2014 ADEA DEANS’ CONFERENCE
The Future of Dental Practice: Implications for Dental Education

November 15–18, 2014
Loews Coronado Bay Hotel, Coronado, CA
The ADEA United States Interactive Legislative Tracking Map provides ADEA members access to current information on state legislation related to academic dentistry.

With just one click, ADEA members have free and immediate access to relevant legislative information in each of the 50 states and the District of Columbia.*

Gain real-time access to legislative information relevant to U.S. dental schools and allied dental education programs.

*Legislation for Puerto Rico will be added to the map in January 2015.

Use the ADEA United States Interactive Legislative Tracking Map to view:

- Status of bills
- Legislative hearing dates
- Current bill text and author/sponsor information

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[adea.org/legislativemap]
Program Agenda

Saturday, November 15

8:30 a.m. – 5:00 p.m.  Registration
Constellation Foyer

9:00 a.m. – noon  ADEA Council of Deans (ADEA COD) Administrative Board Meeting (by invitation only)
Reliance

Noon – 1:00 p.m.  Joint Lunch for ADEA COD Administrative Board Members and Attendees for the New Deans Workshop
Sunset Terrace

1:00 – 3:00 p.m.  New Deans Workshop (by invitation only)
For Deans in their leadership role for less than three years.
Aurora

4:30 – 6:00 p.m.  Opening Session
Welcome and Introductions
Karen West, D.M.D., M.P.H.
Chair of the ADEA COD
University of Nevada, Las Vegas, School of Dental Medicine

Cecile Feldman, D.D.S., M.B.A.
ADEA Board Director for Deans
Rutgers School of Dental Medicine

Lily Garcia, D.D.S., M.S., FACP
Chair of the ADEA Board of Directors
The University of Iowa College of Dentistry & Dental Clinics

Richard Valachovic, D.M.D., M.P.H.
ADEA President and CEO

Keynote Address:
Costs, Prices and Value in Higher Education: Public Perceptions, Institutional Realities and Challenges for the Future
Jane Wellman, M.A.
Executive Director, National Association of System Heads (NASH)
Founding Director, Delta Project on Postsecondary Costs, Productivity and Accountability

CE Credit: 1
Educational Method
Lecture with PowerPoint Presentation and Q&A with Large Group Discussion

Session Description
This session addresses the political and economic contexts facing higher education. The presentation begins with a review of research on public perceptions about costs and value in higher education, juxtaposed with information on funding trends (where the money comes from, where it goes and what it buys). The session concludes with observations about necessary changes to traditional approaches to decision-making about resource allocation, to improve the quality of information about finances and the connection between resources and effectiveness.
**6:00 – 7:30 p.m.**
Bay Terrace

**Reception**
Sponsored by AEGIS Communications

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**Sunday, November 16**

**7:00 a.m. – 3:00 p.m.**
Constellation Foyer

**Registration**

**7:30 – 8:30 a.m.**
Constellation Foyer

**Networking Breakfast**
Sponsored by The Procter & Gamble Company

**8:30 – 9:30 a.m.**
Constellation Ballroom

**Future Practice and Payment Models for Dentistry**
Sponsored by KaVo Kerr Group – Consumables
KaVo Kerr Group – Equipment
KaVo Kerr Group – Imaging

Marko Vujicic, Ph.D.
Chief Economist and Vice President, Health Policy Institute
American Dental Association (ADA)

**CE Credit: 1**

**Educational Method**
Lecture with PowerPoint Presentation and Q&A with Large Group Discussion

**Session Description**
This presentation focuses on emerging practice and payment models for dentistry and their potential implications for dental education. It also explores the major shifts in the dental care sector that are on the horizon. Dr. Vujicic examines comprehensive research on how various segments of the U.S. population use dental care, what they spend on dental care, their dental benefits coverage and how this is changing over time. The analysis demonstrates that profound changes are occurring with very divergent patterns of care and spending over the past decade for children and adults, as well as lower and upper income Americans. Research on the underlying drivers of these trends will also be discussed. The presentation ends with a forward-looking discussion, including perspectives on how the Affordable Care Act (ACA), health care consumerism and other forces could affect future patterns of dental care use, benefits and spending.

