



Driving Enrollment by Highlighting Dental Coverage

February 24, 2016 3:00 PM EST

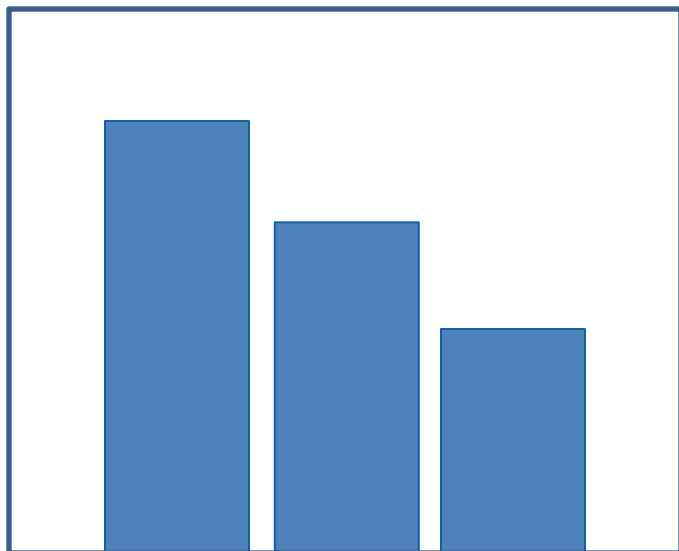
Agenda

- 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



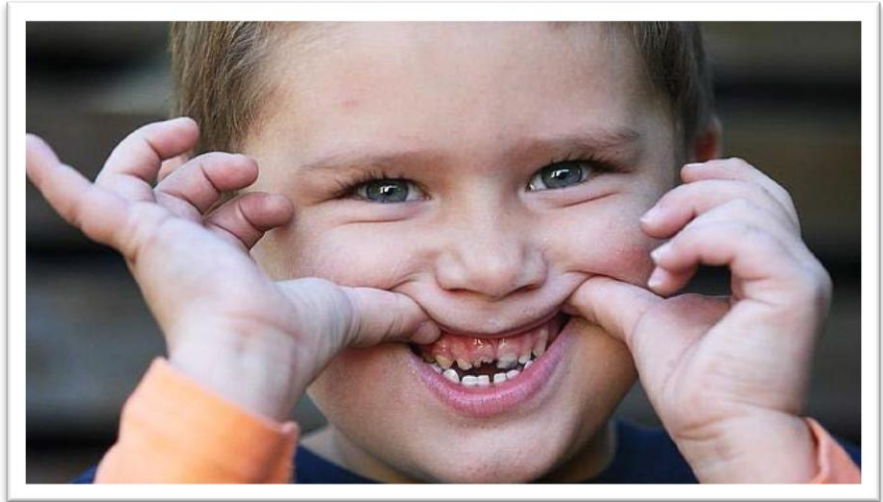
Poll Question: Have you incorporated oral health messaging into your outreach and enrollment efforts?

