



# **Connecting Kids to Coverage Using Dental Services and Benefits to Motivate Families to Enroll in Medicaid and CHIP**

February 27<sup>th</sup>, 2015 2:00 PM

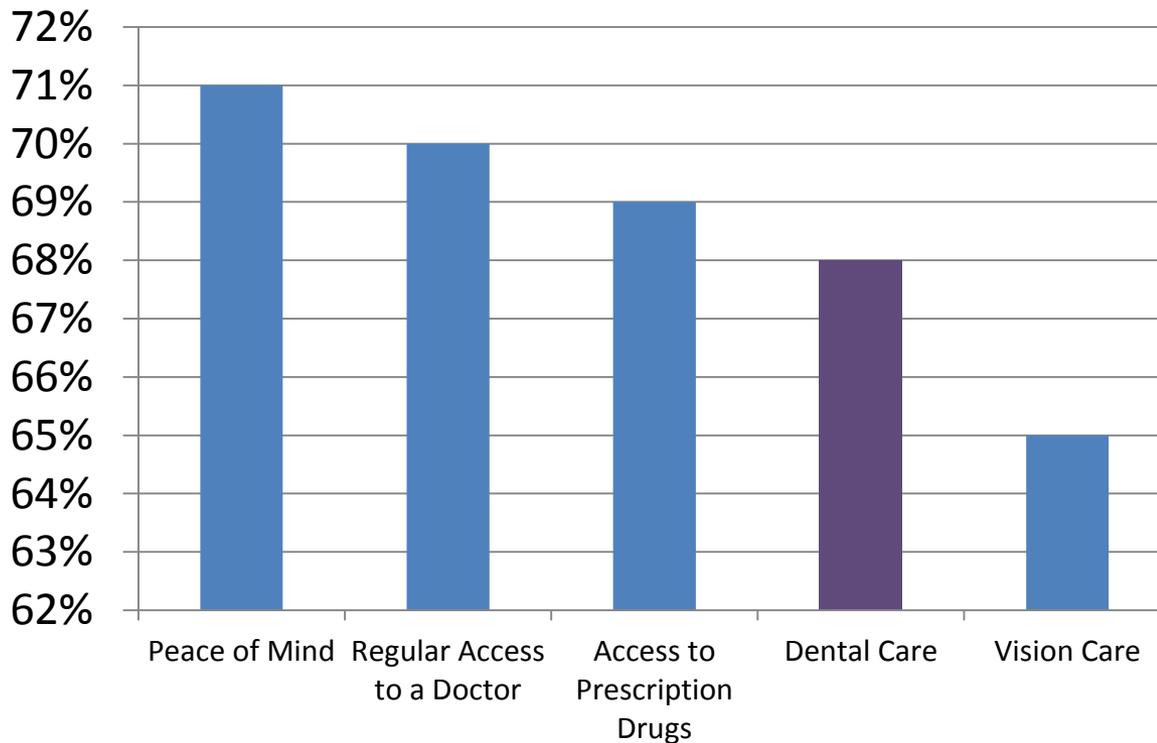
# Agenda

- Welcome and Overview
- Connecting Kids to Oral Health Coverage
- Enrolling Children via a Day of Free Dental Care
- Using Title V Funding for Oral Health Initiatives
- Encouraging Families to “Think Teeth”
- Connecting Kids to Coverage Campaign Resources



# Dental Coverage Motivates Families to Enroll in Medicaid and CHIP

## Top Reasons for Enrollment



**68%** of parents surveyed cited dental care as a motivating factor for enrolling their child in Medicaid or CHIP – making it one of the top 5 reasons for enrollment.

Source: [Informing CHIP and Medicaid Outreach and Education, Topline Report, Key Findings from a National Survey of Low-Income Parents](#), Centers for Medicaid and Medicare Service (CMS), November 2011



InsureKidsNow.gov

# Connecting Kids to Oral Health Coverage

- **Laurie Norris, JD**

Senior Policy Advisor,  
CMS Oral Health Initiative,  
Centers for Medicare &  
Medicaid Services.