**9:30 – 10:00 a.m.**
Constellation Foyer

**Networking Break**

**10:00 – 11:00 a.m.**
Constellation Ballroom

**Future Practice Models for Dentistry: DSOs**
Sponsored by KaVo Kerr Group – Consumables
KaVo Kerr Group – Equipment
KaVo Kerr Group – Imaging

Quinn Dufurrena, D.D.S., J.D.
Executive Director
Association of Dental Support Organizations (ADSO)

**CE Credit: 1**

**Educational Method**
Lecture with PowerPoint Presentation and Q&A with Large Group Discussion

**Session Description**
In this presentation, Dr. Dufurrena examines the rapidly changing oral health care environment, including the growth of large group practice, the associated growth of DSOs and recent trends and demographics.
in dental practice models that have helped dentists respond to this changing environment. The session also addresses the implications for the dental education community as it prepares students for success in this growing segment of dental practice.

11:00 a.m. – noon  
Future Models for the Dental School Clinic: Enhancing Clinical Revenue  
Constellation Ballroom  
Sponsored by KaVo Kerr Group – Consumables  
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KaVo Kerr Group – Imaging  
John Reinhardt, D.D.S., M.S., M.P.H.  
Professor  
University of Nebraska Medical Center College of Dentistry

CE Credit: 1

Educational Method  
Lecture with PowerPoint Presentation and Q&A with Large Group Discussion

Session Description  
Approximately 25 to 50% of dental school income comes from student clinical revenue. Given the limitations on other sources of revenue, clinical income will be a primary source of future growth for schools. As such, increasing “net revenue” is a critical focus for dental schools. This session explores best practices and strategies to enhance clinic revenue. Additionally, Dr. Reinhardt discusses use of finance data for benchmarking and specific and comprehensive mechanisms to reduce expenditures and increase revenue.

Noon – 1:15 p.m.  
Networking Lunch  
Bay Terrace  
Sponsored by A-dec

1:30 – 3:30 p.m.  
ADEA COD Business Meeting  
Constellation A  
(for Members of the Council of Deans only)

Concurrent Programming: Legislative Update and Advocacy Workshop, Part 1  
Constellation B  
(Yvonne Knight, J.D.  
ADEA Senior Vice President for Advocacy and Governmental Relations

CE Credits: 4 (Must attend Part 1 and Part 2)

Educational Method  
Lecture with PowerPoint Presentation and Q&A with Large Group Discussion

Session Description  
The importance of being an advocate for academic dentistry and dental and craniofacial research cannot be overstated. This session informs participants about becoming advocates and effectively interfacing with state legislators on programs that affect their institutions. Additionally, there will be a discussion on ADEA’s new state advocacy toolkit and state interactive legislative map. This session also provides an update on state student loan repayment programs and alternative workforce models.

5:30 – 7:00 p.m.  
Networking Reception  
Bay Terrace  
Sponsored by Sirona Dental, Inc.
### Monday, November 17

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<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>7:30 – 8:30 a.m.</td>
<td>Networking Breakfast</td>
<td>Constellation Foyer</td>
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<tr>
<td>8:30 – 9:30 a.m.</td>
<td>Dentistry’s Role in Primary Care</td>
<td>Constellation Ballroom</td>
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<td>Sponsored by Hu-Friedy Manufacturing Co., LLC</td>
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<td>David Gesko, D.D.S.</td>
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<td>Dental Director and Senior Vice President</td>
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<td>HealthPartners</td>
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<td>Educational Method</td>
<td>Lecture with PowerPoint Presentation and Q&amp;A with Large Group Discussion</td>
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<td>Session Description</td>
<td>The implementation of the Affordable Care Act and the shift to interprofessional, team-based care have significant implications for how dentistry is positioned within the health care system. A critical perspective on these changes comes from health care organizations, which have gained early insights into the opportunities and challenges of establishing a clear role for dentistry in primary care. This presentation articulates opportunities to better integrate oral with overall health in actual practice settings.</td>
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<tr>
<td>9:30 – 10:30 a.m.</td>
<td>Dental Education’s Role in Interprofessional Education (IPE)</td>
<td>Constellation Ballroom</td>
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<td>Richard Valachovic, D.M.D., M.P.H.</td>
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<td>ADEA President and CEO</td>
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<td>Educational Method</td>
<td>Lecture with PowerPoint Presentation and Q&amp;A with Large Group Discussion</td>
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<td>Session Description</td>
<td>This session explores dental education’s role in IPE, with a focus on highlighting exemplars of IPE from across the dental education community. Using information gathered from an ADEA survey of IPE practices collected for this conference, Dr. Valachovic examines the level of engagement of dental schools in IPE, shares promising practices from dental schools and addresses leadership issues related to implementing IPE.</td>
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<tr>
<td>10:30 – 11:00 a.m.</td>
<td>Networking Break</td>
<td>Constellation Foyer</td>
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<td>11:00 a.m. – noon</td>
<td>Round Table Discussions</td>
<td>Constellation Ballroom</td>
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<td>Discussions are based on the ADEA COD’s priorities (oral health in primary care, research enterprise, clinical revenue, clinical licensure examinations) and other “hot topics.”</td>
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<tr>
<td>Noon – 1:15 p.m.</td>
<td>Lunch</td>
<td>Bay Terrace</td>
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<td>1:30 – 3:30 p.m.</td>
<td>ADEA COD Business Meeting</td>
<td>Constellation A</td>
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<td>(for Members of the Council of Deans only)</td>
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1:30 – 3:30 p.m.  Concurrent Programming: Legislative Update and Advocacy Workshop, Part 2
(Section for non-Deans. See description under Sunday at 1:30 p.m.)

