

How To Start a Nonprofit Dental Clinic in Your Community

Safety Net Innovation: Business Model Options for Free and
Charitable Clinics

Mercer University School of Medicine, Macon, Georgia

July 26, 2013

Churchill, Manitoba



Bermuda



1994 Nashville, TN

Nashville's Faith Brightens Smiles

The Interfaith Dental Clinic — a non-profit association of Nashville's faith communities working together to bring dental care to the working poor of Davidson County — opened December 1995. The clinic is open Monday through Friday from 8:00 a.m. to 9:00 p.m. with volunteer dentists and dental health professionals providing care to adults who cannot afford to pay the cost of dental treatment. The dental care is billed at cost and on a sliding scale to the poor of Davidson County, fulfilling the call of faith communities to serve the poor.

• The Interfaith Dental Clinic was initiated by Dr. Tom Underwood, the Nashville Dental Society, and the Outreach Commission of West End United Methodist Church and is modeled after clinics in Memphis, Atlanta, Knoxville and other cities in the Southeast. Nashville's Interfaith Dental Clinic has gained wide support from many of Nashville's faith communities.

• There are over 65,000 working poor in Nashville and families with income that fall below the national poverty line. Most of these families cannot afford even basic services. There is also a shortage of dentists and dental health care professionals providing service to this community — the ratio of dentists to working poor individuals in Nashville is 1 to 8,678.

• The pain, discomfort and stigma of inadequate dental care affects the daily lives of the working poor. Illness associated with dental health problems affects the ability of the working poor to earn a livelihood.

• If you would like to make a donation or learn more about the Interfaith Dental Clinic, the address is 2200 West End Avenue, Nashville, Tennessee 37203, or call (615) 321-8500.



Interfaith
Dental Clinic

1998



Nashville, TN

2012
***Interfaith Dental Clinic
of Rutherford County***



Murfreesboro, TN

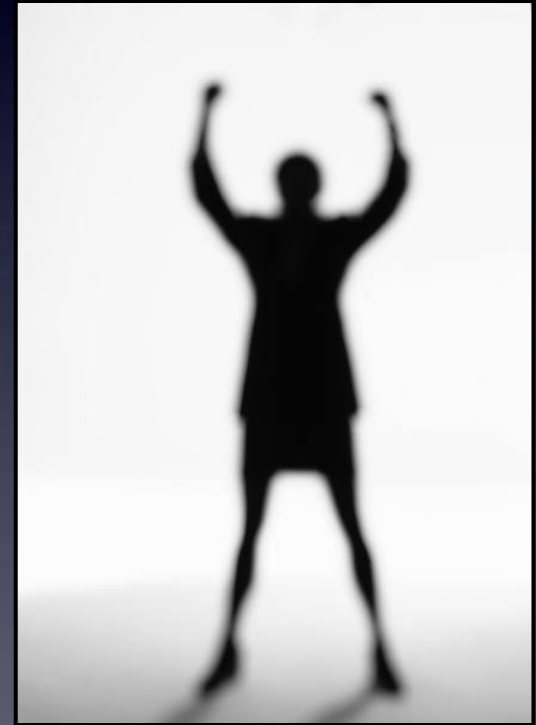
Decision To Act

- Assess Political Will
- Partnerships
 - State oral health director
 - Dental societies
 - Study clubs
 - Dental schools
- Data
 - Hospital emergency rooms
 - Statistics on Medicare visits
 - Head start programs
 - Other providers



Keys to Success

- Seeing the big picture
- Leadership
- Dentist participation
- Patient commitment



The Big Picture

- Schools
- Federal Clinics
- Metro
- State
- Understand medical benefits
- Who in area sees Medicaid patients
 - Waiting time to be seen
- Preventative Efforts



Services

In House *Emergency*
Out of House *Preventative*
Critical Care *Specialty*
Comprehensive *Basic*

Laboratory Services

- In house
- Discounted
- Donated



Knights of St. John the Baptist

11th Century document:

“How our Lords the
sick should be
received and served”

Equipment

- New
- Used
- Borrowed





Quality

Leadership

- Communicate vision
- Board
- Staff
- Community



Mission

The mission of the Interfaith Dental Clinic is to restore, protect, and improve the oral health of the uninsured low-income, working people and their children in the greater Nashville area through access to affordable quality dental care, oral disease prevention services, and oral health education.



