Do you know the most common chronic disease affecting children in Michigan?
Michigan Caries Prevention Program: Reducing the Burden of Childhood Dental Disease

Michigan Primary Care Association Clinical Conference
October 16, 2015

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This overview of “Reducing the Burden of Childhood Dental Disease in Michigan” describes an Altarum Institute project supported by funding opportunity number CMS-1C1-33-1321 from the Department of Health and Human Services, Centers for Medicare & Medicaid Services. The contents of this publication are solely the responsibility of the authors and do not necessarily represent the official views of the U.S. Department of Health and Human Services or any of its agencies.
Altarum Institute Overview

• A Michigan company since 1946
• Deep connections to the University of Michigan College of Engineering, Medical School and School of Public Health
• Nonprofit, focused solely on health and healthcare, headquartered in Ann Arbor
• Today, we balance “think-tank” work for the Federal government with direct interventions to improve health and healthcare
Health Care Innovation Award (HCIA) Overview

The CMS Center for Medicare & Medicaid Innovation supports the development and testing of innovative health care payment and service delivery models.

• **Authority:** Section 3021 of the Affordable Care Act
• **Time Period:** Sept. 2014 – Sept. 2017
• **Final Number of 2\textsuperscript{nd} Round Participants:** 39
• **Project Funding:** $9.4M over three years
  • Award released September 1, 2014
• **Our Project Focus:**
  • Better Health
  • Better Care
  • Lower Costs
The Michigan Caries Prevention Program (MCPP)

- **Target Population:** ~1M Michigan Children Insured by Medicaid/MIChild

- **High-level aims:** *Sustained, system-wide improvement*
  1. Increase the proportion of low-income children who receive preventive dental services
  2. Reduce the proportion of low-income children experiencing tooth decay
  3. Reduce the total cost of oral health care among the target population

- **Program Components**
  - Statewide Information Architecture
  - Medical & Dental Provider Engagement
  - Community Health/School Engagement

[Visit our website: MIteeth.org]
MCPP: Our Partners

- Delta Dental
- School of Dentistry, University of Michigan
- Michigan Department of Health & Human Services

Impact and Care Quality
Educate Medical Community
Information Architecture
There is profound disparity in the impacts of childhood dental disease.

- Childhood **dental disease is preventable**
- Dental decay is...
  - The most **prevalent chronic condition**
  - The most common **unmet health care need** of poor children
MCPP: Our Innovative Solution

- Integrate medical and dental care systems
- Raise awareness to support better care
- Build a 1st of its kind information architecture
- Activate medical community
- Foster alternative care delivery strategies
- Monitor impact and care quality
• **Primary Objective**: The MCPP Physician Advisory Committee (PAC) is working to build a peer-to-peer network of oral health champions among the physicians in the state.

• Committee members include:
  - Faiyaz Syed, MD, MPH (Ingham County)
  - Ed Cox, MD, FAAP (Kent County)
  - Sharon Swindell, MD, FAAP (Washtenaw County)
  - Sania Zainuddin, MD, FAAP (Genesee County)
  - Stephanie Goodson, MD, FAAP (Livingston County)
  - Barbara Oettgen, MD, FAAP (Wayne County)
  - William Webb, MD, FAAFP (Charlevoix County)
  - Erika Crane, MD, FAAP (Kent County)
MCPH: Community Health Centers

**Community Engagement**
- Utilizing a common message to empower communities

**Dental Public Health System**
- Information architecture that supports the flow of information between medical and dental providers

**Technical Assistance Program**
- MCPP staff offers free technical assistance to providers and clinical staff for implementing preventive oral health practices in their clinics

**SmileConnect**
- Free, online portal that connects schools and community organizations with dental services and resources for their students
Primary Objective: Empower parents to take an active role in their children’s oral health, leveraging a common message via multiple levels of communication channels

- Phase 1 Website ([MI Teeth.org](https://MI Teeth.org))
- Social Media Launch (@MI Teeth)
- PSAs on Local Stations Across Michigan
- NCDHM Mailers
- Media Kits for Engagement
- Direct to Provider Mailers Promoting MCPP
- Classroom Resources, Lesson Plans, & Sample Emails to Parents
- Toolkits for Educators
- Tools to Locate a Dentist
- Oral Health Resources
MCPP: Dental Public Health System

