Medicaid | Medicare | CHIP
Services Dental Association

Annual Report
Fiscal Year 2015
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General Information

History:
The Medicaid | Medicare | CHIP Services Dental Association (MSDA) was founded in May of 2004, in Los Angeles, California at a meeting for state Medicaid dental program representatives. Attendees, consisting primarily of representatives from the state Medicaid and State Children’s Health Insurance Program (SCHIP) dental programs, voted to form an association that would advocate for the delivery of oral health care to the Medicaid and SCHIP eligible populations. MSDA was established as a Nonprofit Public Benefit Corporation, 501(c)(3), in October of the same year, as the Medicaid/SCHIP Dental Program Representatives Association. The organization operates today as the Medicaid | Medicare | CHIP Services Dental Association with 72 state members representing all state Medicaid and CHIP dental programs. In 2015, MSDA’s associate and group memberships reached 81 and 15 respectively. These individuals and groups represent a new constituency of partners interested in supporting and promoting state Medicaid and CHIP dental programs as well as the delivery of quality oral health care services for Medicaid and CHIP beneficiaries. MSDA is incorporated in California, Massachusetts, Rhode Island and Washington DC, and has offices in Washington DC, Massachusetts and Rhode Island.

Strategic Plan: 2015-2018

Preface
The Medicaid | Medicare | CHIP Services Dental Association is a national membership non-profit corporation, organized under the California Secretary of State in 2004 as a 501 c3. MSDA represents all State Medicaid and CHIP dental programs, directors and staff, as well as individuals and groups from across the nation that seek membership to support Federal and State Medicaid and CHIP dental programing. A Board of Directors provides oversight to the organization and conducts business under established By-Laws.1 The Board of Directors meets regularly and conducts an annual face-to-face Business Meeting of the Membership.

Since its inception MSDA has expanded in

1 MSDA 2013 By-Laws
scope, breadth, and membership. The organization has key staff, which provides the capacity to manage the day-to-day operations of the organization. The administrative committees and a Center for Medicaid and CHIP Oral Health Program Quality, Policy and Financing provide the infrastructure for conducting the business of the organization as specified under the goals and objectives in the organization’s Strategic Plan.²

Medicaid | Medicare | CHIP Services Dental
Association Board Retreat
On March 14th-15th, 2015 the Medicaid | Medicare | CHIP Services Dental Association (MSDA) Board of Directors convened a Strategic Planning Retreat in Washington DC. The retreat was held at the Washington Marriott Wardman Park Hotel. The purpose of the retreat was to assess the outcome and impact of MSDA’s 2012-2014 Strategic Plan, and to establish a 2015-2018 Strategic Plan for the organization’s future strength and development. MSDA Board members and senior staff met and reviewed the existing 2013 MSDA By-laws, FY2014 MSDA Annual Report, status of FY2015 finances, development activities, membership, and activities underway within the MSDA Center for Quality, Policy and Financing. Meeting minutes from the Board Retreat detail the Board’s discussion.³

During the discussion phase, Board members noted environmental influences, such as the Patient Protection and Affordable Care Act (ACA), among others that have led to administrative changes in State Medicaid and CHIP dental programs across the country. While some states maintain a traditional fee-for-service administrative model, others have shifted to Managed Care or Accountable Care administrative models. The Board also noted that the number of Medicaid beneficiaries across the states has increased. This increase, due in part to Medicaid expansion, has prompted states to re-assess the need for an adult dental benefit, as well as a review of existing benefits for the dual-eligible (Medicaid/Medicare) population. The Board deliberated over the national discussion on “integrated healthcare” and the impact of this concept on existing public healthcare delivery systems. While MSDA has traditionally focused its efforts on Medicaid and the Children’s Health Insurance Program, the Board agreed that the organization should assess the Medicare/Medicaid dual eligible program more effectively across states, and explore activities that address the development of oral health services.

² Strategic Plan

³ MSDA Board Retreat Minutes March 14-15th, 2015
healthcare in Medicare. With these environmental changes in mind, the Board voted to update the organization’s Vision and Mission Statements:

**2015 Vision**

Optimal oral health for all Medicaid, Medicare and Children’s Health Insurance Program (CHIP) beneficiaries.

