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

“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
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
Infrastructure

- State Dental Director
  - Oral Health Advisory Board
  - Epidemiologist
  - Dental Workforce TA Team
- Oral Health Coalition
- Medical/Dental Collaboration Coordinator
- Adult Services Project
- Children’s Dentistry Project
- Office Assistant
- Oral Health Coordinators

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
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