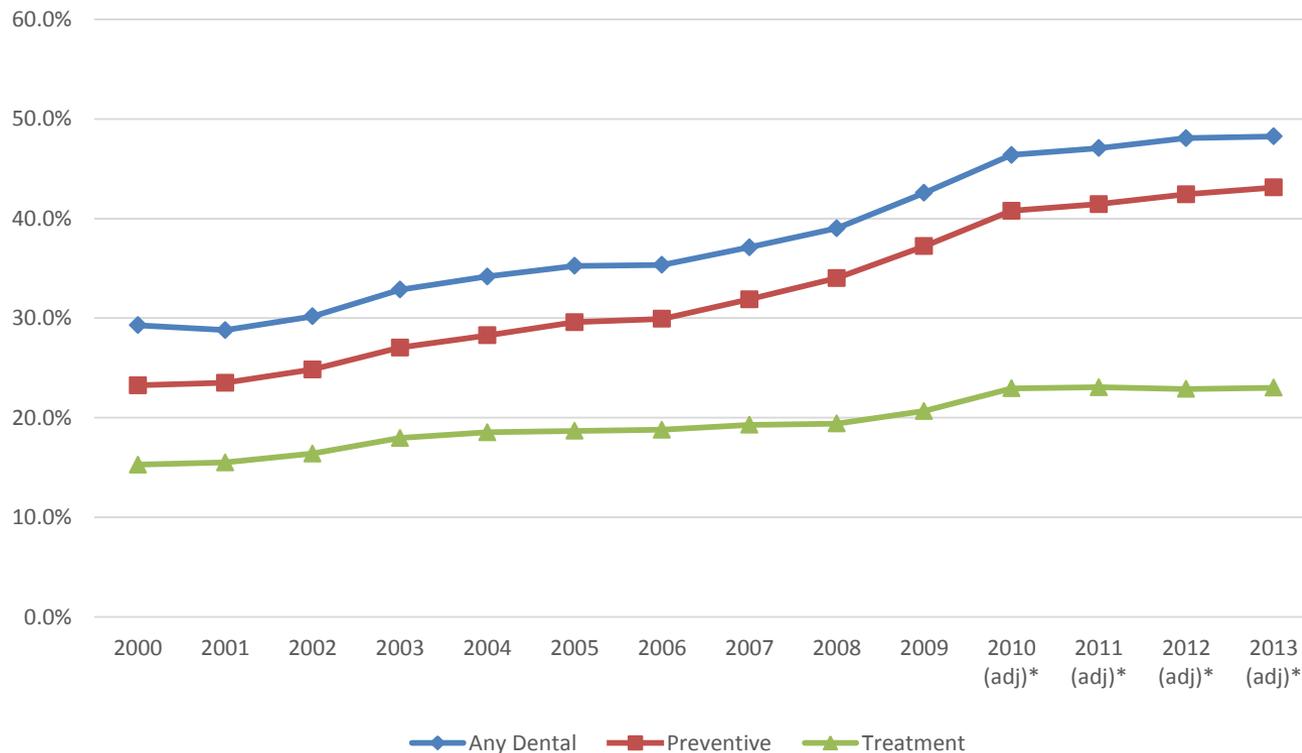
# Medicaid & CHIP Children's Dental Benefits

- Teeth cleanings
- Check ups
- X-rays
- Fluoride treatments
- Dental sealants
- Fillings
- And more . . .



# Steady Progress in Access to Dental Care

Changes in the Percentage of Children Ages 1–20 Covered by Medicaid and Receiving Dental Services, FY 2000–2013, National Averages



Source: FFY 2000-2013 CMS-416 reports, Lines 1, 1b, 12a, 12b, and 12c.

Note: \*FFY 2012 data for Connecticut is not available and was substituted with FFY 2011 data. Data reflects updates as of 10/22/14.



# Think Teeth!



- For pregnant women
- Tear pad format
- English/Spanish



- For parents of children up to age 3
- Poster and flyer formats
- English/Spanish

Order for free from CMS:

<http://www.insurekidsnow.gov/professionals/dental/index.html>

# Materials to Promote Oral Health

- Facebook posts
- Tweets
- Newsletter/blog articles
- Website buttons and banners
- Distribution tips



# Children with Special Health Care Needs

## Dental Care for Children with Special Needs

If your child has a developmental disability, a behavioral issue or a physical limitation, it's important for you to find a dentist who can give dental care while accommodating your child's unique situation. Children with special needs — like mild anxiety disorders, Down syndrome and cerebral palsy — may need extra time or support when seeing a dentist.