**2015 Mission**

To improve Medicaid, Medicare, and CHIP oral health programs by collaborating with key stakeholders, sharing resources and disseminating innovative strategies.

Through these vision and mission statements, MSDA seeks opportunities to: 1) provide leadership in the development of sound Medicaid, Medicare, and CHIP oral health/dental policy; 2) support oral health for Medicaid, Medicare, and CHIP program beneficiaries; 3) stimulate discussion, innovation and collaboration among Federal, State and national Medicaid, Medicare, and CHIP oral health/dental stakeholders; 4) promote integration of oral health and primary care for Medicaid, Medicare, and CHIP programs; and 5) promote the triple aim of improved population health; healthcare, and cost effectiveness for Medicaid, Medicare and CHIP programs.

The accomplishments of the MSDA between 2002 and 2014 were substantial. As a result of the actions taken by MSDA staff and its membership, most of the goals and objectives of the 2012-2014 Strategic Plan were achieved.

Following a period of achievement, MSDA is entering a new era of growth and operation. A new Strategic Plan for 2015 through 2018 has been developed. This new plan builds on the past accomplishments and moves MSDA to an even more effective organizational structure with broadened collaboration and room for growth.

**2015 Strategic Goals and Objectives**

**Goal #1: Enhance the Center for Medicaid and CHIP Oral Health Program Quality, Policy and Financing**

**Objective #1** Realign divisions with the Center to better reflect organization activities

**Objective #2** Establish Quality and Innovation components within the Center

**Objective #3** Sustain technical assistance capacity for program administrators, health plans and others seeking to improve oral health program administration, benefits, policies and protocols

**Objective #4** Sustain national Medicaid and CHIP dental program data collection, analytics, evaluation, and state profile activities
Goal #2: Expand Organizational Development

Objective #1 Expand organizational capacity to apply for and receive one-time and ongoing funding.

Objective #2 Expand organizational infrastructure and capacity via development, partnership initiatives, and membership support services.

Objective #3 Create Ad-Hoc committees capable of responding to emerging and time limited organizational needs

Goal #3: Maintain Effective Communication

Objective #1 Provide opportunities for professional development to key stakeholders

Objective #2 Implement regular activities to support member networking, collaboration, and sharing of information and resources

Objective #3 Expand and promote website use and capability

Goal #4: Host an annual National Medicaid and CHIP Oral Health Symposium and Membership Business Meeting

Objective #1 Plan one annual National Medicaid and CHIP Oral Health Symposium for members and key stakeholders

Objective #2 Convene MSDA Membership and conduct Annual Business Meeting

Goal #5: Explore direct development of oral health/dental care in Medicare

Objective #1 Explore oral health/dental initiatives in Medicare

Objective #2 Collect and analyze state oral health/dental information and data for dual eligibles: Medicaid-Medicare beneficiaries
2015 Board of Directors

Executive Officers

Leon Bragg, DDS President
James Gillcrist, DDS, Vice-President
W. Ken Rich, DMD, Immediate Past-President
Brad Whistler, DMD, Secretary Treasurer
Mary Foley, RDH, MPH, Executive Director

Directors:

Linda Altenhoff, DDS,
Scott Cashion, DDS
Jodi Hulm
Bill Kohn, DDS
Lee Perry, DDS
Bonnie Stanley, DDS

Staff:

Marty Dellapenna, RDH, MEd
FY2015 Financial Information

In FY 2015 MSDA received income from membership dues; grants; cooperative agreements; sponsorship; and registration for hosted events.

MSDA’s expenses included personnel; travel; special projects; equipment; contracts; and operations. Operation expenses include rent, Internet, phone services, website maintenance, development and maintenance of the online MSDA National Profile, office supplies, projects, and hosted events.

MSDA’s travel budget supported travel by MSDA Board, staff and members to the Board of Directors’ Meetings; National Medicaid-CHIP Oral Health Symposium, Annual Business Meeting; project and committee meetings; and external partner meetings.

In 2015, MSDA’s travel budget supported travel to the National Oral Health Conference, Leadership Colloquia, the American Dental Association’s Prevention Summit, Dental Quality Alliance and Dental Round Table Collaborative. All travel expenses incurred from project work were accounted for within the travel budget.

