

**PRESENTATION**

February 4, 2015

DATE: January 16, 2015

TO: Children and Families Commission of Orange County

FROM: Christina Altmayer, Executive Director 

SUBJECT: Ria Berger, Chief Executive Officer, Healthy Smiles for Kids of Orange County

Healthy Smiles for Kids of Orange County is a pediatric dental clinic whose mission is to improve the oral health of children through prevention, education, treatment and advocacy. Healthy Smiles was founded in 2003 as a funded program of the Children and Families Commission to address the growing recognition of the epidemic in oral disease in young children.

At the May 2014 meeting, Commissioners were introduced to Ria Berger, the new Chief Executive Officer of Healthy Smiles. The February 2015 presentation provides Ms. Berger with the opportunity to update the Commission on her first year of leadership focusing on the strategic, operational, and sustainability priorities that the Healthy Smiles Board has endorsed. Ms. Berger will address the changes and strategies needed to ensure that all children have access to oral health services and the critical work Healthy Smiles is launching to support its long-term sustainability. Agenda Item 1 also provides a status report on the Healthy Smiles for Kids of Orange County investment and the Commission's proposed oral health policy brief.

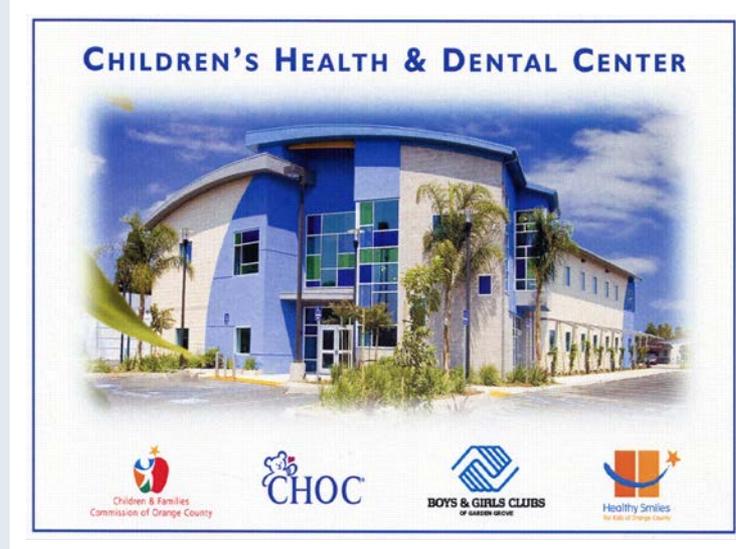
Ria Berger holds more than 25 years of operations, human resources, and business development experience in multicultural, multi-state locations including in the U.S., Europe, Asia and the Middle East. As CEO, Ms. Berger leads Healthy Smiles through the implementation of the vision, mission and organizational culture for a collaborative, community-based health and education organization.

ATTACHMENT:

Presentation - Children and Families Commission of Orange County Report



Healthy Smiles For Kids of Orange County



Children & Families Commission of Orange County Meeting
February 4, 2015

Healthy Smiles for Kids of Orange County



Mission: To improve the oral health of children in Orange County through collaborative programs directed at
prevention,
education,
access to **treatment,** and
advocacy

Strengths



1. Service



2. People



3. Opportunity for Growth

Bench Strength



Five New Board of Directors

1. Xerxez Calilung (Clinical & Advocacy)

- Owner/Dentist of Dental Arts of Irvine
- Past President Orange County Dental Society
- USC Dental School, Part-Time Faculty

2. Frederick Borges (Legal)

- Managing Partner, Brobeck, West, Borges, Rosa & Douville LLP
- Healthcare attorney
- AUC School of Medicine

3. Richard Lee (Network)

- Founder and CEO Planet DDS, Inc.
- Serial entrepreneur with 33 years in business management
- 27 years in Dental Technology

Bench Strength



4. Joshua Marder (Marketing)

- Chief Marketing Officer of Western Dental
- Led Strategy and brand development for Unilever and Procter & Gamble

5. Geraldine Ruiz, DDS (Pediatrics)

- USC Advanced Pediatric Dentistry Program
- Pediatric Dental Association of USC
- Volunteer, resident, and pediatric dentist for HSK since 2010

Existing Board of Directors



Jeff Flocken, *Board Chair*

Dr. Steven Ballback, *Cosmetic and Reconstructive Dentist*

Debra Beauregard, *Consultant Med Direct Executives, Inc.*

Belinda de la Libertad, *Founder A-Z TECHS*

Nam Ky Lam, MD, MBA, *Pediatrics Kaiser Permanente*

Dr. Richard Mungo, *Pediatric Dentist*

Gary L. Van Arnam, *Senior Vice President Northern Trust*

Healthy Smiles Organizational Chart 2015



Ria Berger
Chief Executive Officer

- MPA, USC
- 25 years int'l. & national Fortune 500 healthcare organizations
- HR, Operations, Business and Organizational Development

