
Washington State: Access to Baby & Child Dentistry

CMS National Medicaid and CHIP Quality Conference
June 14-15, 2012

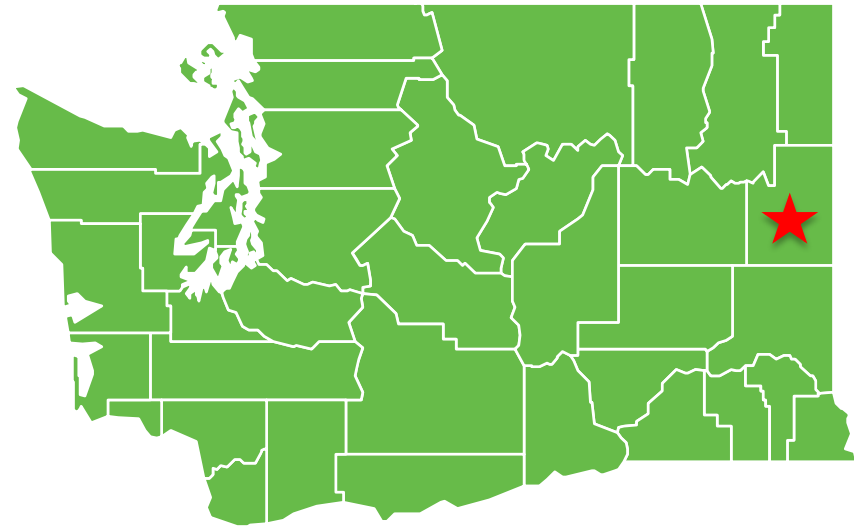
Laura Smith, MPA
President & CEO
Washington Dental Service Foundation

The Before Picture

- 21% of Medicaid Insured Children 0 to 6 years utilized dental care
- 21% of low income preschoolers had untreated disease
- 7% needed urgent care
- 38% had already experienced tooth decay
- Physicians were complaining about untreated dental decay in Medicaid insured preschoolers and no where to send them
- Most general dentists weren't caring for young children – didn't have behavioral or clinical expertise
- 3 year olds – showing up at dental offices with lots of decay

Spokane County

- Community came together to work to solve the problem
- Identified barriers to care and addressed each systematically
- Multi-pronged intervention
 - Provider participation strategies
 - Increased families' oral health knowledge
 - Outreach to connect children to care
 - Case management to address barriers



Dental Participation Strategies

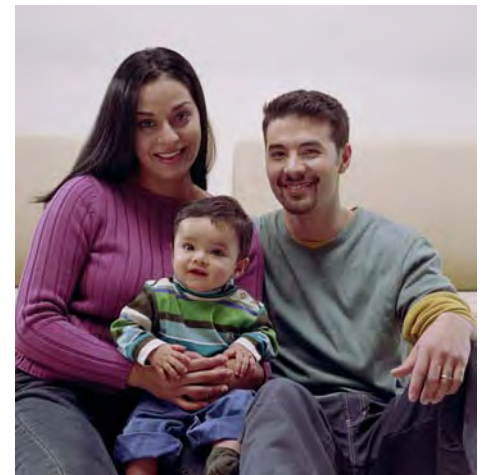
- Enhanced fees for serving Medicaid-enrolled, 0-6 year – ABCD trained & certified
- Training – clinical & behavioral aspects of serving young children
- Assistance with no shows and compliance
- Billing assistance
- Engaging their office staff
- Dental champion in each county
- Peer to peer recruiting
- Recognition



Improving Care and Proving It

Family Strategies

- Vigorous outreach – engaged all the organizations who work with low income families to identify and refer young children
 - Made the case for oral health
 - Set up referral systems
- Family orientation (oral health & more) – before they arrive at a dental office to better prepare family, reduce no shows
- Family Oral Health Education every six months in dental practice
- Connect to care and case manage barriers
- Track no shows and work with families and their dentists to ensure success
- Positive dental experience



