

An Entrepreneurial Approach to Growing State and Local Dental Programs

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Educational objectives

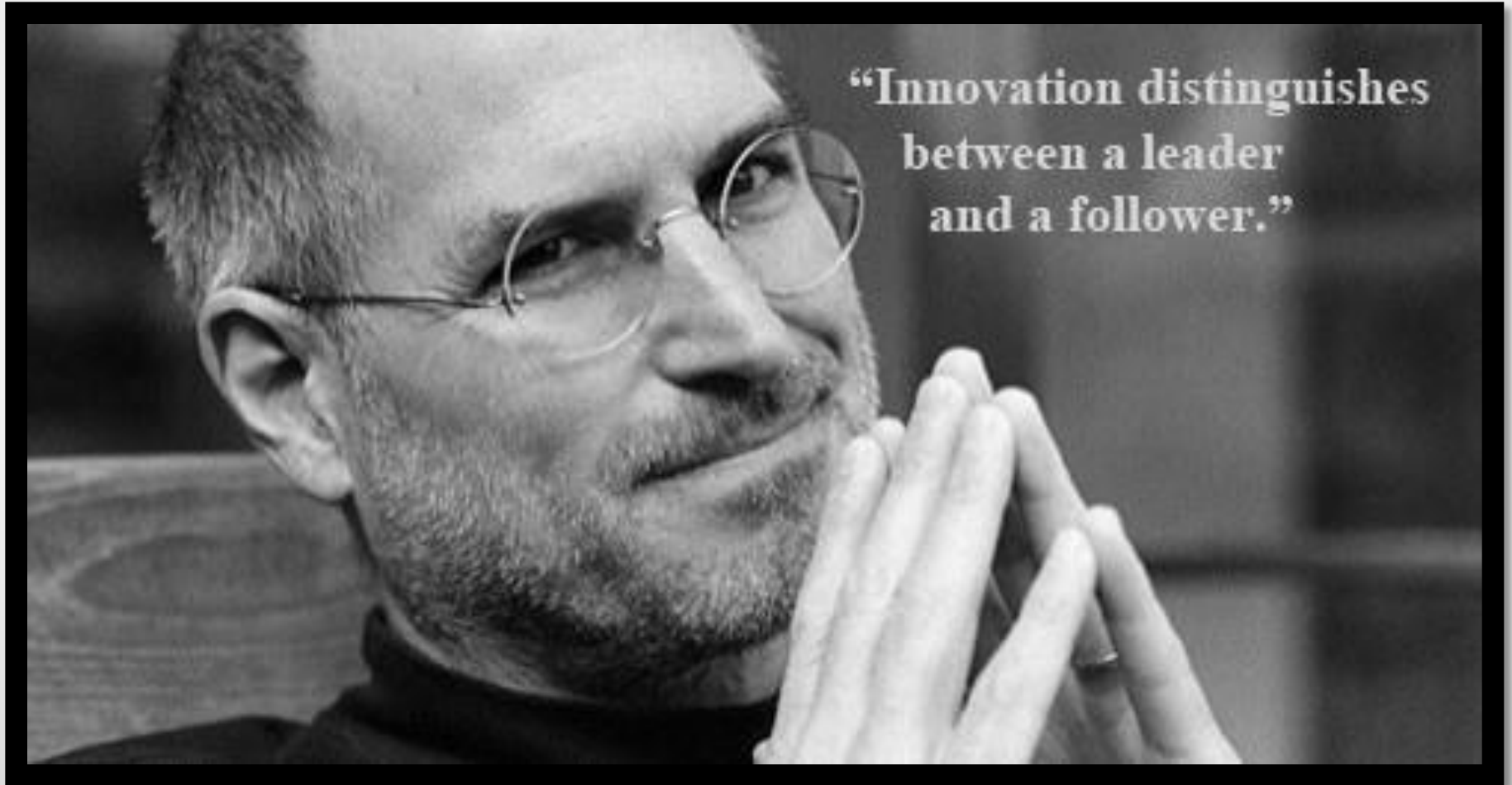
- Define “entrepreneurial leadership” - how it can promote the growth of state oral health infrastructure
- Illustrate how West Virginia has benefited from entrepreneurial leadership, using program examples
- Describe how entrepreneurial leadership promotes the goals of charitable foundations and promotes community oral health

“Doing the best
with what we have.....”