- A. Yes
- B. No, I would like to learn more about promoting oral health



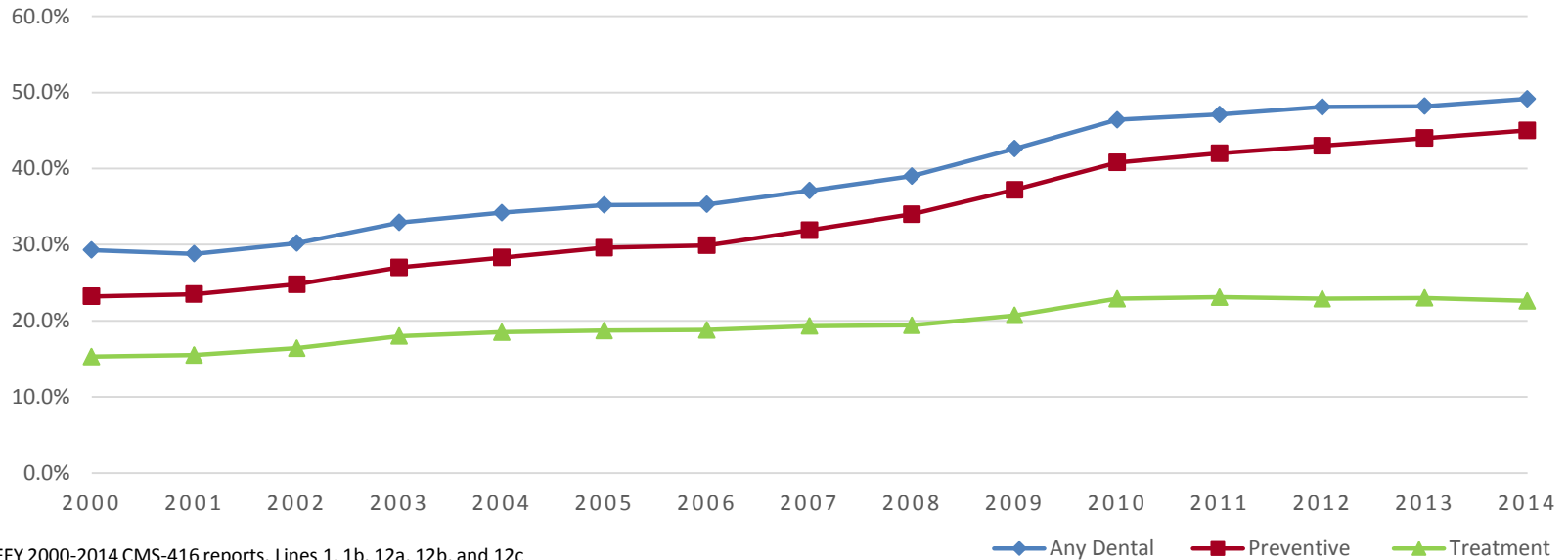
Tooth Decay in Children

- 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



Steady Progress on Access to Dental Care

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.