Contractual obligations supported the development and maintenance of the MSDA website and National Profile, legal assistance, accounting services, and administrative support.

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<tr>
<td>Total Assets Carried over from 2014 Fiscal Year</td>
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<tr>
<td>Income from Dues and Annual Symposium</td>
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<td>Other Income</td>
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<td>Expenses</td>
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Strategic Plan Report

MSDA advanced the goals of the organization’s 2015-2018 Strategic Plan. The following activities undertaken by administrative staff and committees, as well as the five divisions within the Center for Quality, Policy, and Financing demonstrate the organization’s growth as a national leader and collaboration with a variety of key national stakeholders.

CENTER FOR QUALITY, POLICY AND FINANCING DIVISION REPORTS

DIVISION OF POLICY AND FINANCING

Goal The goal of the Division of Policy and Financing is to facilitate the transfer of science to practice in healthcare delivery. Objectives include establishing an oral health services financing research agenda and to promote healthcare financing policies for Medicaid and CHIP programs that align with the scientific evidence.

Over the past year, staff from the Division of Policy and Financing worked with federal, state and national partners to develop and advance Medicaid and CHIP oral health program policy. Division staff participated in project work which involved education and technical assistance services to members, as well as technical assistance and training to clients for the advancement of Medicaid and CHIP oral health policies involving benefits, payment structures, health plans; reimbursement rates; and general administrative services. Clients include federal and state agencies; health plans, clinical providers, educators and payers.

Activities During FY2015

Learning Collaborative With support from the Rhode Island (RI) Health Department and the Rhode Island Foundation and in collaboration with the Rhode Island Medicaid Agency and Rhode Island Dental Association, MSDA convened the RI Adult Dental Medicaid Workforce Learning Collaborative. This project aims to affect systems change by supporting the advancement of the dental workforce in caring for adult Medicaid dental beneficiaries in RI. Three dental office teams participate in the Learning Collaborative. Activities are ongoing and will continue through FY2016.

Technical Assistance During the fiscal year, MSDA provided technical assistance to the following federal, state and national stakeholders.

• The Rhode Island (RI) Executive Office of Health and Human Services (EOHHS) contracted with MSDA to assess and provide technical assistance in the development and administration of an adult Medicaid dental benefit.

• MSDA provided technical assistance to the RI EOHHS in a managed care contract re-procurement for the pediatric dental benefit.

• MSDA provided technical assistance to federal partners within the Office of Inspector General (OIG), and Centers for Medicare & Medicaid Services (CMS); and several state Medicaid and CHIP oral health programs on a variety of Medicaid dental, managed care and other state program areas of interest.

• MSDA provided technical assistance to the American Dental Association (ADA), American Academy of Pediatric Dentistry (AAPD), National Academy of State Health Policy (NASHP), Association of State and Territorial Dental Directors (ASTDD), Oral Health America; the Dental Quality Alliance (DQA), the DentaQuest Foundation, the Center for Oral Health; Western University of Health Sciences Dental School; Health Resources and Services Administration; CMS, Centers for Disease Control and Prevention and the Pew Center on the States.
DIVISION OF QUALITY AND INNOVATION

Goals The goal of the Division of Quality and Innovation is to develop and promote innovative evidence-based Medicaid and Children’s Health Insurance Program (CHIP) oral health practices and policies through collaboration with a broad spectrum of stakeholders. MSDA works with partners to develop and test models that demonstrate improvement in program quality, processes and services. The QPF Center invites submissions of program policies, practices or initiatives from government programs as well as educators, researchers, payers, providers, funders, and advocates that demonstrate these kind of improvements.

Activities During FY2015

Division work during the FY2015, MSDA staff worked with partners on the following projects:

Dental Quality Alliance In FY2015 MSDA continued to participate on the steering committee and as part of the Dental Quality Alliance. (DQA) The DQA was established in 2009. This group is responsible for the development of measures for use at the dental program administrator and provider levels. Since its inception, MSDA has played a significant part in identifying subject matter experts to educate and provide technical assistance to members of the DQA for the development of reliable dental quality measures for the profession. MSDA continues to offer technical assistance for use of the DQA measures by Medicaid dental programs across the states. In FY2015, 13 state Medicaid dental programs reported using DQA measures in their programs.

