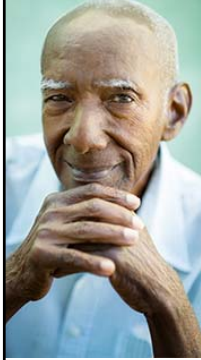
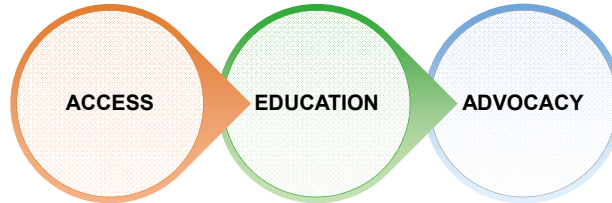


## Oral Health Florida Conference

Presented by Oral Health America  
July 25, 2017



ORAL HEALTH AMERICA'S MISSION IS TO CHANGE LIVES BY CONNECTING COMMUNITIES WITH RESOURCES TO DRIVE ACCESS TO CARE, INCREASE HEALTH LITERACY AND ADVOCATE FOR POLICIES THAT IMPROVE OVERALL HEALTH THROUGH BETTER ORAL HEALTH FOR ALL AMERICANS, ESPECIALLY THOSE MOST VULNERABLE.



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## ABOUT ORAL HEALTH AMERICA

America's leading **national oral health nonprofit** focused on the nation's oral and overall health for 63 years, with particular emphasis on **children and youth, older adults** and Americans' whose **voices are not well-represented** in oral healthcare conversations.

OHA employs **strategic partnerships** and **communications** to connect the dots between oral and overall health



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## BARRIERS TO HEALTHY MOUTHS FOR OLDER ADULTS

### DEMOGRAPHICS: **Not a 'level playing field'**

- Disproportionate impact: low-income, racial/ethnic minorities, older adults w. physical/intellectual disabilities, homebound/institutionalized

### INCOME: **Financial barriers greatest barrier to accessing care**

- 58% of those with income less than \$50,000 say they have no plan to pay for oral health care after the age of 65

### RACE/ETHNICITY: **Disease impact is not equitable**

- Complete tooth loss highest - 29% - for non-Hispanic black adults aged 65+



## BARRIERS TO HEALTHY MOUTHS FOR OLDER ADULTS

### EDUCATION: **Low health literacy correlates w. less education**

- Lower income more likely to misunderstand connection to overall health + believe that tooth loss is 'natural part of aging'

### WORKFORCE: **Not equipped to meet needs of growing older adult population**

- Practitioners not always educated to treat unique needs, e.g. mobility, adverse effects of medications
- Physicians, long term care workers and pharmacists do not generally discuss oral health with patients



## BARRIERS TO HEALTHY MOUTHS FOR OLDER ADULTS

### BENEFITS: **Do not adequately support older adults' needs**

- Only 15 states offer Extensive Medicaid Adult Dental and 4 states offer no benefit, not even for emergencies
- No benefit for prevention or treatment in Medicare
- 52% of Americans are unsure or unaware of what Medicare covers
- Average savings upon retirement is \$70K



[toothwisdom.org](http://toothwisdom.org)



Advocacy



Health Education &  
Communications



Professional  
Symposia

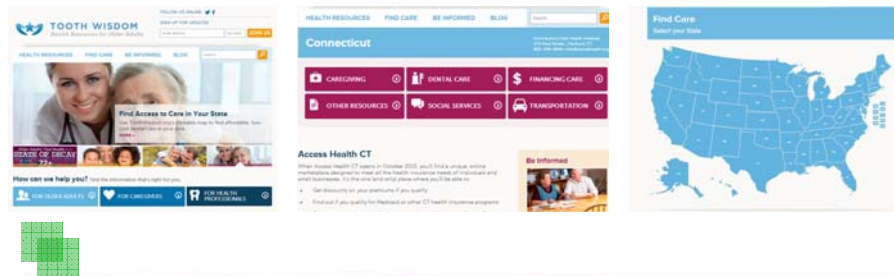


Demonstration  
Projects

## TOOTHWISDOM.ORG

Only [web portal](#) designed exclusively to connect consumers, caregivers and professionals with older adult oral health information and resources

