



Oklahoma Dental Foundation

Strategic Plan – Draft 1 **September 25, 2005**

The mission of the Oklahoma Dental Foundation is to improve the oral health of Oklahomans by funding scientific research, supporting dental education and increasing patient access to care.

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Focus Area #1: FUNDRAISING

Fundraising Vision Statement: To create a financial corpus to sustain the Foundation's ability to fund its charitable and educational activities.

Strategy	Action Plan	Responsible Party	Timeline	Resources Needed	Measurable Outcomes
1. To educate dentists and their staff about the Foundations' purpose and programs	<ul style="list-style-type: none"> a. Identify the programs and services needed in the communities b. Establish partnerships with other related organizations to provide educational co-programming c. Seek grant funding and private donations to support these programs d. Develop budgets for these programs e. Implement these programs f. Evaluate and measure the outcomes of these programs. 	ODF Board Fundraising Task Force Staff	December 31, 2005-2008 Ongoing	Program outlines Initial investment for start-up programs Marketing materials to advertise programs Grants to fund programs	Program outlines completed Partnerships with foundations and corporations in process Grant writer contracted Marketing materials produced
2. Develop donor solicitation and recognition programs	<ul style="list-style-type: none"> a. Create a brochure identifying new ODF programs and services with a solicitation for donations section b. Outline recognition program i.e. donor levels in the bylaws 	ODF Board Fundraising Task Force Staff	December 31, 2005-2006 Determine if Year 1 or Year 2 project?	Program outlines Marketing materials to advertise programs	Increase of potential donors Establish funds needed for programs
3. Create individual and corporate donor categories	<ul style="list-style-type: none"> a. Outline recognition program i.e. donor levels in the bylaws b. Hold an annual recognition luncheon c. Place banners, sign and corporate logos on program specific program brochures, events, tangible items 	ODF Board Fundraising Task Force Staff	2006 December 31, 2005 Determine if Year 1 or Year 2 project?	Program outlines Catering costs Marketing materials to advertise programs	Increase of potential donors Establish funds needed for programs

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Focus Area #1: FUNDRAISING - continued

Fundraising Vision Statement: To create a financial corpus to sustain the Foundation's ability to fund its charitable and educational activities.

Strategy	Action Plan	Responsible Party	Timeline	Resources Needed	Measurable Outcomes
4. Write and submit grants to fund programs	<ul style="list-style-type: none"> a. Research grant funding b. Identify grants that are relevant to ODF programming c. Write grant proposals d. Submit grant proposals 	<p align="center">ODF Board Fundraising Task Force Staff Grant Writer</p>	<p align="center">2006 December 31, 2005?</p>	<p align="center">Grant Writer Grant proposals</p>	<p align="center">Grant Writer contracted</p>
5. Seek matching funds	<ul style="list-style-type: none"> a. Contact other scholarship funds b. Work with OUCOD Foundation on a matching program 	<p align="center">ODF Board Fundraising Task Force Staff</p>	<p align="center">2007 December 31, 2005?</p> <p align="center">Determine if Year 1 or 2</p>	<p align="center">Agreements with higher Ed institutions</p> <p align="center">Funds</p>	<p align="center">Ensure that quality dental students are recognized</p> <p align="center">Foster future dental leaders</p> <p align="center">Donations from dental and general public</p>
6. Create an informational campaign to ODA members and corporations	<ul style="list-style-type: none"> a. Create a brochure identifying new ODF programs and services with a solicitation for donations section b. Outline recognition program i.e. donor levels in the bylaws c. Advertise donors in ODA Journal and newspapers locally 	<p align="center">ODF Board Fundraising Task Force Staff</p>	<p align="center">2006 December 31, 2005?</p> <p align="center">Determine if Year 1 or 2</p>	<p align="center">Program outlines</p> <p align="center">Marketing materials to advertise programs</p> <p align="center">Printing and mailing Funds</p> <p align="center">Database</p>	<p align="center">Increase of potential donors</p> <p align="center">Establish the need for programs to the dental and general public</p>

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Focus Area #1: FUNDRAISING - continued

Fundraising Vision Statement: To create a financial corpus to sustain the Foundation's ability to fund its charitable and educational activities.

