

Foundation Announces New Oral Health Initiatives Grants

The Michigan Dental Association Foundation is pleased to announce the recipients of the Dr. Matthew E. Uday Michigan Dental Association Foundation Access to Care/Oral Health Initiatives Grants for 2011. Dr. Uday was a member of the Foundation board of directors, and upon his passing in December 2009 an access-to-care grant was established to honor his memory.

This year's recipients are Community HealthCare Connections in Battle Creek, St. Joseph Mercy Oakland in Pontiac, and TMG Dental Health Foundation in Farmington Hills. Each of the recipients received a \$5,000 award to be used by the facility to provide access to care and oral health education to the underserved. The Michigan Dental Association Foundation has given 18 grants in the last seven years, for a total of \$90,000.

The Community Health Care Connections is a 501(c)3 non-profit, the mission of which is to connect uninsured and underinsured vulnerable individuals to urgent medical care and basic health navigation, referral and advocacy services. The Foundation's grant will be used to support the organization's Dentists Partnership Program and the Preventative Dental Services Initiatives.



Dr. Tom Goodsell, MDA Board of Trustees and Michigan Dental Association Foundation liaison, with Sammatha Pearl, executive director of Community HealthCare Connections, part of the Calhoun County Health Department.



Jack Weiner, pharmacy director, CEO of St. Joseph Mercy Oakland, Dr. Mike Jennings, MDAF president, Dr. Craig Spangler, program director, general practice residency, SJMO, Dr. Nisha Yusaf, clinical director, Mercy Dental Center, Dr. Don Bignotti, VP of Medical Affairs, SJMO.

St. Joseph Mercy Oakland in Pontiac

is a member of Trinity Health, the country's fourth-largest Catholic health system; it is a non-profit community safety-net hospital in Pontiac. It opened the Mercy Dental Center in June 2011, which includes a dental clinic and general practice residency program. The Dental Center will provide access to a full range of quality dental services to needy children, uninsured adults, and people with disabilities, regardless of ability to pay, while providing an opportunity for recent dental graduates to obtain experience in hospital-based dental care. It is the only private hospital-based comprehensive dental care program in Michigan. The MDAF grant will be used to support this excellent program.

TMG Dental Health Foundation is

a 501(c)3 organization that provides comprehensive dental care to underserved/ uninsured school-age children residing in the metro Detroit area (Wayne, Oakland

and Macomb counties) with the least chance of access to quality dental care. The MDAF grant will be used to purchase a portable Nomad digital X-ray machine.

"All three organizations are serving Michigan residents, providing access to oral health care. We commend their spirit and we're happy to provide grants for them to continue their missions serving the underserved," said Dr. Joan McGowan, chair of the Foundation's Grant Administration Committee.

Your donation to the Michigan Dental Association Foundation assists in providing grants like these. For more information on how to make a donation, call the Michigan Dental Association Foundation at 800-589-2632 or visit www.smilemichigan.com/foundation.



Dr. James A. Murray CEO, TMG Foundation, and Dr. Mike Jennings, MDAF president.

The deadline for next year's grants is **June 1, 2012**. *More on page 2*

From the President

It is hard to believe yet another year is winding down, with the holidays to be here soon. This year has been one of the Foundation's most active, as our current efforts are expanding and new projects are on our table.



Dr. Michael Jennings

The Foundation's Planned Giving program has created the "Legacy Circle" level of commitment to our mission. This is a level that is not only a higher level of financial commitment, but can be made over multiple years or with varied avenues for the gift. Please think of including your Foundation in your financial planning options. Go online at our website at www.smilemichigan.com/foundation or contact Lori Kleinfelt for more information.

Just a few of our activities are highlighted later in this newsletter. We awarded three new grants to some of the most innovative programs attempting to impact the dental needs of those around the state. The Michigan Dental Association Foundation again has partnered with the University of Detroit Mercy Dental School with support from Blue Cross and Blue Shield of Michigan, Quantum Labs Inc., Procter & Gamble, and SMZ Advertising to provide 35,000 dental health kits in the Detroit Goodfellows holiday gift boxes being distributed as you are reading this newsletter.

