YOU'RE INVITED

2017 MICHIGAN ORAL HEALTH CONFERENCE

You’re Invited

LOOKING FORWARD TOGETHER

You are invited to the 2017 Michigan Oral Health Conference, June 1-2, 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—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 look forward. 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 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 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. 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.
Day 1

8 to 8:30 a.m.  Registration with Continental Breakfast, Exhibits and Poster Sessions
8:30 to 9 a.m.  Annual Business Meeting: Looking Back, Looking Forward
9 to 10 a.m.  Keynote Session: Improving Oral Health: New Tools for State Policy Makers
10 to 10:15 a.m.  Networking Break with Exhibits and Poster Sessions
10:15 to 10:45 a.m.  An Outlook of Fiscal Year 2018 from the State Capitol
10:45 to 11 a.m.  Networking Break with Exhibits and Poster Sessions
11 a.m. to 12 p.m.  Looking Forward: A Medicaid and Public Health Update
12 to 1 p.m.  Recognition Luncheon: Celebrating Michigan’s Community Water Fluoridation Grantees
1 to 2 p.m.  Local Approaches to Increase Oral Health Care Access among the Underserved
2 to 2:15 p.m.  Networking Break with Exhibits and Poster Sessions
2:15 to 3:15 p.m.  Beyond Addiction Boundaries: Substance Use Screening, Intervention and Referral to Treatment
3:15 to 3:30 p.m.  Networking Break with Exhibits and Poster Sessions
3:30 to 4:30 p.m.  Professional Integration between Providers Across the Lifespan
5:30 to 7:30 p.m.  Dinner & Education Session: Achieving Financial Viability for Your Safety Net Dental Program

Day 2

8:30 to 9:30 a.m.  Keynote Session: Flint Water Crisis, Where Are We?
9:30 to 9:45 a.m.  Networking Break with Exhibits and Poster Sessions
9:45 to 11:45 a.m.  Session A: Combating the Opioid Mortality Crisis in Michigan
  Session B: Bridges Out of Poverty
11:45 a.m. to 12:45 p.m.  Networking Luncheon
12:45 to 2:30 p.m.  Session A: Clinical Effectiveness of Silver Ion Products for Caries Control
  Session B: Using Teachback to Assure Understanding of Oral Health Messages
2:30 to 3 p.m.  Closing Session: Looking Forward to Michigan’s Health Care Future
3 p.m.  Conference Concludes

2017 MICHIGAN ORAL HEALTH CONFERENCE
8 to 8:30 a.m.
Registration with Continental Breakfast, Exhibits and Poster Sessions

ANNUAL BUSINESS MEETING
8:30 to 9 a.m.
Looking Back, Looking Forward
Join Michigan Oral Health Coalition’s Board of Directors and other leaders for the 2017 Annual Business Meeting. Learn about the Coalition’s achievements, policy agenda and how engage in our collective efforts to improve the oral health of all Michiganders by 2020. Sit with colleagues from across the state, participate in the meeting by asking questions and providing feedback, and cast your vote on new 2017-18 board members. The Coalition needs your active engagement. The meeting is open to all!

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

KEYNOTE SESSION
9 to 10 a.m.
The health care system is once again in flux. While the Affordable Care Act brought significant change to the health care system, including oral health, uncertainty about the future direction of health policy under the new administration poses challenges and opportunities. This session will review current data on oral health trends nationally and in Michigan, including access and utilization, and will explore what we know about the future direction of oral health policy, thus far. We will also explore tools that policy makers can use to promote and improve oral health moving forward.

Faculty: Cassandra Yarbrough, MPP, Lead Public Policy Analyst, American Dental Association Health Policy Institute

10 to 10:15 a.m.
Networking Break with Exhibits and Poster Sessions

10:15 to 11 a.m.
An Outlook of Fiscal Year 2018 from the State Capitol
Decisions made in the Capital City significantly impact residents across the state. Hear from the chairs of the House Health Policy and Appropriations Subcommittee on Health and Human Services about their outlook on Fiscal Year 2018 legislative and budgetary priorities of interest to oral health advocates. Come ready to ask your questions during this interactive discussion.