Strategy	Action Plan	Responsible Party	Timeline	Resources Needed	Measurable Outcomes
7. Establish planned giving program	a. Work with Bricktown Financial to establish this program	ODF Board Fundraising Task Force Staff	December 31, 2005-2006 ongoing Determine if Year 1 or 2	Staff time Bricktown Financial CE Courses	Increase of potential donors Increase funding for programs
8. Develop investment policies	a. Work with financial institution to create a sound financial plan b. Work with Bricktown Financial	ODF Board Fundraising Task Force Staff	2006 December 31, 2005? Determine if Year 1 or 2	Staff time Board and task force time	Creation of a sound financial structure that can fund the foundation's current and future needs
9. Increase income from Continuing education	a. Continue expanded duty courses b. Create new dental value course i.e. Infection control and radiation hand-on course c. Review costs and income to maximize revenue	ODF Board Fundraising Task Force Staff	2006-2008 December 31, 2005? Determine if Year 1 or 2	Printing and mailing promotional flyers Staff time	Continued educational service to the dental and general public Increase funding for programs
10. Create an annual report	a. Create a yearly brochure that outlines the programs, funds, services, financials etc established per year and any future needs b. Maybe present at an annual recognition luncheon at ODA meeting or other specific time	ODF Board Fundraising Task Force Staff	2007 December 31, 2005? Determine if Year 1 or 2	Printing and invitation mailing Catering costs	Inform the dental and general public on foundation 's activities Increase of potential donors Establish funds needed for programs
11. Analyze the benefits of assuming the responsibility for the ODA well being program	a. Create a temporary task force to review and make recommendations to the Board	ODF Board Fundraising Task Force	Feb 2006 Determine if Year 1 or 2	Task force and Board time	Added ODF Program

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Focus Area #2: Public Information and Education

Public Information and Education Vision Statement: To address the need for quality dental care and public education/information in the state of Oklahoma to include all ages and ethnicities.

Strategy	Action Plan	Responsible Party	Timeline	Resources Needed	Measurable Outcomes
1. Continue the Mighty Mouth exhibit	a. CONTINUE PROJECT AS IS	ODF Board Public Information and Education Task Force Staff	Continue timeline as is	Continue using current resources	Inform the general public on the benefits of good oral health and foundation's activities
2. Develop a clearinghouse of dental health information for the general public	a. Solicit feedback from ODA Dentists b. Update and create an extensive video/brochure library c. Utilize the website to promote this clearinghouse of dental health information	ODF Board Public Information and Education Task Force Staff ODA Dentists?	January 2006	Feedback from ODA Dentists Funds to support clearinghouse	A clearinghouse of dental health information accessible by the general public.
3. Promote Pre-K through 12 and community dental health education programs	a. Identify specific months to promote programs b. Host booths at local fairs and events – teachers meetings	ODF Board Public Information and Education Task Force Staff	Spring 2006	Staff Grant and donor funds Volunteers – dental and hygiene students	Programs in schools and online to educate students and teachers
4. Establish training grants for school systems to train teachers in oral health literacy	a. Research funding for training grants b. Identify grants that are relevant to school programming c. Write grant proposals d. Submit grant proposals	ODF Board Public Information and Education Task Force Staff Grant Writer	Spring 2006	Grant Writer Grant proposals	Grants given to schools systems possibly starting with small schools in rural areas

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Focus Area #2: Public Information and Education - continued

Public Information and Education Vision Statement: To address the need for quality dental care and public education/information in the state of Oklahoma to include all ages and ethnicities.