**Tuesday, November 18**

<table>
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<th>Time</th>
<th>Event</th>
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<tr>
<td>7:30 – 8:30 a.m.</td>
<td>Networking Breakfast</td>
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<tr>
<td>8:30 – 9:30 a.m.</td>
<td>Preparing for the Flood: The Potential Implications of the ACA on Demand for Pediatric Dental Care</td>
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**Educational Method**
Lecture with PowerPoint Presentation and Q&A with Large Group Discussion

**Session Description**
In this session, Ms. Espejo presents an overview of how Covered California, California’s state-based exchange, chose to operationalize the pediatric essential health benefit in 2014; the changes made for 2015; and the anticipated opportunities and challenges in implementation that lie ahead. In particular, three events in California could impact the availability of dental professionals to provide care. First, California expanded Medicaid per the ACA. Second, the state recently restored dental benefits for the adult Medicaid population (benefits were defunded in 2009). Third, the over 860,000 children enrolled in the S-CHIP program (Healthy Families) have been transitioned into the state’s Medicaid program, through which the majority of dental services are provided through the fee-for-service delivery system.

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<tr>
<td>9:30 a.m.</td>
<td>Concluding Session</td>
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<td>10:00 a.m.</td>
<td>Adjourn</td>
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**Quinn Dufurrena, D.D.S., J.D., Executive Director, Association of Dental Support Organizations (ADSO)** (See page 4 for session description.)

In March 2014, Dr. Dufurrena was appointed to lead the ADSO, a nonprofit industry association representing more than 30 DSOs. Dr. Dufurrena has more than 30 years of dental experience in government, private practice and nonprofits. He received his D.D.S. from the University of the Pacific in 1983 and his J.D. from Concord Law School in 2008. Recently, he served as the Executive Director of the Colorado Dental Association. He previously served as Executive Director of the Idaho Dental Association. Prior to those roles, he provided dental care to patients in a private practice and as part of the U.S. Navy Dental Corps. Beyond his chair-side duties, Dr. Dufurrena served as Associate Professor at The University of Colorado School of Dental Medicine and worked at the ADA as a Hillenbrand Fellow.

**Eileen Espejo, Director, Media and Health Policy, Children Now** (See page 7 for session description.)

Ms. Espejo directs media and health policy advocacy efforts, specifically in oral health, for Children Now. Her projects include strengthening the collaboration between medicine and dentistry in Los Angeles County to increase dental utilization among children under age 6 enrolled in MediCal, and helping the state implement a pediatric oral health action plan as called for by the Centers for Medicare & Medicaid Services. In addition, Ms. Espejo is working with oral health stakeholders to restore funding for California’s school-based sealant program. She is an alumna of the University of California, Davis, and the Coro Fellows Program in Public Affairs.

**David Gesko, D.D.S., Dental Director and Senior Vice President, HealthPartners** (See page 6 for session description.)

As the largest consumer-governed, nonprofit health care organization in the nation, HealthPartners provides care, coverage, research and education to improve the health of members, patients and the community. Prior to joining HealthPartners, Dr. Gesko spent 20 years as Associate Dental Director for Kaiser Permanente/Permanente Dental Associates in Portland, OR. He is passionate about integrating medical and dental care and applying growing evidence-based research to care delivery.

**Yvonne Knight, J.D., ADEA Senior Vice President for Advocacy and Governmental Relations** (See page 5 for session description.)

Ms. Knight has extensive experience in government relations on the state, local and federal levels. Her career includes serving as Chief of Staff to State Senator Bob McFarland of Texas. She also held the position of Legislative Liaison to Texas Governor Ann Richards. Additionally, Ms. Knight was appointed Assistant Vice Chancellor for Governmental Relations at the University of Texas system. Immediately prior to joining ADEA, she held the position of Director of Government Relations at the National Academy of Public Administration. Ms. Knight is a former congressional staffer.
John Reinhardt, D.D.S., M.S., M.P.H., Professor, University of Nebraska Medical Center College of Dentistry (See page 5 for session description.)

