



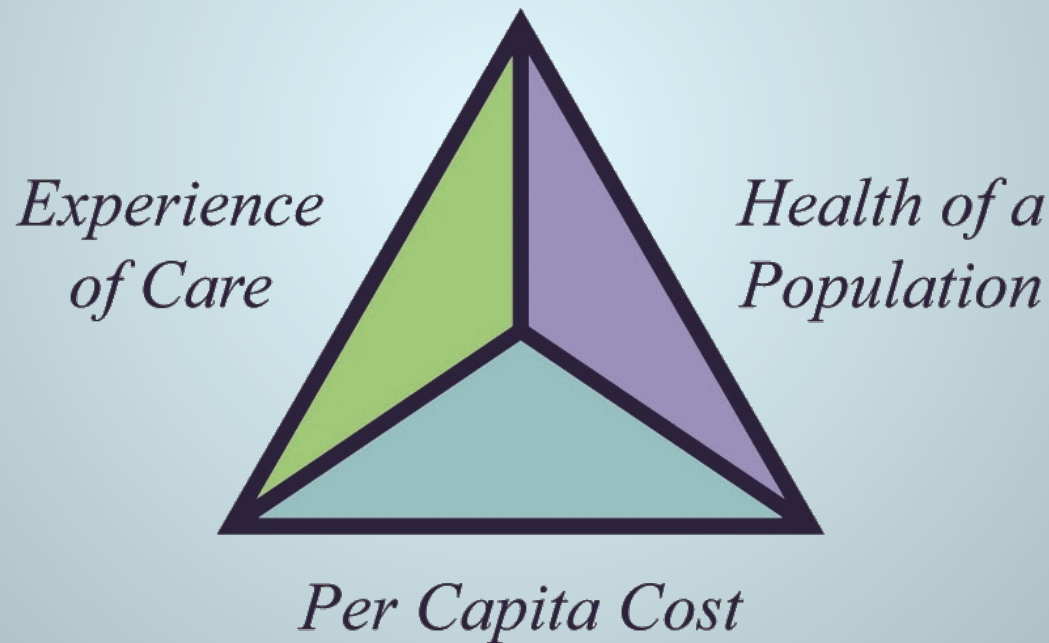
**2013 MSDA National Medicaid and CHIP
Oral Health Symposium**
June 3rd- 4th, 2013 Washington DC

**Session 1: Optimizing Impact for Medicaid-CHIP
Programs and Providers**

**Jeffrey Parker
Chief Executive Officer
Sarrell Dental Centers**

Session Objective

- Provide a business perspective of the Triple Aim Model in a Medicaid dental setting.



Aim One

“Experience of Care”

- Patients are also customers and must be treated as such.
 - The patient comes first
 - Recruit the best talent available
 - Equipment/Technology
- We have seen over 415,000 patient visits without a patient complaint to the Alabama Dental Board.

Aim Two

“Population Health”