Strategy	Action Plan	Responsible Party	Timeline	Resources Needed	Measurable Outcomes
5. Develop programs that reach multiple ethnic groups	Work with groups that administer aid to diverse ethnic groups to help establish multiple language formats of established educational programs	ODF Board Public Information and Education Task Force Staff	Spring 2006	Staff Grant and donor funds Volunteers – dental and hygiene students	Actual programs, instructors and materials in multiple languages
6. Conduct training programs for nursing home staff	Establish programs with the Dental Hygiene Association for proper home care and toothbrush prophylaxis and recognition of inflammatory disease	ODF Board Public Information and Education Task Force Staff	Summer 2006	Staff Grant and donor funds Volunteers – dental and hygiene students	Trained staffers
7. Develop a media campaign	Contact media outlets on establishment of Public Service Announcements	ODF Board Public Information and Education Task Force Staff	2007	Staff Grant and donor funds	Active campaigns

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Focus Area #2: Public Information and Education - continued

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Strategy	Action Plan	Responsible Party	Timeline	Resources Needed	Measurable Outcomes
8. Focus educational messages on "back to the basics"	Not too sure about this one?	ODF Board Public Information and Education Task Force Staff	2007		?
9. Establish a community outreach grant program	Combine with #4	ODF Board Public Information and Education Task Force Staff	2007	Staff Grant and donor funds	?
10. Implement an annual assessment of programs	<ul style="list-style-type: none"> a. Create assessment tool b. Assess programs annually c. Review assessment findings d. Compare ODF program assessment results with other state/national organizations with similar programs e. Provide program recommendations to the ODF Board 	ODF Board Public Information and Education Task Force Staff	2007		Report to the ODF Board and Possibly to the ODA HOD

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Focus Area #3: Professional Education Task Force

Professional Education Vision Statement: To support and deliver quality professional dental education in the state of Oklahoma for the benefit of the public.

Strategy	Action Plan	Responsible Party	Timeline	Resources Needed	Measurable Outcomes
1. Become the CE clearinghouse of approved CE programs	a. Obtain or continue certification from Oklahoma Board of Dentistry, AGD and CERP, either independently or partnering with the ODA b. Form a committee with representation from the Board of Dentistry to evaluate and approve dental CE Courses	Executive Director Professional Education Task Force	Spring 2006	\$700 - \$800 one time \$100 - \$200 per year	-Increased attendance -Quality Seminars
2. Educate dental professionals of dental needs with emphasis on the indigent and special needs populations	a. Work with Board of Dentistry on providing CE credits to volunteers b. Work with OUCOD on providing school credit for student volunteers c. Create brochure outlining the programs and needs of the Foundation	Executive Director Professional Education Task Force	Spring 2006	#3,000 for printing and 2-3 mailings	-Promote spirit of volunteerism -Create a pool of volunteers needed
3. Utilize OUCOD faculty to provide CE courses on a regular basis	a. Work with College of Dentistry faculty to establish certified CE courses b. Emphasize community dental health and access among other topics	Executive Director Professional Education Task Force OUCOD faculty	2006	Funding for instructor and facilities \$1,000 instructor <u>\$ 200 facilities</u> \$1,200 per course	-CE courses established -Assist OUCOD faculty with financial support

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Focus Area #3: Professional Education Task Force - continued

Professional Education Vision Statement: To support and deliver quality professional dental education in the state of Oklahoma for the benefit of the public.

Strategy	Action Plan	Responsible Party	Timeline	Resources Needed	Measurable Outcomes
4. Provide research grants for faculty and students.	<ul style="list-style-type: none"> a. Work closely with the College of Dentistry and health providers to establish research grants b. Establish endowment for this purpose c. Solicit funding from dental vendors 	<p>Executive Director</p> <p>Professional Education Task Force</p>	2008	Funding	<p>Increased research grants distributed</p> <p>public awareness</p>
5. Provide general and directed scholarships for students.	<ul style="list-style-type: none"> a. Work closely with the College of Dentistry and others to establish scholarships b. Work closely with accredited dental assisting programs i.e. Metro Tech, Moore-Norman Vo-Tech etc. c. Work closely with accredited dental hygiene programs i.e. Rose State, OUCOD Satellite schools etc. d. Seek matching funds form these institutions and other organizations 	<p>Executive Director</p> <p>Professional Education Task Force</p>	2008	<p>\$2,500 - \$5,000 for Dental Students at OUCOD</p> <p>\$6000 for Hygiene and Assisting students at identified institutions</p>	Scholarships distributed
6. Establish an endowed chair at OUCOD for community dental health and access	<ul style="list-style-type: none"> a. Work closely with the College of Dentistry and others to establish an endowed chair 	<p>Executive Director</p> <p>Professional Education Task Force</p>	2008	\$1,000,000 to \$3,000,000	Endowed chair established

