

# **2018 NACHC Winter Strategy Meeting**

**Aligning Messages to Reach Audiences  
Across Multiple National, State and/or  
Local Environments**

Greg Nycz, Executive Director  
Family Health Center of Marshfield, Inc.  
January 26, 2018

# Maximizing the Strategic Value (to Health Centers) of Dental and Addiction Treatment Access Initiatives

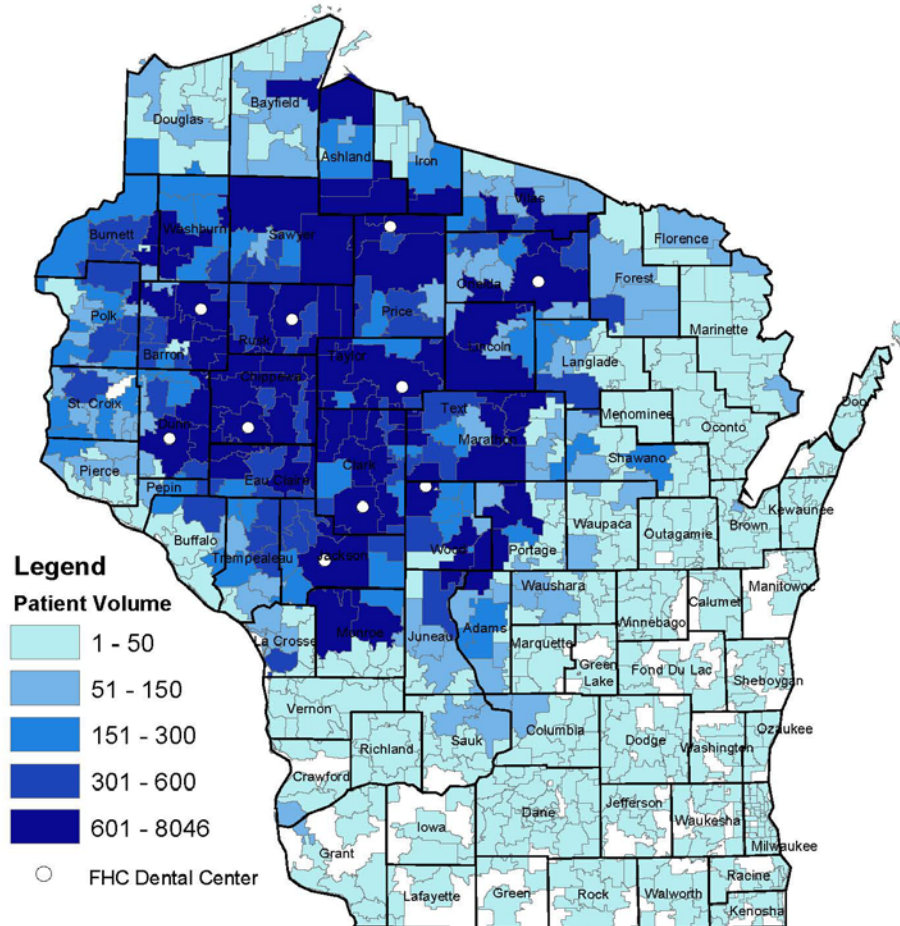
- Failure is not an option
- Success is not an option
- Only impressive success will do (over tipping)

# OUR FIRST REGIONAL DENTAL FACILITY THE LADYSMITH DENTAL CENTER ❖ OPENED JULY 2003



# 154,153 Patients Treated by Family Health Center Dental Operations

November 2002 - September 30, 2017



0 20 40 80 Miles

**Family Health Center**  
of Marshfield, Inc.  
Map prepared October 2017

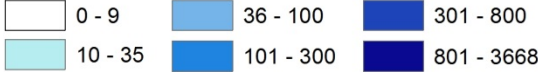
# Zip codes with 10 or more patients treated at FQHC Dental Sites by Year