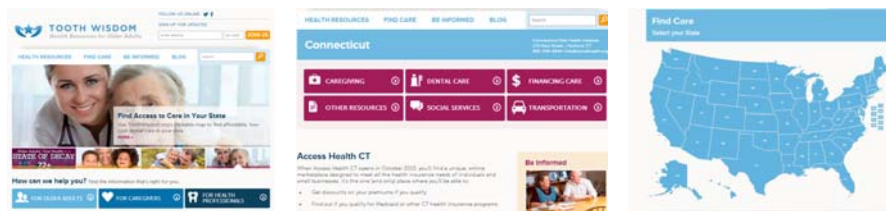
- Includes a clickable [map](#) to find care
- Hosts a clearinghouse of unique oral health, aging [research](#) and [educational information](#) for each constituent group
- Provides information in [plain-language](#)



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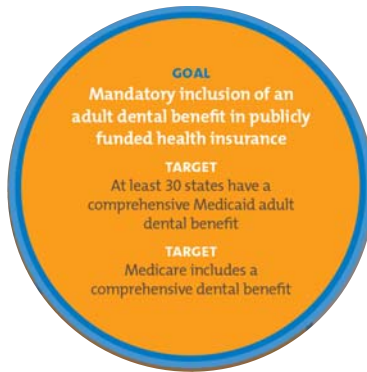
## TOOTHWISDOM.ORG: COMING AUGUST 2017

- [Content Reorientation](#) – Laser focused on oral health topics
- [Increase in Responsive Design](#) – Desktop & Portable Devices
- [‘Find Care’ Section](#) – GPS-based Access to Dental Care Options in States
- [Health Resources Organization](#) – “Health Topics A-Z” interactive or new media content



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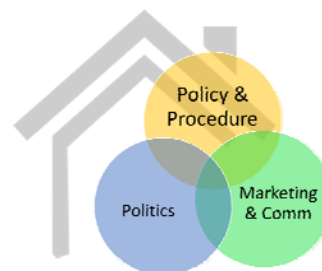
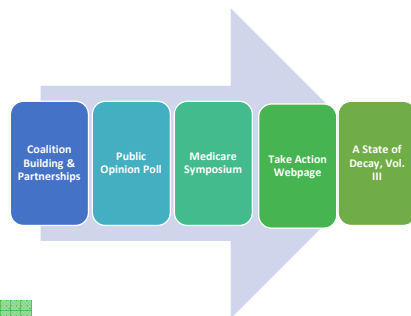
## ADVOCATING FOR AN ORAL HEALTH BENEFIT IN MEDICARE



A Partnership with The DentaQuest Foundation, Oral Health 2020

## ADVOCACY: AN ORAL HEALTH BENEFIT IN MEDICARE BY 2020

Laying the Groundwork    Building a Framework



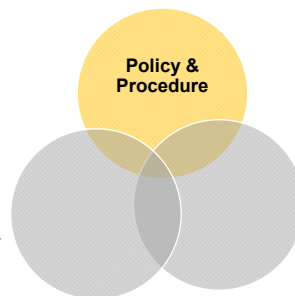
## MEDICARE ADVOCACY: WORKING GROUPS



## MEDICARE ADVOCACY: DESIGN AN ORAL HEALTH BENEFIT

- Organized Scientific Advisory Group
- Scanned Dental Benefit Environment
- Developed Possible Models
- Advanced Models thru Actuary Evaluation
- Critiqued by Advisors and Reviewers

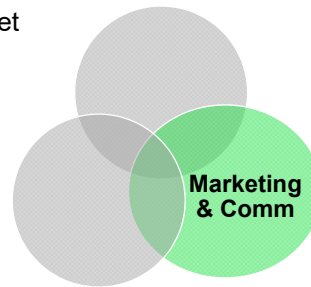
**CURRENT:** Focus groups to establish consumer preferences for coverage inclusions



## MEDICARE ADVOCACY: MOTIVATE CONSUMERS TO ACT

- Conducted Rapid Research to Test Initial Messages
- Built Marketing Advisory Coalition
- Quant and Qual Research in Orlando Market
- Designed a Test Marketing Campaign
- Fielded Messages > Consumer Interest

**CURRENT:** Analyze research and develop Strategic Marketing Plan



## THE BIG IDEA: NOT ABOUT INSURANCE, BUT HOW THE GOVERNMENT SEES YOU



You've had dental insurance, dental care and teeth your whole life. When you turn 65, **some government rule could take all that away.**

You may be in your 60s, but **you're not really that old.** You're not so so old you're going to stop taking care of your teeth for example.

