



SANTA FE GROUP

2016 Annual Report



Developing Leaders

Catalyzing Action



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

December 30, 2016

Dear Reader:

The sixteen members of the Santa Fe Group (SFG or Group) endeavor to be catalysts for change by assembling and motivating decision makers and stakeholders to generate innovative solutions for fundamental health system problems. In this regard, 2016 was a watershed year for the Group because it was involved in the design, sponsorship and execution of two very important meetings. The first of these meetings was titled, Expanding Oral Healthcare for America's Seniors: A Santa Fe Group Salon, and was held on September 28 – 30th 2016 in Arlington, Virginia under the lead sponsorship of the John A. Hartford Foundation.

This Salon was 'sold out' months before the event, and became the largest meeting ever sponsored by the Group with more than 180 registrants. More important, however, was the diversity of the organizations that were represented at the meeting. There were attendees from four federal agencies, numerous consumer health advocacy groups, academe, business, the professions, and the media. The Salon served as a nexus for discussion of the oral health problems which seniors must confront, the impact of oral diseases on general health, the economic savings which oral health can provide to total healthcare costs, and the communications, lobbying and organizational issues which must be addressed if the United States is to optimize healthcare by providing public support for oral health services.

SFG members participated in numerous activities related to the primary goal of the Salon. Among the supporting activities by Group members were: personal engagement on oral health with the Centers for Medicare and Medicaid Services; participation in an educational briefing on oral health at the House of Representatives; speaking at a large symposium co-sponsored by Scientific American and Colgate Palmolive at the annual meeting of the American Dental Association; and interfacing with Oral Health America in the design of a possible dental benefit within Medicare.

The second important meeting co-sponsored by the SFG was titled, Healthy Futures: Engaging the Oral Health Community in Childhood Obesity Prevention. The lead economic sponsor of this meeting was the Robert Wood Johnson Foundation, and participating organizations in addition to the SFG included: Georgetown University; the American Academy of Pediatric Dentistry; the American Dental Association; and the American Dental Hygiene Association. This meeting created a benchmark on the available literature, which addresses the importance of childhood obesity and the need to intercede at every level, and like the Salon described above, endeavored to create a pathway by which concerned individuals and advocacy groups might make a difference in childhood obesity through intervention by oral health professionals. Summaries of each of these meetings are listed at www.santafegroup.org.

On a somber note, the SFG deeply regrets the death of Dr. John Baldwin, a renowned cardiovascular surgeon, an accomplished scholar, an academic leader, and a thoughtful and powerful advocate for healthcare access for those unable to afford it. As a small tribute to the love and respect with which fellow members of the SFG viewed John, the September Salon was dedicated to his memory.

Finally, just about every aspect of the Group's infrastructure was improved during 2016. Financial support was expanded; business systems were enhanced; the website was improved; a significant social media program was launched; and two new Fellows were recruited, expanding the total number of SFG Fellows and Senior Fellows to four people, the highest in the history of the Group.

The SFG is eager to advance its agenda on healthcare access for seniors, health promotion, and obesity prevention in children in the coming year.

Respectfully,

A handwritten signature in dark ink, appearing to read "M.C. Alfano". The signature is fluid and cursive, with a large, sweeping loop at the end.

Michael C. Alfano, President

About Santa Fe Group

The Santa Fe Group (SFG) is our nation's leading independent not-for profit think tank on oral health policy and practice. Our mission is to foster policy and initiate actions to improve the health and well-being of the public. Our sixteen members accomplish this mission by analyzing and disseminating health program and policy information, by creating networks of concerned citizens from all walks of life, and developing advocacy programs to promote change for improved health. SFG is incorporated as a 501(c)3 organization in the state of New York.

Our Members and Officers

Active Members (as of December 31, 2016)

Stephen Abel, D.D.S., M.S.D., Associate Dean for Community and Professional Initiatives, University of Buffalo School of Dental Medicine.

Michael C. Alfano, D.M.D., Ph.D., Professor, Dean and Executive Vice President Emeritus of New York University.

Terri Dolan, D.D.S., M.P.H., Vice President and Chief Clinical Officer for Dentsply/Sirona International; Professor and Dean Emeritus, University of Florida College of Dentistry

Peter DuBois, Executive Director, California Dental Association.

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

Ralph Fucillo, M.A., President, DentaQuest Foundation.

Raul Garcia, D.M.D., M.Med.Sc., Professor, Boston University Henry M. Goldman School of Dental Medicine.

