

Delta Dental of Oklahoma / Summer 2011

Dentist Check Up

Meet the DDOK Board of Directors

Interview with Board Member
Michael McLeod, DDS



Dr. Michael McLeod

Dr. McLeod, a Delta Dental provider in Oklahoma City, has been on the Delta Dental of Oklahoma Board of Directors for more than 11 years. He has served as Secretary of the

board, on the Dental Policy Committee, and for three years as the Chair of the Delta Dental Oral Health Foundation Committee.

After graduating from the OU College of Dentistry in 1980, Dr. McLeod moved to Los Angeles to do a general practice residency and hospital dentistry at the Los Angeles County Hospital. After several years he then returned to Oklahoma and has been in private practice since 1982. He has also been an Associate Clinical Instructor at the OU College of Dentistry for 29 years.

“Being a faculty member at OU has been rewarding for me because I feel like I know the majority of dentists in the state from teaching,” said Dr. McLeod. “I can go to different places and see colleagues that I remember teaching, and it’s nice because we already have a rapport. It’s a

camaraderie that I wouldn’t have had I not done that.”

When asked about the major points of difference between Delta Dental and other carriers, Dr. McLeod stressed that Delta Dental makes a conscious effort to satisfy their dentists, and they are incredibly approachable if there is an issue. “There’s always someone in Customer Service that can answer your question, whether you’re a patient or a dentist,” he said. “To me, Delta Dental extends itself to become part of the team. Delta Dental is there for its dentists and patients, and that really creates the Delta Dental Difference!”

Dr. McLeod also pointed out how Delta Dental of Oklahoma’s Oral Health Foundation creates a positive impact on the community that other carriers cannot achieve. “I don’t see any other dental or health insurance companies participating and giving back on a community or state-wide level like Delta Dental,” he said. “It was such a privilege to be the Chairman of the Foundation and to see such a genuine outreach effort from John Gladden, Terrisa Singleton and the Delta Dental staff. They have an earnest intent and desire to help out as many people as possible in Oklahoma. And I don’t just mean in Oklahoma City and Tulsa—but small, rural clinics so that everyone has a fair chance to receive funding that helps citizens across the state.”

As a board member, Dr. McLeod said he has received a real education about the

dental benefits industry, and it has changed his mindset in regards to dentists versus insurance companies. “I used to think it was us against them, but I’ve learned that the whole industry is a business,” he said. “Dentists need to gain a spirit of cooperation that Delta Dental’s success is our success, and vice versa. We’re all in this together.”

Looking to the future, Dr. McLeod hopes to see a boost to the industry. “I think it’s a challenge that as the economy started to flat line, we saw more patients without benefits,” he said. “Unfortunately the need is still there. With OkMOM, we got more and more patients at each event. I think that increase in numbers represents an increase in need.”

Finally, Dr. McLeod was quick to give praise to both the staff at Delta Dental of Oklahoma and his fellow board members. “I want to give a measure of accolade to the leadership and staff at Delta Dental of Oklahoma,” he said. “They’re sincere, hardworking and dedicated. It’s my personal belief that John Gladden could have been successful in anything he does, and yet his heart is with Delta Dental. I also want to give credit to the other board members that work tirelessly to see Delta Dental’s vision happen in the state of Oklahoma. I’m impressed with their expertise, their keenness, and the judgment they bring to the meetings.”

DDOK Testing New Oral Wellness Initiative



Delta Dental of Oklahoma is currently developing a new oral wellness initiative aimed at improving the overall oral health of your patients by promoting preventive care, specifically cleanings and exams.

“Serving as your patients guide to oral health is something we really take to heart at Delta Dental,” said John Gladden, President and CEO of Delta Dental of Oklahoma. “For a number of reasons, many patients do not take advantage of their basic preventive dental benefits and put themselves at risk for more serious oral health issues. With this new

program we are going to be proactive and promote the importance of regular dental cleanings and exams.”

To introduce the campaign, a special website is being developed with resources including a dentist search, videos, tips, and information about maintaining proper oral health for the whole family. Delta Dental of Oklahoma is also conducting research with HR managers to test communications in order to determine the most effective messaging and delivery mediums. The program is scheduled to launch in January 2012.

