



BRIDGING THE GAP BETWEEN

# ACCESS & CARE

2010 ANNUAL REPORT



# SUPPORT

## ABOUT THE DTAF:

The Dental Trade Alliance Foundation supports innovative programs designed to increase the effectiveness of the oral health care system by encouraging changes in overall consumer behavior, improving access for under-served populations, and enhancing the efficiency of the oral health care system. Through careful management of donor funds and thoughtful selection of seed programs, the DTAF leverages its growing portfolio to create important advancements in oral health care.

## OUR MISSION:

To improve the access to, and productivity of, the oral healthcare system by identifying, nurturing, and leveraging promising projects.

## OUR VISION:

Our vision is to be the premier foundation in oral healthcare by attracting and supporting innovative initiatives that directly improve access to care for millions of North Americans annually.



## DEAR DTAF FRIENDS AND SUPPORTERS:



As your Chairman, I'm pleased to report that 2010 was a year of continued growth for the Dental Trade Alliance Foundation. The DTAF remains committed to responsible stewardship of DTA members' donations, helping fund many important initiatives to advance the goals of the oral health community.

Highlights of DTAF accomplishments in 2010 include:

- The DTA Foundation, established in 2001, has provided in excess of \$700,000 in funding for 27 projects, bringing oral health care access to millions of underserved individuals in the U.S.
  - In 2010, the Bank of America became the first DTAF Diamond donor, pledging \$150,000 to the Foundation.
  - The Robert J. Sullivan Family Foundation made a second \$25,000 donation to the DTAF in 2010 for a total of \$50,000 to establish a dental education scholarship program. These funds are being matched by the DTA.
  - In 2010, five innovative projects received grant funding up to \$25,000 each. These projects, managed by charitable organizations that exemplify DTAF goals, have the potential to expand, impacting access to care on a national level. Working with the well-respected Santa Fe Group, an oral health think tank, the DTAF awarded grants to:
    - California Dental Association Foundation
    - Kids Smiles
    - The Forsyth Institute
    - The Commonwealth Medical College
    - University of Kentucky College of Dentistry
- The DTAF has played a significant role in supporting the Dental Lifeline Network (formerly the National Foundation for Dentistry for the Handicapped) through the sale of DentaCheques books to dentists
  - DTAF continued to support three key industry partners: the American Association of Public Health Dentistry, the American Academy of Pediatric Dentistry, and the American Dental Association through Give Kids a Smile.
  - DTAF held its second annual "Evening of Thanks" Gala in New York City honoring the many generous foundation donors.

Internally, the DTAF board of directors welcomed Laura Fleming Doyle as the new Executive Director of the Foundation. Ms. Doyle holds her Masters in Health Services Administration from the George Washington University and has over 25 years of experience working for non-profit health care associations and foundations.

Thanks to our engaged and influential board of directors, the DTAF is moving forward by giving back. I'm proud of the organization's accomplishments in 2010 and appreciate your support of the foundation as we work to have an even greater impact on access to oral health care across North America.

Thank you for your continued commitment to the DTAF.

Respectfully Yours,



Carolyn Van Eck, GC America  
DTAF Chair

## DTAF Welcomes New Executive Director



The DTA Foundation is pleased to announce Laura Fleming Doyle, CAE, as their new Executive

Director. Laura is an experienced health care association/foundation executive whose experience includes fundraising and donor cultivation, financial administration and budget development, strategic planning and organization development, board relations, policy development, e-commerce, online and print communications, conferences, and more.

Doyle looks forward to working with the DTAF Board to increase the foundation's corpus, thus enabling the DTAF to support even more innovative projects designed to increase access to care for those in need across the United States.

### THE PROMISING PRACTICES SYMPOSIUM SERIES

DTAF is pleased to be a small part of the success of Give Kids A Smile. Since the first Give Kids A Smile Day in 2003, millions of underserved children have received free oral health services through the initiative. In July of 2010, the DTAF supported the program through the Promising Practices Symposium series in Chicago. With a continued emphasis on continuity of care and finding dental homes for thousands of underserved children, this latest forum brought together 100 dental program directors, coordinators and other participants for an impactful two day symposium.



