

MICHIGAN ORAL HEALTH CONFERENCE

May 19-20, 2016



2020 Vision: Focus on Integration, Awareness AND Access



CROWNE PLAZA WEST
925 S. Creyts Road, Lansing MI



You're Invited

You are invited to the 2016 Michigan Oral Health Conference, May 19-20, at the Crowne Plaza West in Lansing, Michigan, where you will have opportunities to engage with thought leaders, practitioners and educators who are focused on the same goal as you are—to improve the oral health of all Michiganders. This year's conference theme, "2020 Vision: A Focus on Integration, Awareness and Access" aligns with Michigan's revolutionary 2020 State Oral Health Plan to be formally released during the conference.

Hear from leading national and state industry experts as they examine the relationship between care integration, oral health awareness and literacy, and promising practices for increasing access to care. Oral health advocates will share innovative programs and practices, while sponsors and exhibitors will showcase the tools they offer for ensuring your success.

Save money when you register today for the conference, and then pack your business cards and get ready to network!

Since 2003, the Michigan Oral Health Coalition has served as the collective voice of the state's oral health. Our members include families, dental professionals, and representatives from higher education, community health centers, insurers, professional associations and local health departments. Coalition members work collaboratively to improve the oral health of Michigan's nearly 10 million residents. For more information, visit us at www.mohc.org.



SCHEDULE

at a glance

Day **1**

8:30 a.m.	Registration & Continental Breakfast with Exhibitors
9 to 10 a.m.	Where is Michigan on the Road to Improved Oral Health?
10 to 10:10 a.m.	Networking Break with Exhibitors
10:10 to 11 a.m.	What's on the Federal Horizon? Updates from CMS
11 to 11:30 a.m.	2020 Vision for the Future: The New State Oral Health Plan
11:30 a.m. to 12 p.m.	An Outlook of Fiscal Year 2017 from the State Capitol
12 to 1 pm	Recognition Luncheon: Celebrating Michigan's Water Fluoridation Grantees
1 to 2 p.m.	Enhance Professional Integration Between Providers Across the Lifespan
2 to 2:15 p.m.	Networking Break with Exhibitors
2:15 to 3:15 p.m.	Increase Knowledge and Awareness of the Importance of Oral Health
3:15 to 3:30 p.m.	Networking Break with Exhibitors and Refreshments
3:30 to 4:30 p.m.	Increase Access to Oral Health Care Among Underserved
5:30 to 7:30 p.m.	Practice Viability as a Medicaid Provider, Dinner and Education Session

Day **2**

8 to 8:30 a.m.	Registration & Continental Breakfast with Exhibitors
8:30 to 9:30 a.m.	Framing the Issues
9:30 to 9:45 a.m.	Networking Break with Exhibitors
9:45 to 11:45 a.m.	Session A: Venn Approach to Continuous Quality Improvement Session B: How to Engage Your Community in Oral Health
11:45 a.m. to 12:45 p.m.	Roundtable Networking Luncheon
12:45 to 1:45 p.m.	Session A: Action for Dental Health—Strategies for 2020 Session B: The Daily Impact of Health Literacy in Michigan
1:45 to 2 p.m.	Networking Break with Exhibitors
2 to 3 p.m.	Michigan's Blueprint for Health Innovation
3 p.m.	Conference Concludes

May 19th
Day 1

2020 Vision: Focus
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Agenda

8:30 a.m. *Registration Opens*
Continental Breakfast with Exhibitors

Opening Session
9 to 10 a.m.

Where is Michigan on the Road to Improved Oral Health?

It has been 16 years since the U.S. Surgeon General’s first-ever report on oral health alerted Americans to the full meaning of oral health and its importance to general health and well-being. It also spotlighted “a silent epidemic” of dental disease affecting the most vulnerable U.S. residents. During this session you will learn how our country’s oral health landscape has changed since the release of that report in 2000, and the milestones that Michigan and Coalition have reached along the way. The opening session will also include the Annual Business Meeting where we will elect the Michigan Oral Health Coalition’s 2016-17 board of directors.