### Supports for Special Needs at the Dentist

- Flyer for parents of children with special needs
- How to find a dentist suitable for your child
- English/Spanish
- Can be downloaded from: <http://www.insurekidsnow.gov/professionals/dental/index.html>

# Find a Dentist



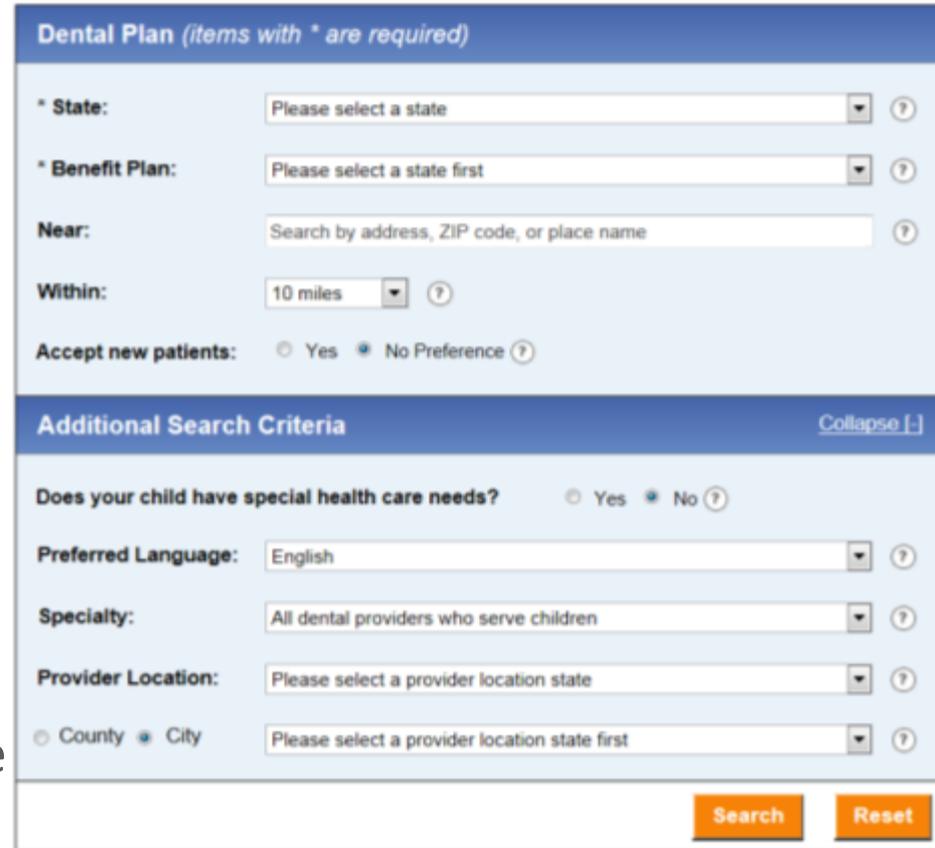
**Find a Dentist for Your Kid**

Items with \* are required

- \* Please select a state
- \* Please select a benefit plan
- Search by address, ZIP code, or place name

Search

Search Share Embed



**Dental Plan** (items with \* are required)

- \* State: Please select a state
- \* Benefit Plan: Please select a state first
- Near: Search by address, ZIP code, or place name
- Within: 10 miles
- Accept new patients:  Yes  No Preference

**Additional Search Criteria** [Collapse \[-\]](#)

- Does your child have special health care needs?  Yes  No
- Preferred Language: English
- Specialty: All dental providers who serve children
- Provider Location: Please select a provider location state
- County  City: Please select a provider location state first

Search Reset

Download the Widget:

<http://datawarehouse.hrsa.gov/tools/widgets.aspx>

Use the Dentist Locator Tool: Go here

<http://www.insurekidsnow.gov/state/index.html>

then click on your state.

# Enrolling Children via a Day of Free Dental Care

## *“Give Kids a Smile Day”*

- **Colleen McCauley**  
Health Policy Director,  
Public Citizens for Children  
and Youth.



public  
citizens for  
children + youth



# What is PCCY?

- PCCY is a child advocacy and policy organization working on behalf of children in Southeastern Pennsylvania primarily organized around the issues of health, K-12 education, child care and family economic security.
- We've operated the Child Health Watch Helpline for the last 20 years assisting about 14,000 children apply for coverage and help parents and child-serving professionals resolve insurance problems and find health care providers. Helpline provides assistance for free, over the phone and in any language.