Dr. Reinhardt is a Professor and former Dean at the University of Nebraska Medical Center (UNMC) College of Dentistry. He is currently on a 10-month faculty development fellowship at the University of Nebraska, and also received the 2014 ADEA/William J. Gies Foundation Education Fellowship. The focus of these fellowships is the collection and analysis of data relevant to dental school clinical efficiency and financial sustainability. The goal of these studies is to help ADEA member schools and UNMC increase their financial resources and deliver fiscally sound, patient-centered clinical education.

Jane Wellman, M.A., Executive Director, NASH; Founding Director, Delta Project on Postsecondary Costs, Productivity and Accountability (See page 3 for session description.)

Ms. Wellman is the Executive Director of NASH, the association representing the chief executives of the 52 colleges and university systems of public higher education in the United States. Previously she served as Executive Director of Delta Cost Project, a nonprofit research and policy organization focused on improving public transparency about higher education finance, including comparative data on cost metrics. Ms. Wellman is widely recognized for her 30 years of work in public policy and higher education at the state and federal levels. She is also an expert in state fiscal policy, cost analysis, strategic planning, state and federal regulation of higher education, accountability metrics and performance reporting, and quality control, including accreditation.

Richard Valachovic, D.M.D., M.P.H., ADEA President and CEO (See page 6 for session description.)

Dr. Valachovic is ADEA President and CEO and President of the ADEAGies Foundation. He joined ADEA in 1997 after more than 20 years in research, practice and teaching of pediatric dentistry and oral medicine/radiology. He is a Diplomate of the American Board of Oral and Maxillofacial Radiology and completed advanced training in pediatric dentistry and dental public health. He previously served on the faculty and administration of the Harvard School of Dental Medicine and the University of Connecticut School of Dental Medicine. Dr. Valachovic has served as President of the Federation of Associations of Schools of the Health Professions and as Executive Director of the International Federation of Dental Educators and Associations. He is a member of the Washington Higher Education Secretariat.

Marko Vujicic, Ph.D., Chief Economist and Vice President, American Dental Association (ADA) Health Policy Institute (See page 4 for session description.)

Dr. Vujicic came to the ADA from the World Bank in Washington, D.C. As a Senior Economist at the World Bank he directed the global health workforce policy program, which addresses health workforce resources in developing countries. Previously, Dr. Vujicic was a Health Economist with the World Health Organization in Geneva, Switzerland, where he was part of a team responsible for policy research and support to Ministries of Health in developing countries. Dr. Vujicic is the lead author of Working in Health, a book that examines the effect of fiscal policy on the health workforce in the public sector, as well as several articles in academic journals. He has also worked extensively on broader health systems and health financing issues in Africa, East Asia and the Pacific, South Asia, Central Asia, the Caribbean and Eastern Europe.
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ADEA designates select educational sessions for various continuing education credits. Please refer to the section descriptions for detailed information.

All speakers agree that neither they nor members of their immediate family have any financial relationships with commercial entities that may be relevant to their presentation.

To receive CE credit, please complete the evaluation process for all eligible attended sessions. Education session evaluations will be emailed to attendees by November 25, 2014. CE Verification Forms will be emailed in December to those individuals who complete the evaluation process by the deadline indicated on the evaluation.

Should you have any questions, please contact Eric Lund, ADEA Professional Development Manager, at 202-289-7201 or lunde@adea.org.
Celebrate all dental educators and administrators who are Igniting Minds and Unlocking Potential of every student at the 2015 ADEA Annual Session & Exhibition. Dental educators are critical to students’ success because of the knowledge and expertise they share. Faculty help instill in students a passion for dentistry and a sense of caring for patients. Students are prepared for professional lives in dentistry in no small part due to the dental educators who guide and support them along the way.

Each student brings to his or her dental education a unique set of life experiences and educational background. Join your colleagues at the 2015 ADEA Annual Session & Exhibition as we explore how dental educators ignite these diverse minds and unlock the potential in students, guiding and preparing them for a rewarding career in the caring profession of dentistry.

SAVE THE DATE
March 7-10, 2015 • Boston, MA
In conjunction with the Association of Canadian Faculties of Dentistry/L’Association des facultés dentaires du Canada
Kids will spend 8 minutes decorating their little brothers. How about two minutes to brush their teeth?

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