2008 – Added Primary Care Medical

- Focus on the youngest children – early screening, by age one
 - Identify at-risk early
 - Early education of families – still possible to prevent decay
 - Deliver Oral Health preventive services during well child checks
 - Screening
 - Risk-assess
 - Family education
 - Fluoride varnish
 - Refer
- ABCD
enhanced
fees
- Recruit – Train – Certify – Coach Primary Care Providers
 - Address clinic flow, software prompts, and billing



Supporting Strategies

Media Attention:

Comcast Newsmakers in WA

Kathy O'Meara-Wyman, Managing Director



State Level
Referral Partner:
Parenthelp123.org



Website/Facebook:



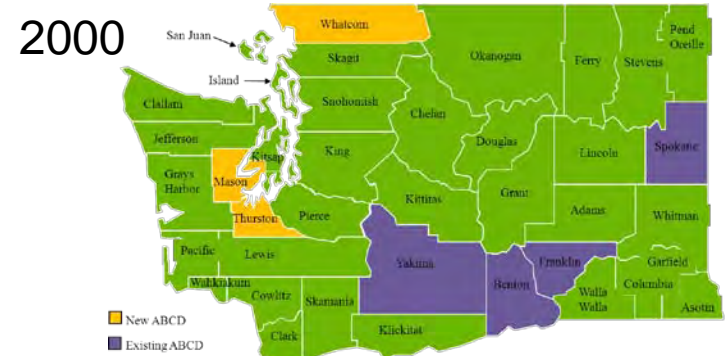
Baby Teeth Campaign:

- Paid and Earned Media
- KidsOralHealth.org website/Facebook
- WA State Dept. of Health— Child Profile mailing to families with 9 month olds



Keys to Success

- Intervention addressed all barriers to care
- Continuous engagement of all stakeholders (gatherings) and roles delineated
- Careful expansion designed to secure long term commitment
- Problem solving the bumps together
- Committed Managing Director – on the road
- Tracking and celebrating results
 - Legislative support



