

## BOTHNER & BRADLEY

Bothner & Bradley, Inc. help clients design communication strategies that work. Tami Bradley is a former senior manager at the Kansas Health Foundation and Vera Bothner headed up the state's largest advertising/public relations firm. Bothner & Bradley specializes in audience research and applied marketing techniques. Together, they help clients find their "story" to tell and more importantly, how to tell it in a way that makes a difference to the people they need to reach.



*Vera Bothner*



*Tami Bradley*

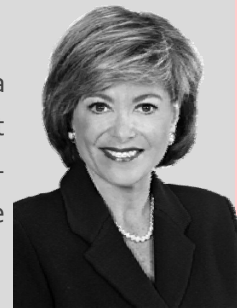


## GREGORY FOLSE, DDS

Gregory Folse, DDS, received national attention in February when the Washington Post covered his selfless devotion to elders. He travels throughout the most rural, impoverished counties in Louisiana to provide dental care in people's homes, at their bedside, and in nursing homes.

## BARABRA J. STEINBERG, DDS

Barbara J. Steinberg, DDS, is an advocate for women's oral health and a dynamic speaker on the subject. As a clinical professor of surgery at Drexel University College of Medicine in Philadelphia, she has witnessed the impact of female health conditions on oral health, and the reverse, the impact of poor oral health on overall health.



## KEYNOTE ADDRESS

**DENTIST OF THE BACK ROADS: House Calls to Neediest Patients**

**1.0 CEUs**

Gregory Folse, DDS

Gregory Folse, DDS, is well-known among his colleagues in the Louisiana Dental Association as well as a conference presenter at the American Dental Association and Special Care Dentistry Association. However, his greatest fans are living in nursing homes and small houses along the back roads surrounding Lafayette, Louisiana. They reward him with smiles, tears of gratitude, and sometimes sacks of crawfish... and even a home-cooked meal.

Dr. Folse will inspire audience members with stories and photos of his work in the Bayou.



## CLINICAL TRACK DESCRIPTIONS

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### TREATING AMERICA'S AGING POPULATION

2.75 CEUs

Gregory Folse, DDS

Gregory Folse, DDS, received national attention when the *Washington Post* published an article on February 23, 2008 about his community-based dental treatment of elders who are home-bound and residents of nursing homes: *Dentist of the Back Roads*. He travels throughout the most rural, impoverished counties in Louisiana. He is an active member of Special Care Dentistry Association and a frequent speaker at dental conferences. Dr. Folse will address the most significant issues in providing dental treatment for older patients. His content includes responding to elders' conditions regardless of being bed-bound in a nursing home or patient coping with dementia. He will describe developing age-appropriate oral health treatment associated plans based on identifying medical conditions with older patients. In addition, he will explore making the decision to provide treatment to eliminate disease and situations when palliative care is appropriate.

After participating in this session, participants will be able to:

- Identify and address medical conditions associated with older patients and develop age-appropriate oral health treatment plans
- Recognize when, where, and how to treat an older patient from a functional Alzheimer's patient to a bed bound nursing home patient
- Determine when no treatment is the best treatment and comprehend when oral disease elimination is in the patient's best interest

### TREATING THE FEMALE PATIENT

2.75 CEUs

Barbara J. Steinberg, DDS

Barbara J. Steinberg, DDS, is an advocate for women's oral health and a dynamic speaker on the subject. As a clinical professor of surgery at Drexel University College of Medicine in Philadelphia, she has witnessed the impact of female health conditions on oral health, and the reverse, the impact of poor oral health on overall health. Dr. Steinberg's lecture will cover essential components of dental care for the female patient. These include considerations for treatment when the woman is experiencing fluctuations in hormones during puberty, menses, pregnancy, and menopause. She will also cover the latest evidence regarding osteoporosis and the impact on oral health. In addition, Dr. Steinberg's presentation will review oral conditions from domestic violence and eating disorders experienced by women.

After participating in this session, participants will be able to:

- Recognize oral manifestations and special dental-medical considerations when treating the female patient during fluctuations in sex hormones occurring in puberty, menses, pregnancy, menopause and the use of oral contraceptives
- Incorporate the latest information regarding osteoporosis and its impact on the oral cavity as well as bisphosphonate-induced osteonecrosis of the jawbone
- Recognize oral conditions prevalent in victims of domestic violence
- Recognize the effects of eating disorders (i.e. bulimia) on the oral cavity



## ADMINISTRATIVE TRACK DESCRIPTIONS

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### GETTING ORAL HEALTH ON THE PUBLIC AGENDA

How to Influence Decisions at the State and Community Level

Vera Bothner and Tami Bradley

This session is designed as a leadership development workshop, focusing on advocacy communication models. Bothner and Bradley will review OHK's advocacy agenda and describe an advocacy communication model that can be used by statewide and community organizations. Participants will learn which state and community agencies can be excellent partners in advancing the vision of optimum oral health for all and how to use communication strategies to encourage their participation.

After participating in this session, participants will know:

- OHK's advocacy agenda and the assumptions underlying these decisions
- Which governing bodies and agencies in communities have some influence/control over oral health services: Examples of success/failure
- Which state governing bodies and agencies have influence/control over oral health services
- Oral health issues being addressed by various state government agencies, i.e. Health Policy Authority; SRS; KDoA; KSDE; KDHE
- Oral health issues being addressed by various state associations
- Effective communication strategies for state and local policymakers, including legislators, county commissioners, city council members, the media and partner organizations

### DESIGNING A COMMUNICATION PLAN OF ACTION FOR ORAL HEALTH

Vera Bothner and Tami Bradley

This workshop will provide participants with the opportunity to practice advocacy communication strategies. The goal is to build a consistent support in communities for oral health services. Bothner and Bradley will demonstrate ways to develop a list of key stakeholders and strategies to reach them. Communication strategies include letters to the editor and guest editorials.

After participating in this session, participants will be able to:

- Identify public policy priorities for their organizations/communities
- Develop a list of key stakeholder audiences and strategies to reach them
- Develop key messages for each audience
- Draft a letter to the editor
- Outline a guest editorial