As your thoughts focus on 2011 year-end activities, we reflect on the pluses and minuses of what we have and the need of those persons less fortunate. It is often a sobering time. The Foundation met recently to discuss ways to expand our impact on the many worthwhile and deserving projects requesting assistance. In order to grow the breadth of our endeavors, we need your support. You have always been very generous with your time and financial support of your Foundation. I ask you again to please consider a gift to the Michigan Dental Association Foundation at whatever level is possible. We are the caretakers and stakeholders of the dental health of those less fortunate. We must, as a profession, speak for those who cannot. Your tax-deductible donation is so important for the lifeblood of our Foundation as it allows us to provide a greater impact on the dental health in this state on your behalf. Go online at www.smilemichigan.com/foundation for information on getting involved with your Foundation in meaningful ways.

Thanks again and have a special holiday season! ✨

Community HealthCare Connections

Community HealthCare Connections is the umbrella organization resulting from the merger of the Nursing Clinic of Battle Creek and Calhoun Health Plan, a 501(c) 3 non-profit in Battle Creek. Its mission is to connect uninsured and underinsured vulnerable individuals to urgent medical care and basic health navigation, referral and advocacy services. CHC strives to meet the health goals of its community where the need is greatest and to reach out to populations that are underserved (such as the newly unemployed and the underinsured). Community HealthCare Connections collaborates with local organizations such as the Dentists Partnership and Preventative Dental Services Initiatives.

The Dentists Partnership is a pay-it forward initiative that coordinates the volunteer work of local community dentists to serve the needs of the community's most vulnerable citizens. Those who receive donated dental care "pay it forward" by volunteering in their own time at local community nonprofit organizations.

Importantly, this program also seeks to educate each patient. Each patient receives a one-hour classroom instruction on proper oral hygiene, diet, and nutrition to improve oral health behaviors for a lifetime.

In 2010 the Dentists Partnership provided care to 780 people through 1,159 donated dental services. These patients, in return, served 14,724 hours of volunteer service at 67 local non-profit organizations. Through this initiative, they have reduced utilization of local emergency room visits for dental pain and jaw diseases by an impressive 69.4 percent.

The care provided through the Dentist's Partnership is provided at no charge to the patient. The expense in coordinating the program lies with staff and supplies. The Michigan Dental Association Foundation grant will be used to help support and continue the initiative.

The partnership is teaching the community about the importance and power of truly collaborative work, the relevance of good relationships to good outcomes, and the importance of recognizing the value and ability to contribute of every human being, regardless of income or social circumstance.

"We provide the foundation for lasting oral health in patients we serve and their immediate families," says Samantha Pearl, executive director of Community HealthCare Connections.

"We improve the utilization of community resources by shifting utilization from emergent and expensive to preventive and relatively inexpensive. We change the way the uninsured access care. We change our community through reliable support of local nonprofit organizations. We intervene and provide treatment and relief for patients with crisis dental pain and jaw disease. We introduce volunteerism to many who have never experienced it before." ✨

St. Joseph Mercy Oakland

St. Joseph Mercy Oakland (SJMO) is a member of Trinity Health, the country's fourth-largest Catholic health system. It is a non-profit community safety net hospital in Pontiac whose mission is "We serve together in Trinity Health, in the spirit of the Gospel to heal body, mind and spirit to improve the health of our communities and to steward the resources entrusted to us."

Pontiac is a Detroit suburb that faces numerous economic challenges. It has 66,000 residents and is a federally designated medically underserved area based on the percentage of residents living below the poverty level at about 34 percent. Nearly half (49 percent) of all families with children age 5 and under live in poverty, according to the 2010 Kids Count Michigan report. The unemployment rate in Pontiac recently stood at 25 percent, which was the highest in the country. The population is very diverse as well. Fifty-one percent of the residents are African American; 32 percent are Caucasian, and 15 percent are Hispanic. It is the largest and fastest-growing Hispanic community in Oakland County. A great demand for access to care exists in this area.