Successful Public-Private Partnerships

Medicaid
Administration

State Department
of Health-WIC

UW School of
Dentistry

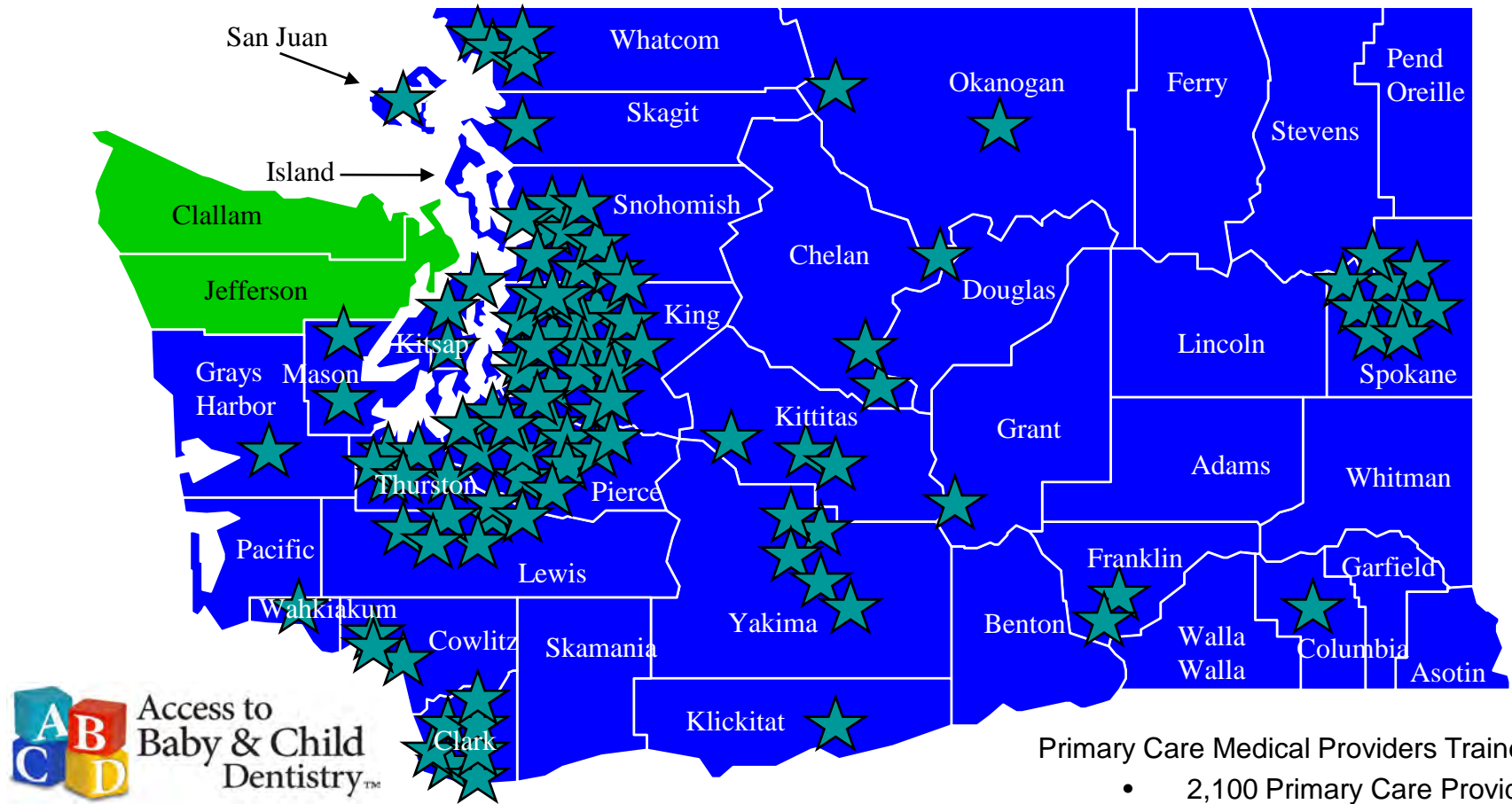
Washington
Dental Service
Foundation

Dental Societies/
Organized Dentistry

