

NOVA Oral Health Alliance Children's Workgroup Meeting
Friday September 21, 2018 | 2:00 pm – 3:30 pm

Desired Outcomes:

- Finalize timeline for pediatrician outreach
- Consensus on process of follow-up with pediatricians

Agenda:

Overview of Agenda & Roll Call

2:00 pm – 2:15 pm

Discussion: Pediatrician Outreach
3:00 pm

2:15 pm –

- Consensus on timeline
 - Week of Sept. 10th: Pediatrician outreach letters/emails sent by VaOHC, along with integration toolkit postcard, annual summit postcard, fluoride varnish one-pager, and DentaQuest one-pager.
 - Week of Sept. 17th: Begin contacting pediatricians on the **assignments list** and setting up phone or in-person discussions; use **peds interview guide** to collect information. Notify Lauren Sawyer as soon as you have completed a meeting or if you have trouble getting a hold of people – email your notes and/or completed interview guide.
 - Week of [TBD by workgroup]: All interviews completed. VaOHC mails out **peds resource packets**.
 - Week of [TBD by workgroup]: Workgroup members follow up with pediatricians. What follow-up questions or topics should we discuss with them?
- Consensus on pediatrician resource packets

Next Steps & Partner Updates

3:00 pm – 3:30 pm

- Availability for legislative meeting
- Scheduling next meeting
- Upcoming events with the Virginia Oral Health Coalition
- Brief partner updates

Participants

Patricia	Moreno	Anthem Healthkeeper's Plus
Lydia	Allen	Program Supervisor at Northern VA Family Service
Tiara	Brown	Pediatric Dentist

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Andrea	Lomrantz	Fairfax County Department of Family Services
Jeanne	Yang	Fairfax County Health Department
Eva	Starrak	Medical Care for Children Partnership Foundation

VaOHC Staff:

Sarah Bedard Holland, Chief Executive Officer
Lauren Gray, Program and Engagement Manager
Lauren Sawyer, Communications Manager

Highlights and Next Steps

- **Pediatrician Outreach:**
 - Feedback to date: Discussed feedback received so far from pediatricians, Andrea shared successes she has had in reaching pediatricians and the full group discussed tactics, including in person interviews and online/fax options, to increase response rates.
 - Next steps: The group agreed to continue to follow up with pediatricians contacted and have as many responses as possible by the next meeting in November.
 - Resource packets: VaOHC discussed what is to be included in resource packets including fluoride. Group discussed timing of resource packet mailing, VaOHC shared packets would be mailed in batches, timing will be dependent on number of responses.
- **Micro grants:**
 - Lauren Gray shared an overview of the micro grants VaOHC and the Virginia Health Department are planning to offer to regional alliance workgroups. Each micro grant would fund a chairperson who would have an increase in work, including some travel.
 - The draft job description is attached, please review the job description and provide feedback directly to Sarah Holland (sholldan@vaoralhealth.org)

Events and Meetings

- **Next Workgroup Meeting:** TBD, the next workgroup meeting will be tied to either the Senator Barker event or will be scheduled for November on a Tuesday or Thursday at 2pm, location TBD.
- **Senator Barker Advocacy Event:** October 30 or November 1, VaOHC to provide update on timing for event pending feedback from Senator Barker's office. Alliance members should save the date for October 30 and November 1, as event is expected for one of those days.

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- **2018 Virginia Oral Health Summit:** Thursday, November 8 – register to attend the summit on November 8 in Richmond! bit.ly/OralHealth-18. VaOHC shared social media toolkit and ways alliance members can share summit announcements. Contact Lauren Sawyer (lsawyer@vaoralhealth.org) for more content.

Meeting Summary

Action Items

- Continue with pediatrician outreach in NOVA
- Workgroup members should continue reaching out to pediatricians, setting up meetings, and conducting surveys
- Pediatrician outreach completed by November 1

Upcoming Meetings:

- Possible event with Senator Barker in October or November
 - o Follow up with Ondrea McIntyre
- Children's Oral Health Workgroup: TBD; coordinated with possible legislative event with Senator Barker or November, Tuesday/Thursday at 2 p.m.

