



# Dentists On-The-Go



*Helping Students Get Healthier Teeth One College at a Time!*

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## HISTORY OF DENTISTS ON-THE-GO

During our undergraduate at Montgomery College, we learned through a short survey that most of our peers did not have health insurance or did not have to visit their local dentist. After we graduated from Montgomery College and proceeded to graduate from UMSOD, we came up with the idea of opening up our own mobile dentistry, Dentists On-The-Go, for college students.

Initially, we started a business as students graduating from the University of Maryland, School of Dentistry and was established in Germantown, Maryland in 2013. All of the dentists attended University of Maryland School of Dentistry (UMSOD) and have at least 5 years of experience in the dentistry field. We know that dental hygiene is extremely important for overall good health and we want to be able to provide that for college students that cannot afford dental check-ups.



## OUR MISSION

Dentists On-The-Go will shed light on the importance of good dental hygiene and provide free dental check-ups and cleanings. Dentists On-The-Go will visit all Montgomery College campuses and give students free dental check-ups to improve the oral health of all college students.

## OUR VISION

Dentists On-The-Go will ensure that all Montgomery College students have healthy gums and teeth by improving their oral hygiene with accessible dental check-ups. We want to be able to help students reach their optimal level of health.

# CORE VALUES



# HISTORY OF DENTAL CARE FOR COLLEGE STUDENTS

The oral health goal of Healthy People 2020 is to prevent and control oral and craniofacial diseases, conditions, and injuries, and improve access to preventive services and dental care. CDC reports that 17.5% of 5–19 year old children have untreated dental caries/tooth decay and 27.4% of adults between ages 20–44 years old have tooth decay. Based on this data, it shows that adults generally have poorer oral hygiene, compared to younger individuals.

Other research findings claim that the top three reasons for 18–34 year olds not going to dentist were having a healthy mouth and not needing dental care (37.9%), cost (35.7%), and not having time to get to a dentist (28.4%). College students are especially prone to poor oral hygiene due to their behavior at school, such as, alcohol consumption, smoking habits, drug abuse, and poor nutrition.

In addition, college students have trouble attaining income to pay for dental health services because they typically do not have health insurance or lack income to acquire such services. There are health centers on college campuses, however, the school does not provide dental services.

# INQUIRY

I surveyed 3 people to ask their opinion about mobile dentistry for college campuses. Below are their responses:

## 1. Why do you think dental care is important for college students?

**Person A** → Well, it can affect how they view themselves which in turn can affect their confidence levels and how they socialize.

**Person B** → Dental care is incredibly important for college students because good dental hygiene is crucial for optimal health.

**Person C** → I have had a cavity before and it makes it difficult for me to eat and sleep, focusing on oral health keeps us in the best shape.

## 2. Will it be beneficial for dentists visiting college campuses for dental check-ups?

And why?

**Person A** → I think so given the price is right. If something is beneficial for a person, he will probably do it. Also, you don't have to go to the dentist.

**Person B** → It would be incredibly beneficial because it provides a service for students free of charge.

**Person C** → It'll save me the trouble of going to the dentist if I am already on campus.

## 3. How would poor oral hygiene affect your daily life as a college student?

**Person A** → I would smile a lot less and I would become more self-aware.

**Person B** → Poor oral hygiene affects your overall self-confidence as a good student. Issues might present when the student with poor oral hygiene refuses to network with his peers in class due to low self-esteem.

**Person C** → If my mouth hurts, then I can't eat, and it will affect my school performance.

# PURPOSE

The purpose of this proposal is to develop a plan to request funding for mobile dentistry on Montgomery College campuses. Many colleges value health for their students, but not specifically students' oral health. By investing in the dental health of students, we are supporting their educational success and promoting overall health for their future.

Montgomery College already sets a good example of valuing student health by holding blood drives and providing fresh groceries through the Mobile Food Pantry. Since the Mobile Food Pantry gives access to free nutritious foods to students, we want to be able to provide free dental check-ups and cleanings for the students as well.

The funding will go towards the necessary equipment and utilities, also, the funding is required for purchasing mobile dentistry trucks and the payment of staff. The funding will also go towards the development of the website for Dentists On-The-Go. Ultimately, Dentists On-The-Go will provide internships for pre-dental students; however, additional funding is needed.