Objectives
- Facilitates dental referrals
- Captures service provision
- Records patient risk status
- Allows for quality monitoring

Potential Users
- Primary care providers
- Dentists
- Public health officials

Functionality
- Document preventive oral health services delivery
- Care coordination between medical and dental provider
- Oral health risk screening
- Patient education
- Dental referral
MCPP: Interprofessional Collaboration

Working to build a more coordinated system for improving children’s oral health

• Children will typically see a physician 8 times before their first dental visit; this is an opportunity for physicians to play a role in the oral health team and to provide preventive oral health services and education

• Oral health education and prevention messaging should be consistent across members of the medical and dental care teams to ensure better understanding and follow through by patients and caregivers

• Identification of need and referral to a dental provider will contribute to improving the flow of patients and information between medical and dental providers
Aligning Practice with the Bright Futures Periodicity Schedule:

• Assess if the child has a dental home. If a dental home is not identified, refer to a dental home.

• Conduct an oral health risk screening every six months beginning at age 6 months.
  
  • *Early and Periodic Screening, Diagnosis and Treatment (EPSDT) requires an oral health screening by age 6 months and then at every visit after. Fluoride varnish should be applied once the first tooth has emerged.*

• Fluoride varnish is recommended in the primary care setting every 3–6 months starting at tooth emergence.

• The American Academy of Pediatric Dentistry and the American Academy of Pediatrics both recommend establishment of a dental home by the 1st birthday.

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2http://www.aapd.org/media/policies_guidelines/g_infantoralhealthcare.pdf
Clinical Training Includes:

- Smiles for Life Certification
- Billing & Reimbursement
- Implementation best practices
- Facilitate the design future workflow utilizing MCPP tools

Smiles for Life is an oral health curriculum for primary care clinicians

Why Train Support Staff?

- **Consistent Messaging**: Successful implementation requires full staff buy-in
- **Clinical Training**: Application of Fluoride Varnish and education often conducted by support staff
- **Reimbursement**: Billing staff are informed and have access to follow up resources to ensure full reimbursement for additional services
- **Additional Responsibilities**: New tasks are assigned to appropriate team members
Medicaid Billing & Reimbursement

Reimbursement could vary by health plan and clinic type

**Fluoride Varnish Application:** Fluoride varnish application of children up to age 3 (0-35 months)
- Can be billed up to **four times a year**
- CPT Code: 99188; $9.00
- DX Code: V07.31 / Z41.8

**Oral Screening:** Screening of children up to age 3 (0-35 months). Counseling with the primary caregiver and referral (as needed) is required. The [AAP Risk Assessment](#) is recommended to help the provider identify patient risk.
- Can be billed up to **two times a year**.
- CDT Code: D0190; $14.89
- DX Code: V07.31 / Z41.8
## Benefits of Participation

<table>
<thead>
<tr>
<th>20 AMA PRA Category 1 Credits</th>
<th>Additional Reimbursement</th>
<th>Streamlined Certification</th>
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<tbody>
<tr>
<td>Joint-sponsored CME activity with the U of M Medical School</td>
<td>$23 additional revenue per well-child visit</td>
<td>Reduced administrative barriers</td>
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<thead>
<tr>
<th>Maintenance of Certification Part IV Credits</th>
<th>Dental Home Resources</th>
<th>Comprehensive Training</th>
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<tbody>
<tr>
<td>Joint-sponsored MOC activity with the U of M Health System</td>
<td>Referral and patient tracking tool</td>
<td>Technical assistance and education to <strong>all</strong> clinical staff</td>
</tr>
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Free 20 CME Credits and MOC Part IV Opportunity

The University of Michigan Medical School and Altarum Institute are offering a unique opportunity for clinicians to earn Maintenance of Certification credits (MOC) and Continuing Medical Education (CME) credits at no charge to participants:

- American Board of Family Medicine certified physicians: Part IV MOC
  - 1 module or 20 points depending on year of recertification
- American Board of Pediatrics certified physicians: Part IV MOC
  - 1 activity or 25 points depending on year of recertification
- Allopathic (MD) Physician CME: 20 AMA PRA Category 1 Credits™ (Performance Improvement)
- Osteopathic (DO) Physician CME: 20 AOA Category 2-B Credits
- Nurse Practitioner CME: 20 AMA PRA Category 1 Credits™ (Performance Improvement)
- Physician Assistant MOC: 20 AAPA Performance Improvement CME Credits (MOC)

Target Audience: This activity is directed to pediatricians, family medicine physicians, nurse practitioners, physician assistants, and clinical staff, interested in expanding their knowledge of pediatric oral health and preventive oral health services and who serve children on Medicaid/MIClaim.