Additional Resources and Information

- VaOHC is hosting its annual oral health summit on November 8, 2018. Social media posts have been shared with the Children Oral Health Workgroup participants in an effort to spread the word and increase registration.
- Virginia is launching a new program for doctors starting October 1. There will be many changes with this new program, so doctors will be especially busy; therefore, more difficult to reach regarding this initiative.

Proceedings: Children Oral Health Workgroup Meeting:

Introductions and Updates

- Lauren Gray began with introductions and a recap on steps that have previously been taken to further the pediatrician outreach initiative.
 - o VaOHC has sent out introductory letters to 25 pediatricians who are serving a high number of kids on Medicaid. The children have access to the pediatrician but its possible they are not utilizing it.
 - o Each participant in the workgroup was emailed a copy of the letter, references to oral health integration recourses, the oral health tool kit, and Medicaid dental benefit list.
 - o Each workgroup member has already been given the pediatricians they had been assigned to reach out to

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Discussion: Pediatric Outreach Initiative Timeline in NOVA

- Lauren Gray asked that those who had spoken with the pediatric doctors share any information they had gathered
 - o Andrea spoke with three pediatricians, but said it was difficult to get in contact with them. In order to get in contact with the doctors, Andrea first called the office and emailed the doctors to schedule a specific time to conduct the survey. Once she was in contact with them, the doctors were receptive and the surveys went well. On average the survey took less than ten minutes to complete. Initial findings indicated that two of the doctors used electronic medical records, while one did not. Two doctors are using varnish already, were aware of the Medicaid benefits. The third office does not use fluoride. She found that the doctors had not received any kind of oral health education after the completion of their medical residency.
 - o Lydia Allen spoke with three of her assigned doctors. Dr. Conn's office was not available until October and it was difficult to nail down a time to conduct the survey. Dr. Jadidi was also difficult to get ahold of. Dr. Hossain, in Prince William, preferred that the survey be done on his own time and be sent over fax.
 - Lydia asked what resources were available to speak with these doctors in person. The idea was welcomed by all and at the discretion of each member.
 - If the members would like to meet with the doctors in person, VaOHC will send resources via email to the members to show the doctors.
 - She also asked that if any members had a prior relationship with any of the doctors that a small introduction be made prior to the member reaching out directly to the doctor.
 - o Patricia Moreno indicated that Virginia was launching a new program that would make the doctors extremely busy in the coming weeks and difficult to get ahold of. She believes the chances of seeing the doctors without an appointment will be nearly impossible.
 - o Question: Dr. Yang asked if the survey could be done online or through SurveyMonkey.
 - VaOHC stated that they would take results in any way, but the idea of
 - Dr. Brown agrees that the doctors would be more receptive to completing the survey online.
 - Lauren Gray stated that while analyzing the data would be easier, the main reasons for directly community was that they could

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ignored SurveyMonkey, response rated could be lower, and the direct communication would facilitate a relationship between the doctor and the member.

- In conclusion, everyone agreed the survey could be completed in whatever form would get a response from the doctor.
 - The questionnaire should continue to be sent to Lauren Sawyer.
- Lauren asked what a reasonable timeframe was to get responses from the pediatrician
 - Everyone agreed that the end of September was the deadline for the first outreach to the pediatricians
 - The first of November is when everyone should have as many responses possible from the pediatricians

