



2026 Medi-Cal Dental Member and Provider Outreach Plan

Gainwell Technologies, in Partnership with the
California Department of Health Care Services

JANUARY 1 - DECEMBER 31, 2026



Table of Contents

Goals and Objectives	3	Provider Materials.....	28
Member Market Research and Foundational Insights	6	California Advancing and Innovating Medi-Cal (CalAIM) Initiatives	28
Member Audiences	8	Local Activation	29
Provider Audiences	11	Access	33
Key Program Messaging	12	Regional Member Representatives.....	33
Member Key Messages.....	12	Provider Outreach Representatives	33
Provider Key Messages.....	14	Telephone Service Center	34
Overall Approach	17	Dental Care Coordination.....	34
Framework.....	17	Dental Case Management.....	35
Cultural and Linguistic Competency.....	18	Advocacy Support and Escalation Coordination ...	35
Awareness and Education	19	Teledentistry	35
Member Awareness and Education.....	19	Mobile Dental Van Events	35
Regional Member Representatives.....	19	Welcome Toolkit for Newly Enrolled Providers	36
Material Development.....	19	Gabby	36
New Initiatives for 2026.....	21	Provider Self-Service Portal	36
Year-Round Promotional Campaigns.....	23	Provider Enrollment Outreach	36
<i>Smile, California</i> Website		Provider Recruitment and Network	
(SmileCalifornia.org/SonrieCalifornia.org).....	25	Adequacy Monitoring.....	37
Medi-Cal Dental Website.....	25	Dental School Outreach	38
Campaign Promotions.....	25	Regional Centers	38
Provider Awareness and Education	27	Measurement and Reports	39
Medical Dental Integration.....	27	Appendix A – Member Outreach Objectives	41
		Appendix B – Provider Outreach Objectives	43
		Appendix C – List of Underserved Counties	44

Goals and Objectives

The 2026 Medi-Cal Dental Member and Provider Outreach Plan, spanning January 1 – December 31, 2026, outlines Medi-Cal Dental’s outreach efforts to improve the oral health of Medi-Cal members in the Fee-For-Service (FFS) delivery system.

Building on the foundation of previous outreach efforts, this plan focuses on motivating members to use their Medi-Cal Dental benefits through clear, culturally relevant education about covered services, how to access care, and the link between oral health and overall well-being.

Medi-Cal Dental will continue implementing comprehensive member and provider outreach strategies under the *Smile, California* campaign to:

- **Increase the utilization of Medi-Cal Dental benefits;**
- **Strengthen relationships and communication with providers; and**
- **Reinforce Medi-Cal Dental’s commitment to accessible, preventive oral health care for all members.**



The Department of Health Care Services Medi-Cal Dental partnership with the Office of Oral Health is invaluable for promoting oral health equity across California. The *Smile, California* campaign continues to make a significant impact by providing informative materials and resources that are accessible, engaging, and easy to understand, encouraging Californians to prioritize their oral health and make regular dental visits a part of their oral health routine.

*Shakalpi Pendurkar, DDS, MPH, FICD, FACD
State Dental Director, Office of Oral Health*

About

In 2016, the Little Hoover Commission released its [Fixing Denti-Cal report](#). The report identified several barriers, including low utilization, limited provider participation, and lack of awareness of available benefits. It called for systemic improvements to increase access, simplify administration, and ensure that more Californians could take advantage of their dental coverage.

In response, DHCS launched *Smile, California*, a statewide awareness and outreach campaign designed to help Medi-Cal members understand and use their dental benefits. Since 2018, the campaign has produced culturally and linguistically relevant resources—such as brochures, flyers, infographics, presentations, social media content, and videos—to motivate members to schedule dental visits and maintain ongoing care.

In addition to these outreach efforts, DHCS has implemented broader system improvements to simplify administrative processes for providers and strengthen provider participation. These include upgrades to Provider Application and Validation for Enrollment (PAVE), enhancements to the provider portal, streamlined Electronic Data Interchange (EDI) processes, and new provider recruitment incentives introduced through the CalAIM Dental Initiative and loan repayment programs. Together, these efforts support a more efficient provider experience and help expand access to care for Medi-Cal members.

In addition to these provider-focused improvements, DHCS has also strengthened member-facing systems to support greater utilization of Medi-Cal Dental benefits. As part of this effort, the campaign created dedicated,

ADA-compliant websites—SmileCalifornia.org and SonrieCalifornia.org—to simplify the Medi-Cal “Find a Dentist” process and give members an easy way to access covered services, eligibility information, and oral health education. The websites feature landing pages in 19 threshold languages, ensuring members can quickly find clear, culturally relevant information in the language they prefer. *Smile, California* also

maintains an active and growing presence on Instagram, Facebook, and YouTube to connect with members in engaging, accessible ways. As of 2025, *Smile, California* has 1,178 followers on Instagram, 3,200 followers on Facebook, and 534 subscribers on YouTube, with social content generating 14.8M total impressions across platforms and 1.1M YouTube video views over the past year. Statewide dissemination continues through

strong partnerships with Local Oral Health Programs (LOHPs), California Oral Health Technical Assistance Center (COHTAC), state agencies, and community-based organizations. In 2026, efforts will continue to enhance the digital experience, expand outreach, and strengthen partnerships to increase awareness and utilization of Medi-Cal Dental benefits.

Key components of the plan include:



Member Education:

Fulfilling education and outreach requirements as outlined in California Welfare and Institutions (W&I) Code Section 14132.91. This involves informing Medi-Cal members about dental care availability, providing information on recommended frequencies for regular and preventive dental care, guiding them on accessing Medi-Cal Dental care, offering assistance with case management and care coordination, and educating them to avoid paying out-of-pocket for medically necessary services.



Enhancing Access in Underserved Communities, including:

- Alpine
- Amador
- Calaveras
- Colusa
- Del Norte
- Glenn
- Humboldt
- Inyo
- Lake
- Lassen
- Marin
- Mariposa
- Mendocino
- Modoc
- Mono
- Nevada
- Plumas
- San Benito
- Sierra
- Siskiyou
- Tehama
- Trinity
- Tuolumne
- Yuba



Increasing Medi-Cal Dental Provider Participation and Reducing Administrative Hurdles:

Increase the number of Medi-Cal Dental providers offering services while reducing administrative hurdles for participating providers and providers wishing to enroll in Medi-Cal Dental.



Boosting Annual Dental Visits and Preventive Dental Services:

Increase the number of Annual Dental Visits by Medi-Cal members and preventive dental services that Medi-Cal members receive.

The outreach objectives will be measured by the following:

Member Outreach Objectives (see Appendix A for baseline):

- 1 Increase statewide utilization of FFS members by three percent (3%) year-over-year.
- 2 Demonstrate a proven increase in the year-over-year FFS member utilization in underserved counties and populations.
- 3 Demonstrate a proven increase in the year-over-year FFS member utilization of services for at least one (1) member demographic experiencing lower-than-average utilization from the year prior.

Provider Outreach Objectives (see Appendix B for baseline):

- 1 Annually increase the number of newly enrolled FFS providers by three percent (3%).
- 2 Increase the number of actively participating FFS providers providing services to children under age six (6).
- 3 Increase the number of actively participating FFS providers providing services to special needs and developmentally disabled populations in Medi-Cal Dental.



Member Market Research and Foundational Insights

The *Smile, California* campaign is grounded in formal research designed to understand Medi-Cal Dental members' awareness, attitudes, and behaviors related to dental care.