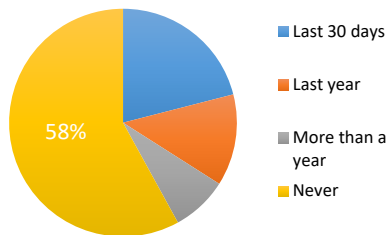
- ✓ Less transactional or actuarial
- ✓ More about what you could lose than what you gain
- ✓ Not really about health; more about health benefits you are owed
- ✓ More about who you are than what you get



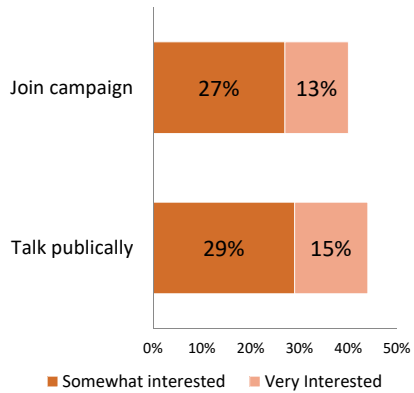
## HOW DO WE OVERCOME APATHY?

6 in 10 have **never** thought about it

*When, if ever, was the last time you talked or thought about whether Medicare should cover dental services?*



... and most are not interested in taking actions to change things

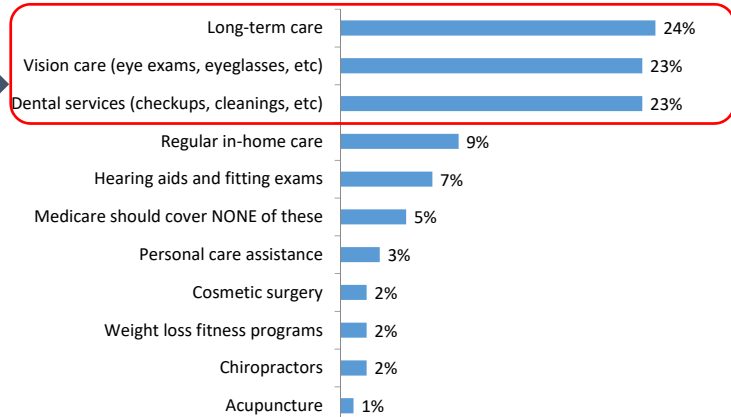


Salter>Mitchell Online Survey of 18+, n=1,000. July 24-26, 2016

## WHAT DO CONSUMERS CARE ABOUT?

Which of the services below, if any, should Medicare plans be required to cover? (Can only pick one)

56% of total know it's not covered

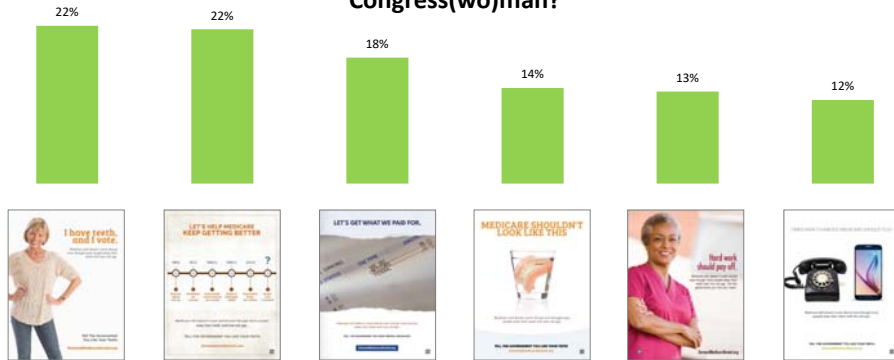


Salter>Mitchell Online Survey of 50+. N=1,004. May 21-24, 2016. Margin of error: 3.1%