2010 Give Kids A Smile Promising Practices Symposium



2010 An Evening of Thanks

### THE ROBERT J. SULLIVAN FAMILY FOUNDATION



The late Robert Sullivan, the founder of Sullivan Dental Products (now Henry Schein Dental), was an honorary member of the American Dental Association. Bob played an instrumental role in the Marquette University School of Dentistry for a number of years, serving on the School of Dentistry’s Advisory Council as well as the School of Dentistry Building Committee.

The Robert J. Sullivan Family Foundation has contributed an additional \$25,000 for a total of \$50,000 to establish a restricted fund with the DTAF to support the efforts of the Dental Trade Alliance Foundation for the purpose of improving dental education in the United States. In addition, the DTA has agreed to match the Robert J. Sullivan Family Foundation donation. This will allow the DTAF to provide four \$2,500 scholarships to dental students in the U.S. for the next 10 years.

### AN EVENING OF THANKS

In November 2010, DTAF held An Evening of Thanks at the Harvard Club in New York City, honoring over 200 DTAF donors as well as special guests from the American Dental Association, American Academy of Pediatric Dentistry, American Dental Education Association, National Dentistry Association, the Santa Fe Group, Oral Health America, PEW Children’s Dental Campaign, American Association of Dental Assistants and Dental Lifeline Network.

This special event offered an opportunity for some of the most respected people in oral health to relax and enjoy some fun. The Texas Hold ‘Em theme offered an opportunity to celebrate DTAF Grant Winners, award some great raffle prizes, and of course, raise funds to support program initiatives.

### THE SANTA FE GROUP



The DTAF has partnered with this renowned think tank to address the challenges of oral health care, including disparities, inefficiencies, and inequities in access to care. Its members draw on their experiences in the ranks of scholarship, research, professional and corporate leadership, government service, and education to identify and implement effective solutions through research and policy analysis. In 2010, the DTAF again worked with the Santa Fe Group to evaluate and rank grant proposals submitted to the DTAF from various charitable organizations, and selected the 5 winners for the year.

# NURTURE

GROWING PROMISING PROGRAMS FOR MORE EFFECTIVE ORAL HEALTH CARE

## GRANTS



Forsythe Institute



Virtual Dental Home Chula Vista Head Start



Forsythe Institute

**IN 2010, THE DENTAL TRADE ALLIANCE FOUNDATION AWARDED \$100,000 IN TOTAL GRANT FUNDING** to five different innovative pilot projects designed to improve access to oral health care. These five programs were selected from over 95 applicants. The successful grant recipients had to demonstrate that their innovative project would not only improve access to oral care in their immediate area but at the conclusion of the pilot program, the project has the potential to grow and be implemented in other areas of the country.

Past recipients have used this seed money to create great success. An excellent example of this is the American Association of Pediatric Dentistry's Dental Home by Age One Initiative, which began as a research project funded by a \$25,000 DTAF grant. This program recently received a \$10 million award from Head Start.

Members of the DTAF congratulate the 2010 grant recipients and look forward to seeing how they will continue to use their funds to improve oral health care access for their communities and the nation. (For a complete list of previous DTAF grant recipients, please see page 8.)

**THE DTA FOUNDATION WAS CREATED IN 2001** to improve access to, and productivity of, the oral healthcare system by identifying, nurturing, and leveraging promising projects. It is the Foundation's vision to be the premier foundation in oral healthcare, by attracting and supporting innovative initiatives that directly improve access to care for millions of North Americans annually.

As a result of the former Surgeon General Dr. David Satcher's report in 2000, the dental community was shocked to learn that the number of children and adults lacking dental insurance is twice the number of those without medical insurance. The report identified profound disparities in access and effectively issued a challenge to the dental community and our community responded.