Reflects acceptance of the status quo;
NOT a winning long-term strategy

What is Entrepreneurship?

The ability to organize, manage, and assume the risks of a business or enterprise



Entrepreneurship is typically growth and profit-oriented



**“I like thinking BIG.
If you’re going to be
thinking anything, you
might as well THINK
BIG.” – Donald Trump**

Social entrepreneurship

- The ability to apply the skills of the successful business entrepreneur to promote social change
- Promoting innovative solutions to society's most pressing problems
- Seizing opportunities that others miss
- Using persistence to get a “big win” for society

Social Entrepreneurship Model



Social Entrepreneurship

"Social entrepreneurs are not content just to give a fish or teach how to fish. They will not rest until they have revolutionized the fishing industry."

- Bill Drayton, CEO, chair and founder of Ashoka

Entrepreneurship: relationship to sustainability

- Sustainability - emphasis on program maintenance
- Entrepreneurship - emphasis on program growth
- Combined approach: sustaining growth of new programs
- Each approach uniquely relevant to changing life cycle of public programs, from new to mature

Entrepreneurship in dental public health and philanthropy

- A style of leadership
- Emphasis on program growth vs. status quo
- Must be consistent with personality and management style of program leader
- Must be compatible with organizational culture, values, mission

Entrepreneurial competencies
of the private dentist that
translate to success in
dental public health leadership

The Private Dentist exemplifies the Entrepreneurial Model

- Practice Growth
- Staff Management
- Treatment plan development
- Patient satisfaction
- Profitability
- Maintaining professional networks

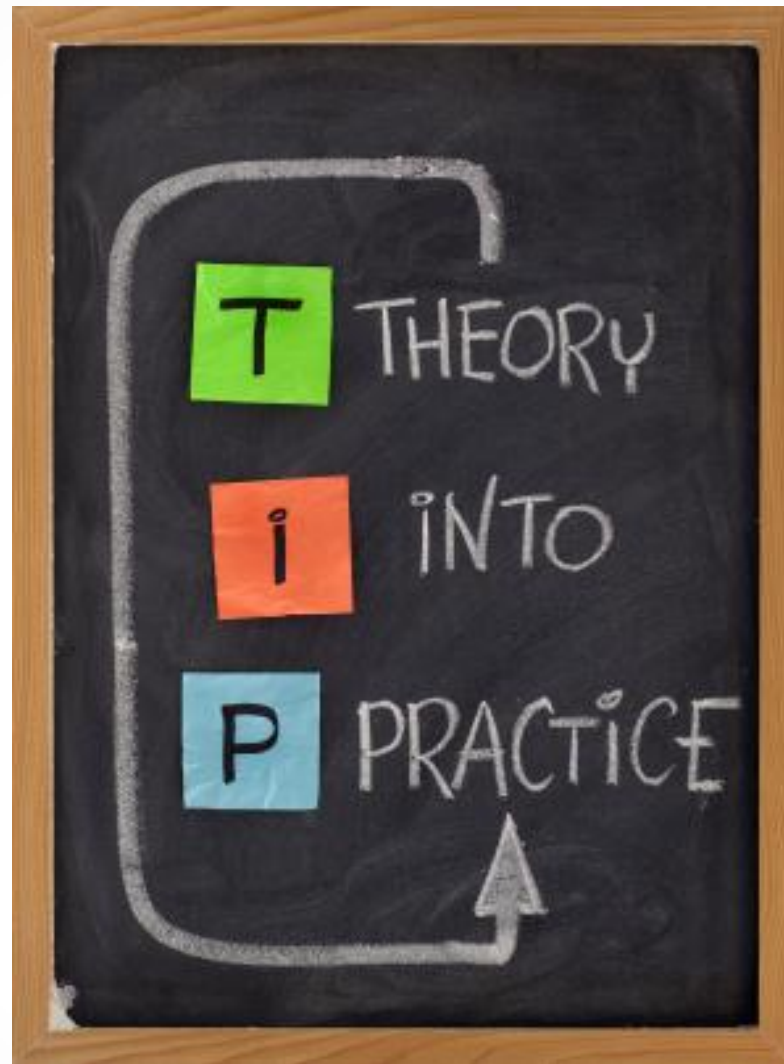
“Don’t worry about being successful but work toward being significant and the success will follow.”