## WHAT MESSAGES MOVE CONSUMERS TO ACT?

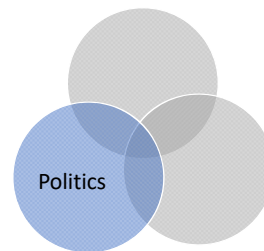
Which of these ads most makes you want to contact your Congress(wo)man?



## MEDICARE ADVOCACY: PLAN FOR ACTION BY 2020

- Assessed the changed political landscape
- Committed to support groups to preserve Medicaid/Medicare
- Continued to grow the coalition of non-oral health partners

**CURRENT:** Respond to developments with ACHA and participate in other coalitions with promising benefit projects



## POLITICS: POLICY CALLS

PARTNERS: FAMILIES USA, CDHP, DQF, ADA  
CENTER FOR MEDICARE ADVOCACY

### National Oral Health Call

- Identifying common policy goals at the state and federal level
- Collaborative sign-on letters & alerts

### OH2020 Network Policy Workgroup Call

- Strategize to ensure OH2020 network members are informed, aligned, and well-positioned to act on and advocate for policies that protect or increase access to oral health care

### OH2020 Network Member Federal Policy Update Call

- Opportunity to update members in the OH2020 network on current policies



## MEDICARE ADVOCACY: NEAR-TERM STRATEGIES

Advocate to **preserve**  
Medicaid and Medicare

Continue **partnership  
expansion** and **constituent  
research**

Track alternatives that  
represent a **Path to the Prize:**  
*an oral health benefit in  
Medicare Part B*

**Educate** Policy-makers,  
Professionals, Consumers

Remain **organized** and  
**nimble** the face of change



## BETTER TOGETHER: MEDICARE SYMPOSIUM PART 3

**WHO:** 100 individuals from 30 health and policy-related organizations

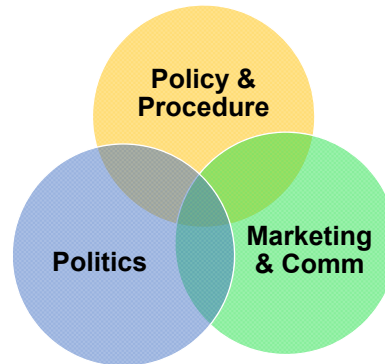
**WHERE & WHEN:** July 19 & 20 in Alexandria, VA

**CO-HOSTED:** OHA, DentaQuest Foundation, ADA

**WHY:** To continue to chart the course forward for an added oral health benefit in Medicare

**WHAT:** Explore benefit structures and approaches; discuss consumer messages aligned with seniors' oral health wants and needs; renew and build partnerships

PROGRESS MADE BY:



## TOOTHWISDOM: GET SMART ABOUT YOUR MOUTH



TOOTH WISDOM GET SMART ABOUT YOUR MOUTH

LEADER GUIDE



The *first* national Oral health curriculum for older adults, aging in their communities, offered in senior centers and other places seniors congregate.

2015 - 2016 Pilot Results include 129 workshops for 2,700 older adults by 237 dental hygienists trained by OHA in MI, IL, TN, OR, MN

## TOOTHWISDOM: GET SMART ABOUT YOUR MOUTH


- **Grant and Partnership Model**
  - Area Agencies on Aging; consulting Registered Dental Hygienists
- **Curriculum Revisions based on Pilots**
  - Informed by pre- and post-workshop participant surveys
  - Advisory Council established for continuous improvement
  - Content aligned with Toothwisdom.org for ongoing resources
- **Instructor Training Moving Online**
  - Resident on Colgate Oral Health Network platform
  - September 2017 for Dental Professionals
  - October 2017 for Inter-professional Health Partners
- **Study to Achieve Evidence-based Status**
  - Slated for Chicago, studying 100 seniors; June and Sep 2017
  - Purpose: Test older adult's oral health literacy and knowledge.
  - PhD project of Kate McKenzie and Dr. Pinpinut Wanichaitong; guidance by Dr. Iain Pretty, Professor of Public Health Dentistry, University of Manchester, UK

## DEMONSTRATION PROJECTS


**Pilot Projects** provide 'workshops' for assessment of promising opportunities to improve the overall health of older adults, within the program's strategic framework.