Dental Activity by Calendar Year

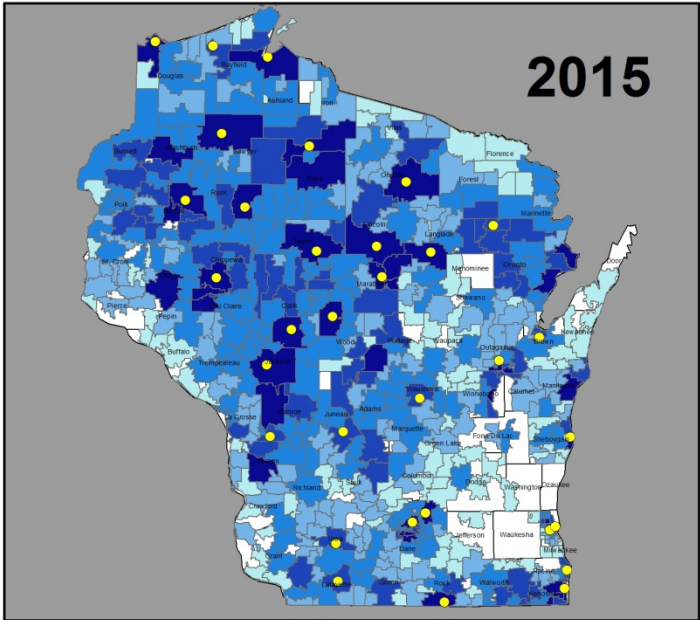
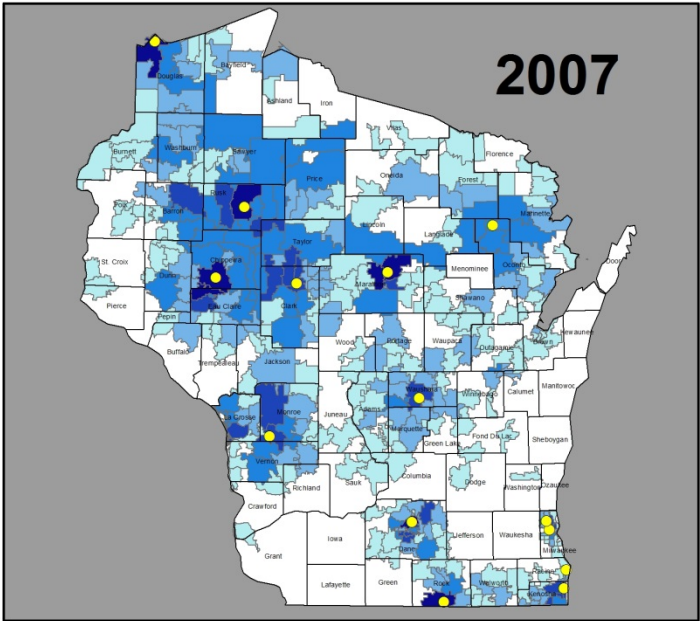
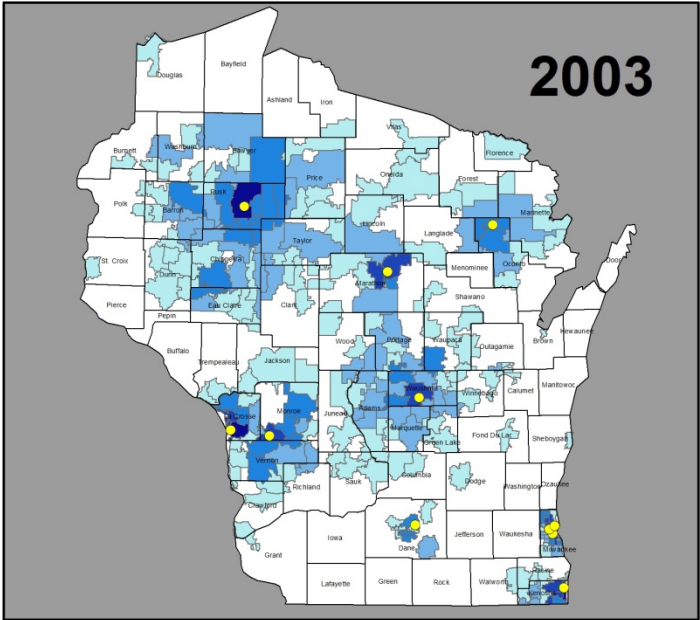
Categories	2003	2007	2015
<b>Patients</b>	29,970	48,664	156,309
<b>Visits</b>	70,888	119,443	396,931
<i>Average Enc/pt</i>	2.37	2.45	2.54
On-site dental services	11	14	38

