



What's Up at HDC?

We are looking forward to 2012

Our overarching goal is **to achieve optimal oral health for each patient** and that includes *motivating patients to change destructive habits* to reach and maintain their oral health. To accomplish that goal, we must be here for the long haul to care for and educate our patients. Therefore, our #1 goal for 2012 is to diversify our funding sources.

Our first priority is to let our individual donors know how much we value your support. Without it, we would not be able to continue existing programs and add new ones (e.g. case management, emergency dental care). Our goal is to increase the number of individual donors who support us. This year, we hope to get to know our donors better through our events, open houses and individual meetings. We hope to find out why you give, what we are doing well, and where we can improve. Also, through you, we can find others who believe in and want to support our mission.



We realize that healthcare reform is going to impact our largest source of income, the federal grant we receive, but we are not sure how much. To prepare for any eventuality, **we are taking the huge step of accepting insurance.** Currently, we can accept Medicaid and Medicare and are determining the patients who qualify. Once we have learned the ins and outs of that, we will accept private insurance. While it is hard to predict *yet* what that will mean in terms of new income, we are confident it is the right step to take.

Back to optimal oral health, the toughest habit for our patients to overcome and the most detrimental to good oral health is tobacco use (and a *significant* number are smokers). In addition to our clinic staff, who use our screening process to identify those patients interested in quitting (or even vaguely interested), we have Hazel, our Medical Case Manager. She follows up with each to encourage entering a smoking cessation program. We have been tweaking this program for the last two years and hope to see increased success in 2012 with a more focused approach.



Although we were able to remain in our present location despite the renovation of our building, our lease will end in 2015 and a new home will probably need to be found (The new owners, National Trust for Historic Preservation is intending to lease the offices to related nonprofits.) That, of course begs the question: What is best for our patients, productivity and sustainability? The annual board retreat on January 28th will focus on that question. *Stay tuned for updates...*