



2015 Annual Report





9 East 8th Street
Suite 235
New York, NY 10003
505-603-0804
www.santafegroup.org

December 30, 2015

Dear Reader:

The Santa Fe Group (SFG) is a 501c3 organization that has been in existence for 20 years. It currently consists of a group of 17 prominent dental educators and researchers, physicians, business executives and public health scholars bound by the common goal to improve the oral health of the nation; and it is considered by many to be the nation's leading 'think tank' on oral health. The Group endeavors to be catalysts for change by assembling and motivating decision makers and stakeholders to generate innovative solutions for fundamental health system problems. Through the years the SFG has undertaken a number of important projects including: reform of dental education; expansion of access to dental care for children; and improved diagnosis of oral cancer among many others. As one measure of its success, the SFG has also been sought by other organizations to improve their own programming as evidenced by such programs as: assisting the Dental Trade Alliance to manage its fellows programs; working with the American Dental Hygiene Association to plan and help to run its national Symposium on the Future of Dental Hygiene; and, an invitation by the editor of the Journal of the American Dental Association for the SFG to author two editorials per year.

During 2015, the SFG undertook the major goal to foster expanded access to oral healthcare for America's seniors. Our interests are based on the facts that: about 70% of retirees have no oral healthcare insurance; that oral health is inherently valuable through its impact on speech, food selection, appearance and social well being; and importantly, on the increasing linkages uncovered between oral health and general health, especially the five retrospective insurance studies, which suggest the potential for enormous savings in general health care costs by providing oral healthcare, particularly periodontal services.

During 2015, the SFG also made important structural changes to its operations. Specifically, in order to ensure a more predictable revenue stream to match its ambitions to have a greater impact on the oral health of the public, the Group established the Founders Fund. Members of this fund commit to make a contribution of \$100,000 to the SFG over a three-year period. During 2015, six institutions made this commitment, and more are expected to join us in 2016. This predictable support has allowed the planning of a large Salon on expanding access to oral care for America's seniors in 2016, as well as a significant expansion of the Santa Fe Group fellowship program, which now bears the name of the 'Founders Fellowship.'

In addition, in 2015 the SFG created a Strategic Advisory Council (SAC), the first external advisory body that the Group has had in its 20-year history. The SAC, which is comprised of distinguished leaders from business and the not-for-profit sector, held its first meeting in September of 2015 at the prestigious New York Academy of Medicine. At the meeting, the SAC and the Santa Fe Group Members agreed to make a multi-year commitment to expanding oral healthcare access for seniors.

Finally, during 2015, the Group expanded its level of professional support to include an Executive Director, a webmaster and a social media consultant to support the much expanded agenda. The impact of all of these changes should be clear during the 2016 activities of the Group.

Respectfully,

Michael C. Alfano, DMD, PhD
President

Our Members and Officers

Active Members (as of December 31, 2015)

Dr. Stephen Abel, Associate Dean for Community and Prof'l Initiatives, Univ of Buffalo School of Dental Medicine.

Dr. Michael Alfano, Professor, Dean and Executive Vice President Emeritus of New York University.

Dr. John Baldwin, Advisor for Health Affairs to the Texas Tech University System.

Dr. Terri Dolan, Vice President and Chief Clinical Officer for DENTSPLY International; Professor and Dean Emeritus, University of Florida College of Dentistry

Dr. Peter DuBois, Executive Director of California Dental Association.

Dr. Earl Fox, President, Med Plus Disability Evaluations, Inc. and Professor Emeritus, Miller School of Medicine at University of Miami

Dr. Ralph Fucillo, President of the DentaQuest Foundation.

Dr. Raul Garcia, Professor, Boston University Goldman School of Dental Medicine.

Dr. Jerold Goldberg, Dean of the School of Dentistry at the Case Western Reserve University.

Dr. Ron Inge, Chief Dental Officer for Western Dental Services and Brident Dental.

Mr. Steve Kess, Vice President of Global Professional Relations for Henry Schein, Inc.

Dr. Dushanka Kleinman, Associate Dean for Research and Academic Affairs, School of Public Health, Univ. of MD.

Dr. Nicholas Mosca, Director, STD/HIV Office for Mississippi State Department of Health.

Dr. Wendy Mouradian, Associate Dean for Regional Affairs & Curriculum at UW

Dr. Linda Niessen, Dean and Professor for NOVA Southeastern University College of Dental Medicine in Fort Lauderdale, FL.

Dr. Foti Panagakos, Global Director, Scientific Affairs and Research Relations, Colgate-Palmolive Co.

Mr. Gary Price, President and Chief Executive Officer of the Dental Trade Alliance.

Dr. Hal Slavkin, Professor and Dean Emeritus at the Herman Ostrow School of Dentistry, University of Southern California (USC).

Emeritus Members

Dr. Arthur Dugoni, Dean Emeritus of the Arthur A. Dugoni School of Dentistry, University of the Pacific.