Konita Wilks, DDS
Dental Director

- BS, US Naval Academy
- DDS, UCLA School of Dentistry
- 11+ years US military

Kim Banco
Controller

- MBA, UCI
- 20+ years as CFO/Controller
- Consultant, Price Waterhouse Coopers

Felicitas Pascual-Brown
Development & Marketing

- 30 years nonprofit Fund Development
- VP, United Way, OC
- VP, Planned Parenthood of OC & San Bernardino Counties

Kristin Branson
HR Manager

- BA UC Riverside, Juris Doctor-Loyola Law School
- CA licensed attorney
- Practiced employment and human resources law

Diane Limbo
Director of Operations

- BS, MSN
- Pediatric nurse practitioner
- 10 years with HSK

Updates



I. Resources

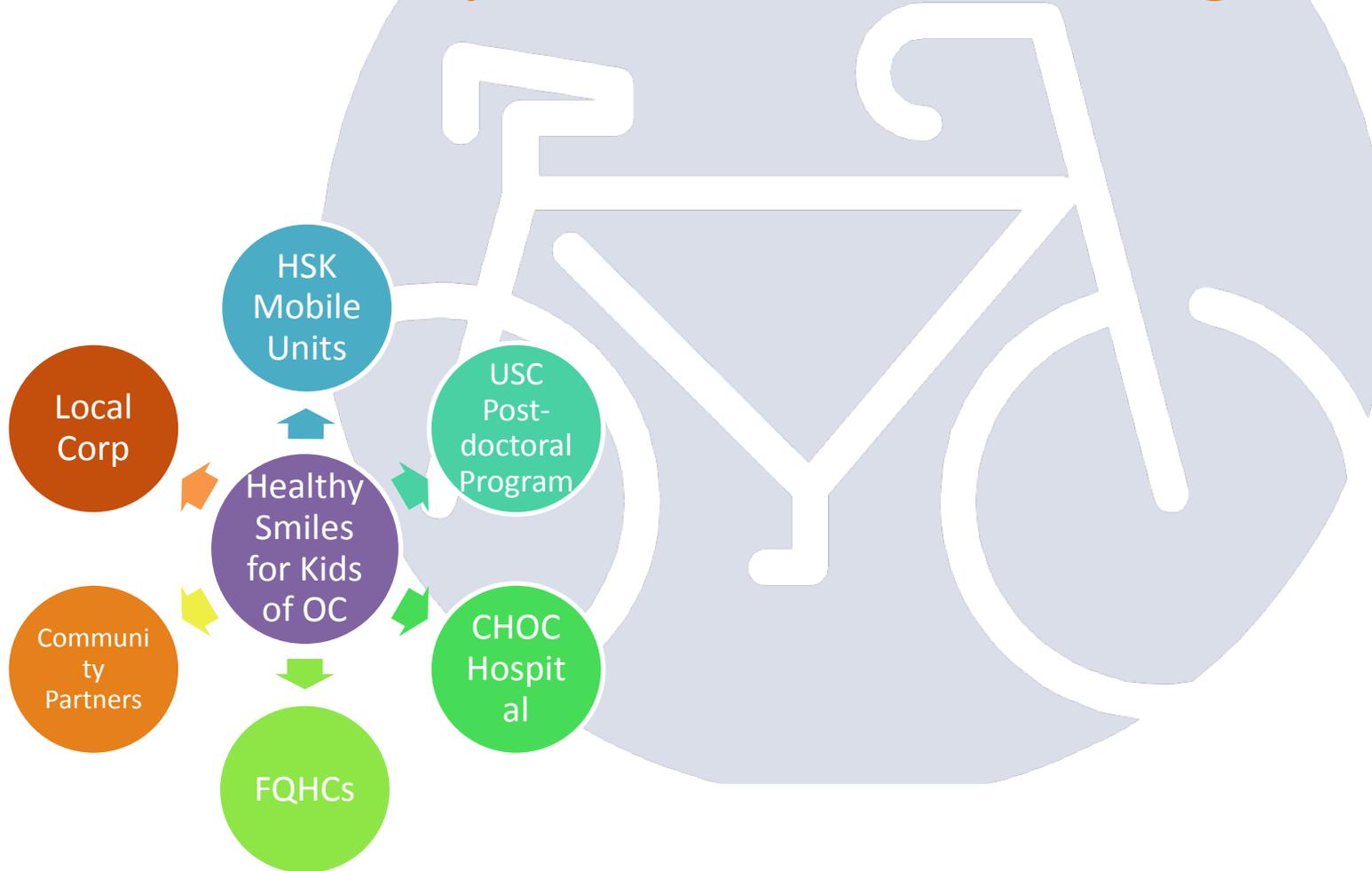
- Strat Plan
- Non-Profit Finance Fund
- Contract rates revisions
- Volunteer System (OCDS, CDA, Western Dental, USC Alumni)
- National Children's Oral Health Foundation