In 2017, *Smile, California* conducted a statewide quantitative research effort with more than 2,600 Medi-Cal Dental members to inform campaign development and identify key barriers to dental care utilization, as well as motivators for seeking care. Findings revealed that while awareness of basic preventive dental care under Medi-Cal was strong, awareness declined for additional covered services. Many members were unaware that services such as x-rays, fillings, fluoride treatments, and sealants are covered—and often available at no cost. Research also found that many members did not know how to find a Medi-Cal Dental provider.

Common barriers to utilization identified through the research include:

- A perceived lack of need for dental care
- Difficulty finding or scheduling with providers
- Confusion about covered services
- Logistical challenges such as travel distance and appointment availability

Research also identified strong motivators for engaging in dental care, including:

- Parents' desire to protect their children's health
- The importance of maintaining family wellness
- Preventing dental problems before they occur

In 2019, additional qualitative research was conducted through focus groups, including adults with disabilities and pregnant individuals. Similar themes emerged, including limited awareness of covered benefits and the importance of routine dental visits. Additional insights—such as concerns about x-rays and dental treatments during pregnancy—further informed campaign messaging and content development.

Research activities conducted to date include:

- Online surveys with more than 2,600 Medi-Cal members
- Focus groups with over 100 parents across California
- Stakeholder meetings with community-based and healthcare partners

Stakeholders emphasized the importance of clear, easy-to-navigate, culturally and linguistically relevant resources that empower members to take action and access care. **These insights directly inform the *Smile, California* approach to messaging, which focuses on:**

- Clarifying available Medi-Cal Dental benefits
- Reinforcing the importance of establishing a dental home and visiting regularly
- Highlighting the connection between oral and overall health

Communications are carefully tailored for specific audiences, including parents of young children, pregnant individuals, and seniors. All materials are written to be clear, actionable, and accessible, following a sixth-grade reading level standard to ensure understanding across diverse audiences.

To continue evolving and expanding campaign messaging, *Smile, California* collaborates closely with LOHPs,

community-based organizations, public health departments, and other partners who directly engage with Medi-Cal members. Ongoing partner input, along with current research and discourse on oral health, helps ensure outreach strategies remain responsive to members' needs.

In 2026, *Smile, California* anticipates conducting additional research to help inform future outreach strategies. This may include a research pilot focused on adults ages 25–54, with an emphasis on better understanding individuals who historically underutilize dental services. Findings from this work may help identify effective outreach touchpoints and trusted environments, such as workplace-related settings and community-based partners, based on research findings and partner input.

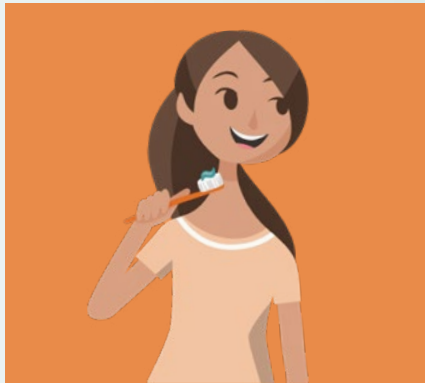


Member Audiences

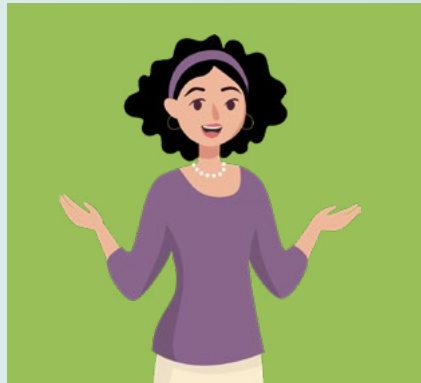
Medi-Cal serves a diverse member population of over 15 million children and adults. The categories include, but are not limited to:



Children ages 0-20



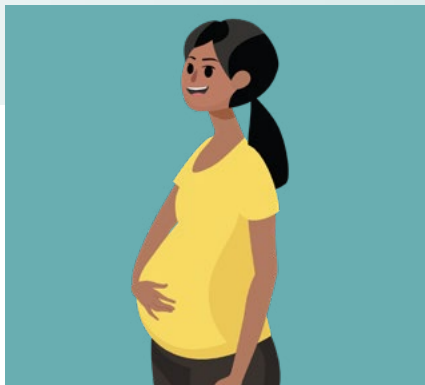
Young adults transitioning from foster care ages 18-26



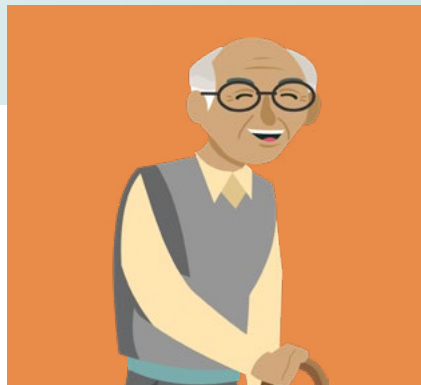
Low-income adults ages 21+



Low-income adults with disabilities ages 21+



Low-income pregnant women



Low-income adults ages 65+

To achieve measurable behavior change, the *Smile, California* campaign engages these audiences in the environments where they live, learn, work, and gather. Targeting strategies are informed by age, cultural background, utilization patterns, life stage, and developmental needs, ensuring outreach efforts are relevant, inclusive, and effective in motivating members to use their Medi-Cal Dental benefits.

Member Life Stage

Messaging is customized for distinct age groups and life stages to ensure relevance and impact. Special emphasis is placed on reaching parents or guardians of children ages 0–20 and pregnant individuals to promote preventive Medi-Cal Dental services and early oral health care.

For adults and seniors, messaging focuses on encouraging consistent use of Medi-Cal Dental benefits and increasing awareness of the vital connection between oral health and overall health. Tailored outreach ensures each life stage receives information that resonates with their needs, behaviors, and motivations.

Utilizers, Lapsed Utilizers, and Non-Utilizers

The campaign categorizes Medi-Cal members into three key utilization groups to inform targeted outreach and educational strategies:

- **Utilizers:** Members who have used their Medi-Cal Dental benefits within the past year and are actively engaged in care
- **Lapsed Utilizers:** Members who have not used their Medi-Cal Dental benefits within the past year, representing those with a lapse in care
- **Non-utilizers:** Members who have never used their Medi-Cal Dental benefits, despite being eligible for services

Education and messaging for each group are tailored to address specific barriers identified through qualitative research conducted in 2017 and 2019. **These barriers include:**

- Lack of an established dental home
- Limited awareness of covered benefits
- Misunderstanding the connection between oral health and overall well-being

To reach these audiences, *Smile, California* employs a mix of communication channels, **including:**

- Statewide and local partner collaborations with LOHPs, community-based organizations (CBOs), and health care stakeholders
- Community events and outreach that connect directly with members where they live and gather
- Paid social media and news media to raise awareness and reinforce key messages

Medi-Cal Dental monitors utilization data through monthly, quarterly, and annual reports to identify counties with lower utilization rates. Outreach efforts are then prioritized in these regions including collaboration with LOHPs and other partners to reduce barriers, provide education, and increase access to care. *Smile, California* approaches these outreach efforts with Medi-Cal Dental's diverse audiences

in mind, ensuring that all campaign materials are representing various demographics, available in multiple threshold languages, and vetted by partners who serve multicultural communities.

Underserved and Non-Underserved Communities

The Medi-Cal Dental Outreach Plan uses a targeted approach to educate members and partners statewide, with a strong focus on underserved communities. Establishing an ongoing monitoring system—which includes tracking member utilization rates and provider network capacity—and engaging collaborative community partners are essential to developing a tailored outreach approach.