Faculty: Carol Lutey, MPA, Mott Children’s Health Center, Board President; and Karlene Ketola, Executive Director, Michigan Oral Health Coalition

10 to 10:10 a.m.
Networking Break with Exhibitors

Keynote Session
10:10 to 11 a.m.

What’s on the Federal Horizon? Updates from CMS

The Michigan Oral Health Coalition and Michigan Department of Health and Human Services are honored to welcome the Centers for Medicare & Medicaid Services’ Chief Dental Officer, Dr. Lynn Mouden, to Michigan. Dr. Mouden will lead us in a discussion on CMS’ Triple AIM goals toward better care, better health and lower costs. Dr. Mouden holds faculty appointments at the University of Missouri-Kansas City School of Dentistry, University of Tennessee College of Dentistry, and University of Arkansas for Medical Sciences. Prior to serving as director of the Office of Oral Health for the Arkansas Department of Health, he spent 16 years in private practice dentistry and eight years with the Missouri Department of Health.

Faculty: Lynn Douglas Mouden, DDS, MPH, Chief Dental Officer, Centers for Medicare & Medicaid Services (invited)

Keynote Speaker



Lynn Douglas Mouden

11 to 11:30 a.m.
2020 Vision for the Future: The New State Oral Health Plan

Michigan’s 2020 State Oral Health Plan represents the collaborative work of a diverse group of oral health advocates who understand that oral health is inseparable from overall health at every stage of life. It is designed to guide, and hopefully inspire, those who are dedicated to improving oral health in our state so that Michiganders will eventually enjoy the best oral health in the nation. Hear from the Michigan Department of Health’s Oral Health Program Director about this revolutionary plan and your role in helping to put it into action.

Faculty: Christine Farrell, RDH, BSDH, MPA, Oral Health Program Director, Michigan Department of Health and Human Services



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11:30 a.m. to 12 p.m.

An Outlook of Fiscal Year 2017 from the State Capitol

Decisions made in the Capital City significantly impact residents all across the state. Hear from Representative Chris Afendoulis about his outlook on Fiscal Year 2017 legislative and budgetary priorities of interest to oral health advocates, and come ready to ask your questions during this interactive discussion.

Faculty: *The Honorable Chris Afendoulis, Michigan House of Representatives (R-District 73) (invited)*

Recognition Luncheon

12 to 1 pm

Celebrating Michigan’s Community Water Fluoridation Grantees

1 to 4:30 p.m.

Our Vision for Michigan: 2020 State Oral Health Plan Goals

Michigan’s release of the new 2020 State Oral Health Plan creates a tremendous opportunity for our state to increase the integration of health services, residents’ health literacy and access to oral health care. During this session you will learn about the goals, implementation steps, and metrics built into the new State Oral Health Plan, and how it can be used as a tool for engaging collaborators, partners and funders.

Note: *The complementary afternoon session will highlight innovative local and statewide practices as they relate to the Plan’s goals.*

1 to 2 p.m.

PANEL SESSION: Enhance Professional Integration Between Providers Across the Lifespan

Historically, dental, medical, and other service providers have had few opportunities to train and work alongside one another. The fragmentation of these disciplines has done little to foster collaboration, despite sharing the common goal of helping their patients stay healthy. This session will discuss the integration of community health workers into Michigan’s health and human service systems and showcase one community health center’s Maternal Oral Health Initiative Program, which includes a Registered Dental.

Faculty: *Katherine Mitchell, LMSW, Project Director, Michigan Community Health Worker Alliance; Kevin Steely, DDS, Dental Director; Jessica Southerland, RDH and Staci Hard, RDH, Grace Health*

2 to 2:15 p.m.

Networking Break with Exhibitors

2:15 to 3:15 p.m.

PANEL SESSION: Increase Knowledge and Awareness of the Importance of Oral Health to Overall Health

Health literacy is the ability to obtain health information, understand it, and use it to make appropriate decisions for improved health. Join us for an engaging session focused on how advocates are lifting up residents’ needs and values at the local grassroots level and an update on new, innovative approaches to promoting Healthy Kids Dental.

