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Outreach Dentistry

Special Care Dentistry- Board

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Fellowship, 1999

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The background is a solid blue color. A thin, white, curved line starts from the top left and arcs across the upper portion of the slide. In the bottom right corner, there is a blue triangle pointing towards the center of the slide.

**Third-World Dentistry or
Access To Care?
The Louisiana Story**

My Goal:

**Improve the Health of
Vulnerable Populations**

Story Tour

- School-Based Model
 - What I Do
 - What Was The Conflict?
- Current Louisiana Data
- FTC Intervention
- Lobbyist Assistance
- Legal Action

Story Tour

- The Fight
 - Fronts
 - LDA
 - Legislature
 - State Board
 - Personal
 - How to Win In Legislative and Public Battles
- Political Methodology
- Professional Testimony vs. Political Rhetoric
- What Was Said
- What Was Done

Story Tour

- Weathering the Storm
 - You Are Not Alone
 - What Support Means To Me
- What's Next
 - State Board
 - LDA
- Who I Am

School-Based Model

“What I Do”

My Vulnerable Children Model

- ReachOut Healthcare America
- 15 Dentists
- 275 Schools
- Portable In-School Dental Services
- Comprehensive Dentistry
 - Exams, X-Rays, Sealants, Fillings, Primary Tooth Extractions, Pulpotomies, and Stainless Steel Crowns
- Oral Hygiene Instructions

DATA

The image features a solid blue background with a subtle gradient. A thin, light blue curved line starts from the top left and arcs towards the center. On the right side, there is a larger, light blue shape that resembles a quarter-circle or a wedge, pointing towards the center. The word "DATA" is centered in the upper half of the image in a bold, yellow, sans-serif font.

Current Louisiana Data

Interesting New State Data DHH 04-08 Comparison

- Number of Treated Kids Was Static
 - 250,000+/-
- Number of Untreated Kids Increased
 - Over 505,000
- Dental Expenditures Doubled
- Number of Active Medicaid Dentists Decreased - 760

Access Through The Current Dentist Workforce In LA

- 505,000/760 Active Dentists =
665 NEW Patients Per Treating Doctor

What Was The Conflict?

- **LDA Board Was Told:**

- “99% of the LDA’s active, statewide membership objects to and opposes the treatment of Medicaid eligible students within Louisiana public schools”
- “Dentists across the state simply cannot compete for business where access to the entire market of Medicaid eligible students is controlled by Dr. Folse and his partner ReachOut Healthcare America

● LDA Board Was Told:

- “Many of these pediatric dentists will struggle to maintain practices and will be relegated to boutique-type operations”
- “... the detrimental impact to all dentists as a whole goes beyond mere students who are Medicaid eligible. Dr. Folsie and ReachOut Healthcare will eventually target all students whether Medicaid eligible or not.
- “Our years of hard work and perseverance, however, are now threatened by an out-of-state company. Now more than ever, the LDA’s membership base needs LDA’s help.”

● Petition Against Me

● **Petition - What Dentists Were Told:**

- “What Happens When:”
 - “a Dentist... Does Poor Work?”
 - “a Dentist Loses Control and Mishandles a Child”
 - “The Wrong Tooth Gets Extracted”
 - “This is a Cherry Picking Operation”
- “This is Third World Dentistry”
- “Almost All Kids Will Be Seen In Schools”
- “Dentists Will Bail Out Of The Program”
- “New Patients Will Dry Up and Recalls Will Be Taken Away”
- “Every Practitioners Livelihood Will Be Taken Away”

● **Petition - What Dentists Were Told:**

- “They Refer (Dump) These Patients On Established Providers ... (for) Care They Do Not Wish To Be Bothered With”

What Was Said Publically About La Licensed Dentists

- “Unclean”
- Unsafe
- Unsanitary
- Third-World Dentistry
- The Flu Will Spread To Everyone
- Cherry Pickers
- Doing Only The Easy Stuff
- Invasive, Irreversible Procedures Are Being Performed In Schools
- Teeth Are Being Pulled
- Will They Drain Abscess In The School Cafeteria?
- Profit Motives Run Their Efforts and the Care They Provide
- Un-Regulated – No Oversight