- Oprah Winfrey



Entrepreneurial competencies of the foundation project officer

- Participatory, rather than prescriptive, grant-making
- Identify community needs not adequately addressed by others
- Broad base of professional relationships
- Risk to create new programs and change or implement policies



Results of Entrepreneurial Leadership in West Virginia

- State Oral Health Plan
- Oral Health Surveillance
- Building Infrastructure
- Dental Workforce
- West Virginia Kids Count
- Adult Pilot Project

State Oral Health Plan



PROGRAM

Improving health, one smile at a time.

West Virginia Department of Health and Human Resources

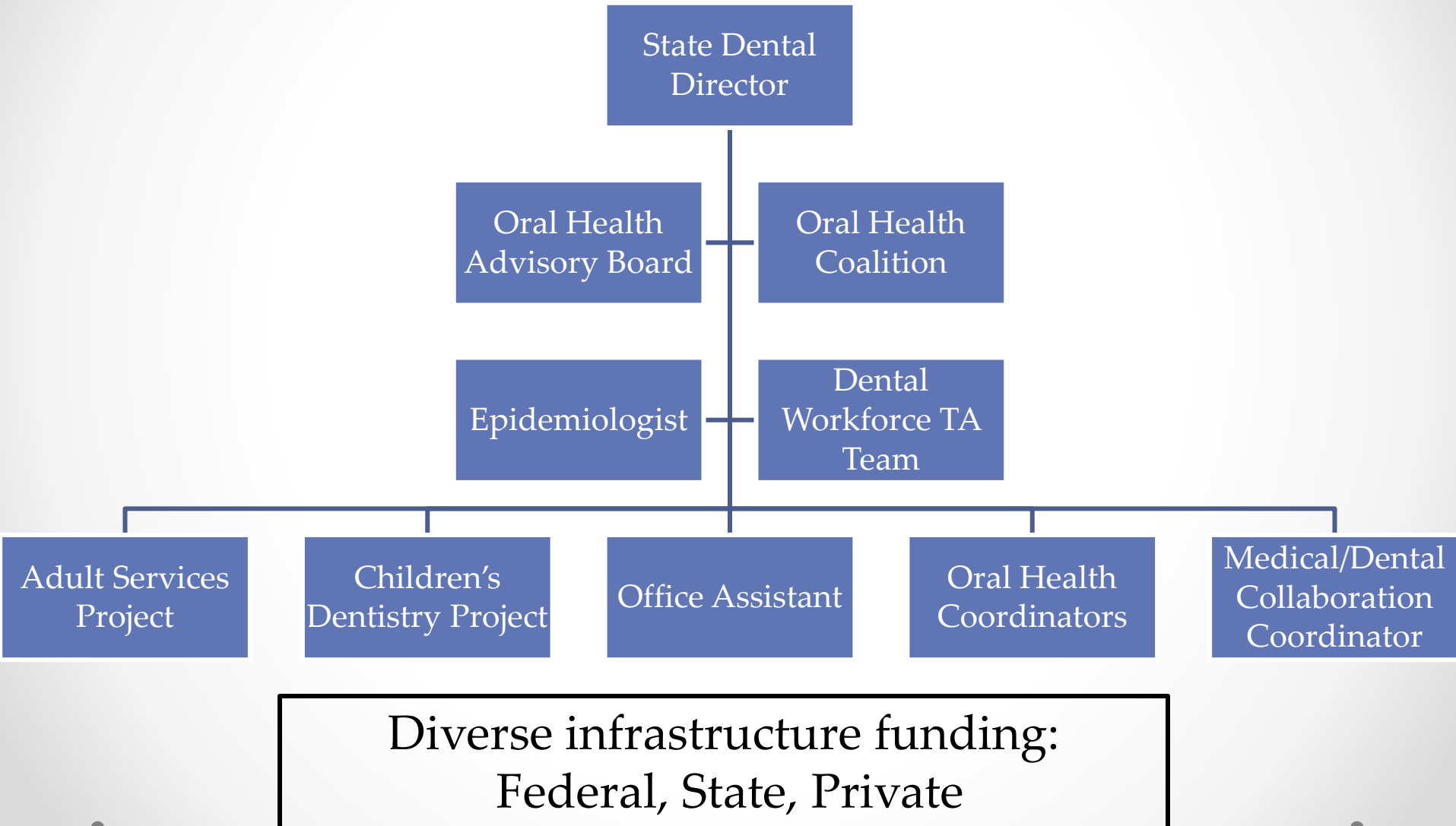
- Garnered community support
- Used ASTDD guidelines to develop Plan
- Accessed private funding source