Faculty: The Honorable Edward J. Canfield, D.O. (invited) and the Honorable Hank Vaupel, DVM, Michigan House of Representatives (invited)

10:45 to 11 a.m.
Networking Break with Exhibits and Poster Sessions
11 a.m. to 12 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 a daunting set of obstacles to accessing oral health care. Michigan’s Medicaid program and State Oral Health Program share responsibility for addressing quality and cost-effective of oral health care. Hear firsthand about the 2020 State Oral Health Plan, Healthy Kids Dental, Medicaid Adult Dental and Healthy Michigan Plan programs.
**Faculty:** Christine M. Farrell, BSDH, MPA, Oral Health Program Director and Nancy Gurzick, RDH, BS, MA, Dental Policy Specialist, Medical Services Administration, Michigan Department of Health and Human Services

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**RECOGNITION LUNCHEON**
12 to 1 p.m.
**Celebrating Michigan’s Community Water Fluoridation Grantees**

1 to 2 p.m.
**Local Approaches to Increase 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 critical to decreasing health disparities and improving oral health. Hear from one program working to make services available to low-income families in Macomb County, and learn how two universities’ school-based dental sealant programs are helping to increase the oral health workforce with utilizing dental hygiene students.
**Faculty:** Maria Swiatkowski, Community Health Planner, Macomb County Health Department; Jamie Freitag, RDH, BIS, Dental and Public Health Consultant, Dental Hygiene Coach, Program Development, Inter-Professional Education, Ferris State University; Laura Wright, Mobile Programs Coordinator and Dana Zanotti, RDH, BS, Adjunct Clinical Instructor, University of Detroit Mercy

2 to 2:15 p.m.
**Networking Break with Exhibits and Poster Sessions**

2:15 to 3:15 p.m.
**Beyond Addiction Boundaries: Substance Use Screening, Intervention and Referral to Treatment**
Despite the high prevalence of substance use among adolescents and adults, only a small percentage receives specialized interventions or the treatment they need. All health care professionals can screen for harmful substance use and motivate patients to reduce or terminate use and seek treatment. In planning and providing appropriate treatment, dental practitioners should take into consideration the patient’s substance use, behaviors and mental health. SBIRT (Screening, Brief Intervention and Referral to Treatment) is a brief survey that is effective for the early identification, intervention and referral to treatment for problematic alcohol, tobacco and substance use. It is one of the most widely-supported prevention/early intervention clinical frameworks supported by numerous government agencies and professional associations. Best practices for how SBIRT training can be implemented in health care settings will be presented along with how to access useful dental SBIRT materials and resources.
**Faculty:** Tracy L. McPherson, PhD, Senior Research Scientist in the Substance Abuse, Mental Health and Criminal Justice Studies Department, NORC, University of Chicago and Jill Loewen, RDA, MS, Clinical Associate Professor, University of Detroit Mercy School of Dentistry
3:15 to 3:30 p.m.
Networking Break with Exhibits and Poster Sessions

3:30 to 4:30 p.m.
Professional Integration between Providers Across the Lifespan
Historically, dental, medical and other health care providers have had few opportunities to train and work alongside one another. The fragmentation of disciplines has done little to foster collaboration, despite sharing the common goal of helping patients stay healthy. This session will highlight the important role that dental health plays in overall health and wellness and in providing appropriate care to the underserved in a safe environment that emphasizes quality, compassion and respect for all people. Learn how Mercy Dental Center is utilizing the registered dental hygienist position to provide care and support, in both the traditional dental clinic setting and the operating room for individuals in group home settings. Also, the Michigan Caries Prevention Program was created by Altarum Institute, in collaboration with Delta Dental of Michigan, the University of Michigan School of Dentistry, and the Michigan Department of Health and Human Services. Hear how the program facilitates communication between primary care providers and dentists regarding pediatric patient oral health.