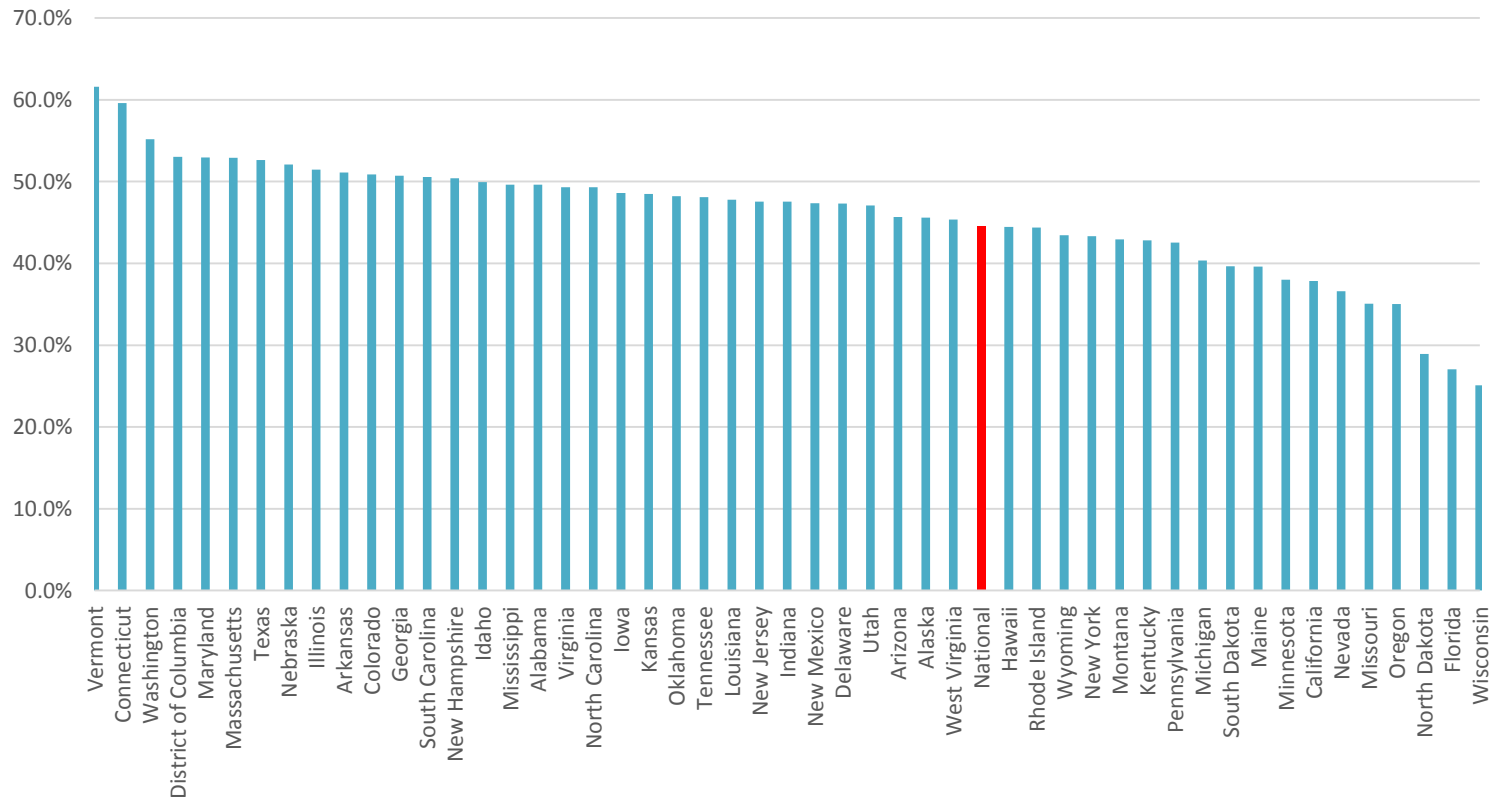
3 With the exception of OH, the national FFY 2013 percentage used data reported by states to CMS as of December 15, 2014. As FFY 2011 data for OH were not used in the FFY 2011 national percentage, OH's FFY 2013 data were similarly excluded from the FFY 2013 national percentage.