In Response LDA

- Convened The LDA Mobile Dentistry Task Force “...to monitor the private practice of dentistry in public schools and...develop appropriate rules to ensure maintenance of the prevailing standard for quality of care...”
- Composed Of a Few Mobile Dentistry Friendly Participants
- At Their Only Meeting The Only Issue Presented Was To Pass A Resolution Against Mobile Dentistry

In Response LDA

- Resolved, The LDA Supports The Dental Home Concept....
 - 3) ...In A Permanently Established Facility
- And Be It Further Resolved, That The LDA Opposes Any Means Of Delivering Dental Care That Compromises Those Standards Including The Practice Of Dentistry On The Grounds Of Public Schools

The Dental Home Dilemma

- What Happens When A Child Doesn't Fit Into The Model We Feel Is Best?*
- Contingency Policies Are Desperately Needed*

In Response LDA

- Pro-School Based Task Force Members Were Dismissed
- Members Changed To Anti-School-Based Members and Task Force Renamed The “Access To Care Task Force” (ATCTF)
- Resolution Passed By The HOD
- Bill Introduced Into Legislature By ATCTF
- ATCTF Directed All Talking Points From Then On – Not The LDA and Not The Council On Governmental Affairs

HB 687

- “Prohibits Practice Of Dentistry In Schools”
- “The Practice Of Dentistry ... On The Grounds Of Any Elementary Or Secondary School Within The State Of Louisiana Is Prohibited”
- Overview
 - Pulling Teeth In A School Library Or Gym and Performing Invasive Procedures Without Parental Supervision....

HB 687

- Became a Bill Forcing State Board To Enact Regulations On Mobile Dentistry
- State Board Strongly Lobbied To Regulate Mobile Dentistry Out

Personal Attacks

- Denture Project
- Local Radio and TV



Weathering the Storm -What We Did

- The “Choice”
- Lobbyist Hired
- Coalition Formed
 - FQHC’s, Other Portable Providers, Dentists, National Organizations, State Organizations
- Public Engaged
- Profession Engaged
- FTC Called
- Letters Received: ADA, AAPHD, LNHA, Primary Care Physicians, ASTDD, School Superintendants and Boards, Teachers, Pastors, Parents,

Weathering the Storm -What We Did

- LDA Meetings
- Letters To All Dentists In Louisiana
- School Board
- School-Based Health Centers
- DHH Meetings
- Pastor Letters
- Web Site
- Dentist Letters
- Legislative Ban Defeated
- Regulations – Discussion
- Victory

Weathering the Storm -What We Did

- Stick To The Message
- Take The High Road
- Surround Yourself With Good People
- This To Shall Pass

Legal Action

- Filed Anti-Trust, Liable, Slander, Restriction Of Trade
- Case Dismissed on The Basis Of Freedom Of Speech
- Instead Of Filing Costly Law Suits File Ethical Complaints With State Board and State Dental Society

Cost

- Legal Expenses - \$100,000
- Lobbyist Expenses - \$ \$90,000
- Lawsuit Dismissal - \$20,000
- Personal Costs
 - 6 Months Production
 - Reputation
 - Family and Friends
 - LDA Position
 - Sleep

Gus
and
Brad

What's Next

- With No Evidence Or Children Harmed the LDA ATCTF Has Convinced The LDA To Reject The New Rules Because They Want an Added Layer Of Consent Placed On Mobile Dentistry
- If They Do So The Entire Battle Will Start Over This Fall
- You Can Help
 - Write To The LDA Board and Ask Them To Try The Rules As They Are

My Model

- I'm *NOT* Afraid
- I Am LDA
- I am ADA
- “We” Are Access To Care
- We Must Live In Forgiveness and Collectively Work To Maintain This Great Profession
- Every Dentist/Oral Health Provider In Every Setting To Achieve Access