Ron Inge, D.D.S., Chief Dental Officer, Delta Dental of Missouri.

Steve William Kess, M.B.A., Vice President, Global Professional Relations, Henry Schein, Inc.

Dushanka Kleinman, D.D.S., MScD, Associate Dean for Research and Academic Affairs, School of Public Health, University of Maryland.

Nicholas Mosca, D.D.S., Dr.P.H., Quality Manager, Crescent Care Health & NO/AIDS Task Force.

Wendy Mouradian, M.D., M.S., Associate Dean, Regional Affairs & Curriculum at University of Washington.

Linda Niessen, D.M.D., M.P.H., M.P.P., Dean and Professor, NOVA Southeastern University College of Dental Medicine.

Foti Panagakos, D.M.D., Ph.D., Global Director, Scientific Affairs and Research Relations, Colgate-Palmolive Co.

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

Hal Slavkin, D.D.S., Professor and Dean Emeritus, Herman Ostrow School of Dentistry, University of Southern California.

Emeritus Members

Arthur Dugoni, D.D.S., M.S.D., Dean Emeritus, Arthur A. Dugoni School of Dentistry, University of the Pacific.

Terry Fuller, Ph.D., R.N., President, The John A. Hartford Foundation.

2016 Officers

Michael Alfano, President

Dushanka Kleinman, Vice President

Raul Garcia, Immediate-Past President

Terri Dolan, Secretary

Steve Kess, Treasurer

Administrative Staff

Marian Jakubiak

Barbara Glavina

Claudia Serna, M.P.H., Ph.D.

2016 Member Accomplishments

Ralph Fuccillo received the Schweitzer Prize for Humanitarianism from the Albert Schweitzer Fellowship, an organization that seeks to prepare the next generation of professionals who will serve and empower vulnerable people to live healthier lives and create healthier communities. The Schweitzer Prize for Humanitarianism is given annually to an individual whose life example has significantly mitigated the social determinants of health in the U.S. and/or abroad, and whose commitment to service influences and inspires others.

Dr. Dushanka Kleinman was appointed to serve as member and Co-Chair of the National Health Promotion and Disease Prevention Advisory Committee for the Department of Health and Human Services (HHS). Over the next two years, the Committee will examine current scientific evidence and submit recommendations to the Secretary of HHS with rationales to inform the development and implementation of the nation's disease prevention and health promotion objectives for Healthy People 2030. Along with public and federal agency comments, these recommendations will be used by HHS to develop the next iteration of the Healthy People initiative.

Alpha Omega (AO) International Dental Fraternity honored Dr. Michael C. Alfano of New York University with the AO Achievement Medal. The award was presented by Dr. Allen Finkelstein, past vice chairman of the Alpha Omega Foundation. This prestigious recognition is awarded at Alpha Omega's annual convention to "recipients or organizations that are outstanding for their contributions to dentistry or its allied professions" and it is the highest honor that one may receive from Alpha Omega. The Alpha Omega International Dental Fraternity is the oldest international dental organization. Alpha Omega (AO) also has the distinction of being the oldest international Jewish medical organization.

Gary Price, Peter DuBois, and Dr. Linda Niessen were honored as members of the 32 Most Influential People in Dentistry for 2017, ranked by Incisal Edge dental lifestyle magazine. Incisal Edge is the first magazine to rank influence in the dental care industry. Ranking metrics included company size, or size of budget controlled, the weight /impact an organization has, and 'size of voice': how much influence an individual has through his or her speaking, writing or research activities."

Dr. Linda Niessen also received recognition by the American Student Dental Association (ASDA). Dr. Niessen received ASDA's Paragon Award which recognizes an individual who has significantly contributed to the advancement of the rights, interests and welfare of dental students throughout his or her career. It is the highest and most prestigious award given by the American Student Dental Association.

Our Work

2016 Salon on Expanding Oral Healthcare Access for America's Seniors

The number of older Americans continues to grow dramatically, with an estimated 10,000 of the 72 million Baby Boomers reaching retirement age every day. While they can expect their medical health care costs to be covered by Medicare, dental care was explicitly excluded when the program was enacted in 1965. So at the time of retirement, when most elders face reduced incomes, paying for dental care may be problematic. SFG member Dr. Earl Fox sought to address this need by convening a committee of experts to develop our 2016 SFG Salon on Expanding Oral Healthcare Access for America's Seniors. The event was held in September in the Washington DC area with invited attendees numbering over 100 people. This salon was dedicated to a recently deceased Santa Fe member, the distinguished cardiothoracic surgeon, mentor, and administrator, John Charles Baldwin.

