

# Welcome!

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## Take 20

How OPEN Members can  
Champion Minimally Invasive Care:  
Aligning Advocacy to Transform  
Oral Health

Thursday, March 6, 2025  
3:00 - 3:20 p.m. ET

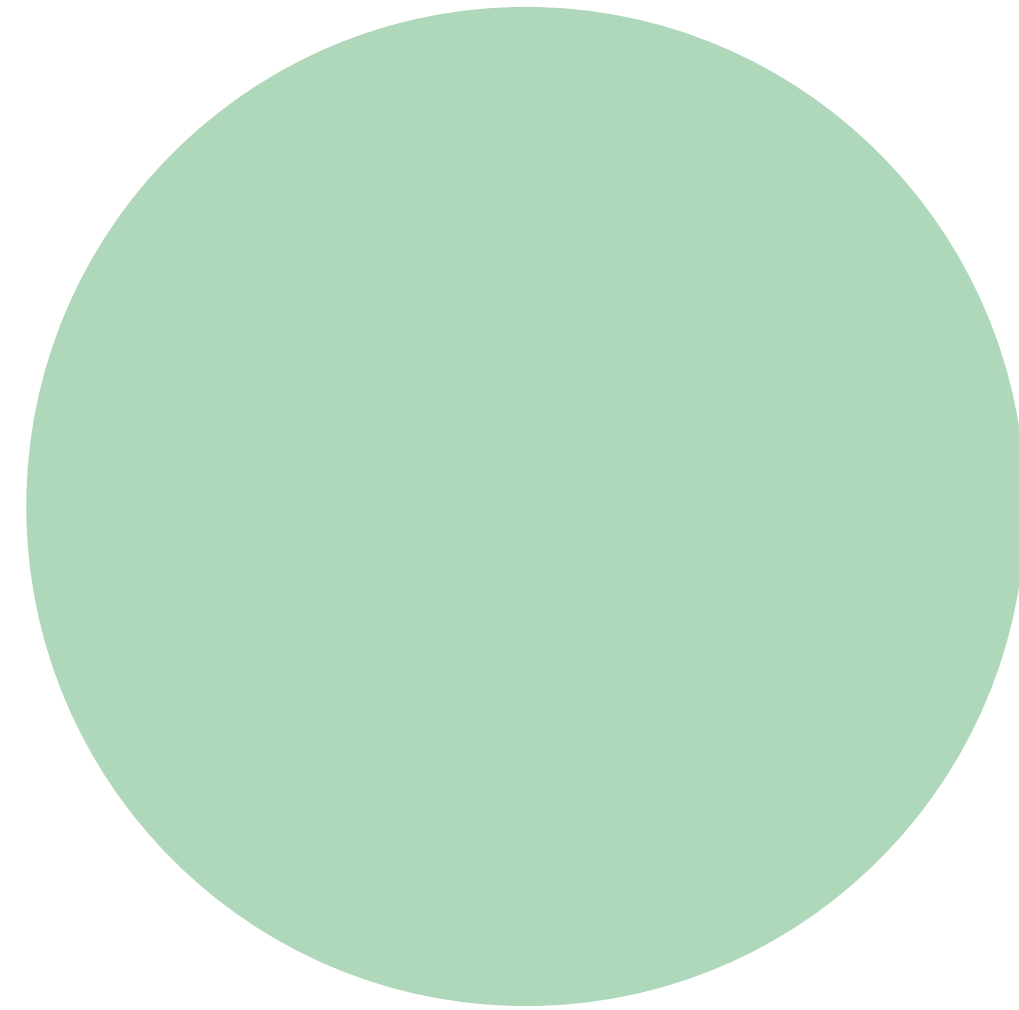


Steve Geiermann, DDS  
Chair, Best Practices Committee,  
Association of State and  
Territorial Dental Directors



Grace Linn, MA  
President, Creative Media  
Solutions, Inc.

# OPEN TAKE 20



Championing Minimally Invasive Care:  
Aligning Advocacy to Transform Oral Health

**Steve Geiermann, DDS**

**Grace Linn, MA**

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**March 6, 2025**

# Thank You





# Championing Minimally Invasive Care:

Aligning Advocacy to  
Transform Oral Health

*November, 2024*

**CareQuest**  
Institute for Oral Health®

  
**astdd**  
Where oral health lives

## The Resource

Provides guidance to enable champions of minimally invasive care (MIC) to **efficiently advocate** to relevant audiences, so that...