# REVIEW OF LITERATURE

## INTRODUCTION

Healthy People 2020's goals for having and maintaining optimal oral hygiene is to prevent and control oral and craniofacial diseases, conditions, and injuries, and improve access to preventative services and dental care. Healthy People 2020 claims that 18 to 45 year olds have poor oral hygiene and this is due to many components ranging from risky health behaviors and not having adequate health insurance. The number of college students having an annual dental exam and cleaning has steadily declined over the past decade.

## BACKGROUND

The article I have found examines the knowledge about the risk factors and symptoms of oral cancer, attitudes towards oral cancer and associated behaviors of college students using constructs of the Health Belief Model and the predictors of oral screening of college students. The participants in this study involve 300 College of Health Science students at a State university located in the Northeastern United States. They were given a 25-item questionnaire during the Fall 2009 semester, which measured

knowledge and behaviors related to oral cancer risk factors. Participants perceived their oral health to be good (63.6%), were unaware of dental diseases (95.5%), visited a dentist (60.5%), had a dental visit (62.2%) within the last 6 months, and scheduled one (66.3%) in the next 6 months. The conclusion was that this study may further assist in future health education and dental screening programs for college students across the United States.

### **THEME ONE → LACK OF INSURANCE**

One-third of the population surveyed showed irregular dental visits, which could be related to high costs, lack of insurance or unavailability of dentists. Economic factors hinder having or maintaining dental insurance and also access to dental insurance dropped. There was a decline of college students visiting a dentist and was found that there was 35.4% of adults visiting a dentist. The students that visited the dentist are below the recommendations of the American Dental Association.

### **THEME TWO → TOBACCO USE**

A study conducted among American college students to explain patterns of smokeless tobacco use showed that 8% of college students in the Northeast United States and 15% of students in the South-Central United

States used smokeless tobacco. The study also found that many smokeless users believed that smokeless tobacco is less harmful than smoking and that earlier the age of initiation of smokeless tobacco, more likely the individual will continue being a tobacco user. The authors state that “unless prevention efforts target this population, the problem will continue to increase and can result in poor dental hygiene and an oral cancer epidemic.”

### THEME THREE → SEXUAL BEHAVIOR

Another theme or factor that can lead to unhealthy oral hygiene can be participating in risky sexual behavior. A New England Journal of Medicine study showed that Human Papillomavirus Infection–positive (HPV) tumors were strongly associated with multiple oral sex partners. Another study identified oral sex and open–mouthed kissing associated with development of oral HPV infection among college–aged men. Oral HPV infection was more strongly associated with the number of recent oral sex and open–mouthed kissing partners than with recent vaginal sex partners.

# CONCLUSIONS & RECOMMENDATIONS

Healthy People 2020 states that oral health is essential to overall health because it improves a person's ability to speak, smile, smell, taste, touch, chew, swallow, and make facial expressions to show feelings and emotions. In the graph below, the number of college students is declining steadily over the past years and it is because of the barriers that can limit a person's use of preventive interventions and treatments include, limited access to and availability of dental services, lack of awareness of the need for care, cost, and fear of dental procedures. Dentists On-The-Go want to give students free dental cleanings and check-ups in order to improve their oral hygiene, which will in turn, improve their overall health.

We want to propose a couple of recommendations in order to support the dental health of college students we need funding for the trucks, salary, dental equipment, and development of our website. One way of funding Dentists On-The-Go is if we were given a grant from the three Montgomery Colleges. Another way of funding our organization is from local Maryland dentists; therefore, we can give the students referrals to see these dentists if they have major complications or if they need surgery. Also, we can sponsor dental equipment from a business and advertise their equipment to other dentists.