These efforts aim to:

- Resolve member dental care access issues
- Motivate members to use their Medi-Cal Dental benefits
- Increase provider network capacity

Cultural and linguistic insights remain central to all campaign communications, ensuring outreach is accessible and relatable to California’s diverse Medi-Cal population. Efforts emphasize reducing barriers through community engagement, member education, resource distribution, and support for innovative care delivery models such as mobile dental services and teledentistry.

Additional detail on how the campaign reaches diverse populations and ensures culturally and linguistically appropriate outreach can be found on pages 9, 10, and 18.

Opportunities to drive utilization are identified in both adequate and inadequate provider network communities, recognizing that barriers to care can exist in every region.

- **Adequate Provider Network Communities (Non-Underserved Communities):** These areas have large member populations and a sufficient number of providers (at least 1 provider for every 2,000 members). Outreach focuses on aligning member needs with available resources through community education, partnerships, and localized campaigns in low-utilization counties.
- **Inadequate Provider Network Communities (Underserved Communities):** These areas lack sufficient providers (1 provider per more than 2,000 members). Outreach focuses on recruiting new providers, partnering with LOHPs to increase dental care access in identified dental deserts, and providing mobile dental services to rural communities with limited to no access to dental care.

Provider Audiences

To achieve measurable outcomes in the recruitment and retention of Medi-Cal Dental providers, we customize our outreach efforts across the following categories:

- **General Dental Providers and Allied Dental Professionals (Registered Dental Hygienists, Registered Dental Hygienists in Extended Functions, and Registered Dental Hygienists in Alternative Practices) Currently Enrolled in Medi-Cal:** This includes those currently enrolled and those enrolled but not actively accepting additional Medi-Cal members or referrals.
- **General Dental Providers and Allied Dental Professionals Not Enrolled in Medi-Cal:** This includes reaching professionals providing dental services across the state who are not currently enrolled in Medi-Cal. This also includes the promotion of teledentistry, mobile dental services, and support of school-based dental programs that are not yet part of the Medi-Cal network.
- **Dental Schools:** This includes engaging dental students and advanced degree students in residency programs.
- **Specialty Dental Providers:** This includes focusing on outreach to dental professionals with specialized expertise, such as: Endodontists, Oral Surgeons, Orthodontists, and Pediatric Dentists.



Outreach initiatives cover all regions of the state, with a targeted approach for areas where provider availability is low. For this purpose, “low” is defined as a 1:2000 member-to-enrolled-provider ratio within a specific county. Dedicated outreach dental consultants also provide dental administration support services and education to dental organizations, Safety Net Clinics, LOHPs, school-based health centers, dental professional schools, and Allied Dental Professional Programs. Their outreach includes in-person events, speaking engagements, and online presentations.

Targeted outreach focuses on areas where:

- The number of enrolled dental providers and/or facilities providing dental services to Medi-Cal members is low compared to the Medi-Cal population or sub-population in the area.
- The number of billing and rendering providers to member population and sub-population is low compared to the Medi-Cal population or sub-population in the area.
- The number of billing and rendering providers is low compared to the member population or sub-population per county (by member and provider county), or city.
- Other geographic areas of the state if designated by DHCS.

Key Program Messaging

Member Key Messages:

The member key messages are informed by insights gathered through quantitative and qualitative research, as well as ongoing input from partners who work directly with Medi-Cal Dental members. Additional detail on how *Smile, California* identifies and reaches specific member audiences can be found on pages 6-7, 19-26, and 29-32.

Smile, California's core message remains focused on encouraging members to use their Medi-Cal Dental benefits, boosting their understanding of the services covered, and the importance of oral health for their overall well-being.

This central message is reflected throughout all member communications. The campaign's messages aim to educate and inspire members to utilize available Medi-Cal Dental services and encourage providers to enroll and provide care.



- **Medi-Cal Dental Benefits and Oral Health** – Oral health is connected to overall well-being. By visiting the dentist regularly, potential dental problems can be identified and treated early. Medi-Cal members have access to free dental check-ups and other preventive services, including two check-ups or more a year for children and one check-up a year for adults.

In 2026, *Smile, California* will prioritize several key messages for members, including:

- **Care Coordination** – Medi-Cal Dental Care Coordination helps Medi-Cal Dental members connect to the right dental providers, assisting them with finding a dental home or specialist. It supports them in scheduling appointments and accessing needed services. Coordinators help members overcome barriers to care such as transportation, language, or understanding benefits. The goal is to ensure members receive timely and continuous dental treatment. To access Care Coordination services, fill out the [online referral form](#).
- **Case Management** – Dental Case Management is here to help members with special medical, physical, and/or behavioral needs access dental care.
- **Fluoride** – Fluoride helps protect teeth from cavities and fights tooth decay. Medi-Cal covers fluoride varnish every 12 months for adults and more frequently for children based on age.
- **Oral Health and School Readiness** – A child's oral health affects all aspects of their life, including eating, speaking, sleeping, self-esteem, and school performance.

- **Teledentistry** – Teledentistry can prevent dental problems from becoming emergencies and may be a better option than going to the hospital or emergency room. Best of all, Medi-Cal members have access to this service for free.
- **Transportation** – Need a ride to the dentist? Medi-Cal can help. Get free transportation to your dental appointments through Medi-Cal.

Smile, California will also execute additional key messages tailored for each member audience:

- **Babies and Children (ages 0-20)** – Regular dental check-ups help your child establish a lifetime of healthy oral care habits. Remember to bring your child to the dentist as soon as their first tooth appears, and every six (6) months after that. Medi-Cal provides free routine check-ups and preventive care for children.

- **Young Adults (ages 18-26)** – Dental check-ups help you stay ready for school, work, and life. Medi-Cal has you covered.
- **Adults (ages 21+)** – Medi-Cal covers dental check-ups every 12 months and other preventive services at no cost for members.
- **Seniors (ages 65+)** – A healthy smile never gets old. It is important to continue taking care of your smile, especially as you age.
- **Pregnant Members** – Good oral health is important for you and your baby. It is safe and recommended to see a dentist during your pregnancy. Medi-Cal covers dental services for pregnant members throughout their pregnancy and 12 months postpartum.

- **Members with Disabilities and Special Health Care Needs** – Maintaining a healthy smile is essential for everyone, especially members with special health care needs. Get the support and dental care you need through Medi-Cal.
- **Caregivers** – When your loved one is struggling with other health problems, oral health can become a lower priority. Good daily habits and regular dental visits can help your loved one avoid potential dental complications and improve their overall health.





Provider Key Messages:

Smile, California will continue to emphasize the following foundational messages in provider outreach efforts:

Informed Members Become Informed Patients

- Your partnership and support of Smile, California will provide accurate information about members’ Medi-Cal Dental benefits.

About Enrolling as a Medi-Cal Provider

- Learn more about becoming a Medi-Cal Dental provider and joining California’s network of comprehensive healthcare programs, which serves over 15 million Californians — forming the backbone of California’s healthcare safety net.
- Medi-Cal members represent one-third of Californians and half of the state’s children.
- By becoming a Medi-Cal Dental provider, you will help bring access to oral health care to Californians who need it most.
- Enrollment information for non-Medi-Cal Dental providers is distributed through multiple outreach channels, including:

- New Licentiates Letter:
Newly licensed dentists and dental professionals receive a congratulatory letter that highlights the benefits of enrolling in Medi-Cal Dental and provides information on how to get started.

- Provider Outreach Efforts:
The outreach team conducts proactive engagement through calls, office visits, and participation in events, where they share enrollment information and offer guidance on the enrollment process.