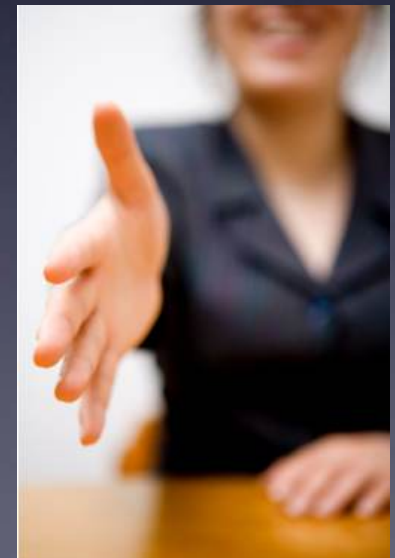
Vision

The Interfaith Dental Clinic was founded to bring people of all faiths together in a healing ministry, serving the working poor through quality, comprehensive dental care.

Interfaith Dental Clinic's vision is that every individual has the opportunity to achieve and sustain a healthy smile.

Staffing

- Recruitment
- Retention
- Loving care



Dentist Participation

- Key champions
- Advocacy
- Board leadership
- volunteers

What Role Do Volunteers Play?

- Supplement or do all
- Orientation of volunteers
- Staffing is critical
- Recruitment tools
- Licensure/liability/privileging



Why do dentists participate?

- Do the right thing – to make a difference
- Personal or spiritual calling
- Sense of social responsibility
- Concern about access to care
- Care for patients without the hassles of managed care/paper work
- Value of prevention
- Colleague's invitation to help
- Use clinical skills they might not be in a position to use (e.g., retirees)



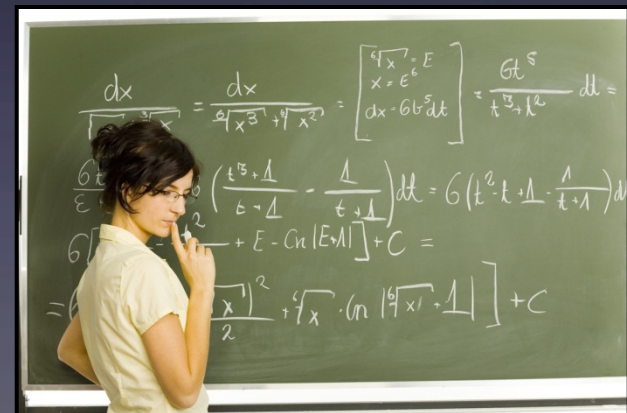
Why do some dentists not want to participate?

- Already doing their part
- Misconceptions about the uninsured
- Concerns about patient compliance
- Legal (malpractice) concerns
- Worry about time and scheduling
- Personal safety concerns
- Leery of the working conditions
- Sense professional tensions