Local Health
Departments/
Community
Organizations

Private Practice
Dentists

Washington State ABCD Programs 2012



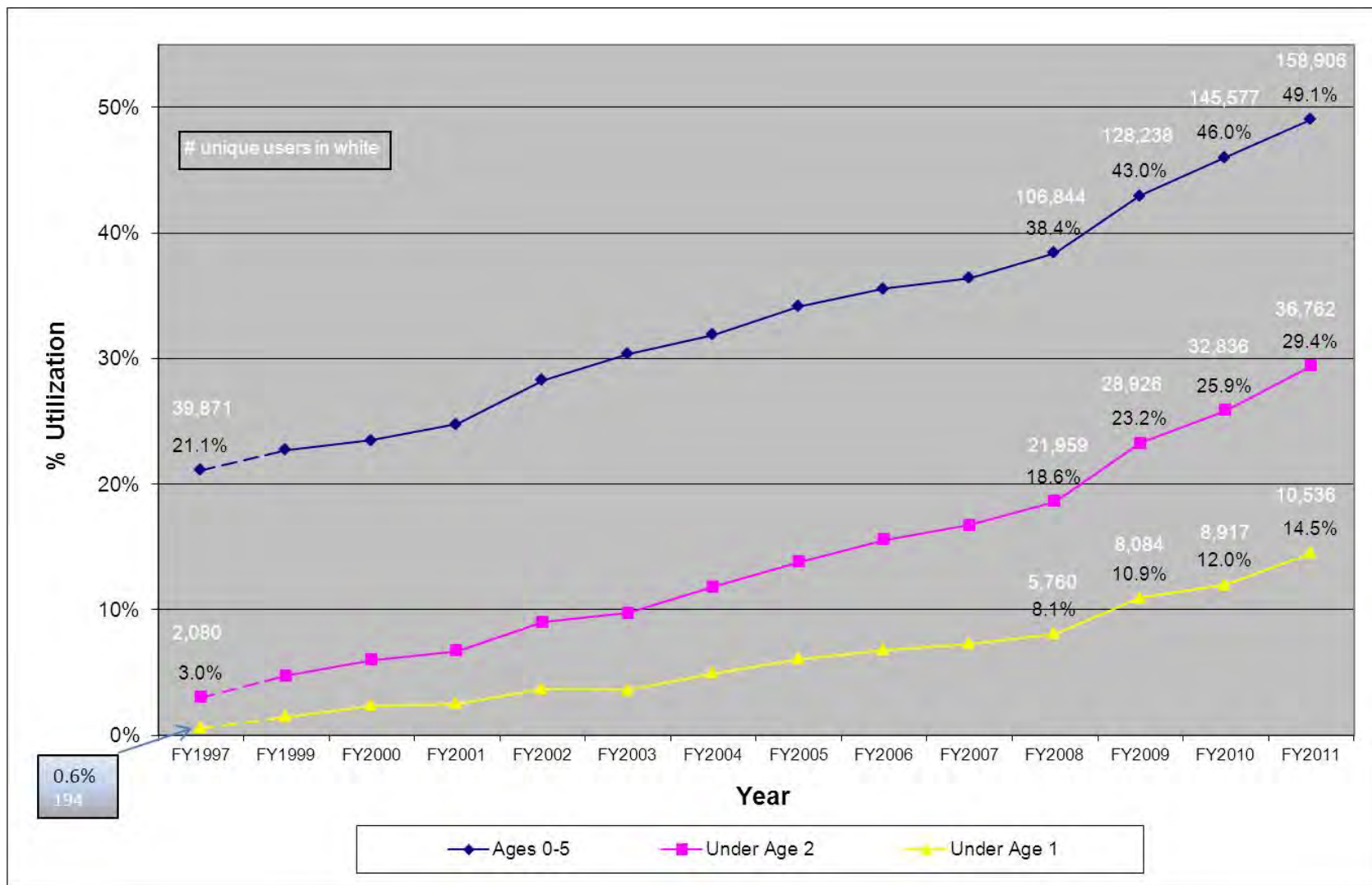
- ABCD Program
- No ABCD Program at this time
- ★ Primary Care Medical Provider Training