Before the year 2000 was out, the Dental Trade Alliance had convened a membership roundtable to focus on key issues related to the disparity in oral care. It also created a membership organization, the Oral Care Access Committee, to pursue research and other initiatives designed to remove obstacles to oral care access. In 2002, this committee teamed with the Santa Fe Group, a nonprofit public health advocacy organization, by providing strategic direction and seed money (courtesy of our Founding Donors) to start the Oral Care Access Scholars Program. This program supported ten research and service-oriented projects, dealing with such issues as dental office productivity, acceptance of new technologies, and culturally sensitive public education regarding oral care.

The DTA Foundation was created to build upon these programs and seek new and innovative initiatives pursuant to the expansion of oral care access.

Since 2006, the DTA Foundation's strategy has been to collaborate with four key industry organizations: the American Dental Association, the American Dental Hygienists Association, the American Association of Public Health Dentistry, the American Academy of Pediatric Dentistry, as well as the Santa Fe Group and the Dental Lifeline Network (formerly known as National Foundation for Dentistry for the Handicapped). These strategic partnerships have resulted in the development of innovative projects across North America with the primary focus on increasing access to oral care as exemplified by the DTAF grants awarded in 2010.

# IDENTIFY

MEETING THE GROWING NEEDS OF CHILDREN AND THEIR COMMUNITIES

## CALIFORNIA DENTAL ASSOCIATION FOUNDATION



The Virtual Dental Home is an innovative pilot project that is expanding access to underserved populations in California by utilizing teledentistry technologies and linking office-based and community-based dental professionals. The Virtual Dental Home-San Diego County, supported by a DTAF grant, will improve oral health of poor and low income children by enabling dentists to diagnose patients' needs remotely while guiding a dental hygienist in providing immediate and appropriate care on-site at a Head Start program and a low income San Diego elementary school.

This project establishes an opportunity for dentists to maximize their time by diagnosing patients' needs remotely based on records collected by the dental hygienist at the community site. It will link dentists in dental clinics to a dental hygienist who is providing care to children in community settings via teledentistry. These dentists will guide the dental hygienist in providing immediate and appropriate care to patients. The Virtual Dental Home will allow the dental hygienist to take radiographs and temporize open caries under the indirect supervision of a dentist. In addition, the dental hygienist is able to perform a care management role by providing referrals to dental clinics, while also working to ensure that the appropriate appointments are made and that transportation arrangements are taken care of.

It is estimated that 80 percent of the 250 children touched by the Virtual Dental Home-San Diego will gain improved oral health based on their completion of documented treatment plans.

## KIDS SMILES D.C.

This innovative initiative, based on a successful Philadelphia prototype, brings oral health education, screening and preventive care to at-risk children in Washington, D.C. Kids Smiles D.C. collaborates with the D.C. Public schools, Children's National Medical Center, the D.C. Dental Society, D.C. Primary Care Association and the D.C. Department of Health.



Kids Smiles D.C. is located in a low income neighborhood in Washington, D.C. and is adjacent to a D.C. Charter school. The school serves as the administrator of the grant and has a strong incentive to assure that the kids at the school as well as members of the local community take advantage of this dental clinic which provides screenings, oral care and preventive education to children up to the age of 18. The success of this program is largely attributed to the comprehensive nature of the outreach programs and clinical visits. Parents and caregivers are taught the same oral hygiene strategies as their child, insuring positive dental health.

Kids Smiles D.C. expects to impact 3,750 kids in its first year of operation through education and screenings while reaching about 2,000 children through prevention. This initiative is designed as a model that can be replicated in other metropolitan areas.

## THE FORSYTH INSTITUTE



ForsythKids, an evidence-based, comprehensive, caries prevention program for at-risk elementary school children, was established in Massachusetts

in 2003 and now serves 4,000 children in 17 communities in eastern Massachusetts. This DTAF grant will allow the Forsyth Institute to replicate the ForsythKids cavity prevention program in Colorado and New Hampshire.

The innovative program delivers school-based comprehensive caries prevention to at-risk school children. To teach those with the greatest need, the Forsyth Institute selects schools based on: a) percentage of low-income students and/or b) location of U.S. Department of Health and Human Services designated "Health Professional Shortage Areas." Forty percent of the children enrolled in the program have no insurance of any kind. Many of the children served by the program have limited or no access to dental care due to barriers including financial constraints, lack of transportation and lengthy waiting lists at community health centers. The Forsyth Institute program will enable families to circumvent these barriers by providing preventive services to children during the school day, on site with minimal class interruption. In many cases, the Forsyth Institute program will be the only source of dental care for children enrolled in the program.