Center for Health Care Strategies Learning Collaborative In FY2015 the Center for Health Care Strategies (CHCS) consulted with MSDA to provide technical assistance to state Medicaid and CHIP oral health programs in the development and implementation of their CMS State Oral Health Action Plans. As part of this effort, MSDA continued to work with CHCS and the states to build and promote best practices as a strategy to advance their state action plans. MSDA continued to provide technical assistance to CHCS faculty and the participating states.
2015 Report

DIVISION OF DATA AND ANALYTICS

Goals The goals of the Division of Data and Analytics are to: 1) promote the use of data for the advancement of oral health policy, and access to care by federal and state Medicaid programs; 2) identify and/or establish and maintain types and sources of data that are most useful to MSDA members and stakeholders; and 3) work with other organizations to improve data, information systems; standardization; and use of data.

Activities During FY2015

MSDA National Survey and Profile of State Medicaid and CHIP Oral Health Programs
The Division of Data and Analytics is responsible for the collection, assessment and publishing of state, regional and national Medicaid and CHIP Oral Health program information and data. In FY2015, Division staff conducted the MSDA Annual Survey Questionnaire of State Medicaid and CHIP Oral Health Programs. As part of this effort, the Division staff surveyed each state Medicaid and CHIP dental program administrator, and collect detailed program information and data. This survey data and information was then processed and published online. MSDA contracted with eMagine and Timberlake to develop and publish the online resource.

Profile Reports
Division staff provides technical assistance and respond to requests for specialized national, regional and state reports. In FY2015 MSDA prepared a number of specialized reports for federal partners as well as other key partnering organizations.

Profile Access
The MSDA National Profile of State Medicaid and CHIP Oral Health Programs (National Profile) is publically available on the MSDA website. The National Profile may be accessed at www.medicaiddental.org. State regular members have full access to the National Profile, which includes national, regional and state data, as well as links to specialized reports. Associate, group and non-members have full access to state reports, and limited access to specialized reports. Information regarding subscription services and/or report development may be obtained by contacting the Center Director.

Rhode Island Medicaid
In FY2015 MSDA contracted with the RI Executive Office of Health and Human Services (EOHHS) to analyze the RI Medicaid dental program data and provide technical assistance on benefit design and policy development. MSDA staff conducted analysis of program data and worked closely with state officials in the redesign of the dental benefit.

American Academy of Pediatrics (AAP): Pediatric Measurement Center of Excellence Dental Project Expert Workgroup
Division staff participated in the Pediatric Measurement Center of Excellence (PMCoE) dental measures project on a workgroup with the American Academy of Pediatrics. Center Director, Martha Dellapenna was appointed as the DQA Representative to the workgroup. The goal of the project is to test the feasibility and reliability of linking two dental measures in the CHIPRA Core Set related to dental treatment and preventive oral health services. Linking these two measures will provide data to AHRQ and CMS on whether or not children who receive a dental treatment service have also received a preventive oral health service before or after treatment.
DIVISION OF RESEARCH AND EVALUATION

**Goals** The goals of the Division of Research and Evaluation are to 1) advance the science base that supports Medicaid and CHIP oral health delivery systems; 2) establish an oral health services financing research agenda; and 3) identify and test healthcare financing policies and dental benefit structures that align with the scientific evidence.

**Activities During FY2015**

**Return on Investment to Funding an Adult Medicaid Dental Benefit**
During FY2015 division staff collaborated with the Brandeis University, Heller School of Social Policy and Management to study the potential socio-economic return on investment to states for funding an adult dental Medicaid benefit. Supported by funding from the DentaQuest Foundation, two white papers were developed: *Policy Brief—The Cost of Orofacial Pain*; and *Policy Brief—Broken Smiles: Oral Health and Employment*. Both policy briefs were peer reviewed by dental public health researchers and will be disseminated in early FY2016.