- Visit the Partners and Providers page on SmileCalifornia.org to watch the Medi-Cal Dental Provider Testimonial series to learn why dentists participate in Medi-Cal Dental.

Learn More about Services and Benefits for Medi-Cal Providers

- The Provider Application and Validation for Enrollment (PAVE) portal is DHCS’ web-based application designed to simplify and accelerate enrollment processes.

Providers can utilize the portal to complete and submit applications, report changes to existing enrollments, and respond to requests for continued enrollment or revalidation. PAVE features secure login, document uploading, electronic signature, application progress tracking, intuitive guidance, social collaboration, training support and much more.

- As a Medi-Cal provider, you will receive one-on-one assistance from our Dental Support Team every step of the way. The Provider Support team is available to assist with questions regarding Medi-Cal Dental benefits, policies, procedures, and billing guidelines, along with providing one-on-one training as needed.
- The Medi-Cal Dental Provider Portal makes administrative tasks faster and easier for providers.
 - **It offers a secure, centralized place to submit claims, check claim status, access real-time member eligibility, review prior authorizations, and manage updates to provider information—all in one location.**

- The portal supports provider participation by reducing paperwork and improving efficiency.
- **Streamlined tools, online forms, digital documentation, and clear guidance help providers spend less time on administrative processes and more time delivering care, supporting greater engagement in Medi-Cal Dental.**
- We offer support through the no-cost Strengthening Many Young Lives Everyday (SMYLE) training course and complimentary Continuing Education (CE) credits, including the Medi-Cal Dental Orthodontic Seminar, the Medi-Cal Dental Basic and EDI Seminar, Medi-Cal Dental Advanced Seminar, and workshops. All seminars and workshops are available online and in-person. For a full schedule of upcoming seminars and workshops, please [click here](#).
- Resources are readily available for you and your office staff, including Electronic Data Interchange (EDI), Provider Training Seminars, Webinars, On-Demand Seminar Training, Telephone Support Center, regional outreach, and training representatives.

Supporting Providers in Delivering Care

- The Provider Support team offers dedicated one-on-one support to providers to streamline member care, from navigating billing to accessing training and resources
- Medi-Cal Dental helps connect providers with members through the [Find-a-Dentist Provider Directory](#). Providers can easily add and update their contact information and preferences, such as whether they are accepting new patients, by filling out the [Provider Directory/Referral Form](#). Medi-Cal Dental also shares annual reminders to update information to ensure the Provider Directory accurately captures providers' preferences and better informs members of what each provider office offers.
- *Smile, California* is ready to assist Medi-Cal providers with their efforts in improving the oral health of members in underserved communities.

Educational and Training Opportunities

- Providers have access to exclusive no-cost training programs with continuing educational credit like Caries Risk Assessment (CRA) training and Medi-Cal Dental seminars to enhance their expertise.

- The Provider Support team ensures that providers have access to user-friendly tools, including webinars, in-person training, and on-demand learning modules, to simplify their workflow.
- Providers can access digital toolkits, including resources and videos from the "Oral Health Education" series, to help enhance awareness in their communities about Medi-Cal Dental benefits and the importance of maintaining oral health.
- Providers stay informed with bi-weekly [Provider Bulletin newsletters](#) that deliver updates, policy changes, and best practices directly to your inbox, ensuring you're always equipped with the latest information.

Financial and Professional Growth Opportunities

- Medi-Cal offers student loan repayment programs and practice grants, helping providers grow their practice while contributing to healthier communities.
- With the Provider Portal, providers gain access to members' medical history, claim status updates, and treatment authorization information, empowering you to deliver better care efficiently.

Engaging the Community Through *Smile, California*

- *Smile, California* supports providers in establishing long-term relationships with members by promoting the importance of finding and maintaining a dental home.

Learn about *Smile, California*

- *Smile, California* is a public awareness campaign that helps members use their Medi-Cal Dental benefits, learn about covered services, and find a dental home.
- Medi-Cal members can learn about covered services by visiting SmileCalifornia.org and SonrieCalifornia.org.
- Interpreter services are available and free by calling the Telephone Service Center. Transportation is also available free of charge for members.

In addition to the key messages above, *Smile, California* will also integrate messages centered around a specific service or resource into 2026 provider communications:

- **Care Coordination** – Medi-Cal Dental Care Coordination is here to help you connect with members and give you the support you need to provide care.
- **Teledentistry** – Teledentistry is an available modality for Medi-Cal providers to render dental services to members by using communication technologies to facilitate the encounter. Dental services can include diagnosis, consultation, treatment, education, care management, and/or self-management of a member's dental care needs while at a different location than the provider. Learn how you can start offering teledentistry services to help families access the care they need from anywhere.
- **Oral Health Education Videos** – A nine-part video series designed to help Medi-Cal members understand their dental benefits and learn how to keep their smiles healthy. Use these videos to support member education and encourage preventive care.

Overall Approach

Framework

Within the first two years of its establishment, *Smile, California* conducted two phases of quantitative and qualitative research that involved a statewide online survey with more than 2,600 Medi-Cal member participants and focus groups involving recent utilizers, lapsed utilizers, and non-utilizers separated by geographic and demographic criteria. This research helped formulate and refine the campaign's strategies and tactics to reach Medi-Cal members and those who influence their health decisions, in meaningful, culturally relevant ways.

The campaign is structured around three foundational pillars:

- (1)** Awareness and Education,
- (2)** Local Activation, and
- (3)** Access.

This framework guides coordinated efforts to increase awareness of Medi-Cal Dental benefits, educate members and providers, engage community partners, and expand access to dental care across California.

The framework and supporting 2026 tactics are outlined below and detailed in the following sections.

1 Awareness and Education

Smile, California reaches members with messages that resonate across cultures, ages, and life stages by connecting with them at multiple touchpoints throughout their daily lives. Through culturally and linguistically appropriate messaging and resources, the campaign educates members about:

- **Their available Medi-Cal Dental benefits**
- **The importance of regular dental visits**
- **How oral health connects to overall health**

Educational efforts specifically address key barriers, such as:

- **Lack of an established dental home**
- **Limited awareness of benefit coverage**
- **Misunderstanding of oral-overall health links**

To reach diverse audiences, *Smile, California* leverages multiple communication channels including partner engagement, community outreach, paid social media, and earned news media ensuring consistent visibility statewide.

2 Local Activation

Recognizing the powerful influence of community partners, *Smile, California* activates these networks to distribute, promote, and localize campaign messaging. Partners receive tailored resources focused on motivational factors such as preventive care, overall health, and family well-being, encouraging members to seek and maintain dental care. Key collaborators include, but are not limited to:

- **California Department of Public Health, Office of Oral Health**
- **Local Oral Health Programs**
- **California Department of Education and Local School Districts**

- Community-Based Organizations
- Schools and Early Childhood Programs

These partnerships amplify the campaign’s reach, ensure message relevance, and leverage trusted community relationships to enhance member engagement and access to care.

3 Access

Smile, California aims to strengthen the provider network and ensure members can easily access care in their communities. Tactics under this pillar include efforts to:

- **Retain existing Medi-Cal Dental providers**
- **Recruit and enroll new providers**
- **Re-engage inactive providers**
- **Encourage providers to treat more members**
- **Motivate providers to support member outreach and promote *Smile, California* messaging**

The Provider Outreach Department continues to develop strategic alliances with stakeholders statewide to expand provider participation and increase access for Medi-Cal members through coordinated engagement and communication.