Learning Objectives: At the conclusion of this activity, participants will be able to: incorporate oral health screening and fluoride varnish applications into clinical workflow, successfully refer children in need of a dental home to an accepting dentist, code and bill for the preventive oral health services, monitor progress implementing preventive oral health services, and become Smiles for Life certified to be able to bill Medicaid for these services.

Duration: 7 month cycle
## What to Expect

### Kickoff Call
- Phone call with Oral Health Champion
- Review practice-specific workflow
- Schedule training sessions

### In Person Training Session
- Smiles for Life Certification
- Billing & Reimbursement
- Implementation best practices
- Facilitate the design future workflow utilizing MCPP tools

### One Month Follow-Up
- Discuss program implementation and any barriers and troubleshoot
- Discuss billing experience and assist with any issues
- Ensure that the clinic has ordered additional fluoride varnish supplies – if not determine the barrier
- Schedule 3 month follow-up before ending the call

### Three Month Follow-Up
- Discuss program implementation and any barriers and troubleshoot
- Provide solutions and resources as appropriate
- Discuss any best practices that they may have developed.
**Dental Home for Every Child**

MCPP is building a pipeline of patients to dental providers, but in many areas, the available dental capacity will not meet the demand.

Specific strategies include:

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Description</th>
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<tbody>
<tr>
<td>Leverage non-traditional providers and settings</td>
<td>Optimize utilization of pediatric dentists for children with highest need</td>
</tr>
<tr>
<td>Educate and increase comfort level with treating infants and toddlers</td>
<td>Link mobile dental providers to information systems</td>
</tr>
<tr>
<td>through hands-on Continuing Education opportunities</td>
<td></td>
</tr>
<tr>
<td>Leverage PA 161 workforce and existing school-based programs</td>
<td>Use dental and dental hygiene students for education and services to schools/Head Starts</td>
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<td></td>
<td>Develop web portal (‘Smile Connect’) for connecting dental students and professionals to schools/Head Starts</td>
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Expanding the Innovation: **SmileConnect**

**SmileConnect**: Facilitating Coordination for Oral Health

- Piloting in Michigan
  - National expansion
- Based on DonorsChoose.org concept – focusing on children’s oral health
- Built for:
  - Dental professionals, students, & faculty
  - Schools & early childhood organizations
  - Community organizations
SmileConnect

**VISION**
Build a social network infrastructure to harness collective activism and better connect available oral health resources with those in need.

**GOALS**
Optimize use of free, skilled labor

**HOW WE’LL GET THERE**

- **Labor**
  - Utilize dental schools and professionals for education and service provision as facilitated through SmileConnect

- **Access**
  - Children’s oral health supplies and materials provided to sites in need as identified or requested through SmileConnect

- **Philanthropy**
  - Supply and monetary donations are provided to support program logistics and support for classrooms in need

Support provision of directed philanthropy

Expand access to dental supplies and educational materials
What We’re Working Toward Long-Term

<table>
<thead>
<tr>
<th>ACCESS</th>
<th>Increase the number of children receiving preventive oral health care and education</th>
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<tbody>
<tr>
<td>AWARENESS</td>
<td>Increase the visibility of effective and innovative initiatives</td>
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<tr>
<td>INNOVATION</td>
<td>Highlight Successful Initiatives – Opportunities for expansion of effective models Opportunities for organizations to share lessons learned</td>
</tr>
<tr>
<td>SUSTAINABILITY</td>
<td>Oral health initiatives supported by donations from philanthropic organizations</td>
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How It Works

Early Childhood Education

POST

Churches, schools, and head start programs post requests for dental education and/or services to the site

Dental Schools

BROWSE

Dental providers and dental schools browse requests and identify those they can support

CONNECT

Users connect and help get children the oral health education and preventive services they need

Michigan CARIES PREVENTION PROGRAM
SmileConnect

Start Connecting
Here you can create requests, as well as view current requests based on your interests. If you can fulfill a request as shown below, click “connect” to get in touch with the coordinator!

