

OKMOM SPECIAL EDITION!

A special update from Delta Dental of Oklahoma



The 6th Annual Oklahoma Mission of Mercy free dental clinic. This year's event was held at the Cox Business Center in Tulsa.

THE ORIGINS OF THE MISSION OF MERCY

The early days of what would become the America's Mission of Mercy took root in the late 1990s, when mini-clinics began popping up in underserved areas to provide free dental treatment. The first statewide program was implemented in Virginia. That fledgling program led to the formation of the Mission of Mercy Program in 2000, founded by the Virginia Dental Association.

Other states followed Virginia's lead and soon, large-scale free dental clinics were organized on an annual basis in Texas, Kansas, Nebraska, Arkansas,



Colorado, Connecticut, Iowa and Wisconsin. By collaboration and shared experiences, the programs became more efficient and better known.

AMERICA'S DENTISTS CARE FOUNDATION

The America's Dentists Care Foundation Missions of Mercy was founded in 2008 as a not-for-profit corporation to address the need for quality equipment and its availability for Mission of Mercy events.

Today, there are 28 state events under the A-MOM umbrella, from Alaska to Florida and to date, Mission of Mercy events nationwide have touched more than **135,000 patients**, and provided nearly **\$76 million** in free dental treatment.

To learn more visit: www.adcfmom.org.

DDOK CEO LEADS STATE INVOLVEMENT/NATIONAL MOM EXPANSION



AMOM's total capacity has grown to 245 operatories and nearly \$1.1 million in equipment.

Delta Dental of Oklahoma President and CEO John Gladden attended his first Mission of Mercy event as a guest in 2008.

"Reiger Wood invited me to travel to Manhattan, Kan., to experience their Mission of Mercy event," Gladden said. "Linda Brantner, CEO at Delta Dental of Kansas, had been giving me glowing reviews of these events they'd been supporting for several years."

He cites that first experience as inspirational and a wakeup call to not only the need for this style of care, but also the organization and resources required to support such a massive undertaking. Gladden said it soon struck him how deeply the sense of caring exhibited by volunteers was absorbed by the unfortunate souls seeking relief from dental pain. He also appreciated the sense of community working collectively to provide this vital care.

"That's all it took for me to realize that DDOK needed to be 'all in' to make it a reality in Oklahoma. This event would need lots of volunteer dentists and laypeople, lots of organization and lots of money."

Working with Reiger Wood, the Oklahoma Dental Association and the Oklahoma Dental Foundation on the logistics of bringing a Mission of Mercy event to Oklahoma, Gladden

concurrently lobbied DDOK's Foundation board to establish much-needed funding to underwrite the event. With \$150,000 secured annually from the Delta Dental of Oklahoma Oral Health Foundation Board to underwrite future OkMOM events, Gladden then set his sights on helping AMOM eliminate its debt for the initial 100 operatories they had purchased.

After raising \$160,000 from sister Delta Dental plans to eliminate that debt and put AMOM back in the black, Gladden then looked to expand the outreach of AMOM nationally. Again, he approached his national Delta Dental board members and raised an additional \$515,000 to buy 100 turnkey operatories, another semitrailer and wrap. Finally, AMOM realized there was a need for a "Mini-MOM" operation to accommodate dental treatment in smaller cities and states. Undaunted, Gladden raised another \$400,000 for a 45-chair mobile operator – bringing AMOM's total capacity to 245 operatories and nearly \$1.1 million in equipment.

"This is a labor of love and I am so proud of the Delta Dental system for stepping up to the plate to meet this need," said Gladden. "Many of the Delta Plans that have donated to this cause have yet to even access this equipment and host an event in their state. It speaks volumes to our mission and our collective commitment to improve oral health and support dentistry whenever possible."



Dental Missions of Mercy transportation unit.

THE HISTORY OF OKLAHOMA MISSION OF MERCY



The first Oklahoma Mission of Mercy event took place in Tulsa in 2010. More than 1,800 patients were treated those two days, many of them waiting overnight in freezing cold for two days in a parking garage to secure a place in line for treatment. The need for Mission of Mercy events in Oklahoma was validated.

Subsequently, the Delta Dental of Oklahoma Oral Health Foundation entered into an informal partnership with ODA and ODF to secure the future of the free dental events in Oklahoma. The three organizations each play unique yet unified roles that form a strong infrastructure upon which each OkMOM event is built.

“Thanks to the ongoing dedication of volunteer dental professionals, often



A young patient learns about proper oral care.

traveling many miles to serve, OkMOMs have been held in Oklahoma City, McAlester, Lawton, Enid and again this year in Tulsa, said Terrisa Singleton, DDOK Oral Health Foundation director. “By moving the site around the state each year, the goal is to allow more

people to gain access to care and to avoid becoming a de facto “dental home” to a single region.”

Since that very first event in 2010, **OkMOM has treated 10,599 patients and provided \$7,026,271 in donated dental services.**

OKMOM AT-A-GLANCE



2010

OkMOM Tulsa

1,805 patients treated
6,997 dental procedures
\$859,463 in donated dental services

2011

OkMOM Oklahoma City

2,201 patients treated
8,964 dental procedures
\$1,091,781 in donated dental services

2012

OkMOM McAlester

1,733 patients treated
6,487 dental procedures
\$1,097,691 in donated dental services

2013

OkMOM Lawton

1,786 patients treated
7,042 dental procedures
\$1,107,138 in donated dental services

2014

OkMOM Enid

1,465 patients treated
11,786 dental procedures
\$1,344,540 in donated dental services

2015

OkMOM Tulsa

1,609 patients treated
12,766 procedures
\$1,525,657 in donated dental services

2015 OKMOM PUBLIC AWARENESS REACHES ALL-TIME HIGH

To supplement the outreach efforts and raise additional awareness about the event, the 2015 OkMOM event included social media coverage, including its own hashtag **#OkMOMTulsa**. Visitors and volunteers were invited to post comments about the event on Facebook, Twitter, Instagram and other platforms.

According to the Gooden Group, an Oklahoma City public relations firm engaged by OkMOM, mentions of the event on social media reached near viral status, with the more than **212,000 unique readers** reached pre-, during and post-event. Additionally, 179,782 people shared OkMOM information via Re-Tweets and Shares. Additional coverage was provided by traditional media, with more than **30 different media outlets** – including newspapers, websites, major network television and radio stations covering the event.

Launched just in time for the Tulsa OkMOM event, Delta Dental of Oklahoma's new Facebook and Twitter pages, along with the DDOK Oral Health Foundation's Facebook page, drew heavy traffic and interaction from readers sharing posts about the event. Facebook saw a 49.7% increase in traffic, Twitter 39.1% and Instagram saw an 8.9% increase in activity during the event.

"We are extremely pleased with both the traditional public relations and social media efforts engaged to raise awareness for the 2015 OkMOM event," said Tom Searls, Director of Marketing and Communications for DDOK. "From the kick-off event with Oklahoma Lt. Governor Lamb to the unprecedented live television coverage during the event, both media strategies were instrumental in getting the word out to those in need. We look forward to broadening these outreach efforts in Oklahoma City in 2016 and beyond."



Mentions of this year's event on social media reached near viral status.



Nearly 180,000 people shared information about the 2015 OkMOM event in Tulsa.



Coverage was provided by more than 30 different media outlets.



Looking forward to 2016 OkMom event in Oklahoma City