Oral Health Surveillance



- Opportunity
- Collaborative effort
- Diversified funding sources
- Surveillance plan development
- Sustainability

Infrastructure



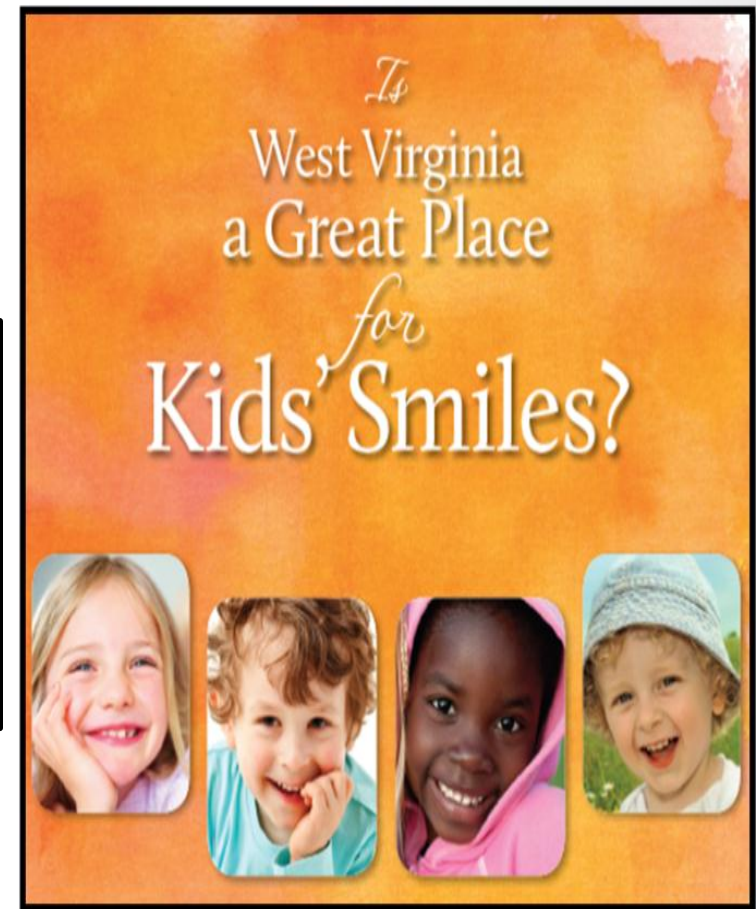
Workforce



- Needs Assessment
- Collaborative effort
- Non-traditional funding
- Used data to apply for additional funding

West Virginia Kids Count

- Advocacy and education
- Request for a special oral health report
- Oral health indicator of child well being