Dr. Terry Fuller, President, The John A. Hartford Foundation.

2015 Officers

Raul Garcia, President

Dushanka Kleinman, Vice President

Terri Dolan, Secretary

Steve Kess, Treasurer

2015 Member Accomplishments



Dr. Harold Slavkin contributed an essay to the book “*Healthcare Reform in America: A Reference Handbook, Second Edition*”, published in April 2015. Dr. Slavkin’s essay urges a call to action for social justice to improve health and well-being. The book editors are Michael Kronenfeld and Jennie Jacobs Kronenfeld.

In May, Dr. Slavkin also received an honorary degree from Canada’s McGill University at its spring convocation. The honorary degrees are awarded to individuals who have conducted groundbreaking research on the human body and made game-changing discoveries.. Other 2015 recipients included Nobel Peace Prize winners John O’Keefe (medicine, 2014) and Daniel Kahneman (economic sciences, 2002).

Steve Kess received the 2015 Harry Strusser Memorial Award. The award was presented to Mr. Kess at New York University College of Dentistry’s (NYUCD) Graduation Ceremony, held on June 1 at Madison Square Garden in New York City. The award is named after the late Dr. Harry Strusser, a 1918 graduate of NYUCD and director of the former bureau of dentistry of New York City's Health Department. Mr. Kess was recognized for his significant contributions to dental public health, supporting public health outreach programs on behalf of Henry

Schein, and his role as co-founder of Henry Schein Cares, the Company's global corporate social responsibility program.



A biography about Dr. Arthur Dugoni was published in April. "*Quest for Excellence: The Arthur A. Dugoni Story*" was written by San Francisco journalist and author Martin Brown, who compiled and wrote the 300-page book's 21 chapters from more than two years of interviews.

Dr. Wendy Mouradian received the American Association of Public Health Dentistry's Public Health Service Award at the National Oral Health Conference in April. Dr. Mouradian was recognized for her "substantial contribution through action related to public health dentistry issues." Past award recipients include several U.S. Senators, including Jeff Bingaman, and three U.S. Surgeon Generals (Richard Carmona, David Satcher, and C. Everett Koop).

Our Work

Founders Fund/Strategic Advisory Committee

Consistent with a new goal to expand significantly its impact on oral health, the SFG introduced two new concepts in 2015. First, to generate a more predictable level of ongoing financial support, the Group created the concept of a Founders Fund whereby supporters would make a three-year commitment in the amount of \$100,000 over a three-year period. Several past supporters of the SFG and a couple of new organizations quickly signed on to provide a predictable flow of financial resources . These funds allow the group to make longer-term program plans as well as to increase the number of individuals who have the opportunity to become SFG Founders Fellows.

The second concept launched in 2015 is that of the Strategic Advisory Council (SAC). The membership of the SAC consists of industry and institutional leaders with great stature and impeccable credentials. These leaders gathered in September of 2015 at the New York Academy of Medicine to work with the Santa Fe Group members to develop a bold agenda for the next several years. During these discussions it was agreed that there is great need to expand access to oral care among America's seniors. The group also discussed the intriguing relationships between oral and general health with special

reference to the data that has been developed by a number of private insurance companies that strongly suggests that providing oral care, especially periodontal care, can significantly reduce total healthcare costs. Ultimately, the need to understand each of these two issues better (improved access for seniors; and oral/systemic interactions) provided the basis for several initiatives for the SFG in the coming years.

Founders Fellowship

SFG has a demonstrated track record with mentoring mid-career health professionals as Meskin Fellows to develop Salons that encourage innovative thinking and problem solving. After the death of Dr. Depaola, SFG wanted to honor his legacy and the other founding members of the organization by expanding the fellowship to become the Founders Fellowship. To create the fellowship, SFG obtained financial support from Colgate Palmolive, Dentsply International, Henry Schein Inc., Ivoclar, Pacific Dental Services, Inc., and Liberty Dental Plan, which made generous contributions to support this important work.

2015 Fellows

Our 2015 Fellows will assist SFG with its current major policy goal of fostering improved oral health for older Americans. The Fellows will develop a white paper to codify current knowledge on the need for dental services for seniors and explore the systems factors that may influence the expansion of Medicare to include dental benefits. The expanded fellows program is taking shape under the leadership of Dr. Dushanka Kleinman.

Dr. Judith A. Jones



Dr. Judith A. Jones is Professor and Assistant Dean for Faculty Development and Director of the Center for Clinical Research at the Boston University Henry M. Goldman School of Dental Medicine. A national leader in dental public health and geriatric dentistry, Dr. Jones is vice-president of the American Board of Dental Public Health, a spokesperson for the American Dental Association (ADA), and serves as a member of the ADA's National

Elder Care Advisory committee. Dr. Jones attended the University of Michigan (1970-74; Certificate in Dental Hygiene, 1972), the University of North Carolina at Chapel Hill (DDS, 1978; MPH, 1981) and Boston University (DScD, Dental Public Health, 2002).