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)



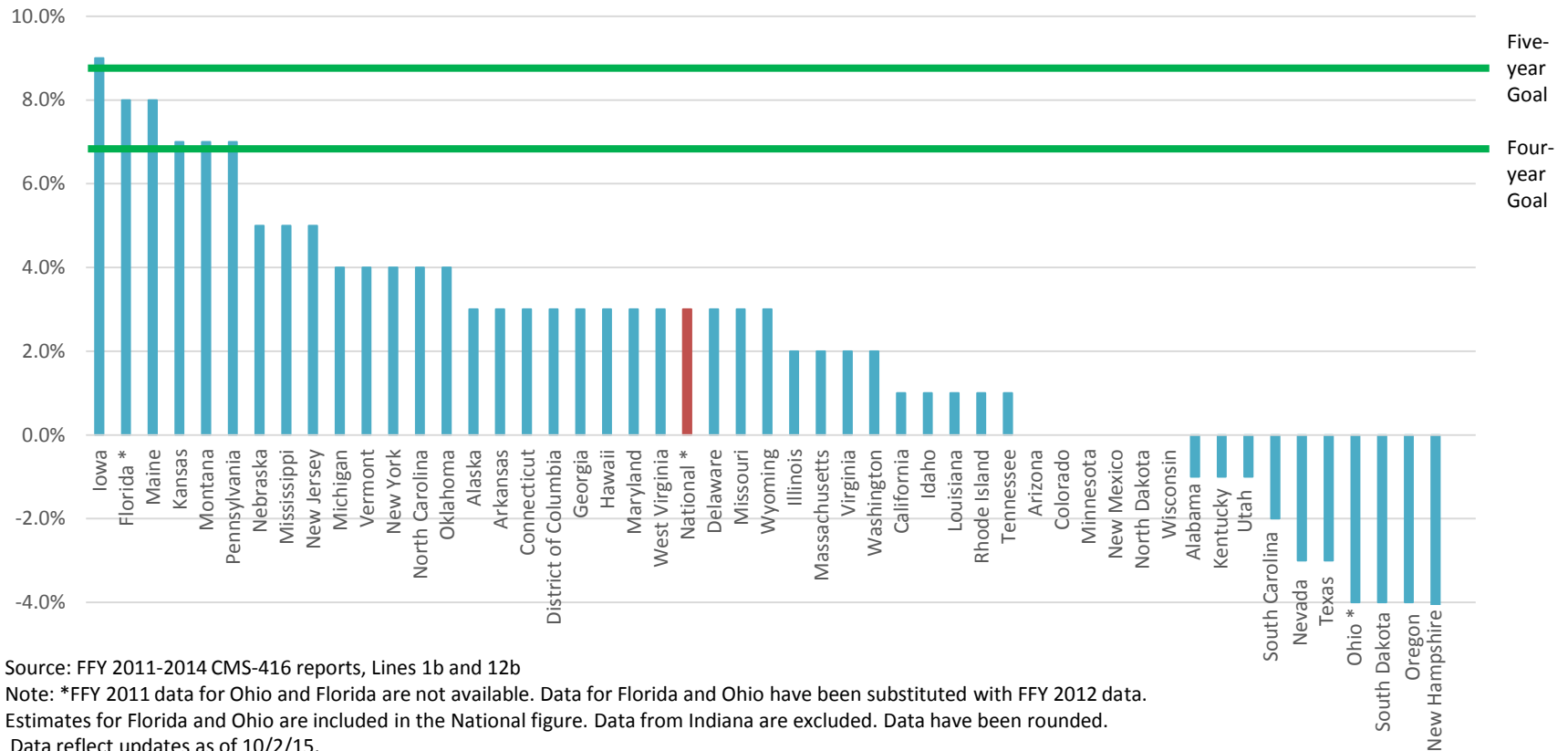
Source: FFY 2014 CMS-416 reports, Lines 1b and 12b

