An Entrepreneurial Approach to Growing State and Local Dental Programs

Jason Roush, DDS
State Dental Director, West Virginia Office of Maternal, Child and Family Health

Kim Tieman
Program Officer, Benedum Foundation

National Oral Health Conference
Huntsville, Alabama
April 24, 2013
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

“Innovation distinguishes between a leader and a follower.”
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

- Opportunity
- Collaboration
- Plan
- Resources

CHANGE
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
TIP

THEORY

I

NT

O

PRACTICE
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

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

http://www.astdd.org
Oral Health Surveillance

- Opportunity
- Collaborative effort
- Diversified funding sources
- Surveillance plan development
- Sustainability
Diverse infrastructure funding: Federal, State, Private
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

- Jason Roush, DDS  
  [Jason.M.Roush@wv.gov](mailto:Jason.M.Roush@wv.gov)  
  1-800-642-8522  

- Kim Tieman  
  [ktieman@benedum.org](mailto:ktieman@benedum.org),  
  1-800-223-5948  
  website  
  [www.benedum.org](http://www.benedum.org)