- Consumers **welcome** it
- Policymakers **support** it
- Payors **cover** it
- Educators **teach** it
- Clinicians **provide** it



# Primary Authors

- **Kasey Wilson**, MSW, Senior Policy Analyst at Community Catalyst
- **Judith Haber**, PhD, APRN, FAAN; Executive Director, Oral Health Nursing Education and Practice Program, Professor Emerita, New York University Rory Meyers College of Nursing
- **Paul S. Casamassimo**, DDS, MS, Professor Emeritus, Pediatric Dentistry, The Ohio State University
- **Bob Russell** DDS, MPH, MPA, CPM, Public Health Dental Director, Chief Oral & Health Delivery Systems, Iowa Department of Public Health (retired)
- **Anita Glick**, MSW, National Interprofessional Initiative on Oral Health, Professor Emerita, University of Colorado Anschutz Medical Center

# Calling All Champions ...

**TO INCREASE AWARENESS FOR LESS INVASIVE,  
MORE EQUITABLE AND PERSON-CENTERED CARE**

**Minimally Invasive Care (MIC) in dentistry** is a visionary concept that has been embraced by many dental and non-dental health care professionals across the U.S. In this resource, health care professionals discuss the importance of MIC in:

- **Reducing** health care costs
- **Improving** access to care in underserved communities
- **Providing** quality preventive and early intervention oral health care across the lifespan
- **Changing** the perception of oral health services in communities across the nation



# Increasing Awareness

**EVERYONE HAS A ROLE TO PLAY — FROM ADVOCATING FOR POLICY CHANGES TO INTEGRATING MIC PRINCIPLES INTO EDUCATIONAL CURRICULA AND COMMUNITY HEALTH PROGRAMS.**

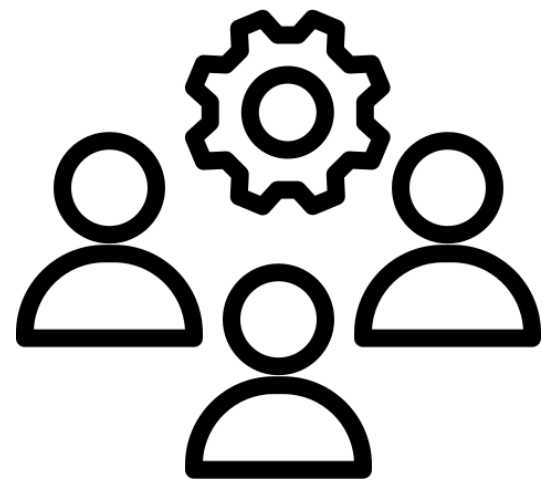


Increasing awareness of the effectiveness of MIC and advocating for its greater utilization requires a collective effort from various partners, including federal and state agencies, oral health coalitions, educators, health care professionals, policymakers and community members.



# Messaging

TELL THEM **WHAT** YOU'RE GOING TO TELL THEM,  
TELL THEM, THEN TELL THEM **WHAT YOU TOLD**  
THEM



## Create Relationship

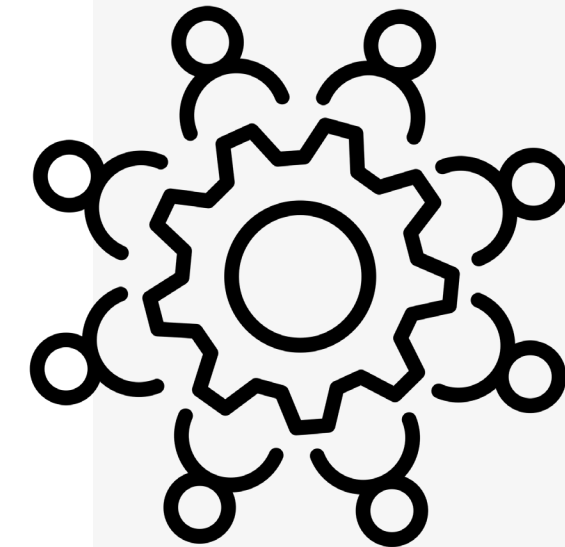
### **Essential to advocacy efforts**

because it fosters trust, collaboration, and mutual understanding, which are crucial for driving meaningful change.



## Research

**Ensures** you are informed, prepared, and credible, which are all essential for influencing change.



## Build Coalitions

**Brings together** diverse groups and individuals to amplify impact, share resources, and increase the chances of achieving shared goals.



# Messaging MIC

Messages can be delivered in many forms — from social media to emails, from one-pagers to videos, often in different languages.

Whatever form they take, they must be clearly understood by audiences to be effective. ***Consider your audience and select messaging that uses plain versus clinical language.***

## Key Messages and Talking Points

- Use the suggested key messages and talking points consistently and repeatedly over the course of your advocacy effort.
- Think of them as a foundation or platform that supports your advocacy.
- Messages should connect the advocacy goals with the interests and values of each audience.

