Driving Enrollment by Highlighting Dental Coverage

February 24, 2016 3:00 PM EST
Agenda

- Overview and Introductions
- Promoting the Importance of Oral Health
- Leveraging Oral Health Resources to Increase Enrollment in Medicaid and CHIP
- Implementing Creative Strategies to Connect Families to Oral Health Services
- Connecting Kids to Coverage Campaign Resources
- Questions and Answers
Poll Question: Have you incorporated oral health messaging into your outreach and enrollment efforts?

A. Yes
B. No, I would like to learn more about promoting oral health
Tooth Decay in Children

- A transmissible bacteria-based disease
- Most serious when it develops early - before age 3
- Common: 50% of children have had at least one cavity by age 5
- Chronic: once established can last a lifetime
- Consequential: pain, interference with development and eating, and other serious infections
- Expensive: children treated in the operating room can cost $9,000 - $15,000 per episode
- Inequitably distributed: 80% of the disease is in 20% of children – mostly Medicaid kids
Proportion of Children, Age 1-20, Enrolled in Medicaid for at Least 90 Continuous Days Who Received Dental Services

FFY 2000 – FFY 2014

Source: FFY 2000-2014 CMS-416 reports, Lines 1, 1b, 12a, 12b, and 12c

Note: Data reflect updates as of 10/2/15.
1 With the exception of FL and OH, the national FFY 2011 percentage used FFY 2011 data reported by states to CMS as of May 28, 2013. Due to errors in FL’s FFY 2011 data that could not be corrected, the state’s FFY 2012 data were used in the FFY 2011 national percentage. As FFY 2011 data for OH were reported after May 28, 2013, these data were not included in the FFY 2011 national percentage.
2 With the exception of CT and OH, the national FFY 2012 percentage used data reported by states to CMS as of April 10, 2014. FFY 2011 data for CT were used in the FFY 2012 national percentage because final FFY 2012 data for CT were not available as of April 10, 2014. As FFY 2011 data for OH were not used in the FFY 2011 national percentage, OH’s FFY 2012 data were similarly excluded from the FFY 2012 national percentage.
3 With the exception of OH, the national FFY 2013 percentage used data reported by states to CMS as of December 15, 2014. As FFY 2011 data for OH were not used in the FFY 2011 national percentage, OH’s FFY 2013 data were similarly excluded from the FFY 2013 national percentage.
4 With the exception OH, the national FFY 2014 percentage used data reported by states as of October 1, 2015. As FFY 2011 data for OH data were not used in the FFY 2011 national percentage, OH’s FFY 2014 data were similarly excluded from the FFY 2014 national percentage.
Preventive Dental Services, by State, 2014

Percentage of children, age 1-20, enrolled in Medicaid for at least 90 days who received any preventive dental service, FFY 2014 (12b)

Source: FFY 2014 CMS-416 reports, Lines 1b and 12b
Note: With the exception OH, the national FFY 2014 percentage used data reported by states as of October 1, 2015.
OHI: Progress on Preventive Dental Services

FFY 2011 to FFY 2014

Source: FFY 2011-2014 CMS-416 reports, Lines 1b and 12b
Note: *FFY 2011 data for Ohio and Florida are not available. Data for Florida and Ohio have been substituted with FFY 2012 data. Estimates for Florida and Ohio are included in the National figure. Data from Indiana are excluded. Data have been rounded. Data reflect updates as of 10/2/15.
Oral Health Initiative Extension

- Extend preventive dental services goal deadline to FFY 2018
- Each state has a baseline for “preventive dental services” set using FFY 2011 data
- Each state is asked to improve on that baseline by 10 percentage points by FFY 2018
Promoting the importance of Oral Health

- Jane Grover
  Director
  Council on Access Prevention and Interprofessional Relations
  American Dental Association
  Email: Groverj@ada.org
Overview

- Ad Council from 2012 forward
- Give Kids A Smile / NCDHM
- Health Policy Institute – Relevant Studies
- Dental Quality Alliance
- Action for Dental Health Campaign
Promotion of Age 1 Dental Exam IR
Ad Council  2MIN2X Campaign