Cultural and Linguistic Competency

Given the diversity of the Medi-Cal population, it is essential that all *Smile, California* messaging and materials are culturally and linguistically competent. The campaign collaborates closely with partners and stakeholders throughout the content creation and adaptation process to ensure that communication is inclusive, accurate, and resonates with Medi-Cal Dental’s diverse audiences. This collaboration also includes gathering partner and stakeholder feedback on whether imagery, characters, and messaging resonate with specific audiences. Because these partners serve diverse populations directly, their perspectives on lived experiences help inform narrative development and creative decisions.

When engaging partners and stakeholders for content review, the campaign first identifies organizations that serve the intended audience. For example, when developing materials for a Chinese-speaking audience, partners that serve Chinese-speaking communities are engaged to provide relevant cultural and linguistic insight. Once identified, *Smile, California* coordinates meetings to provide context on the campaign objectives and the materials being reviewed. Partner feedback is then considered and, when aligned, incorporated into the materials.

The member websites are available in English and Spanish, with landing pages translated into 19 threshold languages. Campaign materials are produced in English and Spanish, with additional translations or adaptations provided for threshold languages as needed.

Periodic reviews and updates are conducted to enhance existing translations and address potential language inequities. All campaign content adheres to Americans with Disabilities Act (ADA) standards and is written at, or as close as possible to, a sixth-grade reading level, while maintaining necessary technical accuracy.

Additionally, the Medi-Cal Dental Provider Directory now identifies providers who have completed cultural competency training, ensuring members have equitable access to care delivered with respect and understanding of their unique backgrounds.

19
Languages
Served

All *Smile, California* materials meet ADA standards and are accessible at a sixth-grade reading level.

Awareness and Education



Member Awareness and Education

Regional Member Representatives

Smile, California regional member representatives provide statewide, hands-on support to Medi-Cal members across Northern, Central, Western, Southern, and Eastern Southern California. These representatives assist members with questions about Medi-Cal Dental benefits, enrollment, and provider referrals, ensuring they can easily navigate available resources and access dental care. In addition to direct assistance, representatives regularly attend community events to educate members, distribute campaign materials, and promote the use of Medi-Cal Dental benefits.

Representatives are also available to host presentations on Medi-Cal Dental benefits and *Smile, California* resources for organizations, agencies, and members.

By offering personalized, culturally responsive support and addressing specific member needs, the regional member representatives play a vital role in bridging the gap between members and Medi-Cal Dental. They help ensure all Californians have the knowledge and confidence to access the care they deserve.

Material Development

Smile, California offers an extensive collection of oral health education resources designed to raise awareness of Medi-Cal Dental benefits, promote healthy

dental habits, and encourage members to use their coverage and take care of their smiles. The campaign consistently seeks new ways to evolve existing materials or create new resources based on current member and provider needs.

In 2025, *Smile, California* created the following new materials for members and partners:

Healthy Smile Land

materials – For National Children’s Dental Health Month, *Smile, California* launched a suite of materials that aimed to demystify dental visits and increase visibility of children’s covered Medi-Cal Dental services in an approachable, kid-friendly way. Set in a colorful world called “Healthy Smile Land”,

families are taken on a journey to various stops throughout the materials. Each stop highlights a preventive dental treatment covered by Medi-Cal or a dental hygiene practice that supports healthy teeth. Materials included a new children’s coloring activity, social media posts, a presentation, and outreach resources for partners to disseminate information in their own networks, such as email signature banners and *Smile, California’s* first virtual meeting background.

Oral Health Education Videos

– In 2025, *Smile, California* produced a collection of nine (9) Oral Health Education Videos, available in both English and Spanish, to educate members about key aspects of

Medi-Cal Dental and the importance of maintaining good oral health. These videos deliver accessible, easy-to-understand information designed to raise oral health awareness, encourage the use of dental benefits, and improve oral health outcomes among diverse communities statewide. Topics for all ages and needs are covered, including Medi-Cal Dental benefits, dental emergencies, oral care during pregnancy, nutrition, caring for those with special health care needs, and more.

To maximize the impact of this series, *Smile, California* will distribute comprehensive digital toolkits in 2026

In 2025, regional member representatives participated in more than **27** community events, attended more than **72** virtual meetings and presentations, contacted more than **2,750** agencies, and distributed more than **170,000** materials statewide.



It's rewarding to see how a simple conversation can help families understand and use their Medi-Cal Dental benefits.

- Dwayne Calloway, Central California Member Representative

for partners and providers to view, co-brand, and share the videos with members in their communities. The full video series will also be hosted on a dedicated page of SmileCalifornia.org and SonrieCalifornia.org, ensuring easy access for partners to integrate these resources into their outreach efforts. Additionally, the videos will be shared in all partner webinars and presentations moving forward, highlighted as a staple resource for learning about best oral health practices and Medi-Cal Dental benefits. This statewide promotional initiative empowers partners with the tools and information needed to educate members effectively and drive greater awareness and utilization of Medi-Cal Dental benefits.

Jasmin Goes to the Dentist booklet and coloring activity sheet – After receiving feedback from stakeholders, *Smile, California* learned that fears of the dentist have prevented families from bringing their children to get their routine dental check-ups. To alleviate these fears and foster positive associations with the dental office, *Smile, California* developed a children's storybook that walks the reader through a dental check-up. Set in a young child's perspective, the reader is shown what happens during a dental visit and how preventive dental care maintains the health of their smiles.

An accompanying coloring activity was created using scenes and characters from the book to make the story interactive and reinforce the narrative's key points.

“Show up with a Smile” Zine – As part of efforts to reach teenagers and a young adults member audience with low utilization of Medi-Cal Dental benefits, *Smile, California* created a youth-focused piece. This foldable, magazine-style booklet uses visuals and friendly text to highlight how good dental health supports confidence, self-expression, and overall well-being. During the Back-Tooth-School promotion, *Smile, California* printed and distributed 20,250 printed copies in English and Spanish to schools, family centers, and other relevant organizations. Each printed copy included a fun “Smile” sticker on the front cover to further engage teenagers and encourage interaction.

Redesigned Fluoride Infographic – *Smile, California* redesigned the Fluoride Infographic, a popular piece among members and partners, to be more visually engaging and organized.

New Older Adult Expansion flyer and Medi-Cal Has Dental Covered flyer translations – As part of efforts to ensure materials are accessible to the diverse Medi-Cal audience, *Smile, California* translated the Older Adults

Expansion flyer into 14 additional threshold languages. The Medi-Cal Has Dental Covered flyer, *Smile, California's* flagship piece that displays all covered services in a simple chart, was also made available in two additional languages.

***Smile, California* will continue to leverage these materials in 2026.**

In addition, *Smile, California* will create a new Kindergarten Oral Health Assessment (KOHA) video in collaboration with the California Department of Public Health, Office of Oral Health. The video will walk parents through the steps for completing the KOHA, along with visualizing how the dental screenings operate and other key details. The video will be published on the *Smile, California* websites and YouTube channel, and officially promoted during *Smile, California's* 2026 KOHA promotion.

Smile, California also develops outreach materials tailored to each planned promotion throughout the year. Each promotion listed below includes a mix of print, digital, and social media resources that aim to educate members and support partners in sharing information.

- National Children's Dental Health Month
- Kindergarten Oral Health Assessment
- Older Americans Month
- Oral Health Month
- Mobile Dental Van Events
- Back-Tooth-School

- Oral Hygiene Month
- Teledentistry
- National Brush Day
- Young Adults Oral Health Initiative
- Caries Risk Assessment

New Initiatives in 2026

In 2026, *Smile, California* will execute the following new efforts in addition to the year-round and initial campaign promotions:

Awareness for Young Adults (ages 18–24):

Expand outreach to young adults ages 18–24, a key audience with opportunities to increase Medi-Cal Dental benefit utilization. A statewide initiative will launch in 2026 to inform this group about their available Medi-Cal Dental benefits, the importance of oral health to their overall well-being, and how to maintain healthy smiles. New materials will be developed to help members understand and use their benefits, while supporting partners in raising awareness through outreach efforts that meet young adults where they learn, live, work, and gather.

