % of kids that returned consents, % that returned positive consents, the % of those who received sealants, the cost per child and cost per sealant. These are all standard metrics today.

ANECDOTES – PLANNING PAYS OFF

- I was advised not to seek permission from the dental society by two of their officers
- One member of dental society council came after our program.
- Herd mentality had me “summoned” to their council meeting.
- I took a collaborator, director of the dental pediatric residency.
- Roasted and toasted me for an hour. Questioned sealants, quality, hygienists placing them, taking money from young dentists and then told me to return to next months meeting
- My sidebar discussion with the president of the dental society

ANECDOTES - MEDICAID

- Medicaid didn't cover sealants
 - I wrote to the governor and explained that medicaid only paid for one exam in a nursing home, regardless of how many patients were seen, something else (?) and sealants.
 - Letter went from Gov to medicaid director to health director to Dr Easley. He and I met with the health director and I received a visit from a dental hygienist in Medicaid Policy who agreed to fix other stuff but said as she left, "we'll never pay for sealants". A few months later they began to pay for sealants.

ANECDOTES – MANAGED CARE

- When Medicaid went to 5 MCOs in our region, they said they would not pay us for sealants because they would only pay the dental office providers and we were a school program.
 - Letter to the Gov (new Gov) stating this was tantamount to denying immunizations against dental decay to low income children. Gov passes this on to medicaid director who tells us to negotiate with MCO's.
 - Time for a little game of poker.
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ANECDOTES – FRIENDS IN HIGH PLACES (COLLABORATORS)

- New state dental director says he's taking my state grant away and will use it to begin to seed new sealant programs. Three year seed money grants after which programs should become self sufficient. At that time, only about 60% of our kids were on Medicaid – the rest paid nothing. I had 1.5 years to find \$30,000 annually.
- Year 1, the health commissioner turns me down.
- Year two the chair of City Council's finance committee places \$30,000 in a Health Dept line item for sealants.

FUTURE OF SCHOOL BASED PROGRAM

- The sealant model is 30+ years old.
- Fluoride varnish is "in", though has recently been questioned.
- Its getting harder and harder to get kids out of the classroom – competing for math, reading time.
- Exploiter entrepreneurs – not all bad
- Many sealant programs have been ignoring disease, pretending that sending a note home works.
- Prolifertion of school based health centers with nurse practitioners.
- New models to consider, ie Sarrell in Alabama, Dr. Greg Folce in Louisiana, dental therapists in Alaska, Minnesota and coming soon to Maine with legislation in some form in Washington, Vermont, Kansas, New Mexico and Ohio and actually being looked at by organized dentistry in California and Connecticut.

"BUILD YOUR OWN DREAMS OR SOMEONE WILL
HIRE YOU TO BUILD THEIRS." - FARRAH GRAY