Discussion: Resource Packets

- Question: is it possible to see the resource packet prior to reaching out to the doctors
 - The packets are in the process of being completed and will include fluoride varnish samples.
- Question: When will packets be sent out?
 - Packets will be sent out in either one big batch or in a couple of smaller batches depending on the amount of responses
 - Fluoride varnish is being ordered.
- Question: What does VaOHC mean when they states they can give further training and education to the doctors?
 - The VaOHC and the Health Department provide it. There is a clinical advisory board that has members in different specialty fields and they are willing to volunteer to train within their specialties. Public health hygienist and the Bright Smiles for Babies training curriculum are also available and can be sent upon request.
- Question: are pediatricians used to getting these calls?
 - Pediatricians are asked a decent amount of the time to conduct various surveys.
- Question: Is there a way to reach a larger amount of pediatricians in a more concentrated area? Like an annual meeting?
 - While it has been done, the response was not strong.

Final Wrap Up

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- The group consensus was to continue doing what they are doing and the next step will be amore formal approach. The goal is quality over quantity, but to try and hit every pediatrician that has been assigned.
- An email will be sent out to the members with all the resources that are going in the packet.
- Lauren Sawyer asked that the workgroup members share promotional posts on social media to pass the word on about the Oral Health Summit
 - o The social media tool kit includes graphics, quick text, summary paragraphs
 - o Participation is optional.

- Lauren Gray finished the meeting by presenting the idea of creating the job title of chairperson or persons for the workgroup. VaOHC and the Virginia Health Department would use micro grants that had been provided to the coalition. The chairperson(s) would have an increase in work, including some travel, but a full job description will be given at the next meeting.

Adjourned at 3:30 pm when the workgroup was done meeting.

NOVA Oral Health Alliance

Example Workgroup Chairperson Job Description

The Virginia Oral Health Coalition (VaOHC) is a nonprofit whose mission is to ensure that all Virginians have access to affordable, comprehensive health care that is inclusive of oral health. We are an alliance of hundreds of partners statewide who believe that oral health is essential to overall health. VaOHC serves as the backbone organization supporting the Northern Virginia Oral Health Alliance and its **Children's Oral Health Workgroup**, which is focused on increasing dental home referrals and oral health integration practices by pediatric medical providers, and increasing follow-up care after initial dental visits.

Workgroup Member Commitment

- Agree to set collective goals and implement strategies with the following characteristics:
 - System-focused to address the social determinants of oral health and overall health¹;
 - Foster cross-sector collaboration;
 - Grounded in evidence-based practice;
 - Data-driven decision-making;
 - Targeted, equitable outcomes with focus on results; and
 - Dynamic two-way, local-to-state structure.
- Participation in bimonthly 2-hour meetings.
- Collaborate to outline a 2018-2019 action plan to implement desired approach, including:
 - A timeline for implementation,
 - Leads/point persons for action items, and
 - Resources/support needed from Coalition staff to implement action plan.
- Commit up to 3-5 hours/month to implement action plan items. Workgroup members (and chairs) may also be asked to:
 - Share data on program operations, referral processes, and types of services offered;
 - Facilitate access to patient/provider perspectives; and

¹ Including economic stability, the neighborhood and built environment, health and health care, social and community context, and education.

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- Participate in occasional convenings coordinated by the Coalition to receive technical assistance, training, and to learn from other oral health alliance groups around the state.
- Participate in learning and information-sharing opportunities offered by the Coalition:
 - Virginia Oral Health Summit: Thursday, November 8, 2018 | Richmond, VA

Chairperson Responsibilities

In addition to the above commitment, individuals may nominate themselves (on behalf of their organizations) to serve as Workgroup Chairpersons and receive a micro-grant of \$5,000. These funds will offset staff time and travel expenses, as well as additional responsibilities including:

- Participate in monthly phone calls with VaOHC staff;
- Work with VaOHC staff to design workgroup agendas and facilitate all bimonthly workgroup convenings and full alliance coverings;
- Update workgroup action plan as needed;
- Attend the Virginia Oral Health Summit and biannual Coalition-wide meetings, as well as other opportunities to develop network facilitation and leadership skills; and
- Identify opportunities and new potential partners to further the workgroup's efforts.