



Delta Dental of Wisconsin  
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# News Release

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**FOR IMMEDIATE RELEASE**

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## **Delta Dental CEO presents \$515K check to America's Mission of Mercy**

*Money will help purchase portable dental equipment*

OAK BROOK, Ill., April 9 – As part of his national organization's support of oral-health initiatives, Delta Dental of Wisconsin President and CEO Den Brown presented a \$515,000 check last month to the America's Dentists Care Foundation, the umbrella organization for America's Mission of Mercy events.

The money from the Delta Dental Plans Association will help ADCF purchase a fourth semi-trailer truck full of portable dental equipment, enabling ADCF to hold Missions of Mercy in another 12 states and help an additional 25,000 underserved patients annually.

Brown presented the check to ADCF Operations Manager Reggie Monson, Executive Director Bruce Bergstrom and Advance Coordinator Jill Shook.

“This donation will help improve the oral health of underserved and uninsured Americans, which is Delta Dental’s core mission,” said Kim Volk, DDPA’s president and CEO of DDPA. “It’s been a pleasure to work with Missions of Mercy and we look forward to continuing that relationship.”

A “Mission of Mercy” is a two-day dental clinic conducted in a large venue – such as an arena or a convention center – supported by several hundred volunteer dental professionals, staff and laypeople providing free oral health care on a first-come, first-served basis. The first Mission of Mercy event took place in Virginia in 2000. The ADCF was established in 2008 and its events are projected to expand to 20 states in 2012. All told, Mission of Mercy volunteers have provided dental care to about 95,000 people at a value of more than \$47 million.

The first Mission of Mercy in Wisconsin was held in 2009 in La Crosse. The 2012 Wisconsin Mission of Mercy will be held June 29-30 in Madison.

“The need for dental care of the underserved is enormous, and volunteer dental professionals are to be commended for their willingness to address that need,” Bergstrom said. “Now we have a partner able to provide the equipment necessary to enable the dental community to deliver that needed care.”

### **About Delta Dental of Wisconsin**

Delta Dental of Wisconsin is a not-for-profit dental service corporation offering benefit services, claims processing, and plan administration to employers throughout Wisconsin since 1962. The company is headquartered in Stevens Point, with sales offices in Milwaukee and Madison, and provides benefits and services to more than 1.4 million subscribers and their

family members. Delta Dental administers dental benefits for more Wisconsin companies than any other insurance carrier.

As a member of the nationwide Delta Dental Plans Association, the company is able to offer employees of Wisconsin-based companies the same dental benefits to wherever they are located in the United States. The Delta Dental Plans Association is the largest dental-benefits system in the nation. Its member companies provide benefits to more than 51 million people in 93,600 employer groups across the United States.

**About Children's Health Alliance of Wisconsin**

Headquartered in Wichita, Kan., the America's Dentists Care Foundation ([www.adcfmom.org](http://www.adcfmom.org)) is a 501(c)3 non-profit organization dedicated to providing and maintaining all the equipment necessary to put on a Mission of Mercy event. In addition, the organization assists with organizing volunteers and provided the expertise to organize, set up, run and tear down the event.

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## **Wisconsin Seal-A-Smile Fact Sheet**

### **About The Program**

Wisconsin Seal-A-Smile (SAS) is a statewide sealant program that offers grants to local school-based programs targeting underserved children.

Healthcare professionals involved include public-health personnel, school nurses, dentists, dental hygienists and dental assistants.

Services provided include dental cleanings, retention checks of dental sealants and topical fluoride applications.

Grant funds are used to buy supplies, to offset staffing expenses, and to cover other miscellaneous costs.

The Wisconsin SAS program has been operating since 2000.

### **Program Funding and Administration**

SAS is funded through Wisconsin General Purpose Revenue (GPR) and federal Health Resources and Services Administration (HRSA) funding, supplemented by in-kind support and donations.

The Wisconsin Department of Health Services (DHS) contracts with Children's Health Alliance of Wisconsin to manage the SAS Program.

In accordance with Governor Doyle's Kids First Initiative, Seal-A-Smile state appropriations increased from \$60,000 to \$120,000 in 2005. In addition, DHS allocated a HRSA workforce grant of \$82,000 per year from 2006-2009. From 2009-2012, HRSA funding was increased to \$241,000 annually.

Delta Dental of Wisconsin provided \$241,000 annually in 2009 and 2010 to match the HRSA funding. That funding was increased to \$250,000 for 2011.

### **Counties With Seal-A-Smile Programs**

Adams, Ashland, Bayfield, Barron, Brown, Burnett, Chippewa, Clark, Columbia, Dane, Door, Douglas, Dunn, Eau Claire, Forest, Iron, Jefferson, Juneau, Kenosha, Langlade, Lincoln, Marinette, Marquette, Milwaukee, Oneida, Pierce, Polk, Portage, Price, Racine, Rock, St. Croix, Sauk, Shawano, Sheboygan, Trempealeau, Vilas, Walworth, Washburn, Waupaca, Waushara, and Wood.

### **Program Statistics**

- Grants for 2010-2011 range from \$1,500-\$75,000.
- During 2000-2010:
  - Number of children who have been screened: 71,540

- Number of children who have received sealants: 46,031
- According to the SAS Program Report for 2009-10:
  - Of the 16,950 children screened, 10,206 had sealants placed and 6,235 children were referred for further dental care.
  - 36.7% of participants had untreated decay.
  - 5.8% of participants were referred with urgent dental needs.
  - 21,983 students received oral health education through SAS.

**Contact Information**

For more information, visit [www.chawisconsin.org](http://www.chawisconsin.org) or contact:

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