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Focus Area #4: Access to Care

Access to Care Vision Statement: To ensure that the indigent and underserved of Oklahoma receive quality dental care.

Strategy	Action Plan	Responsible Party	Timeline	Resources Needed	Measurable Outcomes
1. Create programs that "fill the gap" for individuals who do not qualify for Medicaid, yet generate a minimal income	a. Start program at dental school (OUCOD) to inform graduating dentists of the need in rural areas, volunteerism, and community involvement	Dr. Haney and Dr. Young	Jan. 2006	Written Program	Implementation into OUCOD
	b. Collect data to discern who these individuals are and where the majority are located	Dr. Grimes	Exists	Power Point Data	Exists
	c. Establish income level guidelines – sliding scale fee schedule	Dr. Young/Dr. Haney	Jan. 2007	Examples of sliding scale fees...OUCOD fee schedule?	Fee schedule established
	d. Target populations most in need	Dr. Grimes	Exists	Power Point data	Define specific populations and report
	e. Collaborate with existing programs to identify needs – school based social service work program, head start programs, community health centers, healthy kids programs, United Way and Salvation Army	COHC	October 2006	Data from individual community programs	Written report back to ODF & Task Force
	f. Create an area specific representation by having providers attend city/district meetings to educate other dentists on need for accepting patients in this category	Guillermo/ODF staff	Jan. 2007	Volunteer speakers lined up/available dates of mtgs/sample presentation to give to speakers	Number of new providers for this category
	g. Review and replicate existing successful model programs – Ponca City Program, Pointers on Pregnancy, Headstart, Housing Projects	Dana Davis/Guillermo	Jan. 2007	Protocol of existing programs to implement statewide by "most in need" counties first	Actual program schedule dates for different cities/counties
	h. Set aside funds to help support dentists at reduced scale fees for identified patients in need – create specific policies and protocols	Guillermo/ODF staff	2007	Resolution to ODF Board for funding	Actual money set aside for dentists on program

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Focus Area #4: Access to Care - continued

Access to Care Vision Statement: To ensure that the indigent and underserved of Oklahoma receive quality dental care.

Strategy	Action Plan	Responsible Party	Timeline	Resources Needed	Measurable Outcomes
2. Administer the Children's Oral Health Coalition (COHC) with ODF focus on all populations	<ul style="list-style-type: none"> a. Make motion at ODF Board meeting in September for this purpose b. Create policy, administrative procedures and protocol for this alliance c. Present a formal proposal to COCH d. Determine a specific program to work with and formalize the COCH coalition 	Use current ODF staff for the following jobs: housed at ODA building, ODF funds and staff to help in administration, creation of policy concerning ODF responsibilities in administering COHC	September 2005 2006	Written Resolution Use current ODF resources for the following jobs: housed at ODA building, ODF funds and staff to help in administration, creation of policy concerning ODF responsibilities in administering COHC Input from COHC	<p align="center">present to ODF Brd & get resolution approved</p> <p align="center">Creation of community partnerships</p> <p align="center">Written Program in Place</p>
3. Develop contributed dental service programs (Senior Dent and Care Dent)	<ul style="list-style-type: none"> a. Get a resolution from the ODA to the Foundation on administering this program as revised by the ODA Council on Dental Care b. Change name to "Dentistry Cares" 	<p align="center">Dana Davis & Guillermo</p> <p align="center">Dana Davis & Guillermo</p>	<p align="center">Sept. 2006</p> <p align="center">Sept. 2006</p>	<p align="center">Resolution</p> <p align="center">NA</p>	<p align="center">Resolution passed and new ODF Program</p> <p align="center">Name change to "Dentistry Cares"</p>

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Focus Area #4: Access to Care - continued

Access to Care Vision Statement: To ensure that the indigent and underserved of Oklahoma receive quality dental care.

