

# *Innovate, Integrate, Motivate*

## **2018 MICHIGAN ORAL HEALTH CONFERENCE**

**MAY 17-18, 2018**

KELLOGG HOTEL & CONFERENCE CENTER  
EAST LANSING, MICHIGAN

*Celebrating 15 Years as the  
Collective Voice of Oral Health!*



Details Inside  
Register at [www.mohc.org](http://www.mohc.org)



## 2018 MICHIGAN ORAL HEALTH CONFERENCE

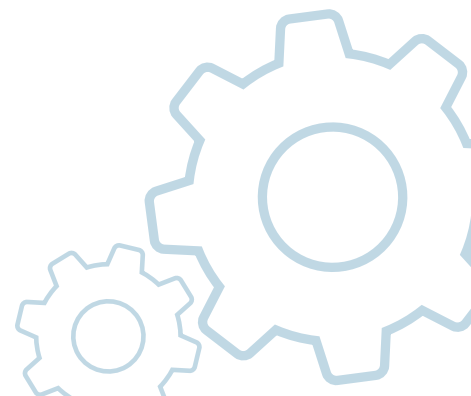
# Innovate, Integrate, Motivate

## *You're Invited...*

You are invited to the 2018 Michigan Oral Health Conference, May 17-18, at the Kellogg Hotel and Conference Center in East Lansing, Michigan. Join the celebration of Michigan Oral Health Coalition's 15th anniversary as the collective voice of oral health in the state, and engage with thought leaders, practitioners and educators who are focused on the same goal as you are—improving the oral health of all Michiganders.

In today's environment, there is no better time for the oral health community to come together to innovate, integrate, and motivate. 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, exhibitors and poster presenters will showcase the tools they offer for ensuring success.

Save money when you register today for the Conference, and then pack your business cards and get ready to network! Since 2003, Michigan Oral Health Coalition has served as the alliance for unified action, incorporating the voices of families, dental professionals, and representatives from higher education, community health centers, insurers, professional associations and local health departments. MOHC members work collaboratively to improve the oral health of Michigan's nearly 10 million residents. For more information, visit us at [www.mohc.org](http://www.mohc.org).





# SCHEDULE

*at a glance*

## DAY 1 • MAY 17

8 to 8:30 a.m.	Registration with Continental Breakfast, Exhibits and Poster Sessions
8:30 to 9:30 a.m.	Fifteen Years as the Collective Voice for Oral Health
9:30 to 9:45 a.m.	Networking Break with Exhibits and Poster Sessions
9:45 to 10:45 a.m.	Keynote Session: A Time for Innovation: Improving Oral Health Using Telehealth
10:45 to 11 a.m.	Networking Break with Exhibits and Poster Sessions
11 a.m. to 12 p.m.	Where is Michigan on the Road to Improved Oral Health?
12 to 1 p.m.	Recognition Luncheon
1 to 2 p.m.	The Impact of Integrating Pediatric Oral Health Services in WIC: A Pilot Program
2 to 2:15 p.m.	Networking Break with Exhibits and Poster Sessions
2:15 to 3:15 p.m.	Looking Forward: A Medicaid and Public Health Update
3:15 to 3:30 p.m.	Networking Break with Exhibits and Poster Sessions
3:30 to 4:30 p.m.	Local Approaches to Increasing Oral Health Care Access among the Underserved
5:30 to 7:30 p.m.	Dinner & Education Session: Strategically Planning a New Inter-Professional Oral Health Model

## DAY 2 • MAY 18

8:30 to 9:30 a.m.	Keynote Session: Framing the Relationship between Race and Health
9:30 to 9:45 a.m.	Networking Break with Exhibits and Poster Sessions
9:45 to 11:45 a.m.	Session A: Reducing Opioid Abuse: Mechanisms and Strategies for Pain Management Session B: Strengthening Community Engagement
11:45 a.m. to 12:30 p.m.	Networking Luncheon
12:30 to 1:30 p.m.	Session A: Oral Implications in Older Adults: A Growing Need for Care Session B: Implementing Successful Advocacy Efforts
1:30 to 2:30 p.m.	Session A: The Dental Professional's Role in Managing the Diabetic Session B: How to Talk to Your Patients about Fluoridation
2:30 to 3 p.m.	Closing Session: The Time to Innovate and Motivate
3 p.m.	Conference Concludes