## Legend

### Patient Volume



● FQHC Dental Centers



Service Area —————> Everyone in Need

Statewide —————> Strategic Targeting:

- 1) Patients with dental emergencies
- 2) The disabled population
- 3) Veterans
- 4) People for whom their oral condition is a barrier to work

# Our Impact on Dental ER Visits

## **Do Routine Dental Care Services at Community Health Centers Reduce Nontraumatic Dental Emergency Department Visits in Rural Wisconsin?**

Cindy P Helstad, PhD RN and Raju Vandapalli, MCA  
Wisconsin Medical Society  
April 2014

This study compared utilization of nontraumatic dental ED visits between 2009 and 2012 in each of the communities where dental care services have been available through FHC community health centers. Multipayer claims data from the WHIO data marts were used to count the number of ED visits for nontraumatic dental care in those communities.

### Results

**Overall utilization of nontraumatic dental ED visits decreased between 2009 and 2012 in the nine rural Wisconsin communities where family health centers have been offering dental care services.**



# Our Impact on Access to Dental Care for the Disabled

Hi Greg:

**We need people to see this and understand the value to entire state.**

## Marshfield Family Health Center (FHC) Dental Program

- For State Fiscal Year 2014, FHC provided dental services to 1,771 BadgerCare recipients that were classified as disabled and living in one of the 27 counties. This is 1 of every 3 (33.3%) of all disabled BadgerCare members that had a dental service in those counties. Over the same time period, **167 BadgerCare adults age 18 and older were treated in a hospital setting by FHC dentists. This is 41 percent of all BadgerCare adults treated by a dentist in a hospital setting statewide.**

**Mark E Moss, DDS, MS, PhD**

**Dental Director, Wisconsin Department of Health Services**



# Meeting the Unmet Needs of Veterans is of Interest to the Media

## WQOW-TV18 (Eau Claire)

Veterans get a smile at Marshfield Clinic Dental Center

November 17, 2017

**Veterans in the Chippewa Valley now have a resource for getting the dental care they need.**

Sam Pusateri is a Navy veteran who served in the Vietnam War. He said he couldn't afford dental insurance, and **the VA put him on a waiting list thousands of people long...**

## WJFW-TV 12 (Rhineland)

Marshfield Clinic's Rhineland dental center offering free screenings for veterans,  
November 7, 2017

We will salute veterans for their military service at ceremonies all across the US for Veterans Day. A Northwoods dental clinic wants to say "thank you" in a different way – with a better smile