# Smile Day: History and Overview

- A project of the American Dental Association
- 2015 marks PCCY's 12th annual Smile Day – having helped 2,900 children secure dental care
- Approximately 1,745 (60%) of these children were uninsured, and we offered to help them apply for coverage



# PCCY's Smile Day Goals

Connect kids who lack access to dental care



Help parents apply for insurance for their uninsured kids



Raise public awareness about PCCY's Helpline and the importance of oral health



# Smile Day: Major Planning Components

1) Recruit dental practices to provide care

- PCCY's 2015 goal is 350 kids get care, requiring 10-12 participating practices.
- Practices dictate number of kids seen, type of care provided, etc.

2) Conduct outreach to recruit children



# Smile Day: Major Planning Components

- 3) Operate a call center where parents call in to make Smile Day appointments
- 4) Apply for insurance for kids over the phone when parents call to make Smile Day appointment



# Target Population – The Neediest Kids

- Uninsured Kids – particularly children who are immigrants or who live in immigrant families and teenagers.
- Insured Kids (Medicaid or CHIP) – targeting those who have not received dental care in the last year and children in families that haven't found a provider that accepts Medicaid or CHIP.

# Outreach is Key! – Our Main Partners



- Schools
  - Target school staff likely to know a child's health/ insurance status and who work with students learning English – e.g. nurses, counselors, ELL teachers, bilingual counselors
  - Target high schools to reach teenagers
- Immigrant Organizations
- Faith Based Organizations
- Primary Care Practices

# Outreach is Key! – Promotion

**FREE Dental Care**  
**For Children & Teens**

Week of March 30 to April 3, 2015

Call PCCY to make an appointment starting March 16<sup>th</sup>  
at 215-563-5848 x32

Participating dental offices are located in the  
Upper Darby and West Philadelphia areas.

Smile Day is mostly  
for children who do  
not have health  
insurance or who  
have not seen a  
dentist in the last six  
months.

Does your child need health insurance? We will help you  
apply for Medical Assistance and CHIP over the phone.  
Give us a call!

**PCCY** public  
citizens for  
children + youth

## Smile Day Flyer

- Translated into predominant languages spoken in the target community
- Flyer publicizes enrollment assistance is available

# Outreach is Key! – Communications Plan

## School Outreach

- Some schools copy and send flyer home with every student
- Post on school website
- Send out recorded phone message about Smile Day to every student household

## Community Organization Outreach

- Built a list of 150 organizations to distribute flyers to

## Earned Media – English and Non-English Venues

- PSAs on radio and t.v., posting in community-based papers (small article and/or in community calendar section)

# Application Assistance

*In 2014 we made 220 dental appointments, 100 children were uninsured and we assisted 41 apply for coverage.*

- When parents call to make a Smile Day appointment, we ask the child's insurance status.
- If uninsured, we offer to immediately transfer parent to our Helpline to apply. If parent can't apply at that time we will arrange a future time to talk.
- Application is started (and often finished) in this one call.
- Use Language Line for interpretation.

# Lessons Learned

- Encourage parents to apply the same day they make the appointment
  - Better application completion rate
  - This year we will enlist another enrollment organization to help handle same-day call volume
- Start targeted community and media outreach early: 6-8 weeks in advance of event



# Contact Information

**Colleen McCauley**

Health Policy Director

Public Citizens for Children and Youth

215-563-5848 x33

colleenm@pccy.org

[www.pccy.org](http://www.pccy.org)

American Dental Association - Give Kids a Smile Day How To  
Manual <http://www.ada.org/en/public-programs/give-kids-a-smile/>



**Questions & Answers**

# Using Title V Funding for Oral Health Initiatives

- **Mary Kay Brinkman**

Oral Health Consultant,  
Bureau of Oral and Health  
Delivery Systems, Iowa  
Department of Public Health



# Expanding Access for Children

## 2005 Iowa Legislation

...every recipient of medical assistance who is a child 12 years of age or younger shall have a designated **dental home** and shall be provided with the **dental screenings and preventive services, diagnostic services, treatment services, and emergency services** as defined under the EPSDT program...