Awareness for Older Adults and Individuals with Disabilities:

We will focus on expanding efforts to promote Medi-Cal Dental benefits for older adults and individuals with disabilities through a statewide awareness initiative. This campaign will highlight key services, including preventive care and

accessibility-focused resources, to ensure these populations are informed about the dental care available to them. Materials will be developed to support both individuals and partners, fostering greater awareness and utilization of Medi-Cal Dental benefits.

Managed Care Health Plan (MCHP) Dental Liaisons and Community Health Workers (CHWs) Initiative:

Strengthen partnerships with MCHP Dental Liaisons and CHWs to streamline access to dental services and support care coordination for members. A new landing page and other materials will be created to help these key partners guide members in understanding their dental benefits, locate providers, and remove barriers to care.

Oral Health Education (OHE) Videos:

Encourage members and partners to watch the nine (9) newly created OHE videos to improve their knowledge and understanding of oral health and Medi-Cal Dental's covered services. Videos include topics such as:



- **Understanding Your Medi-Cal Dental Benefits**
- **Getting Help During Dental Emergencies**
- **Caring for Members with Disabilities and Special Health Care Needs**
- **Golden Years, Healthy Smiles**
- **An Early Start on Good Oral Health**
- **Fight Cavities in Children and Teens**
- **Creating Healthy Habits for Healthy Teeth**
- **Healthy Eating for Healthy Smiles**
- **Get Free Rides and Language Help for Your Smile**

Connecting Members with More Opportunities for Dental Care:

Focus on providing more avenues to access dental care and opportunities to connect with a dentist. This includes:

- **Mobile Dental Van Events:** Medi-Cal Dental will continue to provide mobile dental van services to rural, underserved communities with little to no access to dental care. Preventative and restorative services will be available to all community members. Member outreach representatives will attend each event to support the mobile dental provider, provide information on Medi-Cal Dental benefits, and share *Smile, California* resources to all event attendees.
- **Teledentistry:** *Smile, California* will be launching a concerted effort to raise awareness of Medi-Cal Dental teledentistry services and make it easier for members to

find a provider offering these services. Through teledentistry, members can connect with a dentist from where they are, promoting early detection of dental issues and ensuring members are receiving the care they need.

Caries Risk Assessment Awareness Initiative for Young Children:

Smile, California already promotes key components of the CalAIM Dental Initiative—such as increasing the use of preventive services and encouraging continuity of care through a dental home—across existing member-facing materials, presentations, social content, and partner resources. These foundational messages reinforce the importance of early dental visits, establishing a dental home, and maintaining consistent preventive care for Medi-Cal families.

As part of the broader CalAIM effort, the Caries Risk Assessment (CRA) initiative further strengthens this work by promoting preventive dental care for children ages 0–6 and supporting early interventions that foster lifelong oral health.

In 2026, *Smile, California* will continue to elevate these priorities by collaborating with partners to expand awareness, update outreach messaging, and promote CRA resources that help families understand the value of early assessments, routine check-ups, and cavity prevention.

This combined approach—leveraging existing *Smile, California* materials while amplifying CalAIM priorities—ensures families and providers receive clear, consistent messaging that supports healthy smiles from the start.

Testimonial Storytelling to Support Engagement:

Smile, California will continue to elevate authentic stories from Medi-Cal members and providers across its platforms to reinforce trust and highlight the value of Medi-Cal Dental services. This may include refreshing existing testimonial assets and identifying opportunities to feature additional voices that help illustrate positive oral health experiences. These stories will be used to support ongoing engagement efforts and reinforce key messages about the importance of preventive care and establishing a dental home.

Year-Round Promotional Campaigns

Smile, California leads several key promotional efforts each year to increase awareness and utilization of Medi-Cal Dental benefits. Each campaign includes a robust mix of educational resources, social media content, flyers, and earned media opportunities designed to reach both members and partners. These ongoing efforts ensure Medi-Cal members and

partners remain informed and engaged about the importance of oral health care and the benefits available through Medi-Cal Dental.

- **National Children’s Dental Health Month:**
Promotes early dental habits and highlights Medi-Cal Dental benefits for children and families.
- **Kindergarten Oral Health Assessment:**
Raises awareness of this statewide requirement to connect young children with a dentist and establish lifelong healthy habits.
- **Older Americans Month:** Encourages older adults (ages 55+) and their caregivers to maintain regular dental visits and hygiene for healthy aging.
- **Back-Tooth-School Campaign:**
Reminds families to schedule preventive and routine dental care so children and teens start the school year with healthy smiles.
- **End-of-Year Reminder Campaigns:**
Motivates members to use their dental benefits before the year ends to maximize access to covered services.



The California WIC Association partners with Smile, California to help families access clear, culturally relevant resources about Medi-Cal Dental services and the importance of preventive oral health care. By distributing Smile, California’s materials through WIC’s statewide network, the Association helps connect WIC families with trusted oral health messages and resources that empower them to use their Medi-Cal Dental benefits with confidence.

The California Woman, Infant, and Children (WIC) Association



Smile, California Websites (SmileCalifornia.org/SonrieCalifornia.org)

The primary call to action across all *Smile, California* campaign materials directs audiences to the campaign websites, SmileCalifornia.org and SonrieCalifornia.org. These websites are designed specifically for Medi-Cal members, offering a mobile-friendly experience, clear navigation, and easy-to-understand health and benefit information.

Members can learn about covered services, access oral health tips, download educational materials, and use the “Find a Dentist” tool to locate Medi-Cal Dental providers accepting new patients. The websites also include

dedicated resources for partners and providers to support member engagement and community outreach.

As new *Smile, California* materials are developed, they are promptly added to the websites, ensuring members, partners, and providers have access to the most up-to-date campaign resources. Since the campaign’s launch in 2018, a significant library of downloadable materials has been created. Medi-Cal Dental will continue to explore opportunities to improve user experience through design enhancements and updated website features.

Medi-Cal Dental Website

Medi-Cal Dental will continue to maintain the Medi-Cal Dental website (dental.dhcs.ca.gov), ensuring it meets all technical requirements and that content remains accurate and up to date. Ongoing discussions focus on ways to optimize the website as a primary communication tool for providers. Each year, Medi-Cal Dental considers enhancements to improve functionality, accessibility, and user experience.

Campaign Promotions

Smile, California is designed to educate Medi-Cal members about the importance of good oral health at every stage of life and to inspire regular dental visits as a key part of maintaining overall health. The campaign delivers relevant, informative, and motivational messaging to all member audiences, including those with limited English proficiency. To achieve this, *Smile, California* identifies and addresses barriers that prevent members from using their dental benefits and develops targeted messaging and resources to

	Website Visits	Downloads	Find a Dentist Clicks
2025	901,466	4,119	522,074
2024	887,337	4,611	519,955
2023	676,589	118,906	342,763
2022	594,318	109,916	268,698
2021	411,169	52,501	213,588
2020	226,405	20,679	125,943
2019	220,481	14,565	120,908

3,917,409
WEBSITE VISITS

233,002
MATERIAL DOWNLOADS

2,178,560
FIND A DENTIST CLICKS

*Combined data from SmileCalifornia.org and SonrieCalifornia.org from 10/01/2018 to 12/31/2025.

overcome them. Since its launch, the campaign has produced hundreds of materials that address members' primary concerns and promote understanding of available benefits, covered services, and the importance of preventive care. Maintaining flexibility in messaging ensures members remain informed and engaged as needs evolve.