Faculty: *Paige Birkelbach, MPH, Epidemiologist, Kent County Health Department; Kim Waslawski, MEd, Community Impact Coordinator, Health Net of West Michigan; and Teri Battaglieri, Director, Communications, Corporate Citizenship and Philanthropy, Delta Dental of Michigan, Ohio, and Indiana*

Day 1
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3:15 to 3:30 p.m.
Networking Break with Exhibitors and Refreshments

3:30 to 4:30 p.m.
PANEL SESSION: Increase Access to Oral Health Care Among Underserved

Some segments of the Michigan population encounter barriers to obtaining preventive oral health care and, therefore, disparately experience the burden of disease. Improving access to care is critical to decreasing these health disparities and improving oral health. Hear firsthand from three programs working to make services available to low-income families through Washtenaw County's Success by Six program; vulnerable adults through Michigan's Donated Dental Services program; and individuals with disabilities through the University of Detroit Mercy's "Co-Teacher" project.

Faculty: Ruth Kraut, MPH, MA, Program Administrator, Washtenaw Health Plan; Kelly Stuppel, MEd, Child Health Advocate, Washtenaw Health Plan and Success by Six; April Stopczynski, Manager of Access and Prevention, Michigan Dental Association; Karen Trompeter, RDH, MPH, Program Director, JVS Tri-County Dental Health; and Cheri Newman, DDS, Adjunct Instructor, University of Detroit Mercy

Dinner & Education Session

5:30 to 7:30 p.m.
Practice Viability as a Medicaid Provider

Dinner and education session sponsored by the Michigan Primary Care Association

Meeting the needs of populations served in safety net provider settings comes with challenges along with great rewards. Despite misconceptions and fears associated with being a Medicaid provider with adequate preparation and training a practice can realize success for staff and patients. Members of the ADA's Medicaid Provider Advisory Committee will share insights, opportunities and threats regarding program integrity, compliance, fraud, advocacy and how better to safeguard your practice and yourselves while providing care to this growing population. Special emphasis will be given to the importance of proper documentation of medical necessity.

Faculty: Charles Czerepak, DMD, Pediatric Dentist and Member of the American Dental Association Medicaid Provider Advisory Committee; and Steve Geiermann, DDS, Staff Dentist, American Dental Association and former Regional Dental Consultant, Health Resources and Services Administration



May 19th
Day 2

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8 to 8:30 a.m. *Registration*
Continental Breakfast with Exhibitors

Keynote Session

8:30 to 9:30 a.m.

Framing the Issues

As a former Michigan Representative and Senator, Oakland County Commissioner and Huntington Woods City Commissioner, Gilda Jacobs' years of experience in public service have given her insight into the health and service needs of Michigan's most vulnerable residents. Now President and CEO of the Michigan League for Public Policy, Ms. Jacobs is a voice for equity in Michigan and will lead us in a session on the issues impacting Michigan's most vulnerable.

Faculty: Gilda Jacobs, President and CEO, Michigan League for Public Policy

Keynote Speaker



Gilda Jacobs

9:30 to 9:45 a.m.
Networking Break with Exhibitors

Breakout Sessions

9:45 to 11:45 a.m.

Session A: A Venn Approach to Continuous Quality Improvement in a Patient Centered Dental Home

Creating a culture of excellence requires balance between patient satisfaction, clinical quality and margin/mission (a balance of Venn). Achieving continuous quality improvement is a journey, not an endpoint, and implementing quality improvement initiatives takes standardization and increased transparency. During this session you will develop an understanding of how every service rendered is a learning opportunity for improvement in the shift from operating a doctor-centric office to a patient-centric dental home.

Faculty: Gregory P. Heintschel, DDS, MBA, President and Chief Executive Officer, My Community Dental Centers

Session B: How to Engage Your Community in Oral Health

A person with poor oral health is not healthy, and it is our responsibility to advocate for and mobilize those who lack access to oral health and preventive care. During this session you will be introduced to "power analysis" as a tool for campaign development and strategy. Through this visual and interactive process, you can learn to map and understand power relationships in your community that will strengthen your work and build capacity for collective action.