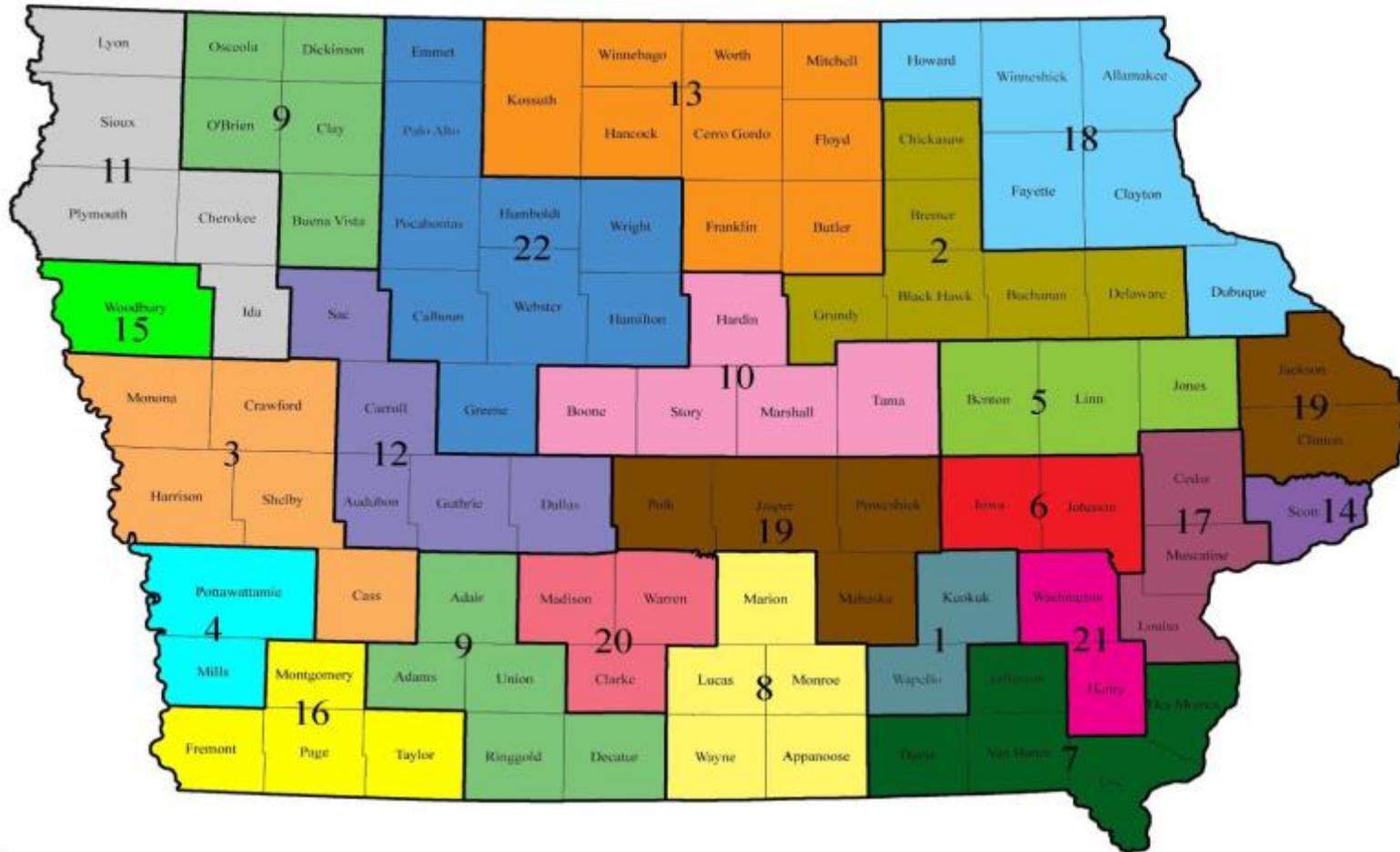


# I-Smile™

- Incorporated within the state's Title V system
- Strategies based upon “lessons learned” through Iowa’s Access to Baby and Child Dentistry program
  - Dedicated funding source
  - Use dental hygienists as local coordinators
  - Fill gaps in services where needed
  - Build state and local oral health infrastructure – promote oral health, build referral systems, and assure children can receive care