The Mercy Dental Clinic is a newly established General Practice Residency Program, providing dental care to this underserved community. Additionally, the clinic focuses on serving people with special medical, physical, and developmental needs. It is a one-of-a-kind facility in this area, where a diverse special-needs population can be treated comfortably and safely for all their dental needs.

The mission of the program is to provide a full range of dental services for all the patients of the community, regardless of their ability to pay. Children make up a large percentage of the patients treated. The dental program will link into the hospital's Healthy Start Program, which has provided in-home education and support for more than 2,000 at-risk parents since 1995 and is accredited as an Early Head Start provider and Healthy Families America Program. It affords an opportunity for the residents to educate the parents on the dental needs of their children. Dental caries in infants and toddlers may require treatment in the hospital operating room and the dental clinic will have the equipment to facilitate this treatment.

There will also be opportunity to sedate or bring to the operating room patients with developmentally disabilities, the elderly, those suffering from Alzheimer's, or patients with physical or developmental impairments. This will include immediate, emergency, and preventive treatments to avoid significant dental problems in the future.

The goal of the Mercy Dental Center is to provide access to quality dental care to the underserved residents of Oakland County while providing education opportunities for recent dental graduates. The goal in the first year of operation is to provide quality dental care to at least 200 people with disabilities, 200 children from needy families, and 300 uninsured adults.

Dr. Craig Spangler, director of the program, says: "The Mercy Dental Center will enhance the capacity of the hospital to improve the health care of the community by addressing the important role that dental health plays in overall health. It will enhance the delivery of and access to comprehensive dental care in Southeast Michigan and will improve the well-being of hundreds of patients every year."

TMG Dental Health Foundation

TMG Dental Health Foundation is a 501(c)3 organization that provides comprehensive dental care to underserved/uninsured school-age children residing in the tri-county metro Detroit area, who probably have the least chance of access to quality dental care.

Currently, the TMG Healthy Smiles Oral Health Program identifies underserved children in schools to provide dental health education, examinations, prophylaxes, fluoride varnishes, and dental sealants. TMG will expand its dental services and help improve the oral health of children in the community, and will serve as a dental home for those children who do not have one.

TMG Dental Health Foundation and its community partners, St. John Community Health Investment Corporation and Detroit Public Schools, plan to implement a Virtual Dental Home Project to increase access to dental services for approximately 300 children enrolled in the program. The project will target children in the Detroit Public Schools with chronic dental disease in grades 6-12. This program will utilize technology to link practitioners in the community with dentists at remote office sites.

The pilot project will expand and improve access to dental services by giving participating dentists the technological capability to review patients' dental records remotely, with help from a TMG-licensed P.A. 161 dental hygienist, and then recommend a plan for providing care. During the first cycle, the primary focus of the program will be for the program dentist to review digital records, after children receive an oral assessment and preventive care, to identify which cases can be managed on-site and which should be referred to a dentist or Federally Qualified Health Center in the community for specialty care. If a referral is required, the program dentist and referral dentists would then share electronic health chart documentation, digital images, photographs, and all pertinent data in order to determine appropriate treatment plans. The teledentistry will use Planet DDS electronic health record software, digital inter-oral cameras, and laptop computers to facilitate interaction with all parties involved.

Dr. James Murray, CEO of the TMG Foundation, said, "This care delivery model provides a much-needed community-based Virtual Dental Home for Detroit's most vulnerable people – children – and removes some of the barriers to receiving care in a traditional dental office setting." ✨

MDAF partners with Student Pediatric Dental Association



Left: Scott Michels, president of the AAPD at the University of Michigan, and Raya Abu-Zahra demonstrate good brushing technique at Boo Bash at Briarwood Mall.

