



February 8, 2012

Dear Statewide Dental Referral Network,

The recent economic downturn has led to changes in local public health and Medicaid eligibility. As a consequence, our organizations received a growing number of calls from the public, especially underserved individuals and families, seeking low-cost dental care. DOH-Oral Health received a federal grant to work with partners and define a more efficient and effective approach to serve the state's population in terms of dental referrals. The table below shows the groups that have participated so far in this effort. Thank you all for accepting to participate in this important initiative.

<i>Agency/Partners that provide dental referral services</i>	<i>Groups that provide specific navigation services</i>
DOH DSHS/ Health Care Authority Local Public Health (LHJs) Office of Insurance Commissioner - SHIBA UW School of Dentistry WACMHC WA Free Clinic Association WithinReach WIN 2-1-1 WSDA WSDHA WDSF Alliance of Dental Hygiene Practitioners Washington State Oral Health Coalition	Navigators help the public find low cost insurance and dental referrals.  <a href="#">Regional 2-1-1s</a> <a href="#">Office of Insurance Commissioners - SHIBA</a> <a href="#">Health Hot line</a> <a href="#">WithinReach/ ParentHelp 123</a> <a href="#">Local Oral Health/ABCD Coordinators</a>

This group has participated in meetings since January 2011; some meetings were in-person, others by phone, and others individually. In our initial meeting, this group came up with four goals:

1. Coordinate our referral activities to reduce unnecessary duplication
2. Create an updated centralized and more comprehensive database for dental referrals
3. Involve local representation, given that local funds have been greatly eliminated
4. Support this collaborative effort to ensure referrals are more effective and less confusing for the public.



A small survey was sent to the organizations above asking how they were working with dental referrals and how many calls they received. After reviewing all this information, the 2-1-1 system in Washington surfaced to be the ideal home for state wide dental referrals for several reasons:

- 2-1-1 is the three-digit dialing code designated by the FCC as the number to call for information about, and referral to, social and health care services and currently serves over 85% of the U.S. population.
- 2-1-1 was created to help centralize information, eliminate the need for so many 1-800 numbers and help streamline the process for those looking for services.
- In WA, 2-1-1 maintains a “Community Resources Online” (CRO) statewide database of social and health services which is available on the web, and free to users, located at <http://www.resourcehouse.com/win211/>.
- Call centers have free interpreter services available in over 155 languages.
- Many community information and referral providers in WA became 2-1-1 centers, bringing more than 20 years of experience when 2-1-1 was launched in 2006.
- Each region follows the professional standards outlined by the Alliance of Information & Referral Systems (AIRS) and has highly-trained Information & Referral Specialists and Resource Specialists who are answering 2-1-1 calls and maintaining the database listings.
- Serving all of WA, there are seven regional 2-1-1 call centers housed in non-profit parent agencies: <http://www.win211.org>.
- 2-1-1 receives more phone calls for dental referrals than any of us, and therefore is in an easier position to help the public.
- 2-1-1’s website uses a search engine by topic or keyword. The results can be printed at home or local libraries and users are able to register and save their searches. The website counts on detailed information about each dental referral, such as patient eligibility, hours of service, etc.
- 2-1-1 provides information for dental referrals and assesses other needs of the caller, such as need for transportation, financial assistance, housing, etc. Therefore, it is a service that meets the needs of the callers and can make a significant difference in their lives.
- 2-1-1 has the ability to work with other partners, such as SHIBA’s navigator services.
- 2-1-1 also has the ability to track all the dental referrals it makes each year, by location and by service. This is important information that will be shared with active partners and can help build the case for oral health.
- 2-1-1 can work closely with SHIBA when dental referrals become especially difficult for some individuals and families.
- 2-1-1 has the ability to list short term clinics or programs by adding and removing resources in a short time frame as requested by you.
- Each 2-1-1 region also has a local toll-free number and there is also a statewide toll-free number, 1- 877-211-9274. <http://www.resourcehouse.com/WIN211/contact.aspx>



It was also defined that 2-1-1 would need the support from all our organizations to make this collaborative work successful.

**EVERYONE’S ROLE: Updating dental referral information for the 2-1-1 database**

One of the crucial points for 2-1-1 is to have accurate, up-to-date information about services in their database and CRO. Full updates are requested by 2-1-1 at least once a year, but regions are also able to make minor updates quickly, so the earlier you provide changes in information (hours, eligibility, location, etc.), the more effective 2-1-1 services will be. That also means fewer unnecessary or inappropriate calls to network providers

We need to let 2-1-1 know when the name, location or phone number of any clinic under our work changes. Information can be updated online (for all regional 2-1-1s, except King County) or by phone. DOH-OH will send regular reminders for your organization to update any new information with 2-1-1. The regional 2-1-1 Resource Center will contact you for updates once a year.

Who to contact for updates:

- These are the seven regions in Washington State. **If you have multiple statewide contacts to update, or are short on staff, Hanna Newton at King County can help get your information to the correct location.**

<i>Region</i>	<i>Contact Person for Updates</i>
King County	Hanna Newton - <a href="mailto:hnewton@crisisclinic.org">hnewton@crisisclinic.org</a>
North Sound: (San Juan, Island, Whatcom, Skagit Snohomish)	Eurdice Haggard - <a href="mailto:ehaggard@voaww.org">ehaggard@voaww.org</a>
South Sound: (Pierce, Thurston, Lewis)	Sarah Teague – <a href="mailto:saraht@uwpc.org">saraht@uwpc.org</a>
Peninsulas: (Clallam, Jefferson, Grays Harbor, Mason, Kitsap, Pacific)	Cory Derenburger – <a href="mailto:coryd@kmhs.org">coryd@kmhs.org</a>
Southwest WA: (Clark, Skamania)	Troy Hammond – <a href="mailto:troy@211info.org">troy@211info.org</a>
Eastern WA: (Spokane, Stevens, Pend O’reille, Ferry)	Braden Fish – <a href="mailto:bfish@smhca.org">bfish@smhca.org</a>
Greater Columbia (everything else!)	Jennifer Blizard – <a href="mailto:jblizard@pfp.org">jblizard@pfp.org</a>

**Next Steps**

DOH-OH will set up quarterly conference calls with this group to check how the dental referral



system is working statewide. Different organizations have different needs. We will also check with 2-1-1 to find out what their needs are and how we can help the system.

As always, it is good to remember that 2-1-1 is a non-profit organization that depends on donations. If your organization values the work 2-1-1 provides or has a grant related to dental referrals, please consider partnering with or donating to 2-1-1 to ensure the continuity of their services.

Thank you everyone for taking part in this effort, especially Susan Gemmel from 2-1-1 who just finished a very long process of accreditation and took the time to meet with many of you personally. Please feel free to contact me if you have any questions.

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