Drs. Michael Alfano, president of Santa Fe Group, and Carol Summerhays, president of the American Dental association, welcomed attendees and Dr. Terry Fulmer of

the John Hartford Foundation, a major sponsor of the salon, gave a keynote address about the importance of achieving an age friendly health care system that includes oral health care. Dr. Lynn Mouden, Chief Dental Officer, Centers for Medicare & Medicaid Services, also welcomed attendees.



Dr. Marko Vujicic, American Dental Association



Dr. Ira Lamster, Columbia University

Access and utilization of dental care by seniors and opportunities to engage seniors in dental care were explored by a panel of experts including Dr. Richard Manski, Professor and Department Chair, University of Maryland, Dr. Ira Lamster, Dean Emeritus, Columbia University College of Dental Medicine, and Professor, Department of Health Policy and Management, Mailman School of Public Health, and Dr. Marko Vujicic, Chief Economist and Vice President of the Health Policy Institute at the American Dental Association (ADA). Dr. Jon Oberlander, Professor and Department Chair, University of North Carolina at Chapel Hill, reviewed the political history of Medicare and Dr. Jeff Chaffin, VP and Dental Director, Delta Dental of Iowa, and SFG Fellow Dr. Judith Jones, on behalf of the Santa Fe Group Policy and Procedure Development group, presented preliminary designs for a Medicare Dental Benefit that could be incorporated into Part B of existing Medicare.

Peter Mitchell, of Marketing for Change, presented potential marketing avenues to promote the agenda of Medicare and oral health through legislation. Beth Truett, of Oral Health America (OHA), shared information about the oral health of older adults. As Dr. Alfano observed, "Providing oral care for seniors is simply the right thing to do. There is no reason why seniors who can't afford dental care should

have to suffer pain, discomfort, poor diets, loss of self-esteem and withdrawal of social contacts because of the condition of their mouths or missing teeth.”

2016 National Conference to Engage the Oral Health Community in Childhood Obesity Prevention

The Santa Fe Group partnered with the National Maternal and Child Oral Health Resource Center, the American Academy of Pediatric Dentistry, the American Dental Association, and the American Dental Hygienists’ Association to support the Healthy Futures: Engaging the Oral Health Community in Childhood Obesity Prevention National Conference. The conference was held on November 3-4, 2016, at Georgetown University in Washington, DC. The aim of the Robert Wood Johnson Foundation-funded conference was to increase awareness of evidence-based recommendations, identify strategies, and promote collaboration efforts that oral health professionals, oral-health-related organizations, and others can employ to prevent childhood obesity.

Invited speakers were asked to develop papers to identify the state of the science related to reducing children’s consumption of sugar-containing beverages (including sugar-sweetened and naturally sweetened beverages) and strategies that could be employed by oral health professionals and organizations and others to prevent childhood obesity. Systematic reviews are intensive reviews of a research question, identifying level of evidence, quantitatively combining the data, and scoring the level of evidence and potential data bias. Scoping reviews are similar to systematic reviews but may include non-research articles to provide a fuller array of information on the research question.

Speakers and participants put forward a series of strategies for childhood obesity awareness and prevention that included increasing the oral health community’s understanding of the effects of children’s consumption. Conference presentations can be viewed at the Healthy Futures conference [website](#).

SFG Fellowships

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 in 2013, 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 and to enhance programming by the Group, SFG obtained financial support from Colgate Palmolive, Dentsply International, Henry Schein Inc., Ivoclar, Pacific Dental Services, Inc., OraPharma Inc., and Liberty Dental Plan, which made generous contributions to support this important work.

Both Fellowship programs are directed by Dr. Dushanka Kleinman to provide assistance for SFG with its current major policy goal of fostering improved oral health for older Americans. Two 2016 Founder's Fellows worked collaboratively with key stakeholder groups and developed white papers to codify current knowledge on the need for dental services for seniors and explored the systems factors that may influence the expansion of Medicare to include dental benefits. The other two Fellows participated in our Healthy Futures collaboration with prominent national organizations. We invited our Fellows to reflect on their experience for this report.

2016 Founders Fellows

Judith A. Jones D.D.S., M.P.H., D.Sc.D.

