

Level of Implementation

Statewide

Target Population(s):

- Children enrolled in Virginia's **Smiles For Children** program
 - Specific target for ages 0-3 years of age
- Pregnant women enrolled in Medicaid or FAMIS MOMS
- Dental providers in the **Smiles For Children** program
- Medical providers

Improvement Goal

- Increase utilization of dental services among pregnant women enrolled in Medicaid or FAMIS MOMS
- Increase the application of fluoride varnish in the medical setting by non-dental providers
- Increase pediatricians performing oral health exams and encouraging the establishment of early dental home
- Increase awareness of the **Smiles For Children** Medicaid/FAMIS dental program
- Strengthen partnerships to promote oral health

Essential Partners

- DMAS
- DentaQuest
- Virginia Oral Health Coalition
- Virginia Department of Health
- Dental Advisory Committee
- Virginia Dental Association
- Managed Care Organizations
- Virginia Association of Healthcare Plans
- Community partners: childcare agencies, Head Start, WIC, and medical providers



DENTAL QUALITY ALLIANCE®

Improving Oral Health Through Measurement

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The DQA Quality Innovators Spotlight (QIS) compiles quality improvement stories from around the nation to share knowledge and spread successful changes regardless of whether DQA was involved in the project. Inclusion in the QIS in no way implies DQA's endorsement of a program.

DQA Quality Innovators Spotlight: *The Inside Story*

How did this project start?

In 2013, Virginia was one of seven states chosen to participate in an Oral Health Learning Collaborative (OHLC) by the Centers for Healthcare Strategies. The Virginia Department of Medical Assistance Services' (DMAS) involvement in the OHLC maximized efforts with key partners to improve oral health outcomes. The Virginia OHLC team was comprised of DMAS, the Virginia Oral Health Coalition (VaOHC), DentaQuest, and the Virginia Department of Health (VDH). A collaborative project plan with definitive objectives, timelines, roles and responsibilities was developed to: 1) increase utilization of preventive dental services, e.g. fluoride varnish applications (FV), for members of Virginia's **Smiles For Children** (SFC) program; 2) increase utilization of dental services targeting pregnant women enrolled in Medicaid, and 3) increase involvement of managed care organizations in promoting oral health with medical providers.

What were the key strategies to achieve the improvement goal?

- Implementation of Governor's *Healthy Virginia Plan* which added dental coverage for pregnant women enrolled in Medicaid and FAMIS MOMS.
- Training for medical and dental providers on the application of fluoride varnish and the dental coverage for pregnant women.
- Collaboration with stakeholders and managed care organizations to increase knowledge of the **Smiles For Children** program and services.
- Involvement of pediatricians and family practitioners as Oral Health Champions, working to promote "oral health is overall health".
- Engaging other key partner groups to support the work of the Virginia OHLC, e.g. Virginia Dental Association, Managed Care Organizations, Virginia's Dental Advisory Committee, Head Start.

What improvements were achieved?

- Increasing by 65% the number of non-dental providers applying fluoride varnish to SFC participants under 3 years of age: 234 non-dental providers in SFY2014 compared to 386 non-dental providers in SFY2016.
- A 72% increase in enrollees, under age 3 years of age (8,000 children under age 3 in SFY2014 compared to 13,738 children under age 3 in SFY16), who received FV treatment from non-dental providers.
- Healthcare Effectiveness Data and Information (HEDIS) 2016 data for having at least one dental visit per year was 64.88% for SFC members, well above the HEDIS National Medicaid average of 48.26%.
- From onset of the OHLC (SFY 2011 to SFY 2016), there has been an increase of 5% in the CMS 416 dental utilization data for children, 1-20 years of age.
- Fifty-five percent (55%) of Medicaid children, ages 0-20 years, received a dental service as of SFY2016.