



*2<sup>nd</sup> Annual Meskin Symposium*

**Meeting the Oral Health Needs of the Aging Population:  
Education, Service and Advocacy  
November 15-17, 2009  
Ritz Carlton Fort Lauderdale, Florida**

**Sunday, November 15, 2009**

12:00pm – 4:00pm                      Registration

4:00pm – 6:00pm                      Opening Plenary Session  
Welcome

*Dr. Dominick DePaola*, President, Santa Fe Group  
*Dr. Robert A. Uchin* Dean College of Dental Medicine  
Nova Southeastern University

Overview of Florida Health Policy and Geriatric Care  
*Dr. Ana Viamonte-Ros*, MD, MPH - State Surgeon General  
Federal Healthcare Reform

Adequacy of Healthcare Workforce; Lessons from the IOM Report  
*Dr. Terry Fulmer*, Dean College of Nursing, New York University

Federal Healthcare Reform  
*Congresswoman Debbie Wasserman-Schultz* (Florida)

6:00pm - 7:30pm                      Reception

**Monday, November 16, 2009**

7:00am -8:00am                      Breakfast at hotel

8:00am - 8:30am                      Travel to NSU-CDM Miniaci Auditorium (bus transportation provided)

9:00am -11:15am                      Opening Session: Examining the Geriatric Healthcare Workforce  
Moderators: *Dr. Art Dugoni* and *Dr. Dushanka Kleinman*, Santa Fe Group

\*Educating Health Professionals; Planning to Meet the Oral Health Care  
Needs of Older Adults

*Dr. Douglas Berkey*, Professor, School of Dental Medicine & Public  
Health, University of Colorado



*2<sup>nd</sup> Annual Meskin Symposium*

\*Dental Faculty Development

*Dr. Terry Dolan, Dean, College of Dentistry, University of Florida*

\*Student/Resident Development

*Dr. Ronald Ettinger, Professor, College of Dentistry, University of Iowa*

\*Interdisciplinary Engagement

*Dr. Nashira Pandya, Assoc. Professor, Nova Southeastern University  
Geriatric Education Center, College of Medicine*

\*Continuing Education for Community Providers

*Dr. Stephen Shuman, Director, Advance/Graduate Education,  
University of Minnesota, School of Dentistry*

11:30am - 12:00pm

Discussion

12:00pm - 1:00pm

*Lunch* in Atrium at Nova Southeastern University

1:15pm - 4:00pm

Best Practices in Interdisciplinary Care/ Public and Private Models

Moderators: *Dr. Linda Niessen* and *Dr. Jerry Goldberg*, Santa Fe Group

*Dr. Michael Helgeson*, CEO, Apple Tree Dental

*Dr. Allen Finkelstein*, Chief Dental Officer, United Health Group

*Mr. Stanley Bergman*, Chairman and CEO, Henry Schein, Inc.

*Dr. Marilyn Belek*, Chief Dental Officer, Delta Dental of California

*Dr. Barbara Smith*, Manager for the Geriatric and Special Needs Population,  
American Dental Association

4:00pm - 5:00pm

Facilitated discussion

5:00pm – 5:30pm

Travel back to hotel (bus transportation provided)

\* *Free evening for participants*



*2<sup>nd</sup> Annual Meskin Symposium*

**Tuesday, November 17, 2009**

7:00am - 8:30am	Breakfast at Hotel
8:30am - 10:00am	Healthcare Reform: The Process and Role of Advocacy by the Dental Community Moderator: <i>Dr. Harold Slavkin</i> , Santa Fe Group  <i>Ms. Shelly Gehshan</i> , Director, Dental Health Initiative, Pew Charitable Trust  <i>Dr. Burt Edelstein</i> , Professor, College of Dental Medicine, Columbia University  <i>Mr. Jack Bresch</i> , Associate Executive Director, ADEA  <i>Mr. Gary Price</i> , Executive Director, DTA
10:00am - 11:15am	Facilitated Ideation Session Moderators: <i>Dr. Michael Alfano</i> , Santa Fe Group <i>Mr. Gary Price</i> , Dental Trade Alliance  <ul style="list-style-type: none"><li>• Establish a web-based clearinghouse for linkages to best practices</li><li>• Webinars on developing effective messages to the public</li><li>• Webinars on effective lobbying techniques</li><li>• Social Marketing</li><li>• Facebook, Twitter, You Tube, et al</li><li>• How to Impress the consumer</li><li>• Creating Ads; creating logos</li></ul>
11:15am - 12:15pm	Outcomes, Impact, Communications, Publications Facilitated Session <i>Mr. Steve Kess</i> and <i>Dr. Raul Garcia</i> , Santa Fe Group
12:15pm - 12:30pm	Concluding Remarks and Next Steps <i>Dr. Dominick DePaola</i> , Santa Fe Group