- 2012- Ad Council and Partnership for Healthy Mouths launch coalition of 36 organizations
- Target Audience Selected
- Comprehensive Integrated Campaign
- Research/ PSAs/ Metrics
- Partnership with Scholastic Publishing
National Children’s Dental Health Month

- 75th Anniversary 2016
- Popular Oral Health Education program
- Social Media and Online Components
- 2016 Partnership with AAPD and AAP
Give Kids A Smile 2016

- Serving to educate families on the importance of oral health
- Focusing on Health Literacy (Action Plan)
- An effective strategy for community based oral health promotion with industry support
- GKAS web site
Health Policy Institute

- Relevant studies show national trends with state specific information
- Provide data to influence policy and advocacy efforts
- Show opportunities to engage in program development to promote population health

HPI web site
Working to Improve Access and Quality

- Collaborating to improve methodologies to measure access to care

- Dental Quality Alliance shows the dental community coming together to define quality in population health

- Dental Quality Alliance pediatric measures developed with 7, now endorsed by the NQF

- DQA web site
Focus on Pregnant Women with ACOG
Action for Dental Health

- Initiatives show dentists making a difference
- ER referral strategies – models available
- Community dental health coordinator- dental case manager
- Focus on Medicaid participation and compliance
- ADH web site
CDHCs New Mexico
Thank you!

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Leveraging Oral Health Resources to Increase Enrollment in Medicaid and CHIP

Matt Jacob
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Introducing EndCavities.org

A new website supporting the work of state/local advocates

We can prevent the #1 chronic disease of childhood.
Why EndCavities.org?

- Because tooth decay is the #1 chronic disease of childhood
- Being #1 is nothing to cheer about because this is a preventable disease
- Keeping kids cavity-free in their early years puts them on a path of lifelong, good oral health
- Let’s change the conversation
Resources You Can Use

- Talking points on early childhood cavities
- Fact sheets
  - Risk-based dental care
  - Pregnant women’s oral health
- Infographics
- Videos
- Tip sheet for media outreach
Talking Points

- Key messages to convey about early childhood tooth decay:
  - It can hurt a child’s ability to eat, sleep, speak and learn
  - Cavities are costly for families and states
  - It’s a preventable problem
  - Dental coverage opens the door to the services kids need to stay healthy

END CAVITIES
Talking Points on Ending Cavities for Oral Health Advocates

- Tooth decay is the #1 chronic disease of childhood in America, even though decay is almost always preventable. Nearly 1 in 4 children ages 2-5 has experienced tooth decay, and two-thirds will have had a cavity by the end of their teens. Low-income children and children of color are more likely to have untreated decay. Cavities are formed by an acidic bacteria that's fed by sugars and carbohydrates. Primary prevention of this disease process begins before age 3, through oral hygiene, good diets and fluoride.

- Poor oral health has significant consequences on children and their families. Tooth pain can affect a child's ability to eat, sleep, speak and socialize. Research shows children with poor oral health are more likely to miss school and earn lower grades. Their parents are more likely to miss work because of their child's dental problems.

- Cavities are costly for families and states. In 2009, roughly $20 billion was spent on dental services for U.S. children ages 5 to 17 — that’s nearly 1 in 5 dollars spent on health care for this age group.
  - Costs can soar when cavities are left untreated. Young children with rampant tooth decay generally must be treated in hospitals under general anesthesia, which can be a risk to developing brains. The average cost of these treatments can range from $5,000 to $15,000 per child.
  - Most children who receive dental surgery experience new cavities within two years, mostly because the underlying disease hasn’t been addressed.

- This is a fixable problem. Virtually all tooth decay is preventable. By educating parents and providing pregnant women, infants and toddlers with evidence-based services, we can put children on a path to good oral health for life. Research shows that a mother’s health strongly predicts her young child's risk of tooth decay, and that parents need essential information about good oral hygiene, even how to brush their children's teeth.