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.



InsureKidsNow.gov

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



InsureKidsNow.gov

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](#)



Give Kids A Smile – Dental School Support



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



[InsureKidsNow.gov](https://www.insurekidsnow.gov)

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



InsureKidsNow.gov

Thank you!



Jane Grover
Director

Council on Access Prevention and Interprofessional Relations
American Dental Association
Email: Groverj@ada.org



Leveraging Oral Health Resources to Increase Enrollment in Medicaid and CHIP

Matt Jacob

Director of Communications and Outreach

Children's Dental Health Project

Email: mjacob@cdhp.org



Introducing EndCavities.org

A new website supporting the work of state/local advocates



[CAVITIES 101](#) / [WHAT'S AT STAKE?](#) / [STRATEGIES TO END CAVITIES](#) / [IT'S NEWS](#) / [ABOUT](#)

We can prevent the #1 chronic disease of childhood.



Why EndCavities.org?

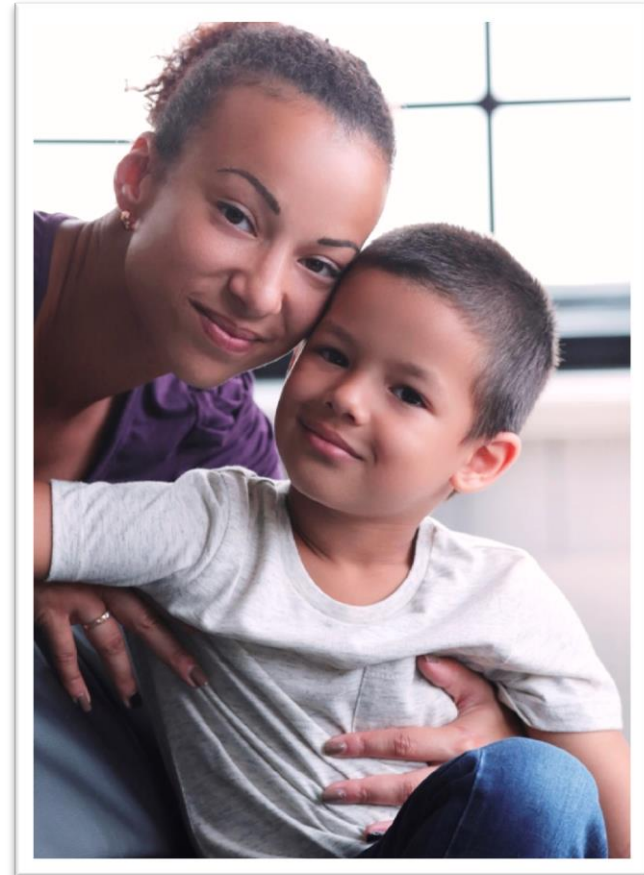


- Because tooth decay is the #1 chronic disease of childhood
- Being #1 is nothing to cheer about because this is a **preventable** disease
- Keeping kids cavity-free in their early years puts them on a path of lifelong, good oral health
- Let's change the conversation



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



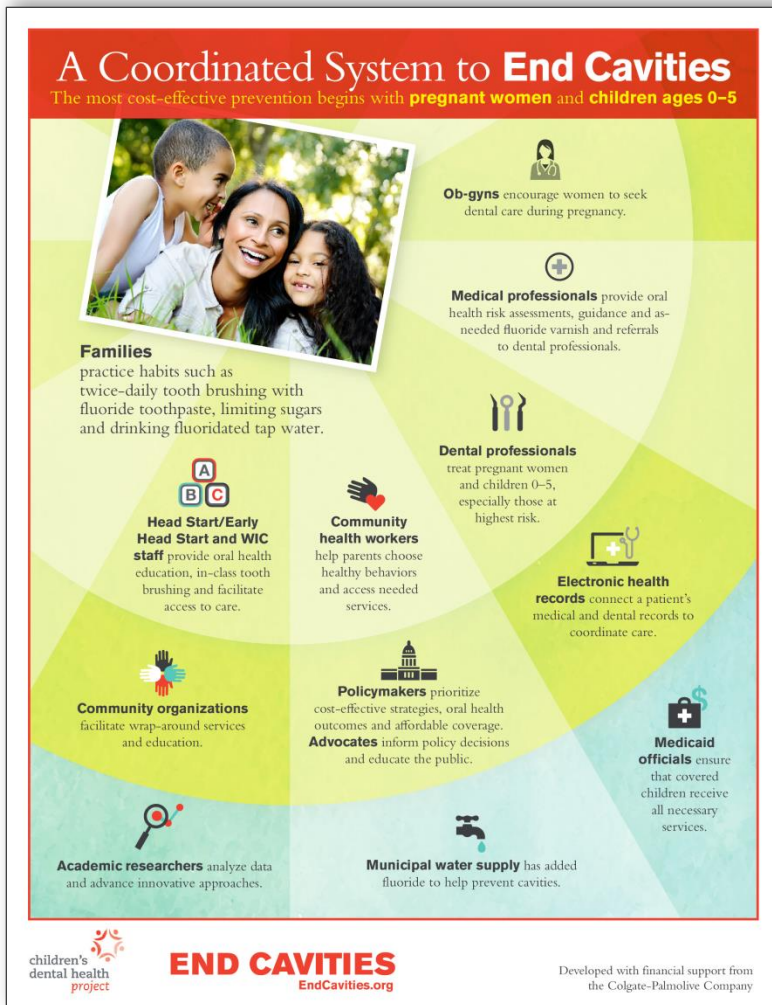
Talking Points on Ending Cavities for Oral Health Advocates

- **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 fluorides.
- **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 [may lack 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.

- 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



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



- 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



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



Thank you!



Matt Jacob
Director of Communications and Outreach
Children's Dental Health Project
Email: mjacob@cdhp.org



Implementing Creative Strategies to Connect Families to Oral Health Services

Debbie Bickford

Project Director

“Coverage for Kids” (530)

493-1600, ext. 2105

Email: dbickford@karuk.us



“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?



InsureKidsNow.gov

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.





Make a Kid Smile Day with the Tooth Fairy

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).



InsureKidsNow.gov

Make a Kid Smile Day with the Tooth Fairy (Cont.)