*The table below shows the percentage of students who report having a dental exam and cleaning from 2000–2013.*

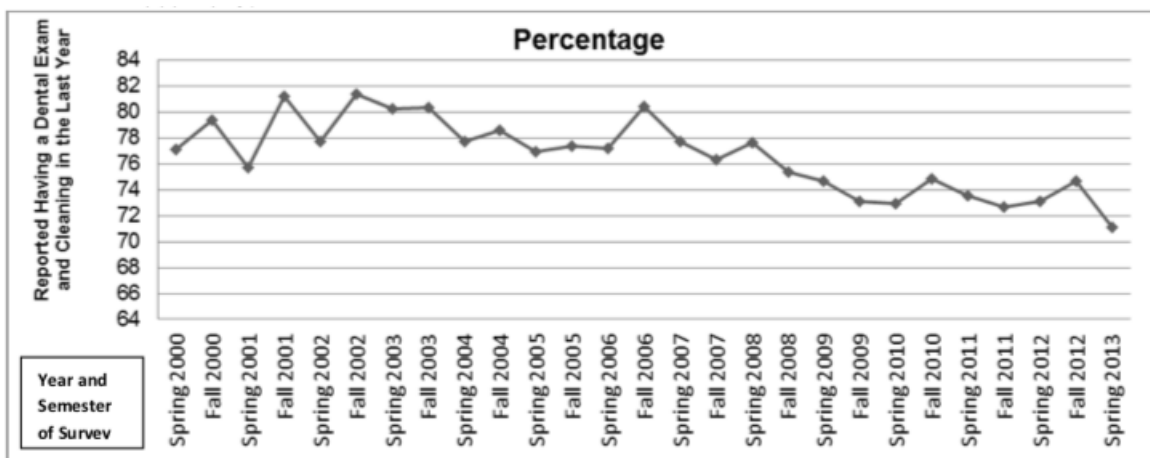


Figure 1 → Reported Having a Dental Exam and Cleaning in the Last Year

# TIMELINE

## Proposal

- Submit proposal in December 2018
- Proposal accepted in February 2019

## Production

- Purchase trucks and dental equipment
- Produce mobile dentistry in trucks
- Develop website

## Promotion

- Launch website, promote via flyers and online advertisement, campus website

## Implementation

- Pilot Dentists On-The-Go; start visiting Montgomery College Campuses

## Evaluation

- See the end result of the overall visits by giving surveys to students after their appointment