The Michigan Dental Association Foundation was pleased to partner with the University of Michigan's student chapter of the American Academy of Pediatric Dentistry (AAPD) again this year. The Foundation provided more than 800 children's oral hygiene kits, which included an age-appropriate toothbrush, toothpaste, and oral hygiene instruction bookmarks. These were distributed at "Boo Bash" at Briarwood Mall in October. The dental students used models to demonstrate brushing techniques and discussed nutrition and oral hygiene with the parents.

"We hope to continue with our efforts to educate not only children, but also parents about pediatric oral health care needs. Our goal is to help children live healthier lives," said Scott Michels, president of the APSD University of Michigan student chapter.

The AAPD also visits local elementary schools throughout the year, where the dental students provide educational presentations to children. They are shown how to brush and care for their teeth in a classroom setting, and then given a bookmark that illustrates the steps for good oral hygiene.

Congratulations to the initiative of APSD in working with children and parents! We applaud your efforts and have enjoyed supporting you on this project.

Right: Dental student Raya Abu-Zahra shows a child at the Boo Bash in Briarwood Mall how to brush his teeth.



Left: Zarina Tchnibekova, AAPD vice president, shows Spider-Man how to brush his teeth after all the treats at Boo Bash at Briarwood Mall.

The Michigan Dental Association Foundation is now taking applications for junior dental students and dental assisting students. Application deadline is February 15, 2012.

The Michigan Dental Association Foundation awards scholarships annually to dental, dental hygiene, and dental assisting students. We believe that the people of Michigan deserve exceptional oral health professionals.

Applications online at: www.smilemichigan.com/foundation



Goodwill for Goodfellows of Detroit

The Michigan Dental Association Foundation is pleased to again announce its collaboration with The Old Newsboys Goodfellows of Detroit this holiday season to provide holiday packages for the children ages 4 to 13 in Detroit, Highland Park, River Rouge and Hamtramck. With the continued need in the community, the Goodfellows again are providing a total of 35,000 packages this year. In a joint effort with the University of Detroit Mercy Dental School and with the assistance of Blue Cross Blue Shield of Michigan, Procter & Gamble Professional Oral Health, Quantum Labs Incorporated, and SMZ Advertising, oral health kits are made available in the Goodfellows holiday packages. The kits included a pencil-style case with a toothbrush, toothpaste, and a bookmark with oral hygiene instructions. These kits were placed in the larger packages, which included shirts, pants, socks, gloves, a warm hat, books, dolls and toys. The holiday packages are distributed at seven locations in the Detroit area over a two-week span in December. The children who receive these gifts will have a brighter holiday season, because for many they may be the only gifts they receive this season.

This project, which has provided more than 230,000 dental kits over the past seven years, was made possible through donations to the Michigan Dental Association Foundation. Help us to continue such worthy projects by making a donation to the Michigan Dental Association Foundation. All donations are tax-deductible!



Dr. Mike Jennings, MDAF president, and Kid Rock at the Annual Old Newsboys Goodfellow Breakfast, where Kid Rock and the Kid Rock Foundation were honored.



Tributes and Memorial

The Michigan Dental Association Foundation has a tribute and memorial program available to remember special people in your life. You can remember someone who has passed away and create a memorial to their life. Instead of flowers that last a few days, consider a donation in their name. The donation will be used to help the citizens of Michigan gain access to dental care or educate future dental professionals to provide the dental care, and provide oral health initiatives throughout this state.

You can make a contribution in any amount to honor a living person with a tribute. Perhaps you know someone who “has everything” or is hard to buy for. Think about making a donation in his or her name to the Michigan Dental Association Foundation. The donation can be directed to scholarships, access-to-care grants, oral health initiative grants, or to the general fund. It can be a perfect birthday, anniversary, or gift to staff or employers. Celebrate a milestone, congratulate someone for a fine job, and remember the Foundation in the process.