**Evaluation Committee**
During 2015, several state Medicaid dental programs reported concerns to the MSDA Board regarding the release of several documents about their programs, published by *non-Medicaid dental authors*, posing as experts in the field. The MSDA Board responded by assigning the development of an official MSDA Evaluation Committee. The purpose of the MSDA Evaluation Committee is to objectively assess and publically respond to any applicable publications, reports, data releases etc. that affect Medicaid dental programs. In 2015, several documents underwent critical objective review by the MSDA Evaluation Committee. These Evaluation Reports are posted on the MSDA website.

**Additional Opportunities**
In the past year, MSDA continued to explore various opportunities for collaboration with new partners. With the addition of Medicare as a new focus for the organization, MSDA plans to partner with state Medicaid dental programs, corporate dental Medicaid and managed care vendors, the Sante Fe Group, Oral Health America, Families USA, henry Schein, and the Center for Medicare and Medicaid Services to explore avenues for advancing dental benefits in Medicare and promoting oral health across the lifespan.
DIVISION OF COMMUNICATION & PROFESSIONAL DEVELOPMENT

Goal The goals of the Division of Communication and Professional Development are to 1) increase knowledge and skill among state Medicaid and CHIP Oral Health program administrators and staff; and 2) build infrastructure and capacity of state Medicaid and CHIP Oral Health programs.

MSDA-Sponsored Webinars The Division of Communication and Professional Development designs and implements professional development webinars for members and other constituency groups on topics of emerging interest. In FY2015, the Division implemented two webinars. More than 300 participants logged on. Evaluations immediately following each webinar revealed that more than half of the attendees reported that information gained would be used for program performance in their states.

DentaQuest Foundation In 2015, MSDA staff collaborated with the Dental Quest Foundation to deliver a national presentation on the Return on Investment to States for Funding an Adult Medicaid Dental Benefit. Over 400 participants logged on to the webinar.

CMS Technical Assistance In FY2015, MSDA continued to partner with the Center for Medicare & Medicaid Services (CMS) to co-brand the quarterly CMS Learning Labs. MSDA-CMS Learning Labs are national webinars that target Medicaid and CHIP Oral Health program administrators, and others who share an interest in Medicaid and CHIP oral health policy. Division staff actively participated in the planning, development and orchestration of a number of Learning Labs in the past year. All CMS-MSDA Learning Labs are posted on the MSDA website.

In FY2015, Division staff also provided technical assistance to states, as they prepared to submit their CMS State Oral Health Action Plans. Division staff also provided technical support to several State Medicaid and CHIP Oral Health programs in the development and submission of their new CMS State Oral Health Action Plans. To date, CMS reports that 26 states have submitted their plans.

OHTAG In FY2015, Division staff continued its involvement with CMS’s Oral Health Technical Advisory Group (OHTAG). Martha Dellapenna, MSDA Center Director, continued to serve as OHTAG Chair in FY2015. MSDA’s Executive Director, Mary Foley provided regular MSDA updates during the monthly calls/meetings.

Journal Articles Publication In FY2015, Division staff collaborated with Western University of Health Sciences, College of Dental Medicine to develop and submit an article for publication to the Journal of the California Dental Association on School-Based Oral Health Care. The article will be published later in 2016. A copy may be obtained on the MSDA website following publication.
The financial information for MSDA is displayed earlier in this Report.

**COMMUNICATION COMMITTEE**

The Operational Communication Committee focuses on communication efforts to the membership and all external partners. The responsibilities of the MSDA Operational Communications Committee include the website, email correspondence, and/or other means to communicate with members and stakeholders. During the FY2015, MSDA Executive Director, Mary Foley and member Nance Orsbon staffed the [Operational] Communication Committee.

**Website Development:** In 2013 MSDA signed a contract with Timberlake to design and develop a membership-software website for the organization. The platform has the capacity for new and current members to input and update membership information; accept conference registration and payment for events such as webinars and the National Symposium. The website also has the capacity to generate more detailed reports. On the home page, the Center for Quality, Policy and Financing is promoted. Links to each of the five Divisions within the Center are clearly labeled. As Division activities occur, products and reports are posted and become readily available for members and the general public. The new website went live on June 30th, 2013. Since that time, numerous documents and materials have been added to the resource library. The website also serves as the portal for the *National Profile of State Medicaid and CHIP Oral Health Programs*.