# Agenda DAY 1 • MAY 17

**8 to 8:30 a.m.**

**Registration with Continental Breakfast, Exhibits and Poster Sessions**

## ▶ OPENING SESSION

**8:30 to 9:30 a.m.**

### **Fifteen Years as the Collective Voice for Oral Health**

Oral diseases are a devastating problem for a significant percentage of Michiganders, affecting overall health and the ability to work and learn. Since 2003, the Coalition has worked to improve the oral health of all Michiganders through sound public policy and public awareness. Learn about Michigan's top ten oral health achievements and how you can engage in the collective work.

**Faculty:** Michele Strasz, MPA, Board President and Karlene Ketola, MHSA, CAE, Executive Director, Michigan Oral Health Coalition

**9:30 to 9:45 a.m.**

**Networking Break with Exhibits and Poster Sessions**

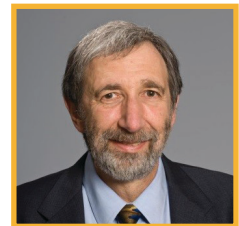
## ▶ KEYNOTE SESSION

**9:45 to 10:45 a.m.**

### **A Time for Innovation: Improving Oral Health Using Telehealth**

The Michigan Oral Health Coalition and Michigan Department of Health and Human Services are honored to welcome Dr. Paul Glassman to Michigan to share his expertise and insight on teledentistry. An innovative approach that allows a dental professional to provide care to patients at an offsite location without a dentist present, teledentistry will officially be added to the CDT coding in 2018. Dr. Glassman will discuss advances in science and technology that enable the expansion of dental practices through virtual dental homes using telehealth-connected teams. He will also review strategies and best practices for expanding the reach of dental practices using telehealth-connected teams and describe the organizational structures needed.

**Faculty:** Paul D. Glassman, DDS, MBA, Professor of Dental Practice, Director of Community Oral Health and Director of the Pacific Center for Special Care at Pacific Dugoni School of Dentistry, The University of the Pacific, San Francisco, California



**10:45 to 11 a.m.**

**Networking Break with Exhibits and Poster Sessions**

**11 a.m. to 12 p.m.**

### **Where is Michigan on the Road to Improved Oral Health?**

It has been 18 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. The report also spotlighted "a silent epidemic" of dental disease affecting the most vulnerable U.S. residents. During this facilitated discussion, a panel of three past Michigan Oral Health Coalition board presidents will highlight how our country's oral health landscape has changed since the release of that report in 2000, and the milestones that Michigan and the Coalition have achieved along the way.

**Faculty:** Carol Lutey, MPA, Director, Mott Children's Health Center, Flint; Janice Harbin, DDS, President and Chief Executive Officer, Anthony L. Jordan Health Corporation, Rochester, New York; and Chris Shea, Chief Executive Officer, Cherry Health, Grand Rapids

# Agenda DAY 1 • MAY 17

## ► RECOGNITION LUNCHEON

12 to 1 p.m.

1 to 2 p.m.

### **The Impact of Integrating Pediatric Oral Health Services in WIC: A Pilot Program**

During a 2016 pilot project, staff at five Detroit-area WIC clinics underwent training on integrating oral health education and dental referrals into nutrition education provided to mothers with young children. The result was over 1,000 visits in which families received oral health education appropriate to their child's age, resources (e.g., toothbrush, floss), and referrals to a dentist based on zip code. The success of this project highlights key lessons learned that will be discussed during this session, which you can apply to your own work, such as how to deliver a common message to WIC families about the importance of oral health and early preventive dental visits, and integrating these messages as complementary education within the nutrition education provided to WIC families.

**Faculty:** *Allyson Rogers, MA, Health Communications Associate and Tom Taylor, PhD, Senior Health Economist, Altarum*

2 to 2:15 p.m.