The donation amount is kept confidential and a lovely card is sent to the receiver to acknowledge their special occasion from you. All donations are tax-deductible since the Michigan Dental Association Foundation is a 501c(3) corporation.

Call the Michigan Dental Association Foundation at 800-589-2632, or find the pledge forms on the Web at www.smilemichigan.com/foundation.

Memorial Tributes

Ryan Rinke, D.D.S

in memory of Charles DeFever, D.D.S.

George Bletsas, D.D.S

in memory of William A Avery, D.D.S.

Dr. John and Beth Bouws

in memory of Nancy Baker

Grace Curcuru, D.D.S.

in memory of Thomas Borgula Sr., D.D.S.

Living Tribute

George Bletsas, D.D.S.

in honor of Katie Yeager Pridnoff

Tributes

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The Michigan Dental Association Board of Trustees established the Michigan Dental Association Foundation in 1998 to serve as the MDA's philanthropic arm. The Foundation is also supported by the Michigan Dental Assistants Association and the Michigan Dental Hygienists' Association.

Highlights is published three times a year by the Michigan Dental Association Foundation.



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Michigan Dental Association Foundation

Hot Wheels! Cool Cash! Travel the World! It's Your Choice with the 2012 Foundation Raffle

The Michigan Dental Association Foundation's 2012 raffle offers you one of three exciting prizes – a two-year lease on an all-new 2012 Chrysler 200, a customized travel trip to anywhere you desire, or \$14,000 cash! A second prize of \$1,000 and a third prize of \$500 will also be awarded.

Tickets are only \$100, with just 400 tickets sold this year. Your chance to win is greater, the prize choices are greater, and the money goes to a great cause, too. You don't want to miss out on this big event! Proceeds from the raffle will be used for scholarships, access to care, and oral health initiatives grants. Here are the details.

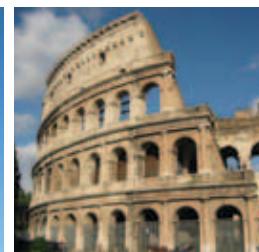
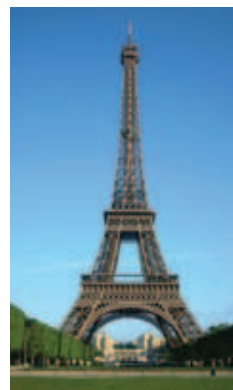
THE CAR! The Chrysler 200 Convertible offers a fun, open-air driving experience featuring elegant craftsmanship inside and out and an extraordinary level of standard content and innovative technology. With clean, sleek lines, the 2012 convertible delivers a design with purpose and luxury.



The Chrysler 200 provides drivers a fun, confident, handling performance in all driving situations. The V-6 engine produces 283 horsepower and 260 lb-ft. of torque, with an estimated U.S. EPA fuel economy rating of 29 mpg highway. And the best thing? It's built right here in Michigan at the Sterling Heights assembly plant!



THE TRIP! Here's your chance to choose a trip of a lifetime, be it somewhere exotic, tropical, historic, or just plain fun! You decide – Europe, Hawaii, Australia, South America, or anywhere your passport will allow. Air, accommodations and exciting day trips are all waiting for you from the folks at Classic Travel Agency. You're limited only by your imagination for adventure and intrigue. The trip is valued at \$12,000, with an extra \$2,000 in spending cash included.



THE CASH! Don't want a car and don't feel like traveling? How about \$14,000 cash? It's your choice – but to win, you need to enter.

Tickets are now available online at www.smilemichigan.com/foundation, or call the Michigan Dental Association Foundation at 800-589-2632, ext. 406. What a great way to donate to the Michigan Dental Association Foundation – the thrill of the open road, the friendly skies, or cash awaits you!



Please check the box on your MDA 2012 Investment Statement to give your support to the Michigan Dental Association Foundation. Funds will be used for Access to Care Grants, Scholarships and Oral Health Initiatives.