Students

- Assistant students
- Hygiene students
- Pre-dental students
- Dental students



Patient Commitment



***“Your Oral Health Is
Up To You!”***



Commitment

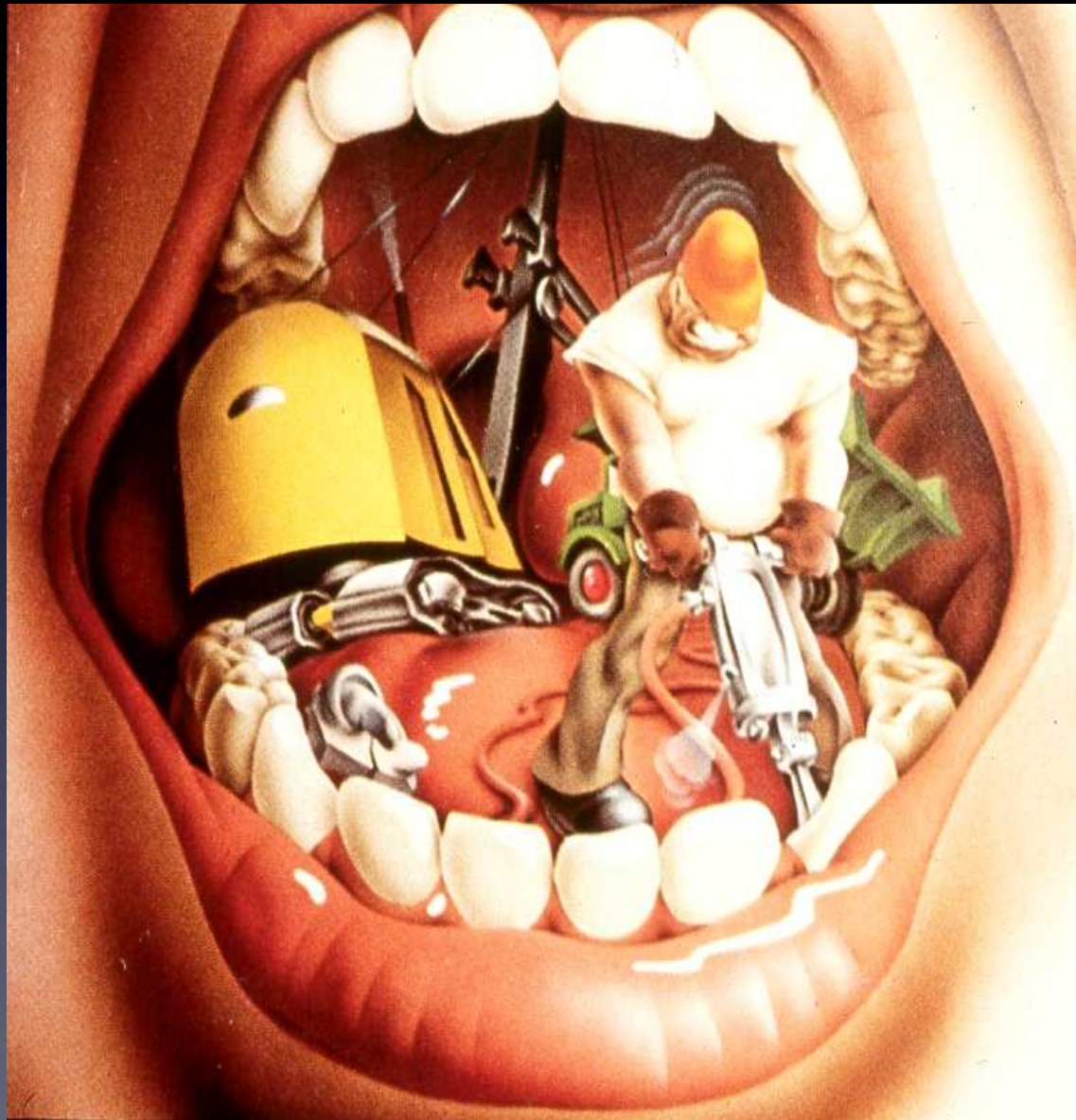


Clinic Policies

- Broken appointments
- Payment for services
- Oral hygiene compliance
- Patient dismissal



We cannot drill our way out of this!!



Treat the disease & not the symptom

- Reduce bacteria counts
- Inserting fillings does not stop the disease
- Saliva test that measures bacteria
- Disclose
- Diet
- Brush, floss, waterpik
- Tongue scraper 2x/day for 7 days worked!
- Vertical and horizontal transmission
- Glass ionomer restorations have fluoride release