### **Networking Break with Exhibits and Poster Sessions**

2:15 to 3:15 p.m.

### **Looking Forward: A Medicaid and Public Health Update**

Low-income Michiganders—more than 2 million of whom are served by Medicaid—face an elevated risk for oral disease, including daunting obstacles to accessing oral health care. Michigan's Medicaid program and State Oral Health Program share responsibility for ensuring quality and cost-effectiveness of oral health care. Hear firsthand about the status of the 2020 State Oral Health Plan, Healthy Kids Dental, Medicaid Adult Dental and Healthy Michigan Plan programs, and what is needed for a future with access to care for all.

**Faculty:** *Christine M. Farrell, BSDH, MPA, Oral Health Program Director and Kathy Stiffler, Acting Medicaid Director, Medical Services Administration, Michigan Department of Health and Human Services (invited)*

3:15 to 3:30 p.m.

### **Networking Break with Exhibits and Poster Sessions**

3:30 to 4:30 p.m.

### **Local Approaches to Increasing Oral Health Care Access among the 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 essential for decreasing health disparities and improving oral health. Hear first-hand success stories of one program working to create universal access for oral health care for all ages in Genesee County; guidance on how to become the trusted messenger to strengthen a local coalition in Wayne County and strategies to move a community's agenda forward in Kent County.

**Faculty:** *Corey Taylor, RDH, BS, Genesee County Oral Health Coalition; Ifetayo Johnson, MA, Wayne County Oral Health Coalition and Shannon Kaza, Kent County Oral Health Coalition*

# Agenda

## DAY 1 • MAY 17

### ▶ DINNER & EDUCATION SESSION

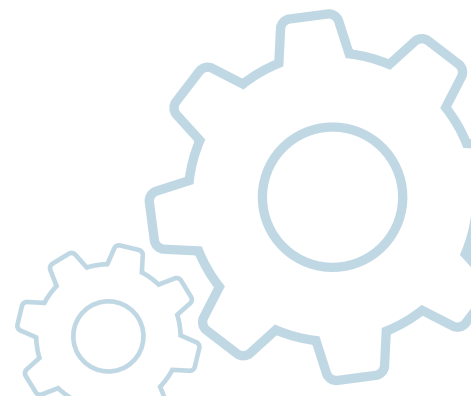
**5:30 to 7:30 p.m.**

#### **Strategically Planning a New Inter-Professional Oral Health Model**

The Michigan Initiative for Maternal and Infant Oral Health was funded for one year at six pilot sites to examine the feasibility and impact of establishing a registered dental hygienist within an OBGYN medical clinic. While this was an important step toward reaching patients in the first year, it was essential to strategically plan a more robust sustainable model while concurrently building the new program. This session will describe the process of collecting input from clinicians across Michigan to standardize workflow and expand the scope of services rendered to include pregnant mothers and their children up to age 3 years.

**Faculty:** *John Girdwood, MSA, PhD, Statewide Project Manager, Monica Jensen and Christian Garcia, Division of Dental Public Health and Outreach, University of Detroit Mercy*

Dinner and education session sponsored by:



# Agenda

## DAY 2 • MAY 18

### ▶ KEYNOTE SESSION

**8:30 to 9:30 a.m.**

#### **Framing the Relationship between Race and Health**

A growing body of research supports the finding that even after adjusting for other factors--such as income, insurance status, age, and severity of symptoms--people of color receive lower quality of care when presented with similar conditions as white patients. Increasing evidence shows that culture, language, prejudice, and racism affect the quality of care and health outcomes. Learn more about Kent County's Community Plan of Action to Achieve Health Equity-- modeled after the U.S. Department of Health and Human Services National Stakeholder Strategy for Achieving Health Equity—which focuses on awareness, leadership, health system and life experience, and cultural and linguistic competency.