Faculty: Sabrina L. Pilarski, RDH, Clinic Manager, Mercy Dental Center, St. Joseph Mercy Oakland; Constanza I. Fox, MD, FAAP, Pediatrician, Fox Pediatrics and Shelly Hathaway, LPN, BS, Implementation Specialist, Michigan Caries Prevention Program, Altarum Institute

DINNER & EDUCATION SESSION

5:30 to 7:30 p.m.
Achieving Financial Viability for Your Safety Net Dental Program
By focusing attention on the business infrastructure that supports oral health care delivery, Safety Net Solutions technical assistance enables safety net dental programs to find the right balance between meeting their mission of increasing access to quality oral health services and achieving financial viability. Dr. Mark Doherty will lead participants through an interactive session on defining and evaluating success; strategies for maximizing staff resources; understanding fee schedules and sliding fee discount schedules in regards to HRSA guidelines and requirements; strategies for developing the infrastructure for dental billing excellence and best practices for reducing added chaos in the dental program.

Faculty: Mark Doherty, DMD, Director, Safety Net Solutions of the DentaQuest Institute

Dinner and education session sponsored by:
KEYNOTE SESSION
8:30 to 9:30 a.m.
Flint Water Crisis, Where Are We?
In 2016, Flint was declared to be in a state of emergency due to lead-contaminated drinking water. This attracted national outrage, sympathy and millions of gallons of donated water. The Flint water crisis is also a story about how engaged citizens and the health care community can work together to bring about change.
Faculty: Leigh Ann Albro, RDH, Supervisor Hygiene Child and Adolescent Dentistry, Mott Children’s Health Center; Jay A. Werschky, DDS, Executive Director, Genesee District Dental Society; Judy Putnam, Reporter, Lansing State Journal; Lori Kunkel, MHSA, Vice President of Programs, Greater Flint Health Coalition

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: Combatting the Opioid Mortality Crisis in Michigan
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. Michigan 18th among the 50 states for drug overdose deaths. As members of the healthcare community, conference participants will learn strategies for working and engaging partners to combat the opioid epidemic in Michigan.
Faculty: David R. Neff, DO, Medical Consultant, Office of Medical Affairs, Michigan Department of Health & Human Services and William Gutzwiller, Law Enforcement (invited)

SESSION B: Bridges Out of Poverty
Bridges Out of Poverty is a research based course designed to help people better understand how socioeconomic class has affected them. Bridges covers the “hidden rules” of class (poverty, middle and wealthy) and helps people from all walks of life to better understand and communicate with people from a diversity of backgrounds. Bridges also assists participants with understanding how to suspend assumptions, so as to begin building meaningful relationships across socioeconomic lines.
Faculty: Katena Cain, Management Consultant, Certified Bridges Out of Poverty Trainer, NonProfit Network

11:45 a.m. to 12:45 p.m.
Networking Luncheon
Agenda

Day 2 | June 2

BREAKOUT SESSIONS
12:45 to 2:30 p.m.

SESSION A: Clinical Effectiveness of Silver Ion Products for Caries Control
Dental caries remains the most prevalent untreated chronic and infectious disease in children, and millions of adults are unable to access routine dental care. Silver diamine fluoride (SDF) was recently approved by the Food and Drug Administration for use in the United States and holds tremendous promise as a conservative, noninvasive approach to managing caries. SDF combines antimicrobial activity and high concentration topical fluoride, and may have particular application in young children and populations with limited access to care. Learn how SDF prevents and arrests dentinal caries lesions, as well as the mechanisms of action of SDF; recent clinical cases managed with SDF; ongoing clinical studies; and evidence-based clinical recommendations informed by the current state of the science around SDF.
Faculty: Margherita Fontana, DDS, PhD, University of Michigan Dental School

SESSION B: Using Teachback to Assure Understanding of Oral Health Messages
During this hands-on workshop, learn how to facilitate the understanding and use of health information (health literacy) through the use of plain language and a health literacy technique called “teach back.” Walk away with tools proven to increase the effective use of oral health practices and healthier outcomes.
Faculty: Doris Ravotas, PhD, Program Coordinator, Interdisciplinary Health Services, Western Michigan University