## Audiences

- **Policymakers and payors**
- **Educators**
- **Oral health care professionals**
- **State Medicaid and oral health programs**
- **Community advocates**

# Six Suggested Steps

01

Open with a statement that **ENGAGES** the audience.

02

Present the **PROBLEM**.

03

Provide brief **FACTS & DATA** about the problem.

04

Share a **STORY** or give an example of the problem.

05

Connect the issue to the audience's **VALUES, CONCERNS OR INTERESTS**.

06

Make your **REQUEST** (the "call to action").

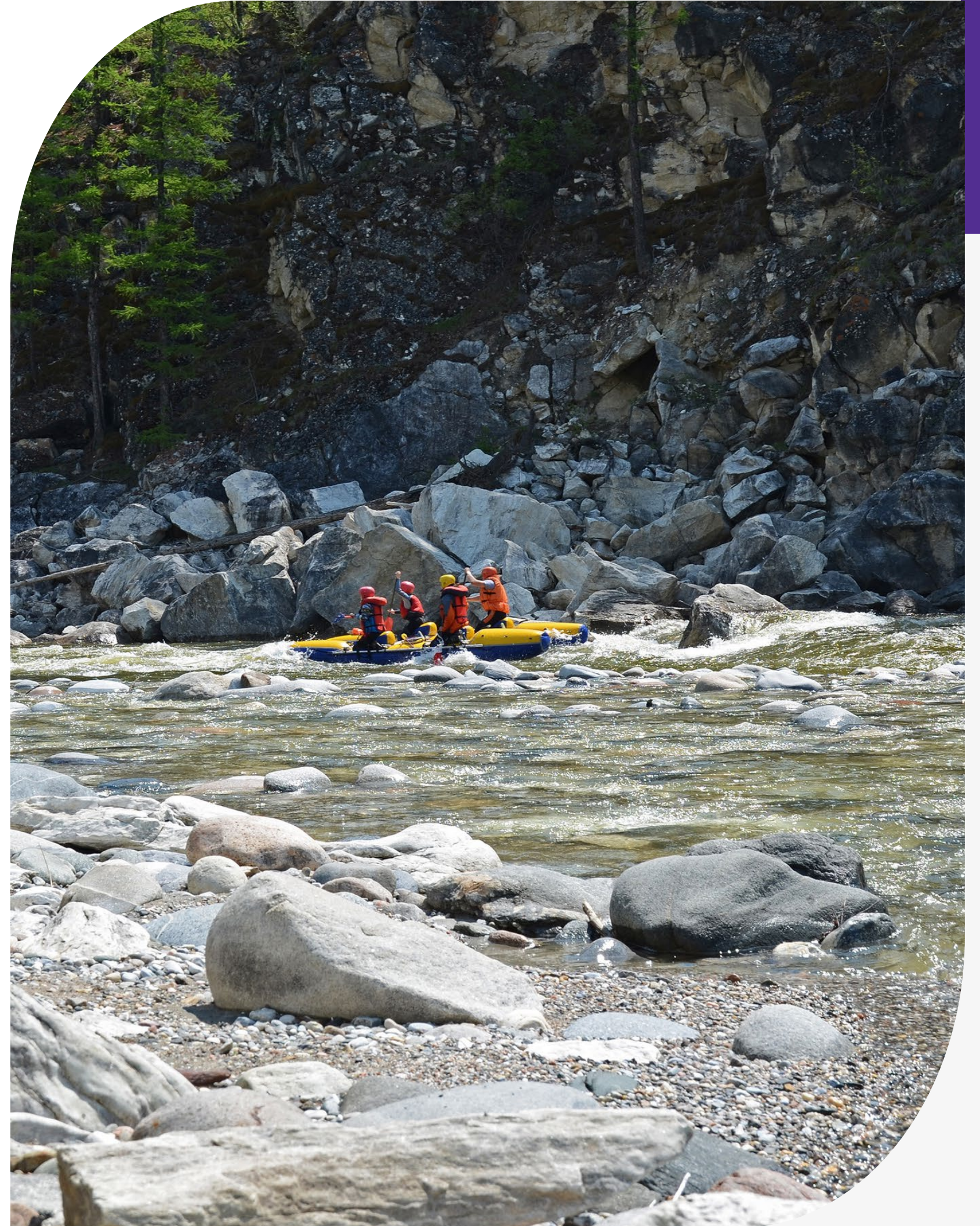
# Stay the Course



Stay the course. When  
thwarted try again,  
harder, smarter.

Persevere relentlessly.

~John Wooden



Join us for a  
deeper dive!

**NATIONAL ORAL HEALTH CONFERENCE**

**MONDAY, APRIL 7, 2025**

**9:45 TO 11:15 PM ET**





Have  
questions?  
Ask.