Faculty: Gloria Medina, Training Director, Strategic Concepts in Organizing and Policy Education

Luncheon

11:45 a.m. to 12:45 p.m.

Roundtable Networking Luncheon

Enjoy lunch and facilitated discussions with your colleagues about community-based interventions, partnerships, integration and awareness.

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Breakout Sessions

12:45 to 1:45 p.m.

Session A: Action for Dental Health—Strategies for 2020

Although the causes of today’s oral health crisis are varied and complex, we know that it’s never too late for individuals, communities, and the nation as a whole to improve oral health. Action for Dental Health—the ADA’s comprehensive approach for addressing the oral health crisis—is focused on reducing the proportion of adults and children with untreated dental disease through prevention, optimal care delivery, and strengthening the safety net. Hear from the ADA’s director of the Council on Access, Prevention and Interprofessional Relations about the strategies in play for achieving a healthy tomorrow.

Faculty: Jane S. Grover, DDS, MPH, Director, Council on Access, Prevention and Interprofessional Relations, American Dental Association

Session B: The Daily Impact of Health Literacy in Michigan

Did you know that 77 million American adults have basic or below basic health literacy? Difficulty obtaining, processing, and understanding rudimentary health information and services needed to make appropriate health decisions and navigate the healthcare system can affect even those with strong literacy skills when faced with unfamiliar medical terms. Health literacy is a key health equity factor that is essential for oral health care providers and their organizations to address. During this session you will get an overview of health literacy concepts, impacts, and tools available to providers, using illustrations from Michigan to localize the information presented.

Faculty: Nickell Dixon, DrPh, MPH, Health Equity Initiative Coordinator, Health Disparities Reduction/Minority Health Section, Michigan Department of Health and Human Services

1:45 to 2 p.m.

Networking Break with Exhibitors

Closing Session

2 to 3 p.m.

Michigan’s Blueprint for Health Innovation

In 2015, the U.S. Department of Health and Human Services awarded Michigan \$70 million in federal funding, to be distributed through 2019, to test health care delivery innovations aimed at improving care coordination and health outcomes and lowering costs. During this session you will hear how the Blueprint for Health Innovation is building linkages to the safety net; integrating primary and behavioral health care; engaging at-risk pregnant women, high utilizers of the emergency department, and people with multiple chronic conditions; promoting person-centered care; reducing population health risks; and coordinating health and human services to impact social determinants of health.

Faculty: Elizabeth Hertel, Director, Policy and Legislative, Michigan Department of Health and Human Services

3 p.m.

Conference Concludes



REGISTER TODAY!
www.mohc.org

REGISTRATION

In an effort to streamline the registration process, this year's registration is available online with two payment options for your convenience.

Online Registration: Pay with Credit Card

Conference information is posted on the Michigan Oral Health Coalition's website at mohc.org. Just click on the REGISTER HERE link found on the home page, and then complete the registration form and choose the PayPal payment option (you do not need a PayPal account). Once you have submitted your registration form, you will receive a confirmation email and you are done!

Online Registration: Pay with Check

Conference information is posted on the Michigan Oral Health Coalition's website at mohc.org. Just click on the REGISTER HERE link found on the home page, and then complete the registration form and choose the check payment option. Once you have submitted your registration form, you will receive a confirmation email. Print and mail a copy of the confirmation email you received, along with your check to the address listed on the registration form and you are done!

CONTINUING EDUCATION

The Michigan Oral Health Coalition is approved by the Michigan Board of Dentistry and Academy of General Dentistry to provide continuing education. The 2016 Michigan Oral Health Conference qualifies for 13 hours of CE (May 19, 8.0 CEs; May 20, 5.0 CEs).

PHOTOS/VIDEO POLICY

Attendance at this event constitutes permission for your photograph or video to be taken at the event and used for Michigan Oral Health Coalition purposes.

SPECIAL NEEDS

Do you have physical and/or dietary needs that we can address to make your participation more enjoyable? Please contact the Coalition office at 517.827.0466 or kketola@mohc.org.

