

Advocate Project (2015-2019)

Principle investigator



Prof. H. Whelton



Introduction

In the EU spending on caring for tooth decay, gum disease and tooth loss (oral health care) is close to €80 billion each year. Around the globe around 4 billion people suffer from these common conditions which can be prevented. This creates a big challenge for the public health systems in paying for the treatment of these problems, to which individual diet and lifestyles contribute. Equally the problems of poor oral health will impact on the quality of life and well-being of individual people. We manage tooth decay and gum disease by treating and restoring the teeth. Unfortunately dental health providers are currently paid based on the amount of this work they do and are not encouraged to work with patients on preventing the problems before they occur.

Objective

The ADVOCATE project is committed to involving patients, the general public and patient groups in changing the system. Also involved, from the healthcare provider side, is the Council of European Chief Dental Officers, whose members advise European governments on oral health. We will work with them and the International Association for Dental Research and the Platform for Better Oral Health in Europe.

Method

European inventory

1. Investigate key barriers and facilitators to prevention from the perspectives of the general public dental teams, policy makers and insurers.
2. Creation of contextual profile of each country and the generation of a topic guide
3. In-depth exploration through focus groups of stakeholders perceptions, regarding the barriers and facilitators towards prevention within each country.
4. Create an additional questionnaire, that further explores the general public's and dentist preferences and attitudes towards prevention

Data analytics

1. Set up a "data hub" to collect each country's data and create a harmonised format.
2. Select indicators acknowledging success in the prevention of disease and avoidance of unnecessary treatment for the project dashboard.
3. Valuate the impact of financial incentive schemes on providers and patients in promoting preventive oral health care and compare the value for money gain between these schemes

Dashboard development

1. An electronic Oral Healthcare “dashboard” will be developed, which serves as a benchmarking tool and enables the collection, monitoring and comparison of oral health and treatment related indicators across countries, regions, insurances and Practitioners.
2. Developing a patient Engagement application “App” which will allow patients to be asked their opinion on their dental treatment.
3. Users will be involved early-on in the software development process and will be encouraged to provide feedback on how best to make the software user-friendly.

Proof of concept

1. Use the dashboard information with front line practitioners to change their practice focus towards an evidence based, patient-centred preventive care strategy.
2. Use a small scale field study to identify the barriers and facilitators of working with an evidence based, patient-centred preventive care strategy.
3. Inspire dental practitioners throughout Europe, according to this model, to focus on encouraging good oral health, rather than just treating problems.

Exploitation and Dissemination

Sharing the project message with the wider world, by:

1. Setting up a website, Facebook, Twitter and a newsletter through which we will share all of the important information on the project with all of our stakeholders.
2. Setting up the policies for communication needed by the project and support the publications which the project group will produce for the research community journals.
3. Supporting the eventual commercial exploitation which will ensure that all dental practices can use the dashboard and successful methods.

Staff involved

Department: Social Dentistry

- Prof. dr. G.J.M.J. van der Heijden
- F. Baâdoudi
- Dr. D. Duijster
- N. Maskrey

Collaborations

- Achmea Schadeverzekeringen NV, Apeldoorn, Netherlands
- Heidelberg University, prof. Stefan Listl, Heidelberg, Germany
- Aridhia Informatics, Emma McDonald, Edinburgh, United Kingdom
- University of Leeds, Prof. Helen Whelton, The school of Dentistry, Department of Dental Health, Leeds, United Kingdom
- University of Leeds, Prof. Gail Douglas, Department of Dental Public Health of Health Science, Leeds, United Kingdom
- University of Leeds, Prof. Kenneth Eaton, Division of Epidemiology & Biostatistics, Leeds United Kingdom
- National Health Service NHS, C. Bridgeman, United Kingdom
- DeCare Dental Insurance Ireland (DDII) , Maureen Walsh & Dr. Gerard Gavin, Ireland
- University College Cork, Prof. Helen Whelton, Department: Oral Health Services Research Centre, Cork, Ireland
- Copenhagen University, Prof L. Cristensen, Department of Odontology, Copenhagen, Denmark
- Semmelweis University, Prof. Dr. Madléna Melinda, Boedapest, Hungary
- SpectrumK GmbH, J. Bentz, Essen, Germany

Grants

- European Union EU, granted 6M€: (2015, May 01 - 2019, June 01)

Publications

- **Baâdoudi, F., Duijster, D., Maskrey, N.,** Ali, F. M., Listl, S., Whelton, H., & **van der Heijden, G. J. M. G.** (2019). Improving oral healthcare using academic detailing—design of the ADVOCATE Field Studies. *Acta Odontologica Scandinavica*, vol. 77, no. 6, pp.426-433.
- **Baadoudi, F.,** van Exel, J.N.A., Ali, F.M., **Maskrey, N. van der Heijden, G. J., & Duijster, D.** (2019). Perspectives of general dental practitioners on preventive, patient-centred, and evidence-based oral healthcare—A Q-methodology study. *PloS one*, Vol. 14, no. 8, pp. 1-17
- **Baâdoudi, F.** (2018, July 22-25). ADVOCATE Field Studies: Using academic detailing to improve oral health care. 96th General Session & Exhibition IADR & IADR Pan European Regional Congress, London, UK.
- Leggett, H., **Duijster, D.,** Douglas, G. V. A., Eaton, K., **van der Heijden, G. J. M. G.,** O’Hanlon, K., Whelton H. & ADVOCATE Consortium. (2017). Toward more patient -centered and prevention-oriented oral health care: the ADVOCATE project. *JDR Clinical & Translational Research*, Vol. 2, no. 1, pp., 5-9.
- **Baâdoudi, F.,** Trescher, A., **Duijster, D., Maskrey, N.,** Gabel, F., ADVOCATE Consortium, **van der Heijden, G.J.M.G.** & Listl, S. (2017). A consensus-based set of measures for oral health care. *Journal of dental research*, Vol. 96, no. 8, pp. 881-887.
- K. Rosing, **F. Baâdoudi, D. Duijster, G. J. M. G. van der Heijden,** F.M. Ali, **N. Maskrey.** Improving oral healthcare using academic detailing – reproducibility and scalability of the ADVOCATE Field Studies approach . *The Journal of Evidence -Based Dental Practice*, accepted for publication on 6 August 2020.

More information: <http://www.advocateoralhealth.com/>