Board-certified in Dental Public Health and Geriatric Dentistry, she practiced as a dental hygienist in the Model Cities Program in Ann Arbor (1972-1974), as a general practice resident at the North Carolina Memorial Hospital (1978-80), and a National Health Service Corps dentist in Detroit (1980-83). She then completed a Fellowship in Geriatric Dentistry with the Department of Veterans Affairs (Boston/Bedford, MA, 1983-85) before becoming Director of the Fellowship Program (1985-92), Director of the Geriatric Dental Program (1985-94), Team Dentist for the Alzheimer's Unit (1983-2003), Chief of the Dental Service (1994-98) and dentist for the Homeless Veterans Dental program (2006-present). She received a VA HSR&D Career Development Award (1998-2001) and was Chair of General Dentistry at BU from 2002-2014. Her research focuses on the impact of oral conditions on general health and quality of life. She mentors junior faculty and students in their clinical research.

Dr. Jones is one of the most experienced geriatric oral health scholars in the country, and will add an important dimension to the SFG technical prowess in this area.

Dr. Elisa Chavez



Dr. Elisa Chavez is Associate Professor at the University of the Pacific, Arthur A. Dugoni School of Dentistry in San Francisco. She obtained her dental degree at UCSF and completed a Fellowship in Geriatric Dentistry at the VA and University of Michigan in Ann Arbor. She has developed and directed clinical rotations that expose students to the challenges seniors face in maintaining oral health and place them in practice settings they might not otherwise experience, so they too can develop the skills and desire to treat this growing population. Honors and awards include the ADEA/International Federation of Dental Educators and Associations Orna Shanley Prize for Enhancing Access to Care.

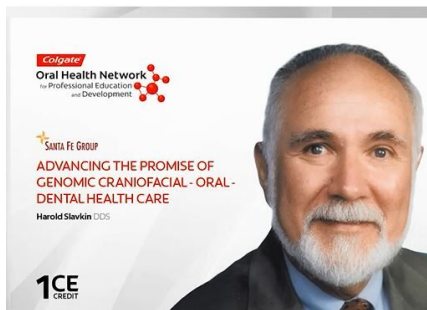
Dr. Chavez participated in a meeting with the Centers for Medicare and Medicaid (CMS) leadership on November 30th and she is also serving on the 2016 Salon Planning Committee.

2016 Salon Development

The mushrooming population of baby boomers who are entering their Medicare years are, for the most part, without dental insurance. SFG has developed collaborative partnerships to mobilize action on the issue and a committee headed by Dr. Earl Fox is working on plans for a SFG Salon in late September of 2016 on the topic of oral healthcare for America's Seniors. The Salon will be held in the DC area, and it will be an invitation only event with potential attendees numbering about 150. SFG Fellows, Drs. Jones and Chavez, are developing a white paper to support the discussions for the meeting.

The Salon will focus on solutions and opportunities to increase dental coverage for elders. Results from the Optim report on the United Healthcare (UHC) data set have demonstrated the potential for substantial savings for individuals with several medical conditions by virtue of the patients receiving preventive and periodontal care. The SFG selected this particular study, among the several insurance studies of this genre that have been completed, because it attempts to correct for patient compliance. That is, since these are retrospective studies, there is a concern that those who get dental care are simply more conscientious about health care in general. The UH data suggest that this is not the case, and in fact, indicate that the greatest effects are seen from people with systemic disease who are not compliant with their treatment regimens.

Communications



Santa Fe Group's Marketing and Communications Committee (MarComm) designed and distributed the organization's first electronic newsletter in 2015. The e-letter will be distributed on a periodic basis, at least three times annually. SFG also established a partnership with the Colgate Oral Health Network for Professional

Education and Development to contribute at least two on-demand educational webinars annually. The first SFG-Colgate webinar was held Tuesday November 3 at 8PM EDT. Dr. Harold Slavkin was the invited speaker.



Santa Fe Group has created a new social media presence on Twitter and Facebook. Dr. Claudia Serna, a dental public health resident at NYU Lutheran, is serving as SFG's new Social Media Strategist. Dr. Serna also serves as the Newsletter Editor for the American Association of Public Health Dentistry. For Twitter, follow us at <https://twitter.com/SantaFeGroupOH>. For Facebook, like us at <https://www.facebook.com/SantaFeGroupOH/>.

Partnerships

The SFG has partnered with Georgetown University to advance our understanding of possible relationships between oral care/oral health and childhood obesity. The role of the SFG in this effort will be to coordinate the development of various analysis and white papers on the problem, and to hold a conference on the subject in November of 2016. The primary individuals from the SFG involved in this effort are Drs. Garcia and Kleinman. More details will be forthcoming about this project in the New Year.

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