[REGISTER HERE](#)

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CONFERENCE/ HOTEL INFORMATION

Crowne Plaza West
925 S. Creyts Road
Lansing, Michigan

Rate: \$131 single/double per night + taxes
Call 517.323.7100 to reserve your room on or before April 18, 2016, and reference Michigan Oral Health Conference.

Rooms are limited and are reserved on a first-come, first-served basis. After April 18, 2016, hotel reservations will be accepted on a space-available basis with no guarantee that the conference rate will apply. All rates are per room per night and are subject to state and local taxes.

PARKING

The hotel offers complimentary parking.

CANCELLATION POLICY

No refunds will be given to those who register but do not attend the Conference. All cancellations must be made in writing. A 75% refund will be granted for cancellations that the Coalition receives by 5 pm on May 13, 2016. No refunds will be granted for cancellations that the Coalition receives after 5 pm on May 13, 2016.

The planners and sponsors of this event reserve the right to substitute speakers without penalty due to unforeseen and/or unavoidable circumstances.

CONFERENCE FEES

MOHC Member Full Conference \$250.00	Non-member Full Conference \$330.00
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MOHC Member Day One Only \$150.00	Non-member Day One Only \$190.00
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MOHC Member Day Two Only \$150.00	Non-member Day Two Only \$190.00
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Michigan Oral Health Coalition is proud to introduce its 2016 CONFERENCE SPONSORSHIP AND EXHIBITOR OPPORTUNITIES to businesses, organizations, and friends. This premier event attracts more than 100 oral health advocates from across Michigan. The sponsorships for this meeting are many; the recognition opportunities vary. Please take a few moments to consider the benefits of supporting the conference. If you have questions or would like to discuss a possible sponsorship idea, please contact Karlene Ketola, executive director, at 517.827.0466 or kketola@mohc.org.

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Signing up just got easier!

We moved ONLINE!! To sign up for your Sponsorship/Exhibitor opportunity please click on the link below or visit our website at www.mohc.org and click on the 'Sponsorship/Exhibitor' link and fill out the easy form. You can choose to pay with credit card or pay with check. Opportunities are on a first come first serve basis.

Thursday Keynote

\$4,000

Sponsor will receive:

- One Conference Registration
- Opportunity to Introduce Session
- One Tabletop Display Booth
- Full Page Ad in On-Site Conference Program
- Sponsorship Recognition
- Listing in Coalition Newsletter

Thursday Luncheon

\$3,500

Sponsor will receive:

- One Conference Registration
- One Tabletop Display Booth
- Half Page Ad in On-Site Conference Program
- Sponsorship Recognition
- Listing in Coalition Newsletter

Friday Keynote and Continental Breakfast

\$5,000

Sponsor will receive:

- One Conference Registration
- Opportunity to Introduce Session
- One Tabletop Display Booth
- Full Page Ad in On-Site Conference Program
- Sponsorship Recognition
- Listing in Coalition Newsletter

Friday Luncheon

\$3,500

Sponsor will receive:

- One Conference Registration
- One Tabletop Display Booth
- Half Page Ad in On-Site Conference Program
- Sponsorship Recognition
- Listing in Coalition Newsletter

Thursday Afternoon Refreshment Break

\$1,000

Sponsor will receive:

- One Conference Registration
- One Tabletop Display Booth
- Quarter Page Ad in On-Site Conference Program
- Sponsorship Recognition
- Listing in Coalition Newsletter

Conference Session

\$1,000

Sponsor will receive:

- One Conference Registration
- One Tabletop Display Booth
- Quarter Page Ad in On-Site Conference Program
- Sponsorship Recognition
- Listing in Coalition Newsletter

[REGISTER HERE](#)

Tabletop Display Booth Non-Member

\$600

Exhibitor will receive:

- One Conference Registration
- One Tabletop Display Booth
- Listing in On-Site Conference Program

Tabletop Display Booth Member

\$500

Exhibitor will receive:

- One Conference Registration
- One Tabletop Display Booth
- Listing in On-Site Conference Program



REGISTER TO BECOME A SPONSOR OR EXHIBITOR TODAY!

www.mohc.org