How Many Dentists Are Needed in 2040?

According to the ADA Health Policy Institute, with any type of health care service, having a sufficient number and distribution of providers is critical to ensuring population access to needed care. In the dental care sector, there is intense debate at the federal and state level on the adequacy of the dentist workforce in terms of meeting current and future population needs. The Health Resources and Services Administration (HRSA) estimates that there is a current shortage of 10,802 dentists in the United States.

Several dental schools that have opened in recent years cite insufficient supply of dentists as a key reason why more dental school graduates are needed.

Alternately, a recent analysis suggests evidence for a surplus of dentists by 2040.

Assessing the adequacy of the dentist workforce is not simply a supply-side issue. The demand for dental care on the part of the population, the mix of patients in terms of type of payer and geographic location, and a host of other factors determine whether the current and future dentist workforce is sufficient.

See July 2018 full article: ADA HPI Research Brief: Supply of Full Time Dentists Expected to Increase Steadily

I send you greetings from the Colorado Rockies where I'm catching a few vacation days prior to attending the Deans Summer Institute outside Portland, Ore., this year. The trip has provided me an opportunity to visit two dental schools – University of Colorado and Oregon Health Sciences Center – both with relatively new buildings. I am pleased to report the Fritts Clinical Center stands out among them. However, a key element for IUSD to remain competitive in recruiting outstanding students and faculty will be Phase 2 renovations to the remainder of the IUSD facilities. The challenge is before us.

August brings the start of the IUSD fall term and academic year. This is my final year as dean. Over the past eight years, it has been an honor and privilege to serve in leadership of the Indiana University School of Dentistry. We have accomplished so much together, but there is always more to do. I have been thinking these past months about how best to deploy my time and talent to prepare for my successor. I know the IUSD community will be hearing more about the dean's search in the near future. Following a sabbatical leave during 2019-20, I will continue on the dental faculty, working on dental workforce issues and oral health policy, among other assignments.

In this edition, you will learn about marketing IUSD, Accreditation 2020, and exciting news of a new HRSA grant to support the expansion of our Community-Based Dental Education (CBDE). These are critically important activities as we equip our new students – allied, DDS or graduate/residents – with the knowledge and skills to enable all graduates of Indiana to be alumni…*of one of the best dental schools of the 21st century.*

Marketing IUSD: New Building & Telephone System Begin the Journey

Each year I get asked about marketing efforts to attract new patients to IUSD. Since 2010, I have said no (you may recall my comments about "the rust on our windows" from those early days). I have been resistant to invest in marketing until I was convinced we had an integrated system of services to fully support the customers who want IUSD oral health care. However, with the full opening of the magnificent Fritts Clinical Center in July, we now have contemporary 21st century clinics of which we can be very proud. As we continue to iron out some issues with how we use the facility, we turn our attention to making major changes to our antiquated telephone system to put IUSD's best image before the public. In my mind, health care is a highly personal decision and patients want to talk with real people about their issues and options. They don't want to be shunted around an electronic telephone tree only to be placed on hold or leave a message that doesn't get returned. This is where the Customer Interaction Center (CIC) telephone system comes in. With the sophisticated CIC telephone technology, we now know a lot about the minute-by-minute telephone calls coming in – the data provided is amazing! Under the excellent leadership of Kathy Pedigo (Thank you, Kathy!), we are making good progress. Change is not easy, but it is necessary if IUSD is to perform as a high-level provider of oral health care services in the community. IUSD receives about 400 calls per day. I expect that all will be

answered by a human being within a few seconds and caller needs will be addressed – this is outstanding marketing and customer service! So our comprehensive marketing program has begun with a new building and new CIC telephone communication system. The new website will debut this fall. We also need to revamp patient screening, emergency services, patient billing and accounting, provider credentialing, hours of operation, as well as pricing of services. All of these are elements of the fundamentals of marketing. Look for more changes ahead as we now accelerate our comprehensive marketing effort.

IUSD Accreditation 2020 Kick-off on August 10

Competent, competency, assessment, systematic, and continuous are just a few of the key terms we all need to know as IUSD moves into our 22-month long CODA self-study process, culminating on Sept. 15-17, 2020 – the IUSD site visit dates. Dr. Paul Edwards, interim associate dean for Academic Affairs, is serving as the IUSD site visit coordinator for our nine or more programs under review. The August 10 fall orientation will be devoted to a CODA accreditation overview and working sessions to get faculty thinking about this important process of our academic programs. Volunteer for a self-study committee and help IUSD engage in a comprehensive self-study process with the ultimate goal of meeting CODA's mission: *to serve the public by establishing, maintaining, and applying standards that ensure the quality and continuous improvement of dental and dental-related education and reflect the evolving practice of dentistry* (adapted from CODA Mission Statement: October 2012).

HRSA Award Supports IUSD Community-Based Dental Education (CBDE) 2018-2022

Congratulations to Dr. Tammy Button, director of CBDE, who was recently notified of a successful federal HRSA grant application entitled ***Strengthening the Oral Health Workforce in Indiana through an Innovative Community-Based Dental Education Model.*** This $1.6 million federal grant, matched 40% by IUSD, spans a four-year period beginning September 2018 and going through 2022. The project will achieve the following goals: (1) expand the current CBDE model to include interprofessional education and continued development of community partner sites; (2) prepare dental students to provide culturally competent care in an interdisciplinary setting, recognizing the unique needs of diverse populations; (3) increase the CBDE rotation length and refine student preparedness to be contributing members of the oral health workforce in dental Health Professions Shortage Areas (HPSA) throughout Indiana; and (4) assess and continually refine the CBDE model. I join Dr. Button in her observation that we are "simply thrilled about what this award means for the development of our Community-Based Dental Education program here at IUSD!" Bravo!!

Coffee and Donuts – Join us this Friday from 7:30 to 9 am for the monthly First Friday school gathering. Complimentary coffee, donuts, and fruit will be served in the student lounge.

- **Upcoming IUSD Events**
  - August 9: IU Medical Education Center/Dental Clinic Dedication – Evansville
  - August 10: IUSD Accreditation 2020 Kick-Off
  - August 12-13: IU President's Retreat – French Lick
  - August 13: IUSD Classes and Clinics Begin for Fall Term

FULFILLING *the* PROMISE

Thanks to each of you for your dedication to and support of the Vision and Mission of IUSD. I'll be back in September with another edition of *First Friday…Dean's Update.*

-John

Check out all the current IU Dentistry news on our website: www.dentistry.iu.edu or on our Facebook page: www.facebook.com/IUDentistry

FULFILLING *the* PROMISE