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

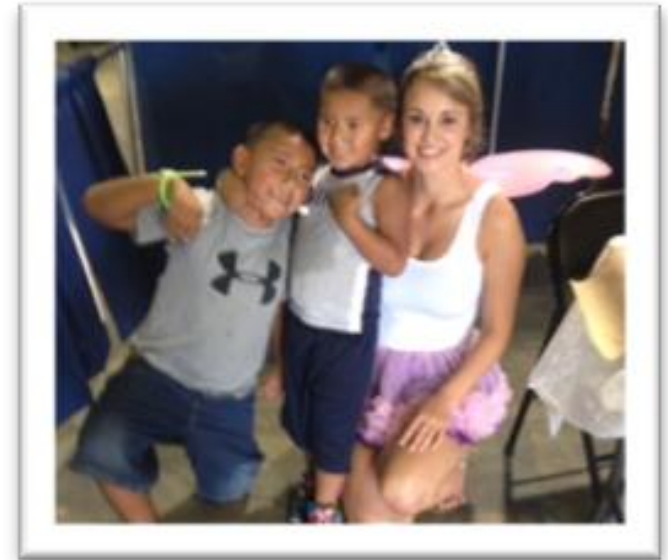
Orleans August 3 and repeated on Aug 26
(portable unit)

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.



InsureKidsNow.gov

Develop a Work Plan with Deadlines:

Siskiyou County Golden Fair
August 12 - 16, 2015

<input checked="" type="checkbox"/>	Submit Pre-application				
<input checked="" type="checkbox"/>	Application Approval				
<input checked="" type="checkbox"/>	Check Request			to fiscal 6/1/15	
<input checked="" type="checkbox"/>	Mail Check				
<input checked="" type="checkbox"/>	Tooth Fairy - offer \$50 Gift Card				
<input checked="" type="checkbox"/>	Merranda Rasmussen (Thurs. Kids Day)				
<input checked="" type="checkbox"/>	Abigail Eadie (Sunday, Family Day)				
<input checked="" type="checkbox"/>	Order Promo Items				
<input checked="" type="checkbox"/>	Order Tooth Necklase				
<input checked="" type="checkbox"/>	Order Chattering Teeth				
<input checked="" type="checkbox"/>	Order Stand Up Banner				
<input checked="" type="checkbox"/>	Basket Ball Hoop for Drawing				
<input checked="" type="checkbox"/>	Schedule Workers				
<input checked="" type="checkbox"/>	Carissa - Wed, Thurs PM (6-10)				
<input checked="" type="checkbox"/>	Chris - Fri, Sat, Sun AM (10-2)				
<input checked="" type="checkbox"/>	Barbara - Fri, Sat PM (6-10)				
<input checked="" type="checkbox"/>	Debbie all other (open 10am - 10 pm)				
<input checked="" type="checkbox"/>	Schedule "Think Teeth" Day at Clinics				
<input checked="" type="checkbox"/>	Aug. 3 ORLEANS and Aug. 26				
<input checked="" type="checkbox"/>	Aug. 17 YREKA				
<input checked="" type="checkbox"/>	Aug. 19 HC				
<input checked="" type="checkbox"/>	Booth Set Up				
<input checked="" type="checkbox"/>	Tooth Fairy Sign				
<input checked="" type="checkbox"/>	Table Cloth				
<input checked="" type="checkbox"/>	garbage				
<input checked="" type="checkbox"/>	Cooler with drinks				
<input checked="" type="checkbox"/>	Chairs				
<input checked="" type="checkbox"/>	Extension Cord for fan, chargers				
<input checked="" type="checkbox"/>	Tickets for Drawing				
<input checked="" type="checkbox"/>	Pens				
<input checked="" type="checkbox"/>	Box for Tickets				
<input checked="" type="checkbox"/>	Reserve Car for the week				
Notes for Next Year:					
<input type="checkbox"/>	Need heavy duty table cloth, that hangs to floor.				
<input type="checkbox"/>	More Décor advertising Tribe				
<input type="checkbox"/>	Large TRIBAL Banner for Back Drop				
<input type="checkbox"/>	Request workers by June 1				
<input type="checkbox"/>	Order Commercial Tooth Fairy Costume				



