



Strategic Plan: 2015-2018

Preface

The Medicaid-CHIP State 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 programming. 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 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

¹ MSDA 2013 By-Laws

² Strategic Plan

Medicaid-CHIP State Dental Association Board Retreat

On March 14th-15th, 2015 the Medicaid-CHIP State 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

³ MSDA Board Retreat Minutes March 14-15th, 2015

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 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

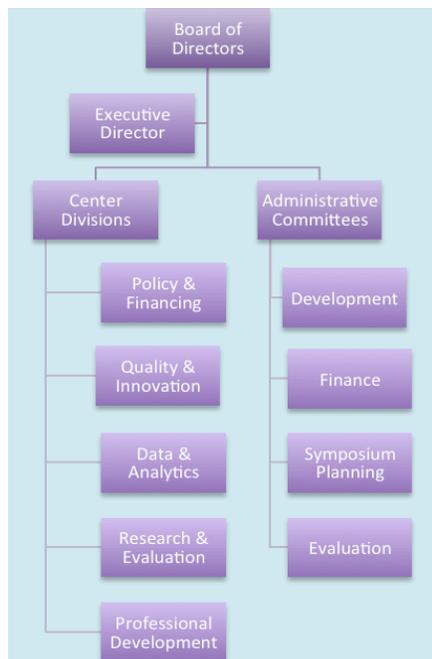
To improve Medicaid, Medicare, and CHIP oral health programs by collaborating with key stakeholders, sharing resources and disseminating innovative strategies.

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 Organization Chart



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 limited 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 and Professional Development Capability

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

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