Boston University Henry M. Goldman School of Dental Medicine



Serving as Senior Fellow for the Santa Fe Group has been one of the highlights of my career. It has allowed me to harness my passion for elimination of disparities, especially for frail older adults. Since the 1970s I have been focused on the social justice aspects of oral health care. During the 1980s I became aware of the needs of underserved and frail elders. Being a SFG Senior

Fellow has allowed me to harness my energies in collaboration with others to describe the oral health disparities present in the older population, and to work on approaches to meeting their needs including bringing care to where elders live and congregate and getting a dental benefit in Medicare. In particular, the support and advice from the SFG members was invaluable. I want to thank the Santa Fe Group for this experience.

Elisa Chavez, D.D.S.

University of the Pacific Arthur A. Dugoni School of Dentistry



I think it is safe to say, that no two Santa Fe Group fellows will have the same experience but every fellow will have an amazing experience. This was not cookie cutter or prescribed. It was organic, evolving, demanding and exhilarating. Sometimes I felt like a high school athlete joining world class athletes for a run; they were just getting started and I was already breaking a sweat! Yet, they never left me behind. The opportunities to stretch my thinking and to learn from such an esteemed group of colleagues were invaluable to me as a professional and as a person.

There were opportunities to connect with people who can make change happen, who have a deep understanding of the issues, who know what road to take and when to make a new road. I had the opportunity to advocate for the oral health of seniors in a way I had not before. I collaborated on a white paper to explore what is known and unknown about seniors and oral health and to tie in those themes as we planned The 2016 Salon: *Expanding Oral Healthcare for America's Seniors*.

I also came to understand all the work that goes into the actual planning: the logistics, the cost, the coordination needed to make a national meeting happen. And yet time and again, in the midst of all *the doing*, it became evident that this group truly shares a fellowship, a sense of purpose and a deep respect for one

another. So while the lessons were many, this was the gift of working with The Santa Fe Group.

Patricia Braun, M.D., M.P.H., FAAP

University of Colorado Anschutz School of Medicine



As a pediatrician working in a safety-net system, I frequently manage patients with two common and largely preventable chronic diseases: dental caries and obesity. These two “silent epidemics” have common risk factors including the overconsumption of sugars. I have spent much of my academic career looking for interprofessional approaches to reduce dental disease in vulnerable populations. When I was invited to begin to work with the Santa Fe Group on engaging oral health professionals in the prevention of obesity, I was thrilled. Recognizing that by the time healthy children turn three years, they have twice the recommended routine dental visits as routine medical checkups, it made sense to me to consider incorporating obesity-prevention/screening strategies into dental visits.

As a Santa Fe Group Founders Fellow, I had the privilege to help plan and participate in the Robert Wood Johnson Foundation-supported *Healthy Futures: Engaging the Oral Health Community in Childhood Prevention National Conference*. This 2-day conference brought a broad range of stakeholders together to discuss the evidence around and the role of oral health professionals in the prevention of obesity. This work provided me the opportunity to think critically about the best approach to address the topic of interprofessional disease prevention. We reviewed the evidence together, strategized on which key stakeholders to bring to the conference, and planned an approach that would stimulate thought and activate attendees to take the knowledge gained at the conference back to their “professional homes” and formulate the next-steps in this work. This work was stimulating, innovative and fun.

It has been wonderful to work with the dental experts at the Santa Fe group, including Drs. Raul Garcia, Dushanka Kleinman and Nick Mosca. They are true role models; their modeling of professionalism, inclusiveness and expertise to this new fellow was inspiring. I thank the Santa Fe Group for this opportunity and encourage them to continue to offer this fellowship to other professionals, especially physicians.

Astha Singhal, B.D.S., M.P.H., Ph.D.

Boston University Henry M. Goldman School of Dental Medicine.



Being a Santa Fe Group Fellow was an immensely rewarding experience. As a fellow, I was mainly involved with planning and coordinating a national conference on the role of oral health community in childhood obesity prevention (Healthy Futures Conference). I was involved in selecting speakers, moderating sessions, recommending attendees and summarizing the science. The meeting gave me a chance to get experience in behind-the-scenes workings of a national meeting, networking with and getting inspired by leaders in the field and finally, contribute my perspective by co-writing a commentary on the topic.

