



Idaho Oral Health Alliance Strategic Plan 2022-2027 Board adoption: 12/7/21

Historical Perspective: The Idaho Oral Health Alliance (IOHA), created in 1998, has been a statewide recognized nonprofit since 2004. It was established to improve the general health of Idahoans by promoting oral health and increasing access to preventive and restorative dental services.

Our Mission: *Lead collaborative efforts to bring optimal oral health to Idahoans through education, advocacy, and program development*

Our Vision: *Optimal oral health for all Idahoans*

Strategic Goals:

Goal 1: Lead Statewide Efforts to Promote Oral Health as Part of Whole Health

- 1) Lead educational efforts for dental and medical providers on the benefits of an integrated health model where oral health is accepted as part of whole health
 - Educate medical providers on the importance of including oral health assessment, preventive care, and referral practices in patient care
 - Educate dental providers on the importance of incorporating wellness components into dental care (i.e. blood pressure checks, diabetes management, HPV awareness, etc.)
- 2) Lead efforts to facilitate oral health integration into primary care settings
 - Create a web-based toolkit with resources that guide successful oral health integration
 - Develop, fund, and hire a Quality Improvement Specialist who can offer hands-on support to medical clinics that choose to integrate oral health
 - Develop an Oral Health Learning Collaborative; recruit funding partners, content experts
 - Continue value-based reimbursement conversations with insurers
- 3) Expand statewide medical-dental referral network addressing non-Medicaid patient needs
 - Transition from Pilot Phase to statewide rollout
 - Continue to explore options for long-term management
 - Determine path to financial and procedural sustainability
- 4) Continue leadership of Healthy Me is Cavity-Free initiative that addresses caries issues in children ages 0-6
 - Undertake fundraising for subcommittee projects
 - Create a coalition of marketing partners to distribute statewide messaging
 - Provide administrative support and guidance to subcommittees including:
 - Pre-Dental Home
 - Provider Education
 - Caregiver/Early Childcare Education
 - Messaging/Marketing

Indicators of Success:

- New partners have joined in marketing campaign efforts focused on oral health of children
- Medical/dental providers have common understanding of value of oral health integration
- Oral health is automatically part of total health, is the “norm,” and not an after-thought
- Oral health concepts are integrated into standard curriculum and tests for medical training

- The IOHA is the lead integrator/access point for resources and assistance for clinics

Goal 2: Influence Oral Health Policy

- 1) Leverage regional, state, and national partnerships to address oral health issues
 - Assume responsibility for annual progress report for the 2021-2026 Idaho Oral Health Improvement Plan
 - Engage the Idaho chapters of the Society of Pediatric Dentists, American Academy of Pediatrics, Idaho Academy of Family Physicians, and Idaho Rural Health Association to support efforts targeted at childhood oral health issues
 - Lead collaborative efforts that seek enhanced dental Medicaid opportunities (utilization of Silver Diamine Fluoride (SDF) treatment, additional reimbursement codes for services delivered in public health districts, teledentistry, etc.)
 - Participate in the next dental Medicaid RFQ (request for quote) process, specifically enforcing the requirement of non-dentist members on the state advisory board (contract is up for renewal/bid in 2023)
 - Engage in collaborative efforts with Idaho medical Medicaid team members to expand the utilization of preventive oral health services
- 2) Support the Idaho Oral Health Program (IOHP) and public health districts in oral health messaging, initiatives, and programs to improve oral health outcomes
 - Support IOHP efforts for activities including
 - Community Water Fluoridation
 - Silver Diamine Fluoride (SDF) preventive treatment
 - Teledentistry
 - Fluoride Varnish Affinity Group
 - Expansion of school-based/community-based prevention programs
 - Oral Health workforce development
 - Dental Home
 - Partner with public health districts and communities on issues of access, teledentistry, integration, and the expansion of *First Teeth Matter*, the Pre-Dental Home concept
- 3) Emphasize the importance of oral health to whole health to a variety of constituents
 - Address education of citizens on taking ownership of personal health
 - Provide resources to local and state policy makers to support the inclusion of oral health when addressing health policy
 - Engage payors (focus on Medicaid) in conversations about value-based care and payment system for oral health
 - Continue to engage Managed Care of North America, Inc. (MCNA)/Idaho Smiles contractor in IOHA efforts to expand access to care
 - Seek avenues to participate in Idaho Kids Covered health insurance initiative managed by Idaho Voices for Children/Jannus
 - Continue to partner with Idaho area AHEC (Area Health Education Center) offices on the enhancement of the oral health component of their projects

Indicators of Success:

- There are collaborative efforts for statewide oral health messaging
- Oral health representation is present on all community-based health activities
- There is grass roots participation on health policy topics
- Policies reflect a shift to prevention efforts vs. treating outcomes which equals value-based care

Goal 3: Ensure a Sustainable Organization

- 1) Maintain a stable financial plan based on short and long-term revenue sources
 - Enhance sponsorship/membership recruitment
 - Explore options for additional funding sources
 - Secure additional annual corporate sponsors
 - Secure manpower/volunteers/staff needed to address workload
- 2) Expand communications efforts with members and partners
- 3) Enhance engagement with board members, annual members, and partners to expand opportunities for strengthening our vision and mission
- 4) Seek project funding for Oral Health Integration and Healthy Me is Cavity-Free

Indicators of Success:

- We have adequate and reliable financial resources for the work we want to do
- Board members are engaged in key initiatives
- We have an engaged and broad-based membership
- We have a robust, consistent, and well-managed communication plan that connects with all relevant stakeholders appropriately
- We stay relevant
- We have an irreplaceable role in oral health in Idaho