Primary Care Medical Providers Trained:

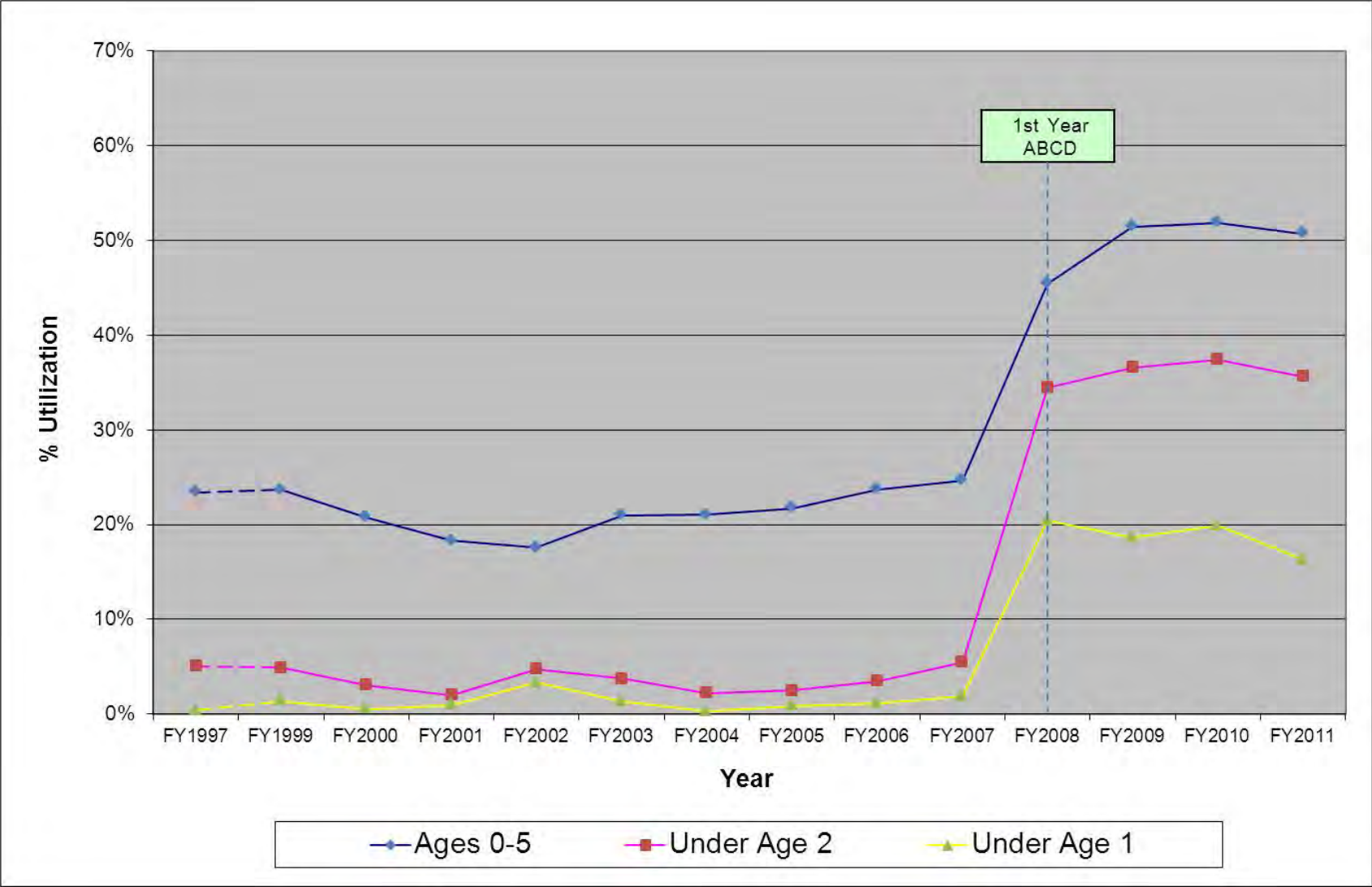
- 2,100 Primary Care Providers
- 2,557 clinic staff