# I-Smile™/Title V contractors



# I-Smile™ Strategies

- Develop partnerships
- Establish referral networks
- Link with local board(s) of health
- Oral health planning and needs assessment
- Provide training and outreach to health care providers
- Promote oral health
- Ensure provision of care coordination
- Ensure provision of gap-filling preventive services



# Outreach Focus

Enrollment assistance

Presumptive eligibility

Coordination with hawk-i outreach



# Outreach Focus

- Identifying children in need through:
  - Women Infant and Child (WIC) Clinics
  - School nurse referrals
  - Child care centers
  - Preschools
  - Head Start centers
  - Health fairs



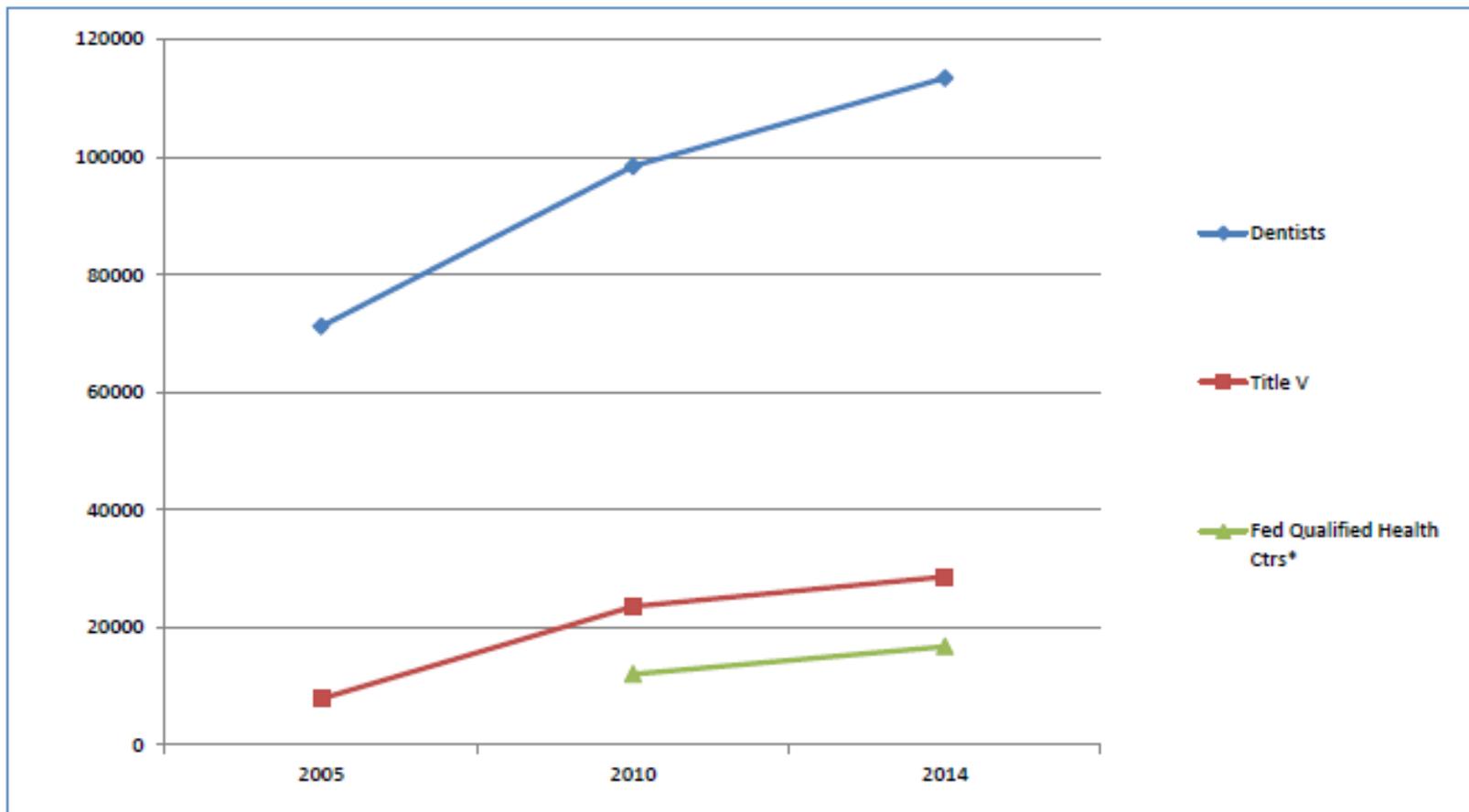
# I-Smile™: 2014



- **59%** more Medicaid-enrolled children (ages 0-12) saw a dentist than in 2005.
- **149** more dentists billed Medicaid for care provided to Medicaid-enrolled children than in 2005.
- Nearly **4 times** as many Medicaid-enrolled children (ages 0-5) received a preventive service in a public health setting through I-Smile™/Title V than in 2005.



# Number of Medicaid-enrolled children who received dental services (2005, 2010, and 2014)



\*FQHC data is unavailable for 2005

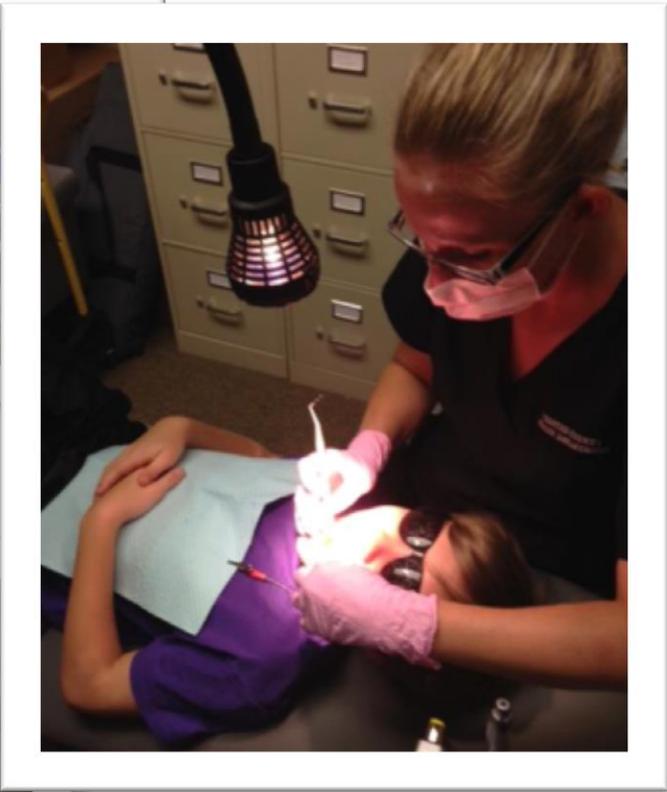