- Dentists aren’t the only people with important roles to play. Primary prevention of tooth decay begins before age 3, yet fewer than 1 in 6 Medicaid-enrolled children ages 1-2 receive any preventive dental services. However, nearly 80% of these children visit the pediatrician.
  - The American Academy of Pediatrics encourages pediatricians and medical staff to assess children’s risk for dental disease, provide preventive services like counseling and fluoride varnish, and refer families to a dentist as necessary. In nearly all states, these services are within the providers’ scope of practice and reimbursable by Medicaid or private insurance. The Affordable Care Act also emphasizes these providers’ role in preventing tooth decay and managing the disease that causes it.
Infographics to Share

- Infographics on a coordinated system of care in which many people play important roles:
  - Dentists
  - Pediatricians
  - Community health workers
  - WIC clinic staff
  - Head Start staff
  - Ob-Gyns
  - Medicaid officials
Infographics to Share

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  - Medicaid officials
Encourage Local Stories

- Use language from EndCavities.org to write letters to the editor to highlight the importance of dental coverage.
- Use the “5 Tips” document on the It’s News page to encourage a local reporter to write a story:
  - Identify others who could be interviewed
  - Focus on the local angle
Encourage Local Stories

- Let them know that 68% of parents (national survey) cited dental care as a prime motivator for seeking Medicaid/CHIP coverage for their kids
Use Social Media

- Send messages about your activities via Twitter and Facebook
- Be sure to include #Enroll365 in your message
- Contact me if you’re interested in participating in Twitter/FB events to promote dental coverage thru Medicaid or CHIP
  - mjacob@cdhp.org
Thank you!

Matt Jacob
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Implementing Creative Strategies to Connect Families to Oral Health Services

Debbie Bickford
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“Developing Creative Strategies around Oral Health in the Rural Native Communities”
Getting the same old results?

**FACT:** Children need regular dental care to maintain healthy teeth.

**FACT:** Dental insurance is a cost-effective way to obtain annual check ups and regular dental care.

**FACT:** There is a shortage of dental professionals in the rural native communities.

**FACT:** A good percentage of those who need dental care the most, are the ones who do not respond to outreach efforts.
Thinking Outside the Box

Case 1: Child is not allowed to attend afterschool activities because of behavior problems, is constantly sent to office because teeth hurt. Parent claims he has Medi-Cal, but doesn’t take him to dentist because they don’t have a car.

Solution: Planned a one day soccer event that I knew the child would like to attend. Registration form required a copy of the insurance or Medi-Cal card to be attached. The parent did sign him up for Medi-Cal prior to the event so he could play. He has now been to the dentist.

What would work in your local schools?
Thinking Outside the Box

Case 2: Child is always hungry and interested in food. Winces when she eats, never complains, appears that she needs to see a dentist.

Solution: Developed a Healthy Food Recipe Contest. Team consisted of one adult and one child. If their recipe was selected, the cafeteria would prepare in advance for a family night event. The team showed the audience how to prepare the dish. It was served with a salad bar and ice water to drink. (no desserts).

Admission: Proof of Insurance/Medi-Cal got the whole family in free of charge.
Purpose: The purpose of the event was to promote FREE Dental checkups for children ages 3-18, prior to the beginning of the school year. By offering this free service, we were able to sign up children for Medi-Cal that didn’t have medical or dental coverage.

Goal: The goal was to fill all the dental chairs for one day with children in all three clinics.

Plan: The plan was for The Karuk Tribe/”Coverage for Kids” Grant to sponsor a booth at the Siskiyou County Fair in August 2015. We used the Tooth Fairy as our “gimmick” and had her on the premises on both FREE KIDS DAY and FREE FAMILY DAY. Chattering Teeth and Tooth Fairy Necklaces were the main promotional item, but we also used other handouts. This gave us the opportunity to talk to families about how easy it is to sign up for Medi-Cal (or Covered California).
Make a Kid Smile Day with the Tooth Fairy (Cont.)

FREE DENTAL CHECK UPS were offered at each of our three clinics:

Orleans August 3 and repeated on Aug 26 (portable unit)

Happy Camp August 19

Yreka August 17

OTHER: A FREE Drawing for a youth portable basketball hoop was offered, as well as handouts from the Education Department.

