

Delta Dental of Oklahoma / Summer 2013

Dentist Check Up

Meet the DDOK Board of Directors



Interview with Board Member – Dr. Roger Webb

Roger Webb brings a vast variety of experience and expertise to Delta Dental Board of Directors. Webb is

presently interim Headmaster of Oklahoma Christian School. He served as president of the University of Central Oklahoma in Edmond and Northeastern State University in Tahlequah, Okla., and was known for establishing creative academic programs such as the College of Optometry and the first University Technology Center at NSU, the nationally recognized Forensic Science Institute and the ACM@UCO in Bricktown, known as the School of Rock.

Webb's first career was in law enforcement where he ultimately became Commissioner of the Oklahoma Department of Public Safety. He worked the McAlester prison riot, Girl Scout murders and Karen Silkwood death and nuclear energy trial. He was selected as the youngest president of the International Association of Chiefs

of Police and was inducted in the inaugural class of the Oklahoma Law Enforcement Hall of Fame. He was selected in 2008 as a Distinguished Alumni of Oklahoma State University and Edmond Citizen of the Year. Roger serves on numbers of corporate and civic boards including INTEGRIS, Petroleum Club, Chesapeake Boathouse Foundation, Citizens Bank of Edmond and MIPT (Memorial Institute for Prevention of Terrorism).

DDOK: How long have you served on the DDOK board?

Webb: *I came on the Delta Board in 2000 after having been nominated by a dentist friend, Dr. Jim Gore, from Pryor, Okla. Dr. Gore sold me on the core values of DDOK and the company's reputation in the industry. My time on the Board has provided me the opportunity to observe firsthand why Delta enjoys the reputation as the premier oral health care leader in Oklahoma.*

DDOK: What are the biggest changes you have seen since serving on the DDOK board?

Webb: *There have been two drivers of change during my term on the board. The first initiated by the Delta President John Gladden who is constantly striving to keep DDOK relevant, make it more efficient and a peak performer in the industry. The second is the massive changes flowing down from federal legislation relative to the implementation of the Health Care Reform Act.*

DDOK: Talk a little about the Foundation – what are your thoughts about its outreach efforts and impact on communities around Oklahoma?

Webb: *I have the pleasure of serving on the Foundation Committee. The Board and the Executive team are committed to making DDOK the top corporate citizen in Oklahoma as well as the epicenter of benevolent dentistry. There is a sense of purpose here beyond the monthly financial reports. Delta is committed to improving the oral health of all Oklahomans. I love big goals and DDOK has them. The Oklahoma Mission of Mercy, Captain Supertooth program, and major gift to the University of Oklahoma College of Dentistry, all make me very proud.*

DDOK: What have you come to understand about Delta Dental as a result of serving on the Board?

Webb: *It has been a joy serving on this board and getting to know so many outstanding doctors, business leaders and an incredible professional staff. I am convinced DDOK will only continue to be successful as long as they hold on to the core values of the company and focus on what we do better than anyone, provide a quality oral health care product.*

Assistant Colleen Schmitt Receives 2013 Delta Dental Distinguished Service Award

Colleen Schmitt, of Newalla, was selected by the Oklahoma Dental Assistants Association for the 2013 Delta Dental Distinguished Service Award for a dental assistant.

Delta Dental of Oklahoma Oral Health Foundation Manager Terrisa Singleton presented the award to Colleen at the May meeting of the Oklahoma County Dental Assistants Society.

Colleen works as a dental assistant at the Oklahoma City VA Medical Center and volunteers extensively, including serving as Sterilization Co-Lead for the Oklahoma Mission of Mercy. She was recognized for her extraordinary volunteer spirit and leadership in her field.



Dental Assistant Colleen Schmitt (pictured left) receives the Distinguished Service Award from DDOK Foundation Manager Terrisa Singleton.

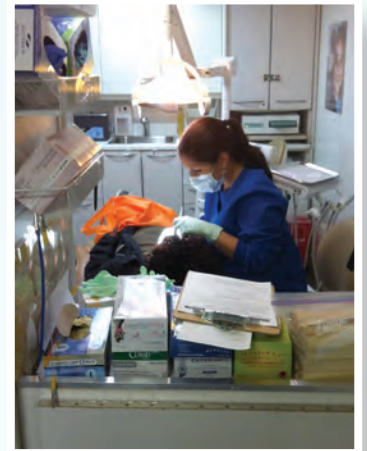
Delta Dental of Oklahoma / Summer 2013

Foundation Spotlight

Delta Dental of Oklahoma Launches MobileSmiles as Part of Oral Health Screenings Initiative



DDOK and MobileSmiles team up to provide oral health screenings and benefit information to motivate City of Tulsa employees to visit the dentist. DDOK representatives were stationed outside the mobile unit to assist City of Tulsa employees with benefit questions. Inside the unit, a registered dental hygienist conducted wellness screenings, encouraging employees not to put off preventive care.



Earlier this year, the Delta Dental of Oklahoma Oral Health Foundation announced a partnership with the Oklahoma Dental Foundation to launch a second mobile dental unit for the MobileSmiles Oklahoma program. The new unit is a fully-equipped dental clinic designed to reach the far corners of the state, and will carry on the program's mission – to provide dental care to patients unable to access treatment due to financial, geographical or other constraints.

While the newest mobile unit will lead the MobileSmiles initiative, the original unit will lead the new Delta Dental MobileSmiles Oral Wellness Program, in addition to being used to deliver care. "Almost all Delta Dental Benefit Plans provide 100% coverage for preventive care, but not all DDOK members take advantage of it," said Terrisa Singleton, DDOK Oral Health Foundation manager

and MobileSmiles co-manager. "Our new Oral Wellness Program is designed to educate people about their oral health status and motivate them to visit a dentist sooner rather than later to help avoid costly restorative procedures."

The Wellness Program will provide oral wellness screenings for DDOK's existing employer groups. Employers will invite their employees to visit the dental unit, often parked onsite, to receive oral health screenings. After the visit with a registered dental hygienist, an assessment form will be provided to the patient to take to their dentist or, if they do not have a regular dentist, a Delta Dental representative will be on hand to help them find one in their area.



"Not only will the addition of the new unit double the capacity for needed benevolent dental care in Oklahoma, we will now be able to take a more proactive approach assisting our clients to get their employees engaged in a preventive care regime," said John Gladden, president and CEO of Delta Dental of Oklahoma.

The program will also serve to raise awareness and funds for the mobile dental care program, as the employers pay a fee for the screening services. For details, go to www.DDOKFoundation.org and click on the MobileSmiles icon.