II. Tools

- EDR system
 - The leading cloud-based practice management and revenue cycle management company for the global dental industry.
 - ✦ Efficiently and accurately tracks our numbers for productivity analysis
 - ✦ Help with financial projections
 - ✦ Ease of billing

Strategy for Sustainability

Healthy Smiles for Kids of Orange County



Projections

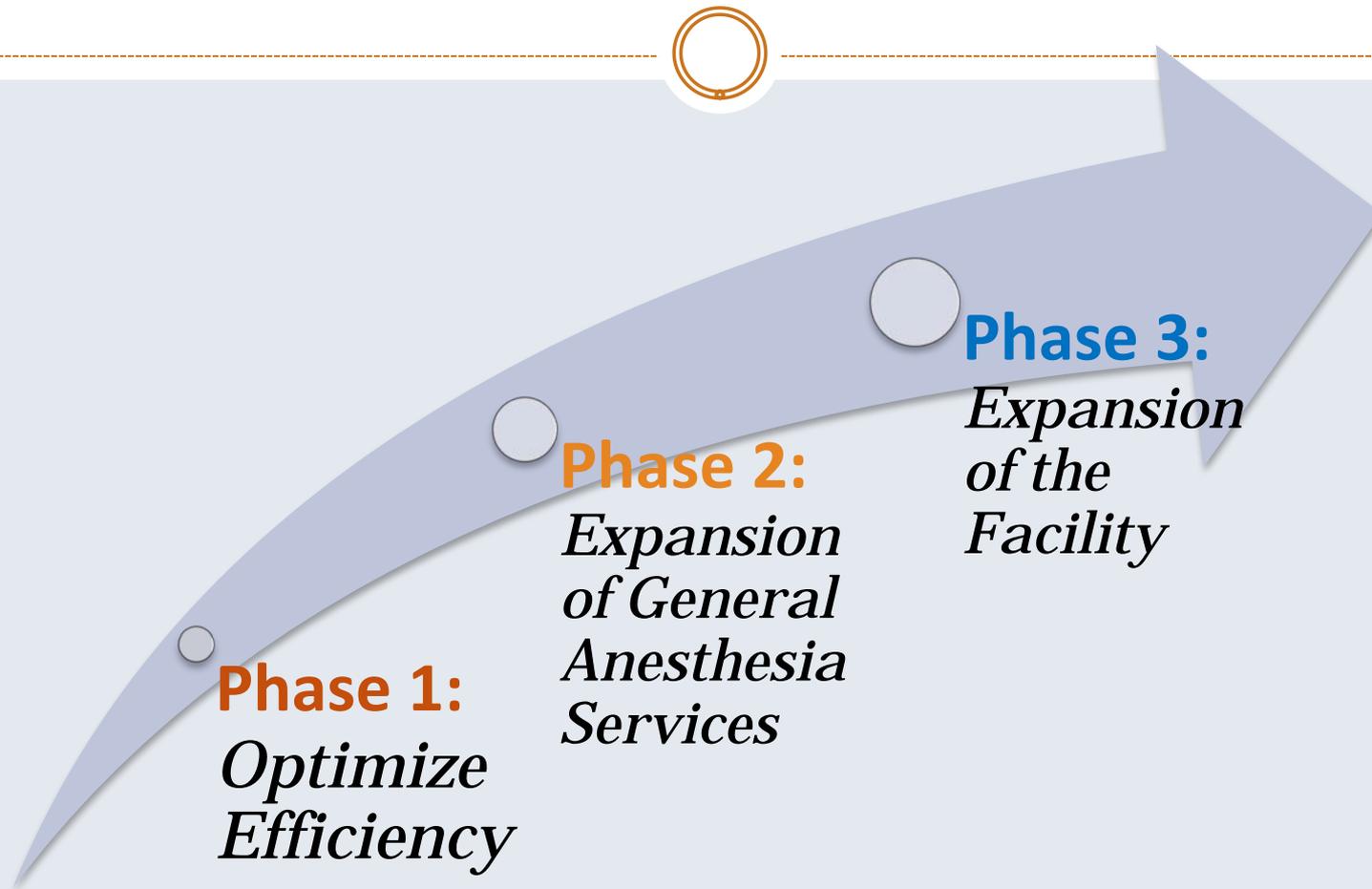


- Medi-Cal population expected to increase from 2.7 to 6.4million¹
 - In Orange County, 188,977 kids enrolled in Denti-Cal for only 587 dentists ²
- CA reimbursement rates only 35% national average¹
 - Unchanged since FY2000
- Low annual utilization rates¹
- Need for expansion