**Coffee-Hours**

During FY2015, MSDA continued to host the “MSDA Coffee-Hour” for State-Members’ only. The “Coffee-Hour” is an informal platform, which convenes state members for group discussions related to any topic a member might be interested in raising. MSDA staff established the calls in effort to build and nurture relationships and share information among and between MSDA staff and State members. Over 30 member states participate regularly. Topics included Managed Care, financing issues, benefits, program integrity, and organization updates. MSDA staff will continue to hold the “Coffee-Hour” as long as interest is demonstrated.

Other forms of communication between MSDA staff, the Board and regular and associate members include email, telephone and survey communications.
2015 Report

DEVELOPMENT AND MEMBERSHIP COMMITTEE

In November 2012, the MSDA Board convened an Executive Directors Board Meeting in Washington, D.C. At that meeting, the Board of Directors upheld their decision regarding membership to: 1) open membership, dues free, to all state Medicaid and CHIP dental program administrators; 2) charge $50.00 per individual to associate members; and 3) establish a corporate/group sponsorship level at the $500.00. Membership continues to grow. A detailed report of the last six years is listed in the table below.

MSDA CY2010-CY2015 Membership Growth and Participation in Organization Activities

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<tr>
<td>Regular– State Medicaid &amp; CHIP Membership</td>
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<td>33</td>
<td>56</td>
<td>81</td>
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<tr>
<td>Associate Membership</td>
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<td>52</td>
<td>58</td>
<td>52</td>
<td>69</td>
<td>81</td>
</tr>
<tr>
<td>Group Membership</td>
<td>NA</td>
<td>NA</td>
<td>3</td>
<td>5</td>
<td>10</td>
<td>15</td>
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<tr>
<td>Coffee Hour Participation (State Members Only)</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>25+</td>
<td>30+</td>
<td>30+</td>
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<tr>
<td>Webinar Participation (Average number of attendees)</td>
<td>NA</td>
<td>99</td>
<td>125</td>
<td>145</td>
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<td>150+</td>
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<tr>
<td>Symposium Participation</td>
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<td>129</td>
<td>122</td>
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By-Laws Update In 2015 MSDA updated the By-Laws by making a name change from Medicaid-CHIP State Dental Association to the Medicaid|Medicare|CHIP Services Dental Association.

PLANNING COMMITTEE – MSDA NATIONAL MEDICAID AND CHIP ORAL HEALTH SYMPOSIUM

MSDA National Medicaid and CHIP Oral Health Symposium The 2015 MSDA National Symposium was held in June 2015, in Washington, DC, at the Washington Marriott Wardman Park Hotel. The Symposium was entitled, Patient Centered Integrated Healthcare. The convening provided an opportunity for the one-hundred and sixty-five attendees to gain information and knowledge about the movement to integrate all healthcare, specifically dental and medical care by Medicaid agencies, education institutions, provider groups, managed care organizations and others. The symposium also afforded the opportunity for networking and sharing of best practices and early lessons. A copy of the 2015 MSDA Agenda, a list of speakers and their presentations may be found at [www.medicaiddental.org](http://www.medicaiddental.org). Patrick Conway, MD Acting Principal Deputy Administrator, and Chief Medical Officer at the Centers for Medicare and Medicaid Services (CMS) delivered the keynote address on Day 1, and Timothy Shriver, PhD, Chairperson, Special Olympics delivered the day 2 keynote address.
Partnerships

- State Medicaid Dental Programs
- State CHIP Dental Programs
- MSDA Corporate Round Table
- American Dental Association
- American Academy of Pediatric Dentistry
- American Academy of Developmental Medicine and Dentistry
- Special Olympics
- Delta Dental Plans Association
- DentaQuest Foundation
- DentaQuest Institute
- Centers for Medicare and Medicaid Services
- Health Resources and Services Administration
- Centers for Disease Control and Prevention
- National MCH Oral Health Resource Center
- Oral Health America
- Rhode Island Dental Association
- Washington Dental Service Foundation
- Rhode Island Department of Health
- Rhode Island Executive Office of Health and Human Services
- Brandeis University, Heller School of Social Policy and Management
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