Current Requests

Filter Requests:
- Request Type
- Age Group
- Location
- Time Frame
- Number of Attendees
- Date Posted

Mr. Mark’s Head Start Class
Lansing Area Head Start
Lansing, MI

When: Anytime (dates negotiable)
Need preventive services for my students and an oral health curriculum for the classroom! More Info...

Posted: October 16, 2015

View Favorites
Create a Request

Create a request to receive oral health materials or an event for your students. Fill out the information below and click "submit" when finished!

Title: ___________________________
Description: ______________________

Time Frame (choose from):
☐ Within the next month
☐ Within next 3 months
☐ Within next 6 months
☐ Anytime (dates negotiable)

Age Group (choose from):
☐ Early Head Start
☐ Head Start/Preschool
☐ Elementary
☐ Middle School
☐ High School

Number of Attendees (choose from):
☐ Less than 20
☐ 20-50
☐ 51+

Request Type (choose from):
☐ Oral Health Curriculum Materials
☐ Dental Supplies
☐ Oral Health Education Event
☐ Preventive Oral Health Services Event

Location of Request
Name of Location: __________________________
Street: __________________________________
City: ____________________________
State (choose from): ______________________
Zip code: __________________________
County (choose from): _____________________

Name: __________________________
Phone: __________________________
Email: __________________________

Add an Image: Browse

Reset | Save | Submit
SmileConnect

Filter Requests:
- Request Type
  - Oral Health Curriculum Materials
  - Dental Supplies
  - Oral Health Education Event
  - Preventive Oral Health Services Event
- Age Group
  - Early Head Start
  - Head Start/Preschool
  - Elementary
  - Middle School
  - High School
- Location
  - Zip code
  - County
- Time Frame
  - Within the next month
  - Within next 3 months
  - Within next 6 months
  - Anytime (dates negotiable)
- Number of Attendees
  - Less than 20
  - 20-50
  - 51+
- Date Posted
  - Ascending
  - Descending

Current Requests

High Priority!

Ms. Molly's Preschool Class  
Pierce Elementary  
Flint, MI

When: Next 3 months
Would like an oral health education event for my preschool students!

Request Type: Educational Event
Age Group: Preschool
Location:
  - Pierce Elementary
  - 1234 Walker Street
  - Flint, MI 48501
Number of Attendees: Less than 20

Posted: September 3, 2015

High Priority!

Mrs. Smith's 2nd Grade Class  
Cook Elementary  
Ann Arbor, MI

When: Next 6 months
My students need any type of oral health education and/or services that can be provided!

More info

Posted: October 15, 2015
Projected Timeline: **SmileConnect**

Anticipated Launch:
Jan 2016

- **Development Phase**
  - Build CAPACITY for services & resources
  - Build DEMAND among organizations serving children

- **Implementation Phase**
  - Pilot Activity Launch (Michigan)
  - Promotion in Communities Where Delivered
  - Capture Data (rapid cycle process improvement)
  - Continue to Drive Demand to SmileConnect
  - Strategic Geographic Expansion

**Strategic Geographic Expansion**
MCPP: Get Involved Using Our Resources!

Use the online tool to volunteer your time or to sign up to receive onsite dental education, services, and materials for your health center or community organization! Consider engaging in a pilot activity!

Connect with our MCPP Implementation Specialists to learn more about how you can integrate preventive oral health practices in your health center!

TO ENROLL:
- Call 1-844-4-MITEETH
- Email: info@MIteeth.org
- Go to www.MIteeth.org
- Complete a Technical Assistance Participation Agreement
- Complete registration form
- Schedule your training and begin providing preventative oral health services in your office!
Thank You!

For more information & to get involved, visit MITeeth.org

info@MITeeth.org

1-844-4-MITEETH

@MI_Teeth

Interested?

YOU CAN BE PART OF THE SOLUTION.