**Faculty:** *Rachel Jantz, MPH, Epidemiologist, Kent County Health Department*

**9:30 to 9:45 a.m.**

#### **Networking Break with Exhibits and Poster Sessions**

### ▶ BREAKOUT SESSIONS | 9:45 to 11:45 a.m.

#### ▶ **SESSION A: Reducing Opioid Abuse: Mechanisms and Strategies for Safer and More Effective Pain Management**

The number of deaths due to drug overdose has more than doubled in the United States in the past 15 years. In many states, including Michigan, the number of deaths due to drug overdose exceeds the number of deaths due to traffic accidents. This course is designed to provide a framework for better assessment and treatment of acute and chronic pain and avoid the opioid abuse by describing novel evidence-based, rational and safe clinical practices.

**Faculty:** *To be confirmed*

#### ▶ **SESSION B: Strengthening Community Engagement**

Learn principles of community engagement, how to identify potential participants and develop strategies for engaging them, and develop a plan for growing community engagement . As part of its Oral Health 2020 grant initiative through the DentaQuest Foundation, Michigan Oral Health Coalition has partnered with Community Tool Box to support local coalition development efforts within nine Michigan communities.

**Faculty:** *Christina Holt, MA, Associate Director, Community Tool Box Services Center for Community Health and Development, WHO Collaborating Centre for Community Health and Development Life Span Institute, University of Kansas*

### ▶ NETWORKING LUNCHEON

**11:45 a.m. to 12:30 p.m.**

# Agenda

## DAY 2 • MAY 18

### ▶ BREAKOUT SESSIONS | 12:30 to 1:30 p.m.

#### ▶ **SESSION A: Oral Implications in Older Adults: A Growing Need for Care**

Do you have more patients over 50 or under 50? How many of them want to keep their teeth for life? Life expectancy is increasing and fertility rates declining, older adults make up one of the fastest growing segments of the world population. No matter the age, we and our patients still feel like and want to live like our younger selves with our teeth fully functional. The goal of this course is to provide the participant with an understanding of prevalent oral conditions and concerns affecting older patients. This course includes assessment strategies and therapies to manage these prevalent conditions and help patients maintain his/her teeth for a lifetime. Topics include gingivitis, xerostomia, erosion, caries and dentin hypersensitivity.

**Faculty:** Lisa Knowles, DDS, General Dentist, IntentionalDental Consulting

#### ▶ **SESSION B: Implementing Successful Advocacy Efforts**

Effective advocacy requires following guidelines and stages of policy development, which will be discussed during this session. Participants will also learn about online resources that are available to support their ongoing efforts, including Michigan oral health advocacy tools and talking points, as well as best practices shared by other oral health coalitions that are helping to assure better conditions for all. As part of its Oral Health 2020 grant initiative through the DentaQuest Foundation, Michigan Oral Health Coalition has partnered with Community Tool Box to support our local coalition efforts within nine Michigan communities.

**Faculty:** Christina Holt, MA, Associate Director for Community Tool Box Services Center for Community Health and Development, World Health Organization Collaborating Centre for Community Health and Development Life Span Institute, University of Kansas and Michigan Oral Health Coalition Members to be determined

### ▶ BREAKOUT SESSIONS | 1:30 to 2:30 p.m.

#### ▶ **SESSION A: The Dental Professional's Role in Managing the Diabetic Patient**

As the prevalence of diabetes continues to increase in the United States so too will the number of dental patients affected by the disease. This program addresses the relationship between oral health complications and diabetes. It is designed to provide the practitioner with management considerations for the patient with diabetes. An overview of diabetes will be discussed as well as its oral manifestations, consequences, and treatment recommendations.

**Faculty:** Lisa Knowles, DDS, General Dentist, IntentionalDental Consulting

#### ▶ **SESSION B: How to Talk to Your Patients about Fluoridation**

This presentation centers around providing ideas for the all members of the dental team to discuss fluoridation with patients. It begins with the basics, a review of fluoride; what it is, where it comes from and how it works. This will be a building block to improve discussions with our patients about the facts and the value of fluoridation. Participants will be provided with suggestions to educate through conversation with our patients using motivational interviewing and framing answers to present positive information, instead of our patients feeling that they are receiving a lecture. Conversation provides the opportunity for questions a patient may not have brought up on their own.