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Foundation Spotlight

Join Forces with Delta Dental to Benefit America's Mission of Mercy



John Gladden (right) presents an initial donation to A-MOM's Bruce Bergstrom to kick off the Facebook Cause campaign. The funding will purchase portable delivery units and patient chairs for use at Missions of Mercy throughout the U.S.

America's Mission of Mercy (A-MOM) provides the portable dental equipment used for dental "Missions of Mercy" held across the U.S., like OkMOM. When Delta Dental of Oklahoma President and CEO John Gladden learned that the organization was in crucial need of funding for new equipment, he knew Delta Dental could help. He presented the need to his fellow CEOs of Delta Dental member companies throughout the country. Together, the companies have donated \$50,000 and pledged another \$100,000 to match public "votes" of support through social media.

To help spread the word about the great work being done by Missions of Mercy,

Delta Dental is sponsoring an America's Mission of Mercy Facebook Cause campaign. That means Delta Dental will donate \$1 for every Facebook user who "joins" the cause – up to \$100,000. There is no charge to join the cause; it's a simple "vote" of support.

To kick off the Facebook Cause campaign, Gladden recently presented a \$50,000 donation to A-MOM Executive Director Bruce Bergstrom on behalf of the contributing Delta Dental member companies.

Fourteen states will conduct Missions of Mercy this year. A-MOM predicts 25 states will conduct MOM events in 2012, if A-MOM is able to purchase the equipment required to support that number.

"Delta Dental of Oklahoma has been proud to co-sponsor and fund the Missions of Mercy held in Oklahoma. OkMOMs are the perfect opportunity for us to help provide oral health services to Oklahomans in need while supporting the dental professionals who generously volunteer their time," said Gladden. "We are excited to now partner with other Delta Dental companies to help make the Mission of Mercy possible for other states as well."

Our goal is to attract enough Facebook users to make an additional \$100,000 donation this summer. You can help make it happen by joining the Delta Dental A-MOM Cause and spreading the word to all of your Facebook friends. Please visit www.tinyurl.com/A-MOM-cause to join today!

Foundation Accepting Grant Applications for 2012 Funding

Do you know of a charitable dental organization or program that may need funding? Be sure to tell them about the Delta Dental of Oklahoma Oral Health Foundation grant program. Our Foundation will provide more than \$1.2 million in funding to over 30 Oklahoma dental health access and education-related programs this year. Applications for 2012 funding are being accepted through August 31st. Details are found in the Grantmaking section of our website at www.DDOKFoundation.org or by calling 800-500-0188, ext. 771 (Toll Free) or 405-607-4771 (OKC Metro).

OU College of Dentistry Recognized for Service



ADEA President Dr. Sandra Andrieu presents service award to Dr. Frank Lipsinic of the OU College of Dentistry and Good Shepherd Clinic.

The University of Oklahoma College of Dentistry was recently awarded the Orna Shanley Prize for Enhancing Access to Care by the American Dental Educators Association (ADEA) and the International Federation of Dental Educators and Associations (IFDEA).

The OU College of Dentistry was recognized for its collaboration with the Good Shepherd Clinic. Under the leadership of faculty coordinator/dental director Dr. Frank Lipsinic, OU dental and dental hygiene students and faculty provide preventive and restorative services in the downtown Oklahoma City clinic.

Both the OU College of Dentistry and the Good Shepherd Clinic have been DDOK Oral Health Foundation grant recipients for the past ten years.

You and Captain Supertooth Make a Dynamic Duo!



Dentists have a new tool to help them convince their pediatric patients to brush and floss every day. Delta Dental has launched a Captain Supertooth educational website at www.CaptainSupertooth.com.

In the Kid's Section of the site, children can test their knowledge with the oral health quiz or play fun, interactive oral health games. The

Parent's Section provides step-by-step illustrations for proper brushing and flossing and important information about their child's oral health. There's also a section for educators that provides teachers with oral health resources and curriculum.

Captain Supertooth brush charts are a great way to refer your pediatric patients to the website. To request a free package of brush charts, contact Terrisa Singleton 800-500-0188, ext. 771 (Toll Free) or 405-607-4771 (OKC Metro) or email tsingleton@DeltaDentalOK.org.