CLOSING SESSION
2:30 to 3 p.m.
Looking Forward to Michigan’s Health Care Future
Michigan Oral Health Coalition and Michigan Department of Health and Human Services are pleased to welcome Melanie Brim as our closing speaker. Ms. Brim currently serves as the President and CEO of the Michigan Health Council—a solutions-oriented nonprofit on a mission to develop a premier health care workforce in every Michigan community. Brim previously served as the Senior Deputy Director of the Public Health Administration/State Health Officer at the Michigan Department of Community Health. Melanie provided leadership to Michigan’s state and local public health systems. She also provided executive leadership for a federal planning grant to accelerate the transformation of health care delivery and payment systems in Michigan. Ms. Brim is a graduate of Indiana University where she received both her BS in Medical Record Administration and her Master of Health Administration.
Faculty: Melanie Brim, President and CEO, Michigan Health Council
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 and Academy of General Dentistry to provide continuing education. The 2017 Michigan Oral Health Conference qualifies for 13 hours of CE (June 1, 8.0 CEs; June 2, 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.

HOTEL INFORMATION
Crowne Plaza West
925 S. Creyts Road
Lansing, Michigan

Rate: $138 single/double per night + taxes
Call 517.323.7100 to reserve your room on or before May 1, 2017, and reference Michigan Oral Health Conference.
Rooms are limited and are reserved on a first-come, first-served basis. After May 1, 2017, 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 26, 2017. No refunds will be granted for cancellations that the Coalition receives after 5 pm on May 26, 2017.

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

CONFERENCE FEES

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<thead>
<tr>
<th></th>
<th>MOHC Member</th>
<th>Non-member</th>
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<tbody>
<tr>
<td>Full Conference</td>
<td>$250</td>
<td>$330</td>
</tr>
<tr>
<td>Day One Only</td>
<td>$150</td>
<td>$190</td>
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<tr>
<td>Day Two Only</td>
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<td>$190</td>
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REGISTER HERE
Michigan Oral Health Coalition is proud to introduce its 2017 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! 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 by check. Opportunities are on a first-come first-serve basis.

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<tr>
<th>Sponsorship Package</th>
<th>Amount</th>
<th>Benefits</th>
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<tbody>
<tr>
<td><strong>Thursday Keynote</strong></td>
<td>$4,000</td>
<td>One Conference Registration, Opportunity to Introduce Session, Tabletop Display Booth, Full Page Ad in On-Site Conference Program, Sponsorship Recognition, Listing in Coalition Newsletter</td>
</tr>
<tr>
<td><strong>Thursday Luncheon</strong></td>
<td>$3,500</td>
<td>One Conference Registration, Tabletop Display Booth, Half Page Ad in On-Site Conference Program, Sponsorship Recognition, Listing in Coalition Newsletter</td>
</tr>
<tr>
<td><strong>Friday Keynote and Continental Breakfast</strong></td>
<td>$5,000</td>
<td>One Conference Registration, Opportunity to Introduce Session, Tabletop Display Booth, Full Page Ad in On-Site Conference Program, Sponsorship Recognition, Listing in Coalition Newsletter</td>
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<tr>
<td><strong>Friday Luncheon</strong></td>
<td>$3,500</td>
<td>One Conference Registration, Tabletop Display Booth, Full Page Ad in On-Site Conference Program, Sponsorship Recognition, Listing in Coalition Newsletter</td>
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<td><strong>Thursday Afternoon Refreshment Break</strong></td>
<td>$1,000</td>
<td>One Conference Registration, Tabletop Display Booth, Quarter Page Ad in On-Site Conference Program, Sponsorship Recognition, Listing in Coalition Newsletter</td>
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<tr>
<td><strong>Conference Session</strong></td>
<td>$1,000</td>
<td>One Conference Registration, Tabletop Display Booth, Quarter Page Ad in On-Site Conference Program, Sponsorship Recognition, Listing in Coalition Newsletter</td>
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<td><strong>Tabletop Display Booth Non-Member</strong></td>
<td>$600</td>
<td>One Conference Registration, Tabletop Display Booth, Listing in On-Site Conference Program</td>
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<td><strong>Tabletop Display Booth Member</strong></td>
<td>$500</td>
<td>One Conference Registration, Tabletop Display Booth, Listing in On-Site Conference Program</td>
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REGISTER TO BECOME A SPONSOR OR EXHIBITOR TODAY!