**Faculty:** Sandy Sutton, RDH, BS, Community Water Fluoridation Coordinator, Michigan Department of Health and Human Services



# Agenda DAY 2 • MAY 18

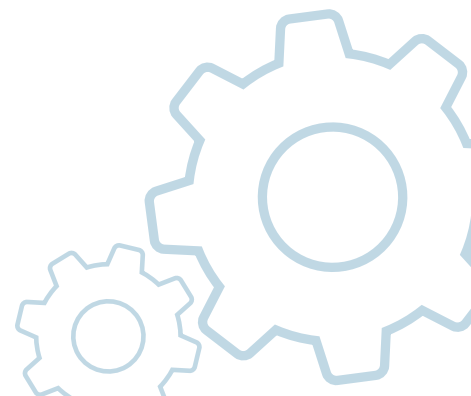
## ► CLOSING SESSION

2:30 to 3 p.m.

### **The Time to Innovate and Motivate**

Michigan Oral Health Coalition and Michigan Department of Health and Human Services are pleased to welcome Dr. Lonnie Joe, Jr. as our closing speaker. Dr. Joe is a product of the Detroit public school system, a graduate of the University of Michigan Medical School, and completed a residency in internal medicine, a fellowship in pulmonary diseases, and the John Hopkins Business of Medicine Program. He has devoted his career to patient care and the concerns of the physician community. As evidence of his commitment, to date, Dr. Joe is the longest-serving president of the Detroit Medical Society. In addition to a busy practice, he is the host of Primary Care with Dr. Lonnie Joe, a health talk show designed to educate viewers by increasing their awareness and understanding of manageable and often-times preventable conditions like diabetes, heart disease and cancer.

**Faculty:** Lonnie Joe, Jr., MD, Board-certified Internist and Pulmonary Disease Specialist, Detroit



## 2018 MICHIGAN ORAL HEALTH CONFERENCE

## Innovate, Integrate, Motivate

**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 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 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**

Michigan Oral Health Coalition is approved by the Michigan Board of Dentistry to provide continuing education. The 2018 Michigan Oral Health Conference qualifies for 13.5 hours of CE (May 17, 8.0 CEs; May 18, 5.5 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.

**HOTEL INFORMATION**

Kellogg Hotel & Conference Center  
219 S. Harrison Road  
East Lansing, Michigan

Rate: \$120 single/double per night + taxes

Call 517.432.4000 to reserve your room on or before April 16, 2018, and reference Michigan Oral Health Conference. Rooms are limited and are reserved on a first-come, first-served basis. After April 16, 2018 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**

Michigan Oral Health Coalition will provide complimentary parking to conference attendees.

**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 11, 2018. No refunds will be granted for cancellations that the Coalition receives after 5 pm on May 11, 2018. 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 \$275	Non-member Full Conference \$355
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MOHC Member Day One Only \$150	Non-member Day One Only \$190
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MOHC Member Day Two Only \$150	Non-member Day Two Only \$190
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**REGISTER HERE**

## 2018 MICHIGAN ORAL HEALTH CONFERENCE

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**SPONSOR AND EXHIBITOR OPPORTUNITIES**

Michigan Oral Health Coalition is proud to introduce its 2018 conference sponsorship and exhibitor opportunities to businesses, organizations, and friends. This premier event attracts more than 100 oral health advocates from across Michigan. 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, MOHC Executive Director at 517.827.0466 or kketola@mohc.org.

**Signing up just got easier!**

To sign up for your Sponsorship/Exhibitor opportunity, please click on the link below or visit our website at [www.mohc.org](http://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 by check. Opportunities are on a first-come first-serve basis.

**Thursday 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

**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

**Tabletop Display Booth  
Non-Member  
\$700**

Exhibitor will receive:

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

**Tabletop Display Booth  
Member  
\$600**

Exhibitor will receive:

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

**REGISTER TO  
BECOME A SPONSOR  
OR EXHIBITOR TODAY!**

[REGISTER HERE](#)