# I-Smile™ Testimonial

"I had made so many calls on my own and gotten turned down because of our insurance. I was frustrated!! A dental office that told me they couldn't help me gave me {the I-Smile Coordinator's} number to call. She was able to schedule an appointment for me. Without her, I don't know what I would have done to get my child seen." – Parent



# I-Smile™ Successes



# Contact Information

**Mary Kay Brinkman**

1-866-528-4020

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[Tracy.rodgers@idph.iowa.gov](mailto:Tracy.rodgers@idph.iowa.gov)

[www.ismiledentalhome.iowa.gov](http://www.ismiledentalhome.iowa.gov)

[www.idph.state.ia.us/ohds/](http://www.idph.state.ia.us/ohds/)

[www.facebook.com/ISmileDentalHomeInitiative](https://www.facebook.com/ISmileDentalHomeInitiative)



# Encouraging Families to “Think Teeth”

- **Matt Jacob**

Director of Communications  
and Outreach, Children’s  
Dental Health Project



# CDHP's Priorities

- Prevent tooth decay and all its life consequences
- Family-centered, risk-based care when disease occurs
- Be guided by the evidence



# The Upside Down Problem

Children with the most need tend to get the least care.



## Coverage is Key

*Increased dental coverage has been shown to increase care*

- Fighting to extend federal funding for 8 million kids in CHIP
- Spearheaded effort to include pediatric dental benefits as “essential” in the ACA

# The Upside Down Problem

Children with the most need tend to get the least care.