The replication effort funded by this DTAF grant will rely on the "train the trainer" model, a key determinant of successful replication which is to ensure that the training effort in the field is properly calibrated with evidence-based Forsyth Kids protocols. This project will serve 2,300+ children from low-income families in Colorado and New Hampshire.



**“We were all excited that Kids Smiles was going to bring a school-based clinic to Ward 7, and, potentially, a satellite clinic to Ward 8 close to the neighborhoods that we serve.”**

— DANIEL CHIU, HEALTH & ENRICHMENT ASSOCIATE, HORTON’S KIDS, INC., WASHINGTON, DC

## THE COMMONWEALTH MEDICAL COLLEGE



The 16-county region of Northeastern Pennsylvania that is served by the Commonwealth Medical College is both medically and dentally underserved. This DTAF grant will support training medical students and primary care providers to incorporate basic oral health education and prevention into their practices. This program will

increase access to dental care in the region as the medical providers trained in this program will be in a position to continue to provide preventive dental care. The preventative care will specifically include the application of fluoride varnishes in the primary care setting.

The Commonwealth Medical College program will focus on children 0-5 years of age in Northeastern Pennsylvania. It is anticipated that as a result of the DTAF grant funding, the CMC program will reach 5,000 children in the first year.

## UNIVERSITY OF KENTUCKY COLLEGE OF DENTISTRY



This University of Kentucky College of Dentistry’s innovative oral care access pilot project will provide oral health care to nursing home elders. A University of Kentucky dentist will train a Certified Nursing Assistant (CNA), already employed at a local nursing home, to provide daily oral hygiene for the residents. The CNA will be designated as responsible for

assuring daily oral hygiene of the residents as well as making appropriate referrals to the dentist. The oral status of the residents will be continually monitored by the dentist and the dental hygienist who will also provide ongoing coaching to the CNA throughout the project period. Outcomes evaluated will include oral health status, emergency dental visits, oral pain, weight, Quality of Life Index, patient and/or family satisfaction, incidence of respiratory illness, stroke and cognitive status.

This pilot project will treat 90 residents at a Kentucky nursing home. An online curriculum will be developed from this training program suitable for use by nursing homes nationwide to train their own Certified Nursing Assistants to become the facility’s oral health specialists.

# DTAF GRANTS SUBMISSION PROCESS

The DTAF Grant application submission process normally launches in March when grant information, criteria, and grant application proposal forms are posted on the Foundation website ([www.dtafoundation.org](http://www.dtafoundation.org)). Grants are accepted through late spring (the exact date is posted on the website each year). Great effort is made to spread the word of the organization’s grant process, with the goal of reaching targeted groups who can make a difference through innovative access to oral care projects across the country.

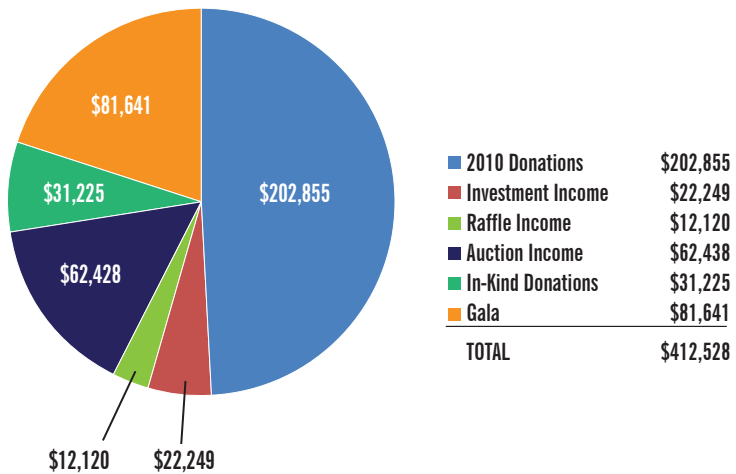
Over 95 grant applications were submitted in 2010, highlighting the tremendous need among many organizations to find solutions for improving oral health for millions of Americans. Members of the DTAF carefully reviewed each application with a committee of dedicated industry volunteers, along with leadership from the prestigious Santa Fe Group. After an initial screening process, the top eight to twelve qualified final grant recipients undergo a rigorous evaluation and scoring process. In 2010, five winners were selected (see page 8 for 2010 grant recipients).