**Make a Kid Smile Day
Yreka Clinic
Monday, August 17, 2015**

		Room 1	Room 2	Room 3	Room 4
8:30	1	Yellow		Light Green	
9:00	2	Purple	Red	Light Green	
9:30	3	Purple	Red		
10:00	4	White	Orange	Light Green	
10:30	5	Purple	Orange		
11:00	6	Purple	Light Green	Light Green	
11:30	7	White	White		
LUNCH TIME (12 -1)					
1:00	8	Purple	Light Green	Light Green	
1:30	9	Orange			
2:00	10	Blue	Light Green	Light Green	
2:30	11	Yellow			

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!



Debbie Bickford

Outreach and Enrollment Coordinator
"Coverage for Kids" Project Director, Karuk Tribe
(530) 493-1600, ext. 2105
Email: dbickford@karuk.us





Connecting Kids to Coverage Campaign Resources

Think Teeth!



**Think Teeth
Every Step of The Way**

Give your baby healthy teeth from the start.

It's easy!

- Gently brush baby's teeth twice a day. Use a tiny amount of fluoride toothpaste.
- Take your baby to the dentist by her first birthday. Continue regular check-ups as recommended.
- Tooth decay is caused by bacteria. Your baby can "catch" the bacteria from you.
 - Keep your mouth healthy.
 - Don't share cups or spoons.
- Put only water, milk or formula in bottles or sippy cups.
- Don't put your baby to bed with a bottle or sippy cup.
- Limit sweet snacks and sugary drinks, including juice.

Medicaid and CHIP cover children's dental services, such as teeth cleanings, check-ups, x-rays, fluoride, dental sealants and fillings. Your child could be eligible!

To enroll your child or find a dentist, call 1-877-435-NOW or visit insurekidsnow.gov. For more information about new, affordable health insurance options for the whole family through the Health Insurance Marketplace, visit HealthCare.gov.



**Think Teeth
See Your Dentist
While You Are Pregnant**

It's important to visit the dentist while you are pregnant. Why? Your oral health is important for your growing baby's health.

- Tooth decay is caused by bacteria. Your baby can "catch" the bacteria from you.
- Keeping your teeth and gums healthy now can help protect your baby's teeth later.

Here's how you can prevent dental disease:

- Brush and floss daily, and use fluoride toothpaste.
- Eat a healthy diet.
- Visit the dentist. Dental care during pregnancy is safe – this includes x-rays and local anesthesia.

Schedule a check-up with your dentist. Be sure to tell your doctor you are pregnant. You could be eligible for Medicaid. Some states offer dental coverage for pregnant women. To learn more, call 1-877-435-NOW or visit HealthCare.gov to learn more.

NOTES

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



**Piense en
sus dientes
Visite a su
dentista durante
su embarazo**

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

Order free materials here:

<https://www.insurekidsnow.gov/initiatives/improving-oral-health/index.html>



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 sealants 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:



CMS Product No. 11774



¡Usted puede ayudar a su hijo a prevenir las caries! Haga lo siguiente:

- **Realice chequeos dentales regulares**, a partir de 1 año de edad.
Pregunte sobre los selladores dentales que previenen la caries.
- **Cepille los dientes dos veces al día durante 2 minutos** usando una pasta con fluoruro.
- **Limite los alimentos y bebidas con azúcar.**

Su hijo podría ser elegible para recibir cuidado dental a través de Medicaid y CHIP. Los servicios incluyen limpiezas dentales, exámenes, radiografías, fluoruro, selladores dentales y rellenos.

Para inscribirse o encontrar un dentista, llame al **1-877-KIDS-NOW** o visite InsureKidsNow.gov.

Visite CuidadoDeSalud.gov para más información sobre la cobertura de salud a bajo costo para su familia.

