

OUR STRATEGY

Goal 1: Tolosa Children's Dental Center has the capacity to provide a dental home to Denti-Cal children in San Luis Obispo County.

Objective 1.1: Expand access to pediatric dental services.

- 1.1.1 Increase the number of care days within the Central Region (City of San Luis Obispo and Coastal areas) of the county.
- 1.1.2 Increase access to services through place-based (school or community) locations.
- 1.1.3 Obtain and maintain privileges for dental providers and certification of staff at local hospitals to ensure access to operating room for patient care requiring hospital use.
- 1.1.4 Obtain and maintain equipment necessary to provide services consistent with the highest standard of pediatric dental care.

Objective 1.2: Increase staffing to ensure sufficient coverage of existing and expanding capacity.

- 1.2.1 Increase and maintain pediatric specialists FTE to maximize productivity.
- 1.2.2 Increase and maintain general dentist FTE to maximize productivity.
- 1.2.3 Increase and maintain Registered Dental Assistant and Dental Assistant FTE to maximize appointment efficiency and productivity.
- 1.2.4 Increase and maintain support staff including appointment coordinators, billing, and data entry to ensure efficiency, productivity and revenue collected.
- 1.2.5 Hire and maintain additional staff, such as Registered Dental Hygienists or Registered Dental Hygienists in Alternative Practice, to support clinical services as determined by demand and the current standards of dental care.

Objective 1.3: Increase the utilization of state of the art strategies to prevent, manage and treat pediatric dental disease.

- 1.3.1 Increase the number of children that receive preventive services annually.
- 1.3.2 Increase the number of children that remain cavity free at 1, 2, 3, and 4 subsequent prev care appointments.
- 1.3.3 Increase the number of children that return for prev care appointments as scheduled.
- 1.3.4 Invest in staff development to ensure services are provided consistent with the highest standards of pediatric dental care.
- 1.3.5 Develop and monitor metrics that evaluate the effectiveness of programs.

Goal 2: Tolosa Children's Dental Foundation ensures sufficient resources to help the organization achieve its mission.

Objective 2.1: Improve financial stewardship

- 2.1.1 Develop a 3-5 year financial plan that includes diversifying funding streams, follows the organizations financial policies and ensures financial sustainability.
- 2.1.2 Maximize revenue earned from reserve funds.
- 2.1.3 Maximize revenue from fundraising opportunities and invest in donor development.
- 2.1.4 Maximize revenue from fee-for-service sources (Denti-Cal, Covered California plans etc).
- 2.1.5 Investigate and take action on potential revenue generating opportunities.

Objective 2.2: Improve Board effectiveness

- 2.2.1 Recruit board members with knowledge and expertise necessary to help the Foundation achieve its goals.
- 2.2.2 Develop annual work plans and metrics that are approved by the board and that delineate responsibility and ensure accountability.
- 2.2.3 Develop a board succession plan to maintain continuity of leadership and expertise.
- 2.2.4 Periodically, at least once every 2 years, conduct an assessment to evaluate the boards effectiveness and address any areas in need of improvement through board development.
- 2.2.5 Periodically and update the organizations governance documents including bylaws, governance policies, financial policies, and personnel policies.

Goal 3: Tolosa Children’s Dental Foundation is recognized authority on and advocate for children’s oral health.

Objective 3.1: Increase marketing/public relations activities.

- 3.1.1 Develop and implement a marketing/public relations strategy that include website, social media, and other methods or promotion, and tie to fundraising and strategic alliance development.

Objective 3.2: Increase strategic alliances that support and further our mission.

- 3.2.1 Develop and implement plan to outreach to strategic partners
- 3.2.2 Review current alliances/partnerships and the intended benefit and determine which partners continue to provide benefit to the organization’s mission.
- 3.1.2 Develop a list of possible alliances and desired benefits and determine key alliances to pursue.

Objective 3.3: Advocate for/increase awareness of children’s oral health with local, state and national.

- 3.3.1 Monitor and respond to national, state and local regulations, programs and policies that potentially impact TCD.
- 3.3.2 Represent TCD on federal, state and local levels.