## A Barrier to Work?

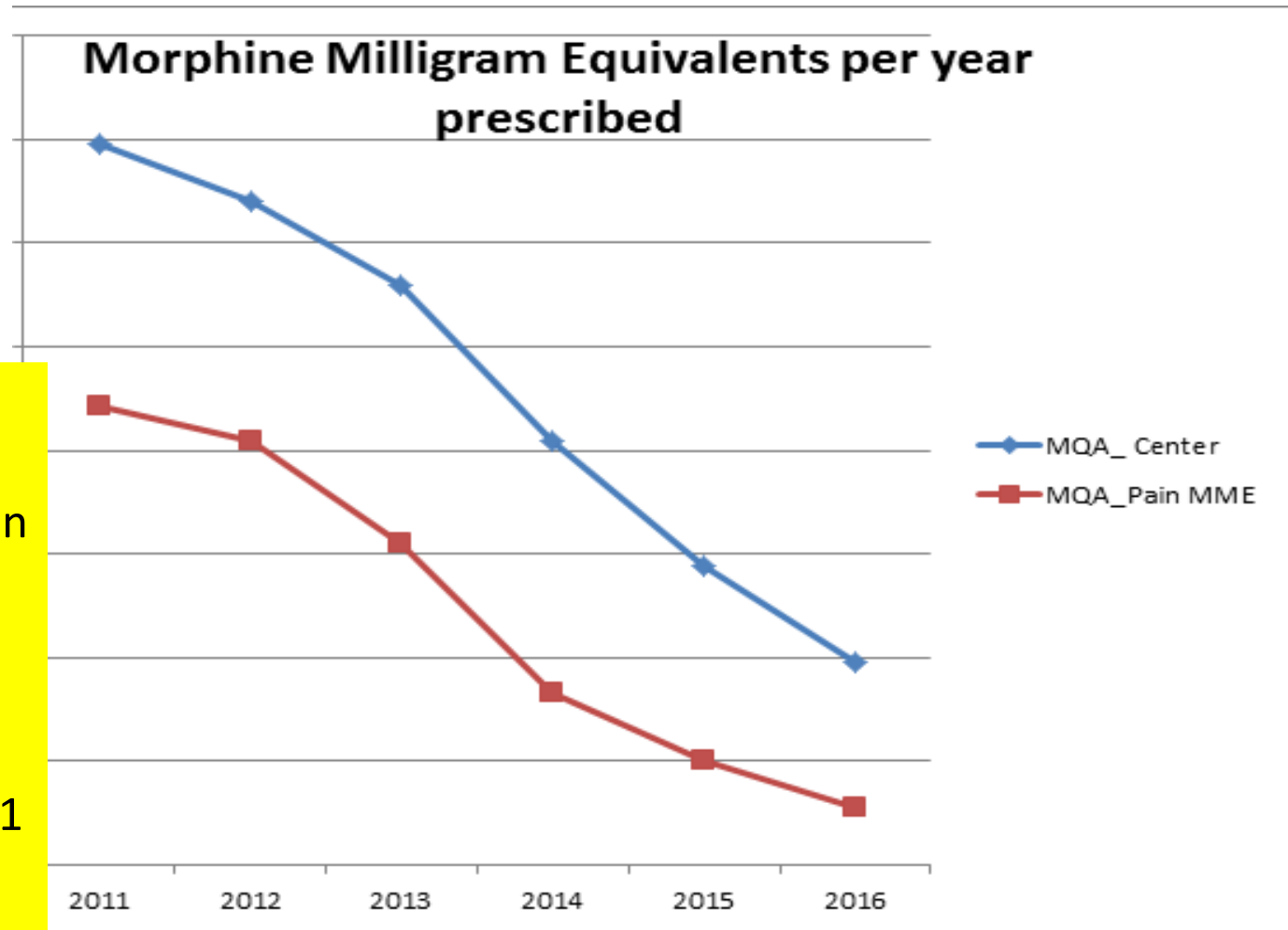
Would you hire this gentleman?



How About This Person?



# The Intersection of Oral Health Access and Opioid Prescribing



MQA Center:  
Reduced 72%  
since high point in  
2011

MQA Pain:  
Reduced 87%  
since high in 2011

This is an impressive reduction in opioid prescribing... I would also like to **HIGHLIGHT** the improved management of dental pain with our Urgent Care and Emergency Department providers due to the new access to excellent dental care in our region provided by the Family Health Center (Rhineland) and PCHC (Tribal) Dental Clinics.

# A Brief Update on Health Center Efforts to Address State Addiction Treatment Deficits

	State Funded Grant Programs		
	Total Awards	Health Center	Other
Round 1	3	2	1
Round 2	4	3	1
Total	7	5	2

## Wisconsin PCA Press Release

### **Community Health Centers Answer Call to Address Substance Abuse Issues**

“We appreciate our Community Health Centers for stepping up to combat this serious public health challenge,” said Secretary Linda Seemeyer.

For more information on Our Veterans Dental Initiative see the NACHC Winter 2018 Community Health Forum Article:

## Serving the Oral Health Needs of Our Nation's Heroes