In addition, I also participated in another very timely and relevant meeting to discuss the oral health of seniors in America (Santa Fe Group Salon). This meeting was policy-action oriented and the discussions during sessions led to new collaborations for interesting research currently underway. Unlike most other national meetings, my involvement with SFG has enriched my perspective as I interacted not only with eminent researchers, but also passionate health care advocates, creative students and individuals from diverse organizations working toward improving the health of Americans. Another characteristic of Santa Fe activities that stands out is the emphasis on bringing about positive change. Most of

the work was accomplished with an unflinching focus on actionable next steps and ways to measure progress, rather than only discourse and academic thinking.

I would strongly recommend this fellowship to anyone who seeks to get a well-rounded experience of organizing that leads to a change in the desired direction. With fellows and members from diverse professional settings and at various stages of their careers, there is ample opportunity for everyone to find their niche, collaboration, and mentorship that would leave you energized and empowered to proceed with your mission of improving oral health.

Communications

In 2016, Santa Fe Group's Marketing and Communications Committee (MarComm) distributed (3) electronic newsletters to more than 650 subscribers. 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.



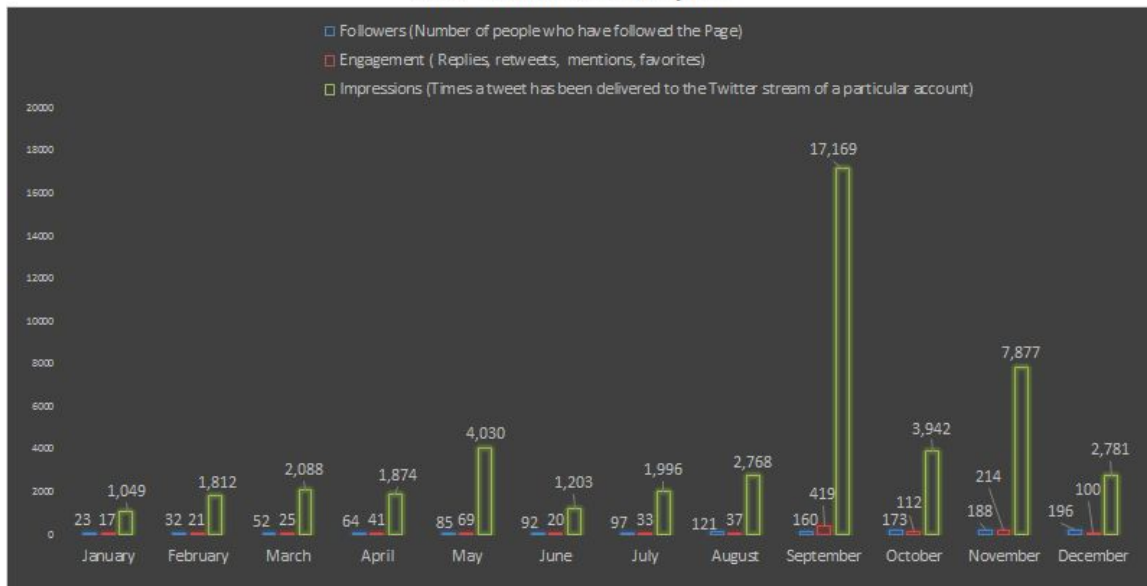
Dr. Claudia Serna continues to serve as our Social Media and Communication Strategist. Dr. Serna completed her dental public health residency in 2016. Dr. Serna also serves as the Newsletter Editor for the American Association of Public Health Dentistry. In 2016, we engaged 989 Facebook users and reached 20,061 people who viewed content. We engaged 1,108 Twitter users and achieved 48,589

impressions (# of times a tweet was delivered to the Twitter stream of a particular user account)

SFG Facebook 2016 Report



SFG Twitter 2016 Report



For Twitter, follow us at <https://twitter.com/SantaFeGroupOH>. For Facebook, like us at <https://www.facebook.com/SantaFeGroupOH/>.

Our Sponsors and Supporters

Founders Fund Partners

[Colgate Palmolive Inc.](#)

[DentaQuest, Inc.](#)

[Dentsply-Sirona, Inc.](#)

[Henry Schein, Inc.](#)

[Ivoclar Vivadent, Inc.](#)

[Liberty Dental Plans](#)

[New York Academy of Medicine](#)

[OraPharma, Inc.](#)

Sustaining Sponsors

[Dental Trade Alliance](#)

[Dental Trade Alliance Foundation](#)

Grant Partners

[John A. Hartford Foundation](#)

[Robert Wood Johnson Foundation](#)

[Washington Dental Services Foundation](#)