Mountain Dew



12 fl oz = 11.5 sugar cubes

Apple Juice



9 fl oz of apple juice = 7.5 sugar cubes

Name	Size (oz)	# Cubes	Avg. Cost	1/week*	2/week*	3/week*	4/week*	5/week*	6/week*	7/week*
Coca-Cola**	20	16.25	\$1.50	845 c \$78.00	1690 c \$156.00	2535 c \$234.00	3380 c \$312.00	4225 c \$390.00	5070 c \$468.00	5915 c \$546.00
Coca-Cola**	12	9.75	\$0.60	507 c \$31.20	1014 c \$62.40	1521 c \$93.60	2028 c \$124.80	2535 c \$156.00	3042 c \$187.20	3549 c \$218.40
Coca-Cola**	7.5	6.25	\$0.75	325 c \$39.00	650 c \$78.00	975 c \$117.00	1300 c \$156.00	1625 c \$195.00	1950 c \$234.00	2275 c \$273.00
Juicy Juice Apple Juice	10	8.25	\$0.83	429 c \$43.16	858 c \$86.32	1287 c \$129.48	1716 c \$172.64	2145 c \$215.80	2574 c \$258.96	3003 c \$302.12
McDonalds Large Coca-Cola	32	26	\$1.00	1352 c \$52.00	2704 c \$104.00	4056 c \$156.00	5408 c \$208.00	6760 c \$260.00	8112 c \$312.00	9464 c \$364.00
Minute Maid Lemonade	16.9	14.25	\$1.50	741 c \$78.00	1482 c \$156.00	2223 c \$234.00	2964 c \$312.00	3705 c \$390.00	4446 c \$468.00	5187 c \$546.00
Minute Maid Orange Juice	10	7.5	\$0.67	390 c \$34.84	780 c \$69.68	1170 c \$104.52	1560 c \$139.36	1950 c \$174.20	2340 c \$209.04	2730 c \$243.88
Mountain Dew	20	19.25	\$1.50	1001 c \$78.00	2002 c \$156.00	3003 c \$234.00	4004 c \$312.00	5005 c \$390.00	6006 c \$468.00	7007 c \$546.00
Mountain Dew	12	11.5	\$0.38	598 c \$19.76	1196 c \$39.52	1794 c \$59.28	2392 c \$79.04	2990 c \$98.80	3588 c \$118.56	4186 c \$138.32
Nesquik Chocolate Milk	16	14	\$2.00	728 c \$104.00	1456 c \$208.00	2184 c \$312.00	2912 c \$416.00	3640 c \$520.00	4368 c \$624.00	5096 c \$728.00
Powerade	20	8.75	\$1.50	455 c \$78.00	910 c \$156.00	1365 c \$234.00	1820 c \$312.00	2275 c \$390.00	2730 c \$468.00	3185 c \$546.00
Purity Sweet Tea	16	12	\$1.00	624 c \$52.00	1248 c \$104.00	1872 c \$156.00	2496 c \$208.00	3120 c \$260.00	3744 c \$312.00	4368 c \$364.00
Purity Whole Milk	16	6	\$1.50	312 c \$78.00	624 c \$156.00	936 c \$234.00	1248 c \$312.00	1560 c \$390.00	1872 c \$468.00	2184 c \$546.00
Sippy Cup of Apple Juice	9	7.5	\$0.75	390 c \$39.00	780 c \$78.00	1170 c \$117.00	1560 c \$156.00	1950 c \$195.00	2340 c \$234.00	2730 c \$273.00
Sippy Cup of Whole Milk	9	3.5	\$0.84	182 c \$43.68	364 c \$87.36	546 c \$131.04	728 c \$174.72	910 c \$218.40	1092 c \$262.08	1274 c \$305.76
Starbucks Frappuccino	13.7	13.5	\$2.00	702 c \$104.00	1404 c \$208.00	2106 c \$312.00	2808 c \$416.00	3510 c \$520.00	4212 c \$624.00	4914 c \$728.00
Vitamin Water	20	8.125	\$1.00	422.5 c \$52.00	845 c \$104.00	1267.5 c \$156.00	1690 c \$208.00	2112.5 c \$260.00	2535 c \$312.00	2957.5 c \$364.00

*NOTE: Numbers are totals in 1 year with given rate per week

**NOTE: Can be used for Pepsi or Sprite or Dr. Pepper

The Formula for Good Oral and Dental Health



0

Sodas



1

Flossing per day



2

Tooth brushings per
day



5

Servings of fruits and vegetables
per day



10

Glasses of water a day



Adult Learning

- Trust/respect
- Accurate empathy
- Authenticity
- Listen: eyes, head, heart
- Remember they are not an empty slate
- Listen to their stories
- Nonjudgmental

Sustainability

- No compromises
- Broad based funding
- Alternative income streams
- Insurance/full fee patients
- Endowment
- Government funding



To Charge or Not to Charge?

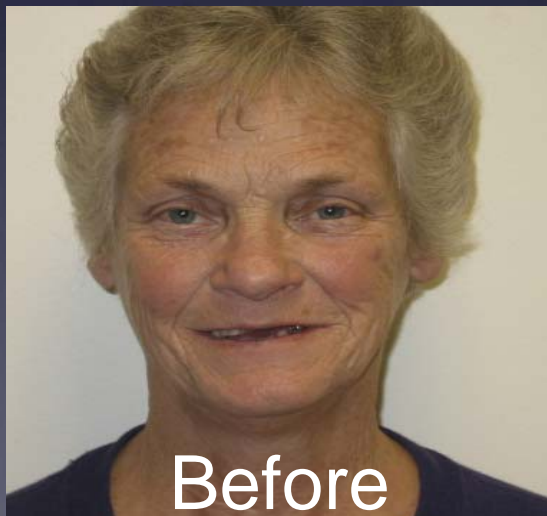


The more inclusive a clinic seeks to be in providing access, the **GREATER** the risk of operating in the red because of uncompensated care.

The more a clinic limits uncompensated care, the **GREATER** the risk of limiting access to dental care for people with very low incomes.