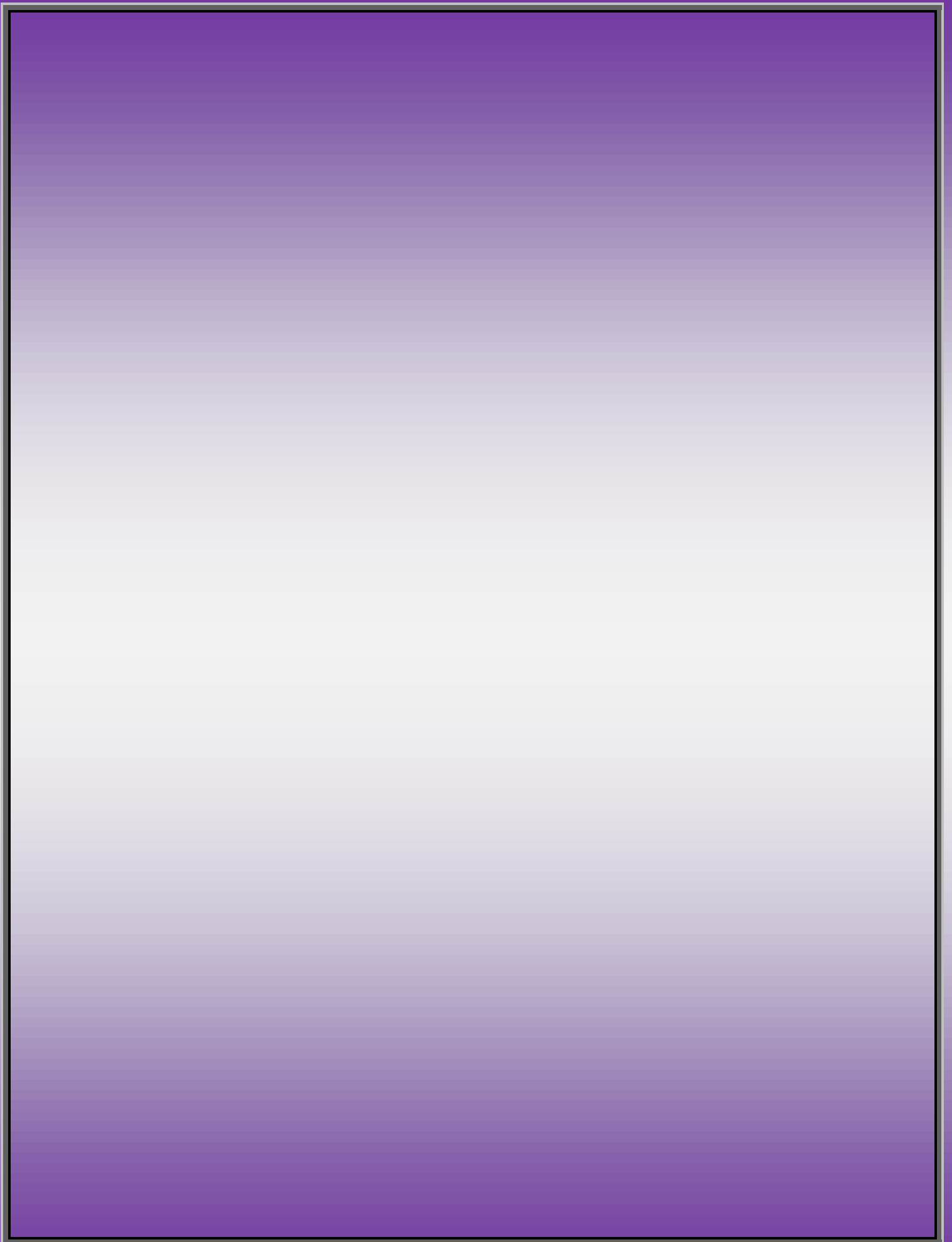
# APPENDICES

# APPENDIX A



# GLOSSARY OF TERMS

- **Oral Health** → It is the ability to speak, smile, smell, taste, touch, chew, swallow, and convey a range of emotions through facial expressions with confidence without pain, discomfort and disease of the craniofacial complex.
- **Gingivitis** → A form of gum disease that causes inflamed gums.
- **Cavity or Dental Caries** → Permanently damaged areas in teeth that develop into tiny holes.
- **Healthy People 2020** → It consists of organizations committed to promoting and implementing high-quality health, longer lives free of preventable disease, disability, injury, and premature death.
- **Autoclave** → A machine that sterilizes materials by using pressure and steam to reach and maintain a temperature that is too high for any microorganisms to live.
- **Dental instruments** → Tools that dental professionals use to provide dental treatment. They include tools to examine, manipulate, treat, restore and remove teeth and surrounding oral structures.
- **CDC** → The Centers for Disease Control and Prevention is a federal agency that conducts and supports health promotion, prevention, and preparedness activities in the United States, with the goal of improving overall public health.
- **Craniofacial** → Of, relating to, the skull, and the face.



# APPENDIX B

See Insert

# APPENDIX C

# W E S L A W   C A S E

## Why dental insurance is a smart choice for students

### With dental insurance, your teeth can last a lifetime

As a student, dental insurance is a great idea—whether you have health insurance through your parents or work; you're covered on your own; or you don't have medical coverage at all.

Dental insurance can help you manage the costs of emergencies, preventive care and more. It's important to have now because taking care of your teeth and gums now will pay off big later in life.

### Keep up those regular dentist visits

You may be past the age when you expect a lot of cavities, but dental care is still essential. Dental insurance can help college students better manage the cost of regular visits to the dentist.

Here are a few reasons why regular dental care is essential for students:

- Doctors tell us that healthy teeth and gums can help maintain a healthy body.
- Hormonal changes during the student years can make your gums extra sensitive, which may lead to infrequent brushing and flossing. As a result, plaque and tartar can build up.
- If you're active in sports, expert dental advice about a mouth guard can help prevent injury.
- Dental braces can make brushing and flossing difficult, leaving your gums open to disease and infection.
- A tongue or lip piercing can increase your chance of a cracked or chipped tooth, gum injuries or even nerve damage.

Here are some examples of Humana dental plans you can choose from, depending on your state and your unique needs:

## Dental Preventive Plus

This dental PPO plan offers low deductibles, has no copayments and provides coverage for many preventive procedures. This plan does not require a dentist selection.

## Dental Value plan

This dental plan has low copayments for many dental procedures, and no waiting periods. It requires that you select a primary care dentist.

## Loyalty Plus plan

This dental plan rewards loyal members by increasing benefits from years one to three, including more coverage on services like routine exams, root canals and crowns.