All grant applicants are notified of the outcome of their application in September. A public announcement of the winners is then made via a press release, which coincides with the Dental Trade Alliance Annual Meeting.

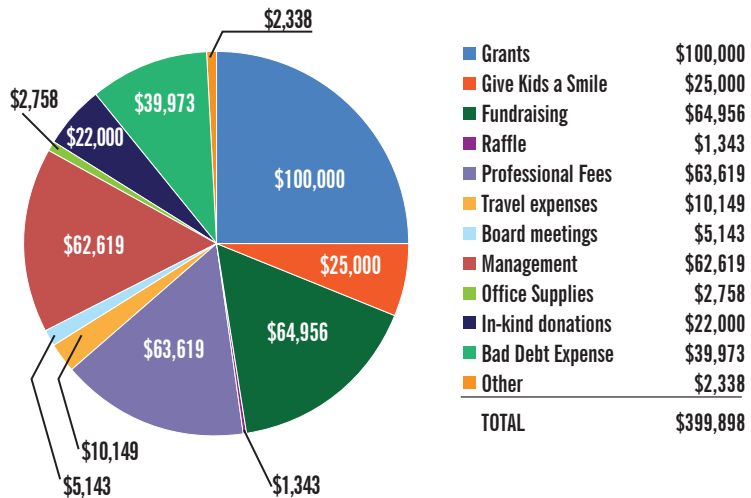


Photo courtesy of The Forsythe Institute

### 2010 REVENUE



### 2010 EXPENSES



### GRANT RECIPIENTS 2002-2010

#### 2010

California Dental Association Foundation  
Kids Smiles

The Forsyth Institute

The Commonwealth Medical College

University of Kentucky College of Dentistry

#### 2009

Children’s Dental Health Project (CDHP)

Smiles for Success

Piedmont Virginia Dental Health Foundation

TeamSmile Dental Outreach

#### 2008

Apple Tree Dental

University of Buffalo School of  
Dental Medicine

University of California, School of Dentistry

University of Washington School of Dentistry

#### 2007

University of New York at Buffalo

Mississippi Chapter of the American  
Academy of Pediatrics

Maryland Children’s Oral Health Institute

University of Colorado Denver School  
of Dental Medicine

#### 2002 - 2006

**Call, R. and Karshmer, B.**

“Examination of alternative forms of dental insurance on inhibiting access to care”

**Deinard, A.**

“Anderson Schools Family Dental Project”

**Domer, L. and Call, R.**

“A Pilot Study to Determine Barriers to Implementing Productivity Enhancement Strategies in Dental Practices”

**Duffin, S.**

“An examination of current and potential roles for expanded, hybrid, and mid-level, paraprofessional practitioners”

**Henshaw, M.**

“Dental Action Literacy Project”

**McClain, Mildred**

“A comparative ‘outcomes assessment’ of selected dental practice curricula, with an eye toward developing improved instructional materials for dental students and practitioners”

**Miranda, S.**

“The role of Promotores in accessing existing oral health services – Bi-national model”

**Niederman, R.**

“Implement a primary prevention elementary school program – Planning Grant”

**Rossomonda, E.**

“Feasibility study of new technology on dental office productivity and access”

**Oong, E.**

“Cultural materials – a media campaign focused on oral cancer and minority populations”