Marketing & Fundraising

- Branding
- Reputation
- The picture tells the story

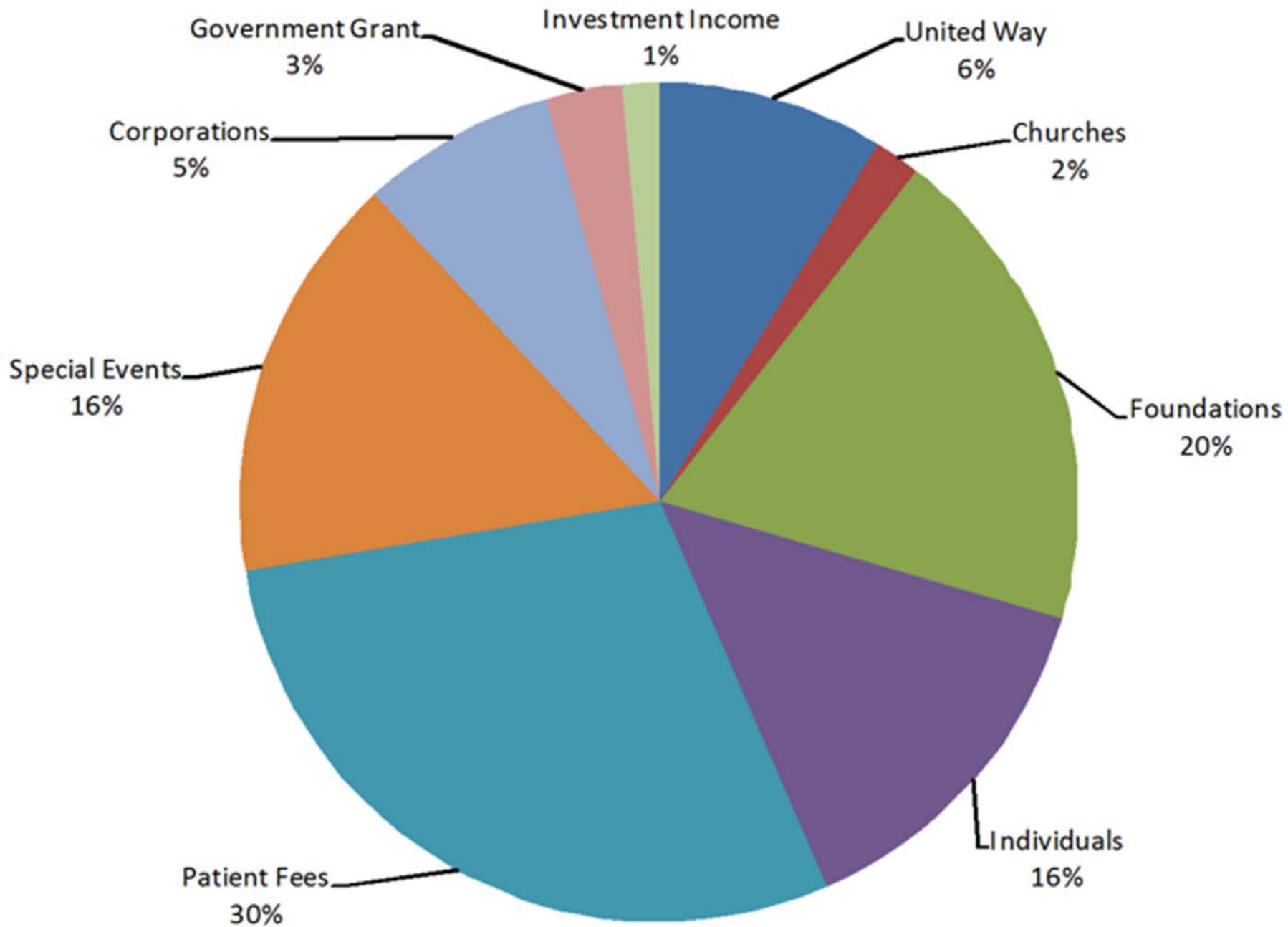




“This care has
changed my life
completely!”

-Nickye
Interfaith Dental Clinic patient





Productivity

- \$ value of clinical services provided
- Collections
- Number of patient encounters
- No show rate
- Number of services provided
- Number of new patients
- Number of graduates



SUCCESS RATE!



Care Challenges

- Communication!
- Expectations!
- Medical necessity vs lifestyle or optimum health
- Fear
- Cost
- Transportation
- Support
- Habits and home care

Whole Person Care

*Is the patient looking
for spiritual or
medical help?*

“I started smiling again. It just made a huge difference in my interviews.”

-Melinda

Interfaith Dental Clinic patient



Reason for Abscess

- Thinking too small
- Too large a focus
- Not planning for the future
- Losing touch with the needs and availability of services in your community
- Staffing is key; constantly recruit



www.dentalclinicmanual.com



“Together we can accomplish what separately we cannot”

St. Francis of Assisi

What's holding you back?



Rhonda Switzer-Nadasdi, DMD

Interfaith Dental Clinic

1721 Patterson Street

Nashville, TN 37203

Phone: (615) 329-4790

rhonda@interfaithdentalclinic.com

www.interfaithdentalclinic.com