Strategy	Action Plan	Responsible Party	Timeline	Resources Needed	Measurable Outcomes
4. Establish grants for dental equipment/supplies to create and assist with current and future access program	a. Use Dr. Grimes report on access to care to help in the determination of the greatest need areas	Dr. Grimes	Exists	Power Point Data	Report from power pt. Data on specific areas
	b. Collaborate with the COCH to open, remodel and re-equip existing programs in these areas	Dr. Grimes, Guillermo, Dana Davis	2007	Use current data, find funding, acquire donor equip, establish volunteer base	Dates and specific locations for new openings
	c. Establish budget with ODF funds for project	Guillermo/staff	2007	Resolution to Board on budget outline	Written report on budget outlines, resolution passed
	d. Start new clinics In areas of greatest need and recruit graduating dentists to work in these new clinics and specify criteria – new building, new equipment, percentage has to be DHS or low income patients, see ADA white paper study	Dr. Grimes, Guillermo, Dana Davis	2007-2008	Create staff protocols, contracts, recruitment, funding	New clinic established to meet access needs
	e. Write grants to state and national organizations such as the Robert Wood Johnson Foundation and utilize any needed contacts – Kelly Baker, Liaison for DHS providers, Health Care Authority	Dr. Grimes, Guillermo/staff, grant writer	2007	Grant writer, budget for staff	Written grants for specific programs
	f. Allocate funds and develop guidelines and polices	Guillermo/staff	2007	Research other states policies on new clinics, funds	Written policies and guidelines in place with funding
	g. Serve as a resource for clinics to obtain corporate equipment	Dr. Mayer, Guillermo	2007	website , technology	Posted info on availability of clinic from suppliers and other sources (retired dentist etc)

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Focus Area #4: Access to Care - continued

Access to Care Vision Statement: To ensure that the indigent and underserved of Oklahoma receive quality dental care.

Strategy	Action Plan	Responsible Party	Timeline	Resources Needed	Measurable Outcomes
5. Conduct Dental Missions of Mercy in Oklahoma	a. Locate existing Missions of Mercy programs like OMCOD and establish protocol and model missions in areas of greatest need in Oklahoma	Dr. Mayer	2006-2007	Dr. Jeff Pierce info on MOM projects	Establish a MOM project in OK
	b. Research old existing building to be used for these missions	Linda Lowe	2006 - 2007	Schools, gyms, churches	Report back to ODF Task Force on these locations
	c. Organize protocols for services to people in need	Dr. Kiner, Dr. Mayer, Dr. Jeff Pierce	2006 – 2007	Refer to other states' MOM project protocols	Written Protocol in place
	d. Organize dental teams in these areas t help administrate facilities	Dr. Kiner, Dr. Mayer	2006 – 2007	Survey entists/staff willing to participate in MOM projects	List provided to Task Force
	e. Determine how often these missions would operate	Dr. Kiner, Dr. Mayer	2006 – 2007	Determine how many missions needed using data	Calendar of events
	f. Determine funding avenues and supply/equipment acquisitions	Guillermo	2006-2007	Data collection costs	Foundations contacted to include the ODF for funding possibilities
	g. Identify team of dentists and staff that will volunteer to participate in other states such as Kansas Mission of Mercy and report back to help develop Oklahoma model – contact: Dr. Jeff Pierce	Dr. Jeff Pierce	2007	Teams assigned to visit other MOM's in various states	Report to ODF on findings
	h. Plan for commitments, costs, administrative time donors and PR	Guillermo/ODF staff	2007	Breakout analysis of costs and time commitments	Report to task for on findings

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Focus Area #4: Access to Care - continued

Access to Care Vision Statement: To ensure that the indigent and underserved of Oklahoma receive quality dental care.