## Simple Choice plan

This dental plan is easy to understand, with fixed costs for services and no deductibles.

## Dental Savings Plus plan

This discount plan is not insurance but could help you save on many services including dental, vision, and Rx, hearing or alternative medicine.

## Did you know?

You can save up to \$35 when you combine dental and vision!

# APPENDIX D





# APPENDIX E

# BUDGET

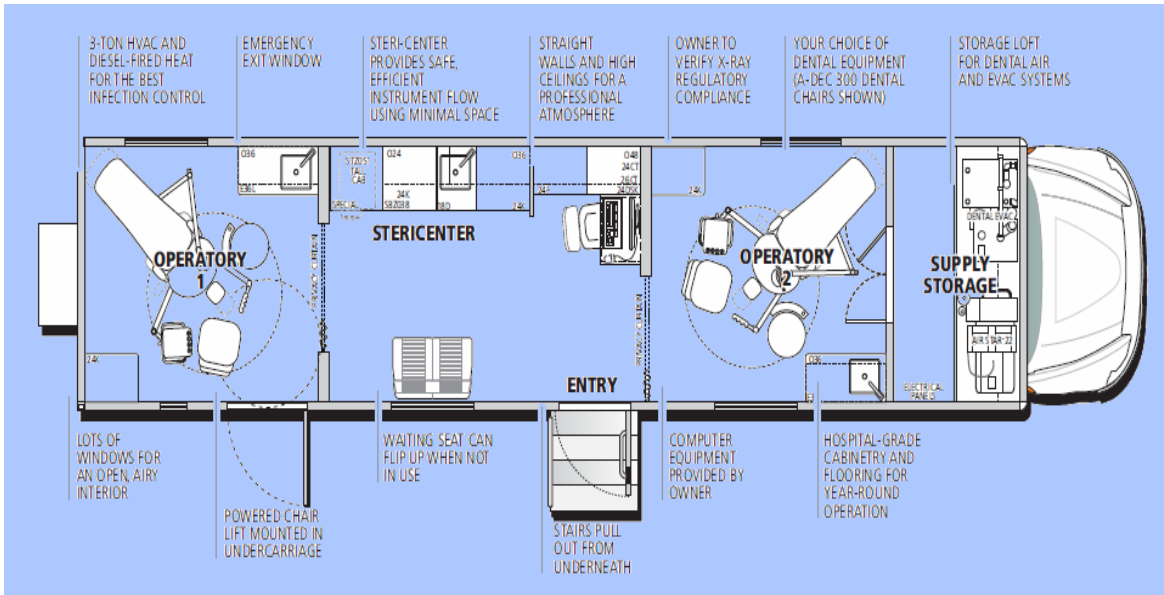
## ***Dentists On The Go Budget***

<b>Items</b>	<b>Quantity</b>	<b>Cost</b>	<b>Total</b>
Mobile Dental Trucks	4	\$140,000.00	\$560,000.00
Website Development	1	\$1,000.00	\$1,000.00
Salary for Employees*	1	\$227,494.40	\$227,494.40
Gas (gallons)	360	\$2.70	\$972.00
Pamphlets	600	\$0.50	\$300.00
Posters	60	\$47.00	\$2,820.00
Dental Equipment**	1	\$32,320.00	\$32,320.00
			<b>\$824,906.40</b>

<b>Salary for Employees*</b>	<b>Quantity</b>	<b>Cost</b>	<b>Total</b>
Dentists	8	\$18,436.80	\$147,494.40
CEO	1	\$80,000.00	\$80,000.00
			<b>\$227,494.40</b>

<b>Dental Equipment**</b>	<b>Quantity</b>	<b>Cost</b>	<b>Total</b>
Dental Instruments	8	\$90.00	\$720.00
Dental Patient Chairs	8	\$2,000.00	\$16,000.00
Laptops	8	\$600.00	\$4,800.00
Autoclaves	8	\$1,000.00	\$8,000.00
X-ray Machine	4	\$700.00	\$2,800.00
			<b>\$32,320.00</b>

# POSSIBLE LAYOUT



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[jhdrp](https://digitalscholarship.unlv.edu/cgi/viewcontent.cgi?article=1363&context=jhdrp)