## Systems Change

*Advance oral health in a system that meets families' needs*

- Health care settings: Dental, Pediatric, Primary Care
- Community programs
- School-based programs
- Head Start

# Promotion of Medicaid/CHIP & “Think Teeth” Materials

## Our Feb. 19 Twitter Storm:

- Created nearly **3 million** Twitter impressions
- Reached **653,000+** accounts
- Involved **183** stakeholders, including national orgs and groups from 30+ states



HEALTH CARE  
FOR ALL



Missouri Foundation  
for Health



# Join Us for a Blog Carnival



- **WHEN?** Week of March 16-20
- **WHAT?** Raise awareness among your members or your community about the importance of oral health and Medicaid/CHIP dental coverage.
- **WHO?** Any organization with . . .
  - A blog, or
  - An e-newsletter, or
  - A website where you can post web banners or buttons from the “Think Teeth” page:  
<http://insurekidsnow.gov/professionals/dental/index.html>

# Dissemination at Conferences

- **Have an upcoming conference?**



- Let us know by emailing me at [mjacob@cdhp.org](mailto:mjacob@cdhp.org).
- We can provide you with a one-pager to which your organization can add its logo and then circulate copies at your conference, promoting awareness of the “Think Teeth” oral health materials.

# Contact Information

## Matt Jacob

Director of Communications & Outreach

Children's Dental Health Project

202-417-3600

[mjacob@cdhp.org](mailto:mjacob@cdhp.org)

@Teeth\_Matter



**Connecting Kids to Coverage  
Campaign Resources**

# Customization Options



Your program name

Your website and/or phone number

Up to two logos

Available in English and Spanish

Other materials available in Chinese, Korean, Vietnamese, Hmong and more.

Customization Guide:  
[insurekidsnow.gov/professionals/outreach/strategies/customization\\_guide.pdf](https://insurekidsnow.gov/professionals/outreach/strategies/customization_guide.pdf)



# Think Teeth! Social Media Posts



## Sample Tweets

Regular dental check-ups from age 1 are important for maintaining a child's healthy teeth: [go.cms.gov/1aRuYTD](https://go.cms.gov/1aRuYTD) #ThinkTeeth

Starting good oral health habits early has a lasting effect. #CMS resources for moms-to-be and babies here: [go.cms.gov/15pf7Ep](https://go.cms.gov/15pf7Ep)



# Think Teeth! Template Newsletter Articles

- Ready-made template articles (available in English and Spanish) for pregnant women, parents, and caregivers

## CONNECTING KIDS TO COVERAGE NATIONAL CAMPAIGN

### Oral Health Template Newsletter Articles for Pregnant Women, Parents and Caregivers



Children's access to dental services is essential to their good health and it can be an important factor in motivating parents to enroll their eligible children in Medicaid and the Children's Health Insurance Program (CHIP). In fact, 68 percent of parents say receiving dental benefits is why they enroll their children in Medicaid and CHIP, according to a 2011 CMS national survey of low-income parents.



# TV and Radio Public Service Announcements (PSAs)

- :30 TV PSAs in English and Spanish
- :60 radio PSAs in English and Spanish
- Tips for using PSAs
- Pitch letters in English and Spanish



URL: [insurekidsnow.gov/professionals/outreach/strategies/tv\\_and\\_radio\\_psas.html](https://insurekidsnow.gov/professionals/outreach/strategies/tv_and_radio_psas.html)



# Additional Campaign Resources



- All webinars available online

<http://www.insurekidsnow.gov/professionals/webinars/index.html>

- Outreach Video Library

[http://www.insurekidsnow.gov/nationalcampaign/campaign\\_outreach\\_video\\_library.html](http://www.insurekidsnow.gov/nationalcampaign/campaign_outreach_video_library.html)

*Look out for our upcoming outreach video on enrollment through dental services featuring webinar speaker **Colleen McCauley** and PCCY's Smile Day initiative!*



# Keep in Touch with the CKC Campaign!

- Contact us to get involved with the National Campaign at [InsureKidsNow@fleishman.com](mailto:InsureKidsNow@fleishman.com) or 1-855-313-KIDS (5437).
- Sign up for eNewsletters here: [public.govdelivery.com/accounts/USCMS/subscriber/new](http://public.govdelivery.com/accounts/USCMS/subscriber/new)
- Follow the Campaign:
  - Twitter: [@IKNGov](https://twitter.com/IKNGov)





**Questions & Answers**



**Thanks!**