EVALUATION: We filled 60 slots in the Yreka Clinic (with several no show clients). We filled eight slots in HC, but only one in Orleans. I was able to sign up three families for Medi-Cal. Most families claimed they had Medi-Cal, but we did not ask to see the cards.
Develop a Work Plan with Deadlines:

**Submit Pre-application**

**Application Approval**

**Check Request** to fiscal 8/1/15

**Mail Check**

**Tooth Fairy - offer $50 Gift Card**
- Merranda Rasmussen (Thurs. Kids Day)
- Abigail Eddie (Sunday, Family Day)

**Order Promo Items**
- Order Tooth Necklace
- Order Chattering Teeth
- Order Stand Up Banner
- Basket Ball Hoop for Drawing

**Schedule Workers**
- Carissa - Wed, Thurs PM (6-10)
- Chris - Fri, Sat, Sun AM (10-2)
- Barbara - Fri, Sat PM (6-10)
- Debbie all other (open 10am - 10 pm)

**Schedule “Think Teeth” Day at Clinics**
- Aug. 3 ORLEANS and Aug. 26
- Aug. 17 YREKA
- Aug. 19 HJC

**Booth Set Up**
- Tooth Fairy Sign
- Table Cloth
- garbage
- Cooler with drinks
- Chairs
- Extension Cord for fan, chargers
- Tickets for Drawing
- Pens
- Box for Tickets

**Reserve Car for the week**

**Notes for Next Year:**
- Need heavy duty table cloth, that hangs to floor.
- More Décor advertising Tribe
- Large TRIBAL Banner for Back Drop
- Request workers by June 1
- Order Commercial Tooth Fairy Costume
I started out scheduling one kid, then families wanted kids scheduled together.... The color coded spots are families. White is an indicator that it is a single child.

We filled in appointments at the Fair Booth, then called the evening before and morning of the appointment to remind.
Tips to Remember

You will get results... Just remember to:

• Be patient.
• Don’t take it personally.
• Have fun.
• Do something a little different. No two children or set of parents are alike.
• Be flexible with your schedule.
• If you do what you have always done, you will continue to get the same results.
• Remember you are doing it for the children.
Thank you!

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Connecting Kids to Coverage Campaign Resources
Think Teeth!

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


- For pregnant women
- Tear pad format
- English and Spanish
Customizable Materials

Think Teeth posters, flyers and tear pads

You can help your child prevent cavities! Here’s how:

- **Get regular dental check-ups.** Starting at age 1.
  Ask about dental sealants that prevent tooth decay.
- **Brush twice a day for 2 minutes.** Using fluoride toothpaste.
- **Limit foods and drinks with sugar.**

Your child could be eligible for dental care through Medicaid and CHIP. Services include teeth cleanings, check-ups, x-rays, fluoride, dental sedants and fillings.

To enroll or find a dentist, call 1-877-KIDS-NOW or visit InsureKidsNow.gov.

Visit Healthcare.gov to learn more about affordable health coverage for your family.

NOTES:

Learn how to request material customization here:
Template Materials

- Web Banners and Buttons
- Social Media Graphics
- Language for Facebook and Twitter posts
- eNewsletter Copy

Find materials here:
Children with Special Health Care Needs

- Flyer for parents of children with special needs
- How to find a dentist suitable for your child
- English/Spanish
Multimedia Resources

- All webinars available online

- Outreach Video Library

Public Citizens for Children & Youth (PCCY) in Philadelphia partnered with Kids Smiles to enroll children in Medicaid and CHIP while they received free dental services.
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
Keep in Touch With the CKC Campaign

- Sign up for eNewsletters here:
  - public.govdelivery.com/accounts/USCMS/subscriber/new

- Email us at:
  - ConnectingKids@cms.hhs.gov
Join the Conversation

- Follow the Campaign:
  - Twitter: @IKNGov

- Engage with the Campaign on social media
  - Retweet and share messages using the hashtags #Enroll365, #Medicaid, #CHIP, #ThinkTeeth
Questions & Answers
Thanks!