Continuous feedback from state and local partners—combined with media performance data and website analytics—continues to guide content development and strategic decisions. To effectively reach diverse audiences, the campaign is organized around seven (7) core promotions, with ongoing efforts to enhance existing materials and create new content tailored to key populations and priority topics.



Outlined below are the continuing promotions that serve as overarching themes, encompassing the majority of our resources and outreach efforts:

- **Medi-Cal has Dental Covered:** “As a Medi-Cal member, your dental benefits include routine, preventive, and restorative care for free.” Some resources target all members and others are tailored for a specific member audience such as caregivers or young adults transitioning from foster care.
- **Don’t Wait Until It Hurts to See the Dentist:** “Routine dental exams give your dentist a chance to learn about your overall health and catch potential problems before they start.” Resources target all members, with a focus on parents being a good example for their children.
- **Seal Today to Prevent Decay:** “Sealants are protective coatings put on back teeth to help prevent cavities and keep them healthy. Sealants are part of your child’s Medi-Cal Dental benefits and can protect their back teeth for several years.” Resources target parents of Medi-Cal children ages five (5) and older.

- **Healthy Children Are Ready to Learn:** “Poor oral health can affect a child’s attendance, grades, and overall performance in school. Seeing a dentist every six (6) months is the best way to ensure a child remains pain-free and able to focus while in school.” Resources target parents of K-12 Medi-Cal children.
- **Medi-Cal Covers Dental During Pregnancy and Beyond:** “Keeping your teeth and gums healthy is one of the most important things you can do during your pregnancy. It is also an important part of keeping your baby healthy.” Resources target Medi-Cal members who are pregnant or new mothers.
- **A Healthy Smile Never Gets Old:** “As we age, we are more prone to developing oral health problems. Practicing good oral health habits, like visiting the dentist regularly, can help keep you and your smile healthy for years.” Resources target older adult Medi-Cal members.
- **Emergency Room Diversion:** Emergency Room Diversion uses a proactive strategy to decrease emergency room visits by providing members with access to educational resources and providers who offer teledentistry services.

Provider Awareness and Education

Medical Dental Integration

Incorporating the dental care message into the primary care setting is essential to help raise awareness of the correlation between oral health and overall wellness. The campaign guides primary care providers to oral health resources available on the Medi-Cal Dental and *Smile, California* websites (e.g., oral health assessment and fluoride varnish application). Medical providers can access referrals to providers for Medi-Cal Dental members on the Medi-Cal Dental website and the *Smile, California* website.



Smile, California will work with Medi-Cal Managed Care Health Plans to introduce the digital physician's toolkit that can be shared with their staff and medical providers. The toolkit, which contains oral health education resources, will be updated in 2026 and shared with Health Plans and medical professionals throughout the state. Resources will continue to be made available to DHCS-contracted health plans and in-network primary care providers involved in the care or coordination of medical services to Medi-Cal members.

Teledentistry

Medi-Cal Dental is committed to continuing to enable broad teledentistry coverage post-Public Health Emergency (PHE) via both asynchronous and video and audio-only synchronous interaction. To support awareness and understanding of teledentistry among members and providers, *Smile, California* has developed resources including a flyer, social media posts, and videos in English and Spanish. A poster-size version of the flyer will also be developed for medical providers to display in their clinics.

On May 1, 2023, DHCS expanded its teledentistry policy to allow Medi-Cal Dental providers the ability to establish

new patient relationships through an asynchronous store and forward modality. This initiative involves ongoing efforts to encourage teledentistry with a focus on expanding the virtual dental home among providers, with specific objectives:

- Teledentistry referrals are available by using the Find-A-Dentist Tool on SmileCalifornia.org.
- Promoting teledentistry to participating providers in Medi-Cal Dental.
- Maintaining collaborative relationships with providers adopting teledentistry to facilitate a smooth transition into Medi-Cal Dental.
- Retaining provider participation in teledentistry through diverse communication channels (e.g., emails, Medi-Cal Dental bulletins, Online Provider Surveys, and contact with provider outreach representatives) to address and assist with questions related to Medi-Cal Dental.
- Through the online Teledentistry Survey, we will be able to identify providers offering services through teledentistry.

Provider Materials

Provider education materials and information are distributed to enrolled and non-enrolled dental providers via the Medi-Cal Dental website, email, provider trainings, provider Continued Education (CE) seminars, provider bulletins, and the Provider Handbook. Topics include the Practice Support Grant through the Cal Health Cares program, Student Loan Repayment Programs (e.g., National Health Services Corps and California State Loan Repayment Grant), CalAIM, fee schedule, free transportation to dental appointments, the missed appointment process, provider resources, and additional information about Medi-Cal Dental. Providers have the ability to access Provider Portals and Learning Management Systems instructional videos on the Medi-Cal Dental website, which are accessible via unlisted *Smile, California* YouTube links. These services and features help increase providers knowledge of Medi-Cal Dental, reduce administrative burden, and enhance current reimbursements through incentives. Providers also have access to a range of *Smile, California* promotional materials to educate members about Medi-Cal Dental benefits on SmileCalifornia.org and SonrieCalifornia.org.

In 2025, a QR code was incorporated into partner-facing resources, directing them to the Partners and Providers page on the campaign website for easy access to resources and materials. From the inception of *Smile, California*, the campaign has recognized Medi-Cal Dental providers with a “thank you” gesture. Provider recognition efforts will continue in 2026.

CalAIM Dental Initiatives

The CalAIM dental initiatives became effective on January 1, 2022. Medi-Cal Dental will continue promoting and educating providers about CalAIM through [Provider Bulletins](#), [dedicated landing pages](#), development of [information sheets](#) that answer common questions, the Treating Young Kids Everyday (TYKE) course, and enrollment materials and information.



The CalAIM dental initiatives include:

- Expanded pay-for-performance (P4P) payments that reward increasing the use of preventive services and establishing/maintaining continuity of care through a dental home.
- Statewide benefit of a Caries Risk Assessment (CRA) Bundle for young children ages 0-6.
- Statewide benefit of Silver Diamine Fluoride (SDF) for all ages including young children, members with specified high-risk, and institutional populations.

Activation

Smile, California's activation strategies focus on meeting members where they are through trusted community partnerships and targeted outreach efforts. Local engagement remains a cornerstone of the campaign's success, ensuring Medi-Cal members and their families receive accurate, relatable, and accessible information about their dental benefits.

Local Partnerships

At the local level, *Smile, California* activates outreach through several key strategies, **including:**

- **Engaging with school districts** to share Medi-Cal Dental information through school newsletters and parent communication channels.
- **Collaborating with CBOs, LOHPs, and County Health Departments** to provide ongoing support and coordinate outreach efforts statewide.

Smile, California partners with a variety of organizations that play vital roles in their communities. By equipping these partners with materials that promote the *Smile, California* brand, the campaign leverages their trust and established relationships to build member confidence in Medi-Cal Dental benefits and services.

Through purposeful collaboration with partners, *Smile, California* deepens its understanding of community perspectives while positioning these local partners as trusted ambassadors. These partnerships help amplify campaign messaging and extend visibility across community and media channels.