NOTAS:



CMS Product No. 11774-S

Learn how to request material customization here:

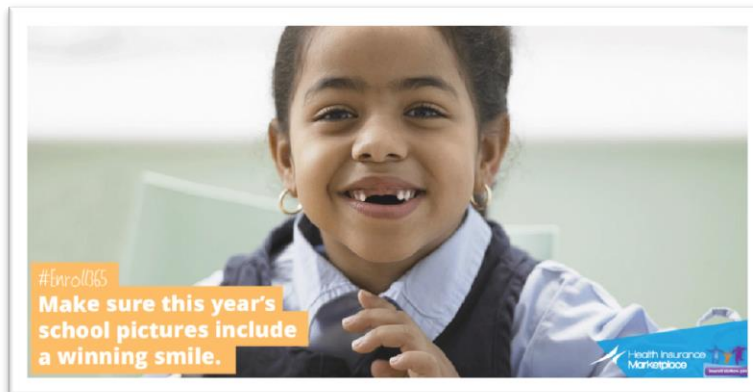
<https://www.insurekidsnow.gov/outreach-tool-library/index.html#:~:text=customizable%20materials>



InsureKidsNow.gov

Template Materials

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



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.

To share the importance of developing positive oral health habits early, CMS has developed [oral health education materials](#) for pregnant women, parents, and caretakers of young children. To help you promote these messages and materials, we have prepared a set of drop-in articles that can be used in any print or online format. These articles can be shared with community newspapers and on websites and blogs hosted by child care providers, faith-based and community groups and health and wellness organizations. Select the article appropriate for your intended audience and fill in the placeholders with the information relevant to your organization. To customize with your state's program name and information, visit [InsureKidsNow.gov/state/index.html](#) or contact your state's program for information.

Find materials here:

<https://www.insurekidsnow.gov/initiativesimproving-oral-health/index.html>



InsureKidsNow.gov

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
- **Download materials here:**

<https://www.insurekidsnow.gov/initiativesimproving-oral-health/index.html>



Multimedia Resources

- All webinars available online

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

- Outreach Video Library

<https://www.insurekidsnow.gov/webinars-videos/animated-digital-videos/index.html>



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.



InsureKidsNow.gov

Insure Kids Now Dental Locator



Find a Dentist for Your Kid

Items with * are required

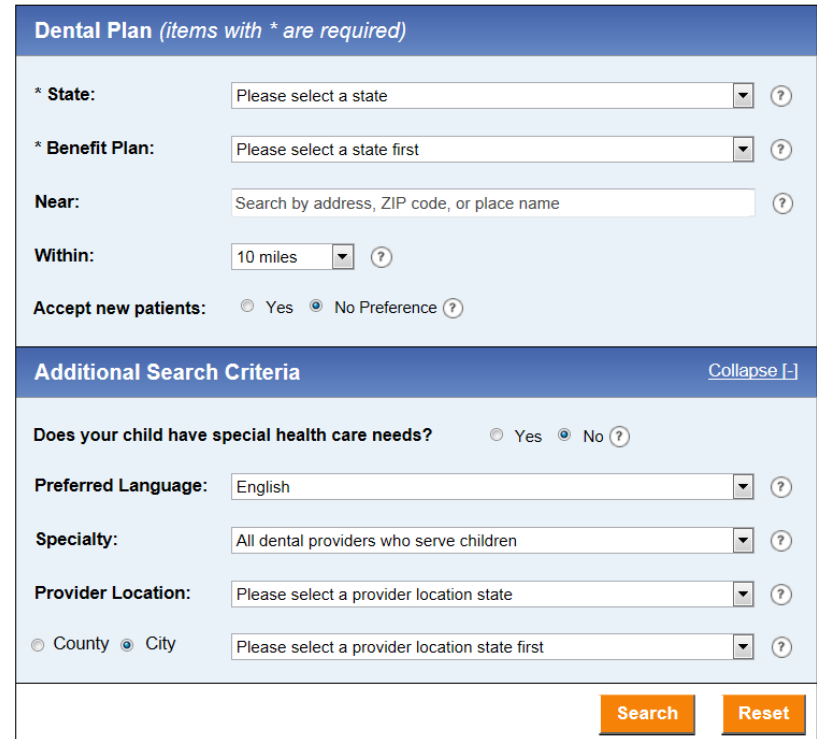
* Please select a state

* 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



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!