Approximately 1/3 of the state's practicing primary care MDs

Statewide Medicaid Dental Utilization Outcomes

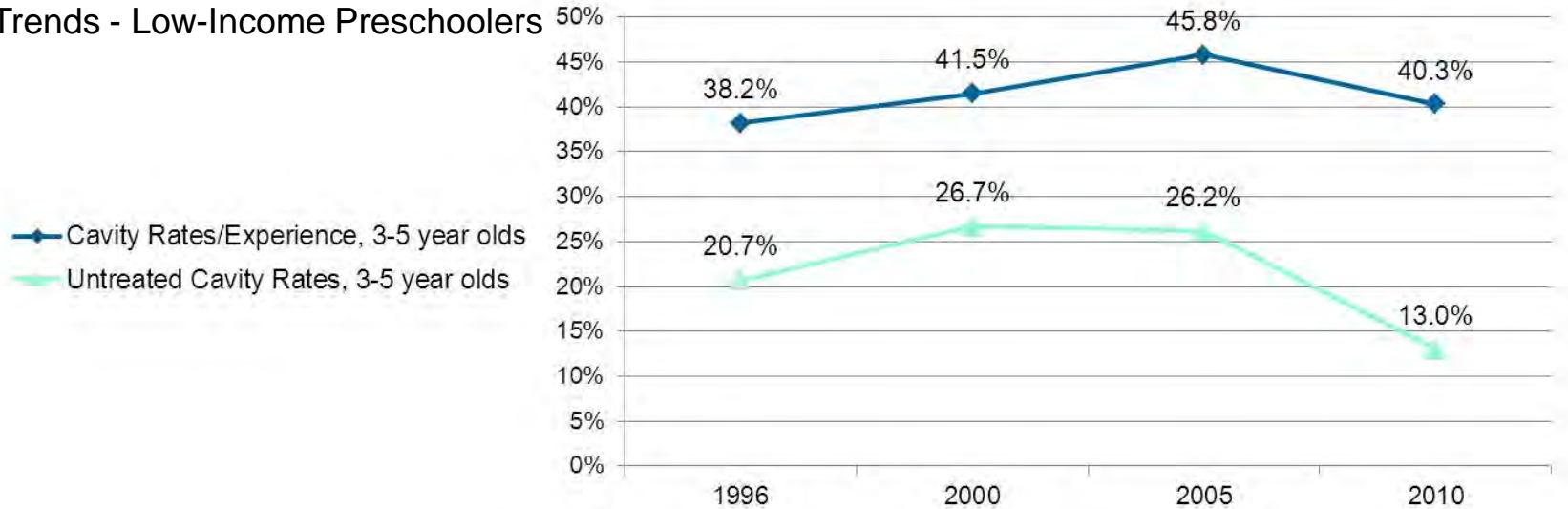


Cowlitz County

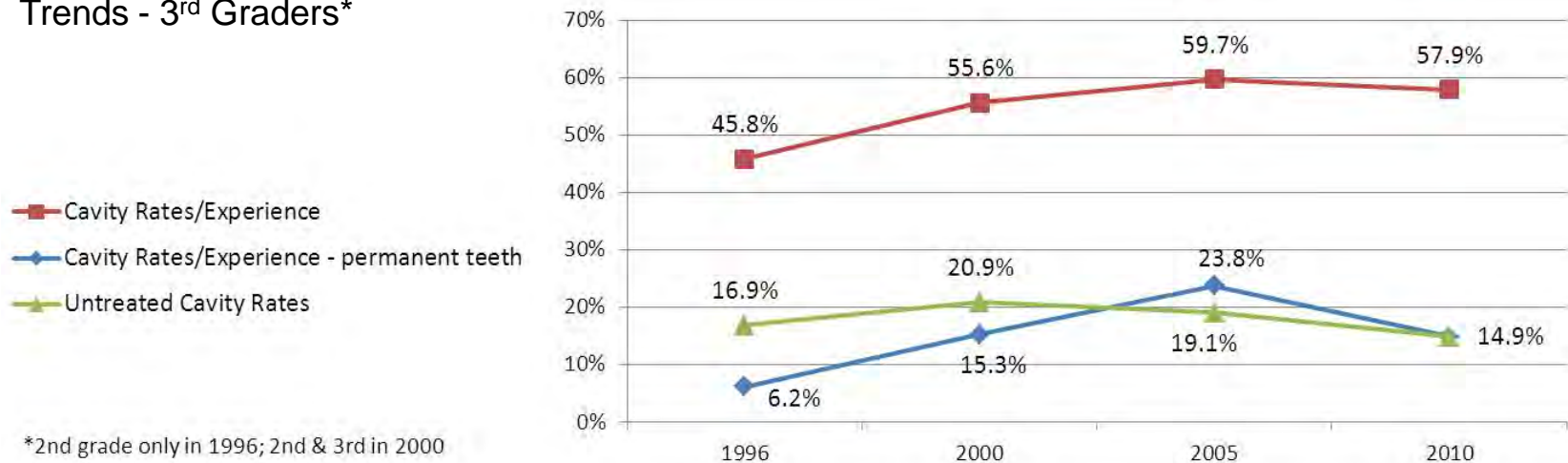


2010 WA State Smile Survey

Trends - Low-Income Preschoolers



Trends - 3rd Graders*



*2nd grade only in 1996; 2nd & 3rd in 2000

Research

Finding	Source
More children receive services in counties with ABCD	Pediatrics 7/09
ABCD increased access	Health Affairs 3-4/08
Children in an ABCD county had better oral health Cost of program/child substantially less than cost of one filling	Journal of America Dental Association (JADA) 9/05
Evaluation of program described – success in increasing access	Journal of Public Health 8/05
ABCD increases dental participation, access to care and dental willingness to survey young children	Journal of Public Health Dentistry Winter 2002
Strong support from policy makers tribute to results and efficient public/private financing model	PEW Issue Brief 6/10

ABCD Program Costs

- Local County Based Programs (outreach, case management, linkage to dental care)
 - Start-up
 - Ongoing
 - Provider Training
- Enhanced Reimbursement
- Program Management/Ongoing Evaluation