2010 DTAF CORPORATE DONATIONS

DIAMOND \$50,000



PLATINUM \$25,000 - \$49,999



GOLD \$10,000 - \$24,999



SILVER \$5,000 - \$9,999



BRONZE \$2,500 - \$4,999



PATRON \$1,000 - \$2,499



FRIEND <\$1,000

Fitzpatrick Management Resources  
Integrated Media Solutions  
Richmond Dental

2010 DTAF INDIVIDUAL DONATIONS

PLATINUM \$5,000 +

Breslawski, Debra & James

GOLD \$2,500 - \$4,999

Breeden, Kevin  
Mosch, Jim

SILVER \$1,250 - \$2,499

Anderson, Scott  
Hinsch, Paul & Krista  
King, Al & Carol  
Parrish, Scott & Loni  
Saslow, Ron & Ellen  
Steinberg, Gary & Deborah  
White, Steven

BRONZE \$500 - \$1,249

Augins, Michael  
Edelstein, Burton  
Klamar, Anne & Robert  
Lynam, Mike  
Miller, Alex  
Price, Gary  
Thomas, Kevin & Patti  
Van Eck, Carolyn & Jim  
Van Duijnhoven, Henk  
Waitsman, Vickie  
Williamson, Laurie

PATRON \$250 - \$499

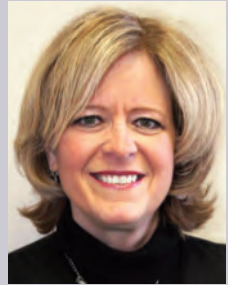
Blackmore, Greg & Lori Ann  
Kraus, Ron  
Misiak, Dave & Trina  
Savage, Robert Jr.

FRIEND <\$250

Doyle, Laura Fleming  
Parrilli, Dan

Although every effort is made to ensure all of our donors are listed, there is an occasional oversight. If you believe that your name has been omitted from the above list of contributors to the DTAF, please call the Foundation office so that we can correct our records. THANK YOU!

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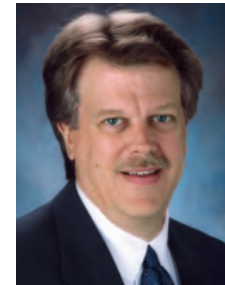
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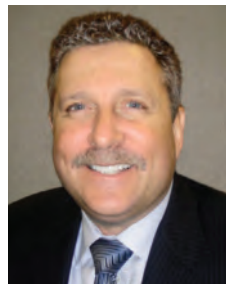
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The DTA would like to extend a warm thank you to Benco Dental for generously donating their design services to produce this year's annual report.

"DTAF funded the efforts the American Academy of Pediatrics Summit and the resultant Special issue on Children's Oral Health (Academic Pediatrics, Dec. 2009), updating how far we have come in children's oral health and access to care since the Surgeon General's Report on Oral Health in 2000.).

The Institute of Medicine's new report on oral health references 9 of the articles in the Special Issue! **Without the funding of the DTAF, the National Summit on Children's Oral Health and resultant Special Issue on Children's Oral Health would not have been possible.** It is clear that the impact has been wide-ranging and that this effort is serving as a seminal resource for policy efforts, as judged to the liberal use of this volume by the Institute of Medicine in its preparation of this report."

—WENDY E. MOURADIAN, MD, MS

"The Maryland Children's Oral Health Initiative (MCOHI) would like to again thank the DTA Foundation for their support of our past initiatives. We appreciated receiving \$25,000 in 2007 for the Lessons In a Lunch Box: Healthy Teeth Essentials & Facts About Snacks initiative. The program has maintained the success of this program which has now reached 10,000 children across the nation."

—WINIFRED J. BOOKER, DDS, CEO & DIRECTOR OF DEVELOPMENT,  
THE MARYLAND CHILDREN'S ORAL HEALTH INITIATIVE

"The opening of Kids Smiles in Washington, DC earmarks the culmination of strong collaborations among political, education, community, and vendor support. This is an excellent example of the growing awareness of how critical oral health care and healthy lifestyle education programs are to the health and wellness of a child."

—CHERYL JANSSEN, EXECUTIVE DIRECTOR OF KIDS SMILES



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For more information, please send an email to: [info@dtafoundation.org](mailto:info@dtafoundation.org)  
or contact Denise Bundy at 703-379-7755.