1. *California Department of Health Care Services (DHCS): Weaknesses in Its Medi-Cal Program Limit Children's Access to Dental Care, Auditor's Report (Dec 2014)*

2. *California Children's Report Card, 2014* www.childrennow.org

Restructuring Clinical Operations



Optimize Efficiency: 0-5 Year Olds



- Prevention of Early Childhood Caries
- Pediatric Dental Outreach Initiative (0-3yo)
- Tooth Fairy Learning Center
- EDR
- Sustainability Strategy
 - Pediatricians
 - Obstetrics-Gynecologists
 - Childcare Centers
 - Preschools
 - Birthing Classes
- AB1174 Teledentistry

Special Healthcare Needs



- Advanced specialty - Pediatric Dentistry
 - USC Post-doctoral residency program
 - Smile Clinic – CHOC
- Sustainability Strategy
 - Regional Centers
 - Local Resources that Offer Services to Children with Special Needs
 - Grant opportunities
 - University collaborations
 - Research

Sedation Services



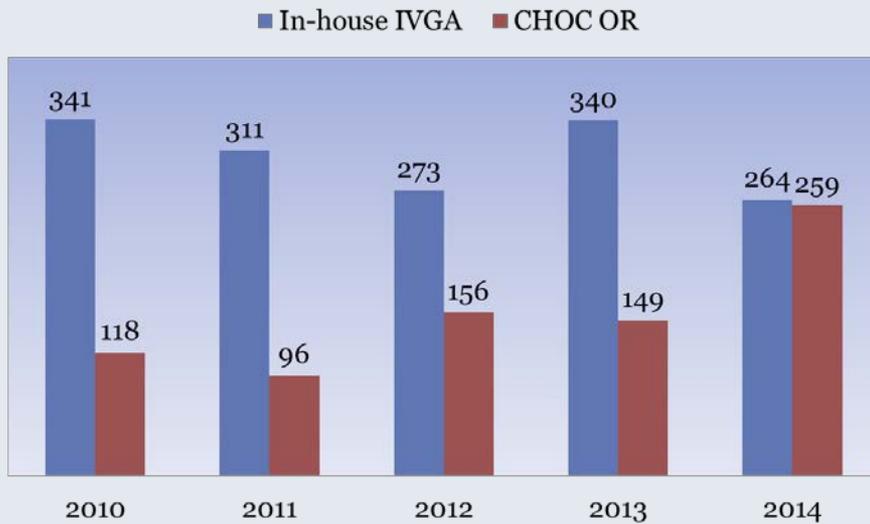
0-5yo

Oral Conscious Sedation &
General Anesthesia

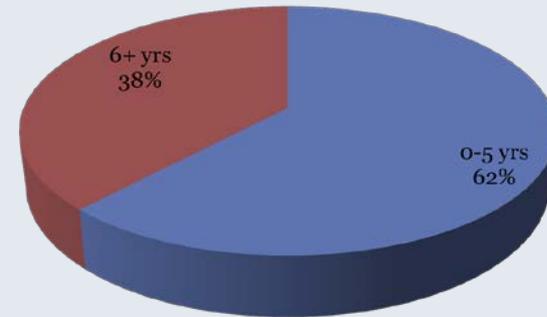
Special
Healthcare
Needs

USC Post-
doctoral
Residency

General Anesthesia – Trend Analysis



Age (2012-14)



Insurance (2010-14)





Mobile Units Prevention & Outreach

- **Sustainability Strategy**
 - Faith-based Organizations
 - Regional Centers
 - Cultivate relationships with new FQHCs
 - Engage Community Partners for volunteer effort
 - Align with local corporate sponsors



Benefits to Sustainability Strategy



Healthy Smiles	FQHCs & Community Partners	USC Residency Program
Leader in the community	Strengthen community network & support	Comprehensive training
Strengthen education & prevention efforts	Meet FQHC requirements	Increased one-on-one time with faculty
Improve access to care	Increase patient population	Uphold clinical standards of excellence
Expand to meet critical access to care issues		Retain complicated cases

Conclusion



- Optimization for sustainability and expansion
- Objective for Strategy
 - Enhancing our capacity to meet patient demand
 - ✦ Added convenience to our families
 - Increase our impact on the community
 - Increase patient satisfaction

Introduction of Jeff Flocken Chairman, Board of Director



Q & A