- **Tooth Wisdom for Pharmacists** assessed pharmacists' oral health knowledge and likely counseling of seniors
- **Older Americans Act Screening Pilot** will test implementation of OAA "Routine Health Screening" provision








CAMPAIGN for ORAL HEALTH EQUITY



**Educate**




**Engage**



**Advocate**

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## CAMPAIGN FOR ORAL HEALTH EQUITY

Addresses oral health inequities in our society and identifies possibilities for closing the oral health divide in America.

The campaign strives to:

- Educate** and **engage** the public, including policymakers, about the importance of oral health for overall health
- Emphasize** the need to prioritize oral disease alongside other chronic health conditions
- Lead, participate and observe** on legislative issues impacting oral health policies critical to OHA, our programs and stakeholders

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## ENGAGE CONSUMERS AND PROFESSIONALS:

OHA's [Campaign for Oral Health Equity](#) includes an annual communications campaign with the Dental Trade Alliance's **Oral Healthcare Can't Wait** initiative designed to engage communities and educate stakeholders about maintaining healthy mouths for life

**Ways to get involved**

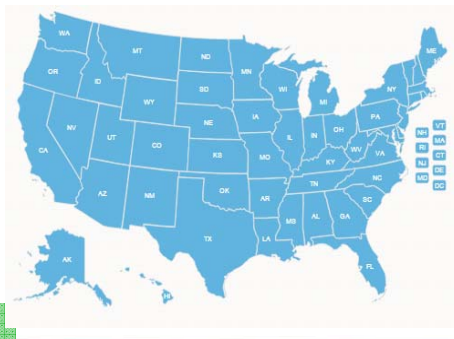
<b>Public Opinion Poll</b>	<b>Fall for Smiles Booklet</b>	<b>Fall for Smiles Brushathon</b>	<b>Advocacy Week</b>	<b>Fall for Smiles Resources</b>
<i>Gauge audience needs &amp; knowledge</i>	<i>Inform families &amp; educate public</i>	<i>Putting it all to work</i>	<i>Identify/support policies/issues that impact</i>	<i>Easily accessible information &amp; resources</i>

To learn more about OHA's Campaign for Oral Health Equity, visit [oralhealthamerica.org/our-work/campaign-for-oral-health-equity](http://oralhealthamerica.org/our-work/campaign-for-oral-health-equity)

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## EDUCATE PROFESSIONALS AND POLICYMAKERS: A STATE OF DECAY, VOL III

State-by-state analysis of oral healthcare delivery and public health factors impacting the oral health of older adults



**VOL IV  
RELEASE DATE!**

**April 16, 2018 - National  
Oral Health Conference  
in Louisville, KY**

**To read the report visit:  
[Oralhealthamerica.org/a-state-of-decay](http://Oralhealthamerica.org/a-state-of-decay)**

## EXAMPLE - ADVOCATE



### ADVOCACY DAYS

- **Theme** relevant to current landscape/issues
- **Build relationships** with legislators in states we impact
- Host a reception & honor individuals **making a difference** in the public health & oral health field
- Expand the reach of our messages by hosting a **Staffer Luncheon & Oral Health Advocate**



### OHA TALENT DEVELOPMENT: GROWING FUTURE LEADERS

#### Internships

Twelve-week paid summer internships provide rising college seniors with on-the-job experiences and mentoring opportunities in the oral health field



#### Fellowships

Year-long paid fellowships allow high potential future dentists or hygienists to make significant contributions to an oral health program and develop leadership skills in communications, research, strategic planning and financial management



## THANK YOU

“YOU CAN’T BE HEALTHY WITHOUT GOOD ORAL HEALTH”

-C. Everett Koop, Former US Surgeon General

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