<http://www.wvkidscount.org>

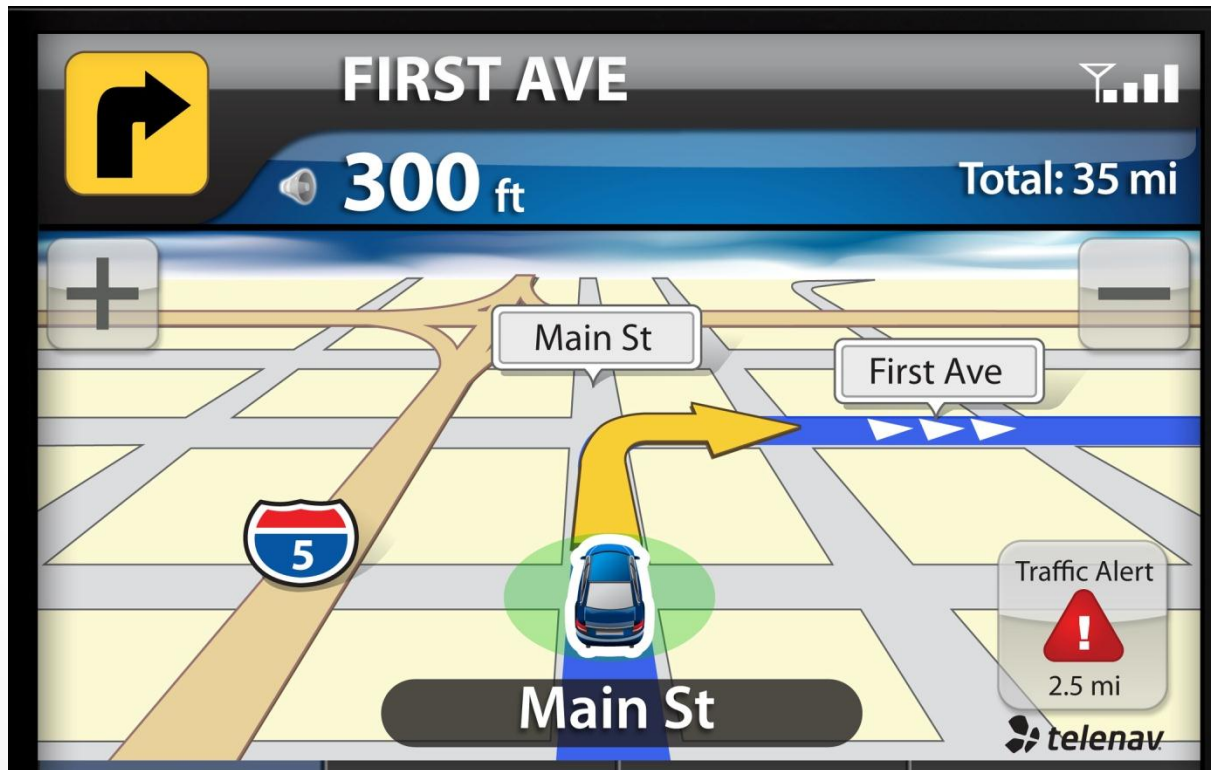
Adult Pilot Project



- Document Need
- Collaboration
- Awareness
- Volunteers
- Catalyst

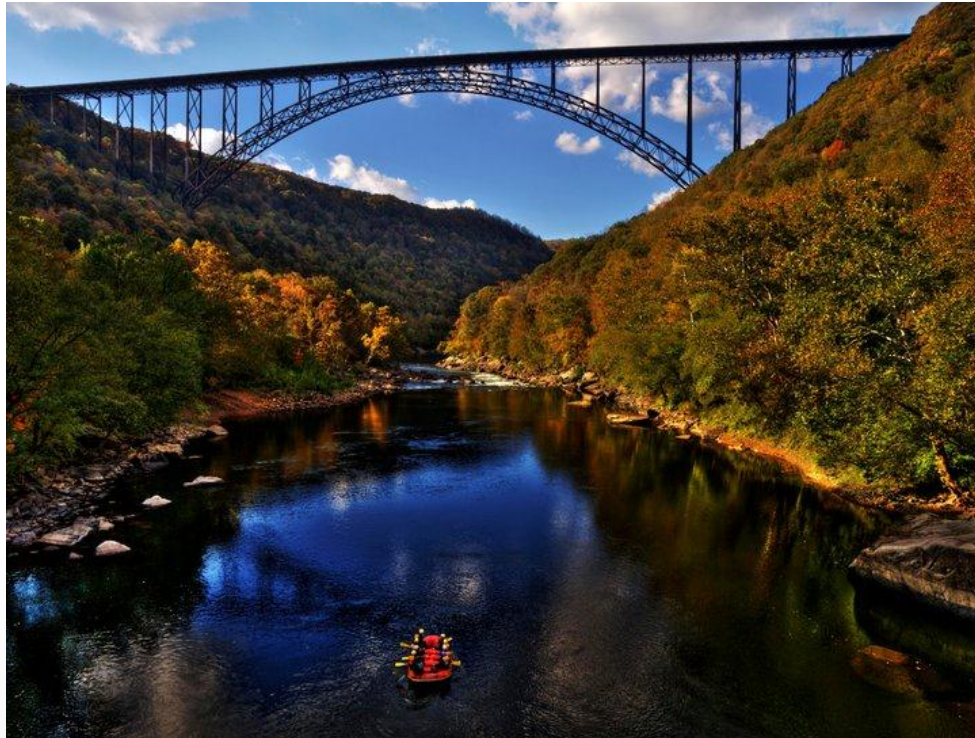
Take-away message

Have a clear plan



Take-away message

Think across systems



Take-away message

Find related, but not just usual, partners



Take-away message

Tackle policy change



Take-away message

Be creative with funding options, diversify



Take-away message

Public/private partnerships for long term success



For more information

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