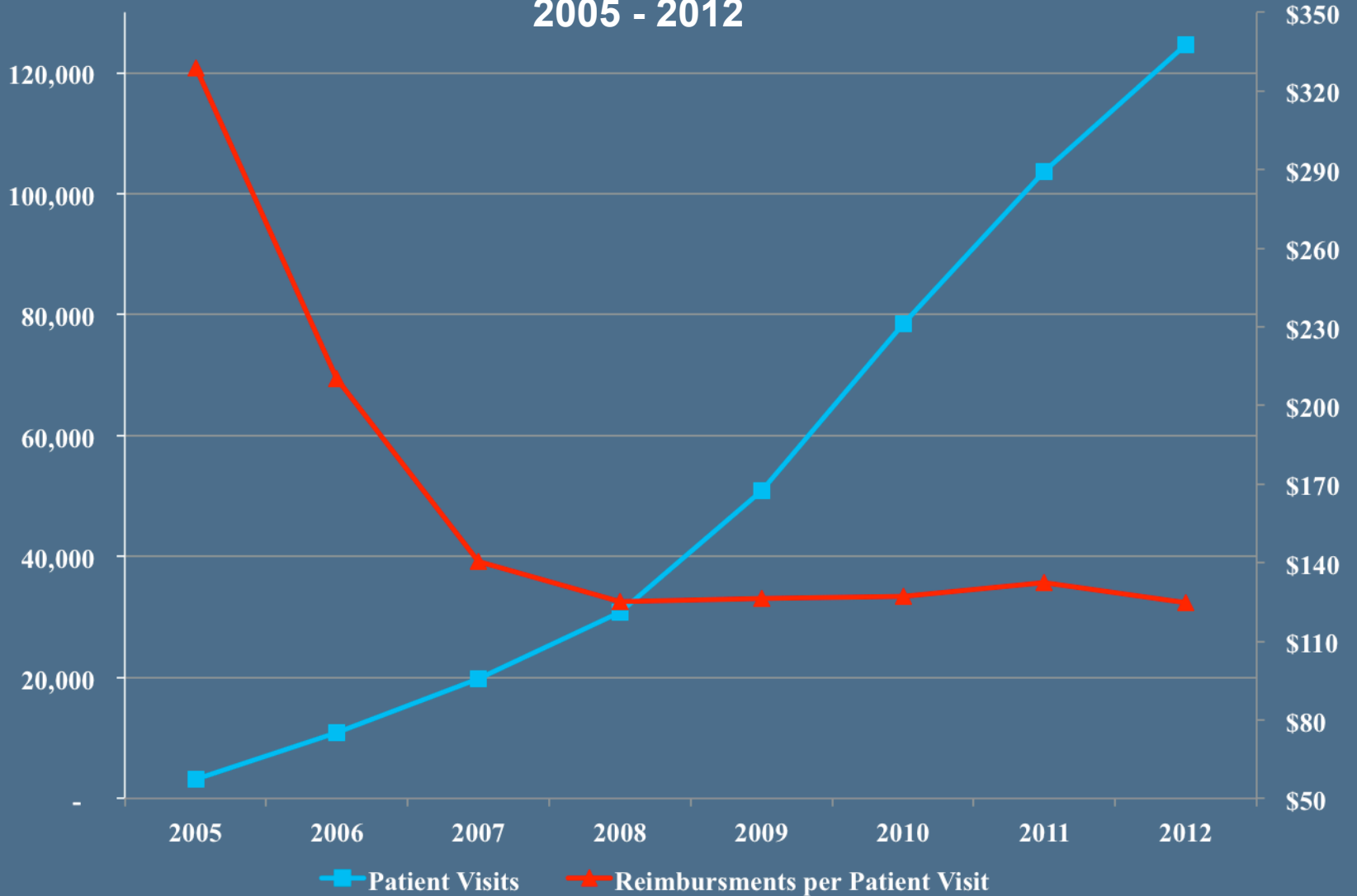
- How do we modify behavior?
 - Education, Education, Education
 - Consistent messaging
 - 7x existing user, 13x new user
- 80% of our patients are under 16
 - Targeted education
 - Patients yes, **but also ...**
 - Bringing the caregiver into the operatory
 - Family members, teachers, school nurses, etc.
 - School/daycare/Head Start screenings
 - Community events

Aim Three

“Per Capita Cost”

- For the Triple Aim to be fully optimized you must:
 - Treat your patient as a customer
 - Targeted, consistent dental education
- If both are executed properly, Aim Three is achievable: Per Capita Cost Decrease

Sarrell Dental Patient Growth v Reimbursements per Patient Visit 2005 - 2012



“Sarrell Dental and Eye Centers has done something that many in the U.S. health industry thought was impossible - providing dental care to children covered by Medicaid, while running a sustainable business and lowering the cost of care to the government.”

Published on April 23, 2013 *Forbes.com*, “Disruptive Innovation: A Prescription for Better Health Care.”

Contact Information

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Jeffrey Parker

Mr. Parker is the Chief Executive Officer for the Sarrell Dental Centers based in Anniston, AL. Sarrell Dental is a self-sustaining 501(c)3 that has grown to 14 offices and a mobile dental bus since its inception in 2004. Prior to Sarrell Dental, Mr. Parker rose quickly through the corporate ranks at General Foods Corporation, ConAgra Foods and Sara Lee Corporation. At age 31, Mr. Parker became a Sara Lee Corporation's division President (Sweet Sue Kitchens) and at age 33, was CEO of two Sara Lee divisions. From there, he ran turnaround situations for two very large privately held consumer packaged goods companies, before retiring at age 40. After retirement, Mr. Parker returned to his alma mater to teach at their nationally accredited business school. Currently, he teaches at the undergraduate and MBA level as their Executive in Residence. Through his funding of a perpetual scholarship, he has helped send over 70 students to JSU.

THANK YOU