Strategy	Action Plan	Responsible Party	Timeline	Resources Needed	Measurable Outcomes
6. Purchase and maintain mobile dental units	a. Analyze models from other states such as New York or Tennessee – Dental Van projects associated with Headstart programs	Dr. Mayer	Feb 2006	ADA "white paper" /other research materials	Written report to ODF brd & Task force
	b. Decide if ODF should begin this project and consider costs involved for maintenance	Dr. Mayer	Feb 2006	Other states' reports	Report back to task force and ODF
	c. Determine funding and use other organizations to defray costs – ODF, grants, federal funding, Headstart	Board/Guillermo	Feb 2006	Grant research in assoc. with Headstart programs, ODF funds, etc.	Written proposals on funding available to ODF Brd.
	d. Contact Dr. Charles Randolph – DEO of American Mobile Dental Corporation	Guillermo/staff	Feb 2006	Internet/White Papers	Materials to ODF from American Mobile Dntl. Corp.
	e. Get information on previously proposed legislative funding for Dental Van projects	Guillermo/ODF staff Dr. Grimes	2005-2006 Exists (get updated)	Legislature Dana Davis, ADA reports, ODA Power Pt. Data	This report may be combined with Action Plan 3 rpt Focused report on cities and communities
	f. Determine criteria for areas of most usefulness – inner city, rural communities (use Dr. Grimes report on access to care areas)				
	g. Talk to Amy Holder with Inner Tribal Health Corp.		Dr. Haney	Feb 2006	Inner Tribal Health Corp, IHS

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Focus Area #4: Access to Care - continued

Access to Care Vision Statement: To ensure that the indigent and underserved of Oklahoma receive quality dental care.

Strategy	Action Plan	Responsible Party	Timeline	Resources Needed	Measurable Outcomes
7. Become gatekeeper for screening and referring patients in need of dental care	a. Utilize school based programs/models – social workers brochure	Dr. Grimes	Oct. 2006	Social Worker Program director...see brochure	Implement School based programs where already established, add Dental maintenance/ Detection aspect... expand to other schools
	b. Screen patients in community based projects such as the Housing project thru COCH and expand to other communities	Dana Davis	Oct. 2006	Volunteer dentists/screening forms/protocol	Report on Number of kids screened and followed-up on through projects...coordinate w/ COHC
	c. Possibly implement school-based screenings like the ones already implemented for eye/sight testing, hearing evaluations, scoliosis, etc...	Dr. Grimes/Dr. Kiner/Dr. Morehart	2007	Survey Schools, determine who does screenings and when	Report drawn up by Oct. 2006 on feasibility of project
	d. Identify who would administer these screenings	Dr. Grimes, Dr. Kiner/Dr. Morehart	2007	Research on feasibility of dentists/hygienist/ nurses doing screenings	Report on findings by Oct. 2006
	e. Collaborate the HIS, DHS, Headstart, and Healthy Kids programs	COHC/Dr. Grimes/Guillermo	2007	meetings with prospective programs to determine interest and feasibility	Report to Task Force on findings
	f. Possibly implement a new program like – Healthy start back to school program and begin to do healthy kids screenings (dental, medical, reports, immunizations, etc...)	Guillermo/COHC/ Dr. Grimes	2007	Talk to Superintendents /Principals/Research on community interest /Doctors interest, etc.	Report back to ODF Task force in interest and feasibility
	g. Create a central source database for information that people can access for clinic	Guillermo/ Staff	2007	Website implementation	Website area established

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	through use of website and telephone h. Add dental phone number on DHS card that lists the telephone numbers of provides by counties for dental, medical pharmacy...	NA	Exists	Exists	NA
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