

# ADA Actions in Elder Care

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## Some history

2004 – Elder Care Task Force is formed

“explore the challenges in rendering comprehensive dental care to our aging populations...”



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## Some History

2006 – Elder Care Task Force Report

“shoring up the oral health care system and profession’s readiness for meeting the oral health needs of vulnerable elders”



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## Resolution 5H-2006

ADA House of Delegates 2006

- multifaceted resolution (Resolution 5H)
- targeted at vulnerable elderly issues
- UNANIMOUS acceptance



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### Vulnerable Elderly: a definition

- Vulnerable elderly patients are patients over age 65 who have any or all of the following:
  - limited mobility,
  - limited resources, or
  - complex health status



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### Resolution 5H-2006 (Vulnerable Elderly Resolution)



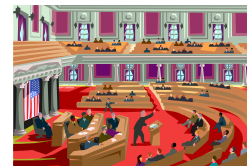
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### Advocacy



### Advocacy Goal - Vulnerable Elderly Resolution (5H)

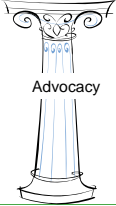
- Persuade legislators and regulators at all levels of government to make vulnerable elders' oral health a priority through increased funded legislation for:
  - Care
  - Education
  - Research




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### Advocacy Strategy # 1

- Educate key senators and representatives on critical need for advanced education programs in geriatric dentistry



Advocacy





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### Advocacy Strategy # 1 - Action

- Educate key senators and representatives on critical need for advanced education programs in geriatric dentistry
- “Advocate for dental programs in Title VII of the Public Health Service Act that provide training to enhance the oral health care of older adults and adults with disabilities..”*



Included in Health Care Reform bills

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### Advocacy Strategy # 2


- Legislative initiatives to improve the oral health of vulnerable elders in collaboration with stakeholders in the aging network...

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### Advocacy Strategy # 2 - Action

- Legislative initiatives to improve the oral health of vulnerable elders in collaboration with stakeholders in the aging network...
- Special Care Dentistry Act of 2009*
  - Mandates age, blind and disabled as covered populations under Medicaid*
  - Health Care Reform has made any expansion of adult Medicaid unlikely*



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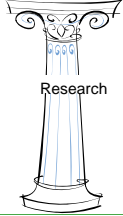
# Research



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## Research Goal - Vulnerable Elderly Resolution (5H)

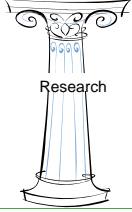
- Build and transfer the knowledge base needed to improve the oral health of vulnerable elders by generating, funding and supporting studies



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## Research strategy # 1

- Design mechanisms to ensure consistent and comprehensive data generation on the oral health of vulnerable elderly populations through regular gap analyses of existing research.



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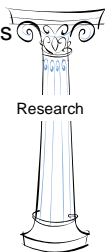
## Research strategy # 1

- Design mechanisms to ensure consistent and comprehensive data generation on the oral health of vulnerable elderly populations through regular gap analyses of existing research.
  1. Xerostomia and salivary gland dysfunction: Implications for elders' oral health
  2. Prevention of root caries in vulnerable elders: Multimodal approaches
  3. Access to dental care for vulnerable elderly: Problems and solutions

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## 5H Research Goals: a specific initiative

- Oral Health Care of Vulnerable Elderly Patients survey
  - Published February 2009
  - 1,582 dentists in U.S. practice settings
  - Available on [www.ada.org](http://www.ada.org)



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## Oral Health Care of Vulnerable Elderly survey (Highlights)

- 92.6% dentists in private practice provided oral health care to vulnerable elderly patients in 2007.
- 33.5% indicated that vulnerable elderly patients had a problem obtaining dental care in their community.
- 38.6% of established dentists and 25.3% of new dentists were 'very comfortable' treating vulnerable elderly patients.



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## Oral Health Care of Vulnerable Elderly survey (Highlights)

- For those dentists not providing dental services to vulnerable elders, the main reason was because "they preferred not to".
- Over half of VE patients (56.6%) were not covered by insurance
- Dentists felt the biggest barrier to VE patients receiving dental care was "inability to pay for services"



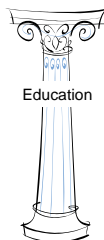
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## Education



## Education Strategy # 1

- Develop educational strategies: address geriatric dentistry training opportunities



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## Education Strategy # 1: Accreditation

- Develop educational strategies: address geriatric dentistry training opportunities
- Work with Commission on Dental Accreditation
- Add vulnerable elderly language to Special Needs patient definition
- Provided language for accreditation guidelines for predoctoral and specialty training
- Clinical experience as well as didactic



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## Education Strategy # 1 – Modified definition

- “Patients with special needs: Those patients whose medical, physical, psychological, *cognitive* or social situations make it necessary to modify normal dental routines in order to provide dental treatment for that individual. These individuals include, but are not limited to, people with developmental disabilities, *cognitive impairment*, complex medical problems, significant physical limitations, *and older adults*.”

*Recommendations accepted July 2009 by  
Predoctoral Dental Education Review Committee and Commission  
Currently in open hearing period*



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## Education Strategy # 2

- Develop educational materials to increase oral health and Quality of Life awareness in elders and families



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### Education Strategy # 2 - profession

- Develop educational materials to increase oral health and Quality of Life awareness in elders and families

In September 2007, the OralLongevity Initiative launches with special 56-page JADA supplement



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### Education Strategy # 2 profession/public

Develop educational materials to increase oral health and Quality of Life awareness in elders and families

- Educational DVD/Brochure (English/Spanish) distributed to **156,000+** ADA members with JADA & at 2007 Annual Session



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### Education Strategy # 2: Media Campaign

- AARP The Magazine: OralLongevity ad in Sept-Oct 2008 issue
- Circulation of **8+ million** Seniors, plus pass-along



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### Education Strategy # 2: Media Campaign

- Online ad campaign Aug-Oct at **AARP.com**
- Health Channel, Games Channels, Webletters and "Webvertorial"
- **4+ million impressions**



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## Education Strategy # 2 : OralLongevity™ Distribution

- Develop educational materials to increase oral health and Quality of Life awareness in elders and families
- **Distribution to Dental Schools launched summer '09**
- **Other audiences**
  - **American Geriatrics Society (non-dental HCW)**
  - **Hispanic Dental Association (Spanish)**



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