The *Smile, California* outreach team will continue to actively participate in both in-person and virtual events and conferences to strengthen these partnerships. Community events remain a cornerstone of engagement, helping connect Medi-Cal members with trusted messengers and building lasting relationships with agencies, CBOs, FBOs, and organizations serving

counties statewide, including both underserved and non-underserved areas.

Expanding Partnerships in 2026

In 2026, *Smile, California* will strengthen and expand local partnerships to reach members where they live, learn, work, and gather. These collaborations will focus on trusted messengers, educational settings, and strategic community networks that support Medi-Cal members in accessing dental care.

Planned partnership efforts include, but are not limited to:

- **Collaborating with Managed Care Health Plan Dental Liaisons and Community Health Workers:** To help members better navigate their Medi-Cal Dental benefits, locate a provider, and access care coordination services for additional support.

- **Partnering with Community Colleges and University Resource Centers:** To expand campaign reach among young adults ages 18–24, encouraging preventive care and regular use of Medi-Cal Dental benefits through campus outreach and peer-to-peer engagement.
- **Working with the California Office of Oral Health and local stakeholders:** To produce an engaging, educational video that explains the Kindergarten Oral Health Assessment, illustrating the steps required to complete it and reducing confusion around the process.
- **Partnering with Family Resource Centers, Women, Infant, and Children (WIC), and First 5 programs:** To reach parents and caregivers of young children with oral health education and preventive care resources.
- **Collaborating with dental provider associations:** With the CDA or Regional Dental Societies to share

Smile, California resources directly with dentists and encourage participation in outreach activities.

- **Connecting with Primary Care Physicians:** To reach eligible and enrolled members directly, educating them about the importance of oral health for overall wellness, sharing *Smile, California* materials, and providing referrals to a Medi-Cal Dental provider.
- **Working with Health Plans and Community Health Clinics and Centers:** To raise awareness of Medi-Cal Dental teledentistry services, helping members access care faster and reduce the number of unnecessary emergency room visits.
- **Engaging Faith-Based Organizations:** To maximize visibility and trust in the campaign through community leaders at a localized level.

Smile, California will also continue to work with established partners, including but not limited to COHTAC; state and local WIC offices; state and local Head Start agencies; state and local First 5 commissions; school districts; school-based health centers; LOHPs; public health departments; medical providers; and other entities.

Co-Branding

Smile, California offers both organic and paid co-branding opportunities for LOHPs, county agencies, and select non-profit organizations. Co-branded materials feature the organization's logo alongside the *Smile, California* and Department of Health Care Services logos, helping partners raise awareness about available Medi-Cal Dental benefits and connect members to local resources. For organic co-branding, we provide final design files to the organization, which covers the cost of printing or advertising space. For organizations with a paid media budget, *Smile, California* offers additional support, including media recommendations, vendor suggestions, and custom materials for advertisements such as shopping carts, billboards, and movie theaters.

By collaborating on design, messaging, and ad placement, these co-branded campaigns increase visibility of Medi-Cal Dental benefits, helping members more easily access care and providers more effectively reach eligible populations.

Community Toolkits

Smile, California will provide a toolkit of Medi-Cal Dental resources to select organizations to support their in-person events and outreach efforts. Three different toolkits are offered, all tailored for a specific Medi-Cal audience or campaign message.

These include:

- Early childhood and pregnancy
- Families with children and general Medi-Cal Dental preventive services
- Older adults and family caregivers

Earned Media

To amplify campaign messaging and increase visibility of Medi-Cal Dental, *Smile, California* integrates earned media strategies into promotional efforts. This includes hosting press events, publishing press releases,

pitching media interviews and advisories, and providing media kits to relevant outlets throughout California to ensure members and partners stay informed about Medi-Cal Dental coverage and resources available.

In 2026, *Smile, California* will continue to identify earned media opportunities such as:

- Highlighting the mobile dental van events to raise awareness of the free dental services coming to underserved counties
- Changes to Medi-Cal Dental benefits and services
- Observing national observances related to oral or overall health like Older Americans Month, Oral Health Month, and National Brush Day

Partner Webinars

Smile, California hosts webinars each year to engage established partners and familiarize new organizations with the campaign, activating attendees to improve oral health in their communities and help members utilize their Medi-Cal Dental benefits. During each webinar, attendees

are introduced to the campaign, our objectives, the Medi-Cal Dental benefits available to each member audience, and ways that partners can collaborate with us to promote healthy smiles in their networks. Relevant *Smile, California* resources, how to use them, and where to access them are also shared, such as digital or print materials, co-branding opportunities, and in-person event support. Webinars also offer a space for *Smile, California* to connect with partners directly to identify current barriers to care, answer questions about Medi-Cal Dental, provide contact information for regional support, and learn more about opportunities to collaborate with partners on upcoming events, material development, projects, and other efforts.

In 2026, *Smile, California* will identify opportunities to host partner webinars for promotional efforts or overall campaign objectives, **including:**

- National Children's Dental Health Month
- Back-Tooth-School
- General Medi-Cal Dental information and resource sharing

Conferences and Speaking Opportunities

Smile, California participates in several conferences and speaking opportunities throughout the year, hosting resource booths or presentations, running workshops, and being invited to panels. These conferences and speaking opportunities are perfect ways to increase visibility of the campaign among thousands of key partners, including community health workers, school nurses, dental professionals, Head Starts, and WIC Programs.

These events also allow partners to interact with *Smile, California* directly, being able to ask questions, learn more about the campaign, and receive free oral health resources.

In 2025, *Smile, California* participated in five conferences and speaking opportunities, **including:**

- California School Nurse Organization (CSNO) Conference
- California School-Based Health Alliance (CSBHA) Conference
- Visión y Compromiso Conference
- Head Start Health Institute Panel
- COHTAC Share & Learn Webinars

In 2026, *Smile, California* will continue to explore conferences and speaking opportunities that are highly attended by key partners.



Access

Ensuring equitable access to dental care remains a core focus of *Smile, California*. The campaign supports Medi-Cal members and providers through a coordinated network of programs, tools, and representatives designed to remove barriers to care and improve oral health outcomes statewide.

Through regional representatives, direct service centers, educational resources, and outreach partnerships, *Smile, California* helps members understand their benefits, locate providers, and receive the care they need while supporting dental professionals with the information and resources necessary to serve Medi-Cal patients effectively.

The following initiatives and resources demonstrate how *Smile, California* continues to strengthen access to oral health services for both members and providers.

Regional Member Representatives

Regional member representatives play a vital role in ensuring Medi-Cal members have the support they need to access and utilize their dental benefits. Based throughout the state, these representatives coordinate presentations, participate in community events, and provide Medi-Cal Dental information directly to members. Their responsibilities include answering questions about Medi-Cal Dental benefits, directing members to enrollment resources, facilitating provider referrals, and ensuring members understand how to access dental care. By fostering relationships with community organizations and engaging directly with members, they help break down barriers to care and promote oral health awareness across diverse communities.



Provider Outreach Representatives

Provider outreach representatives are based throughout the state, each responsible for a specific geographic region. These representatives focus on provider recruitment and retention to strengthen the Medi-Cal Dental network and ensure adequate access to care. They offer ongoing support to dental and medical providers, assisting with navigating Medi-Cal Dental, policy updates, and resources to enhance service delivery. Additionally, they work to establish, maintain, and expand relationships with stakeholder groups through ongoing collaboration, including regular monthly meetings. They also represent Medi-Cal Dental at professional and community events.



such as those hosted by the California Dental Association and the California Dental Hygienists' Association. It is easy for providers to connect with their outreach representative. Contact information by region is available in the [Outreach Representative Map](#). Their efforts are critical to ensuring that providers remain engaged, supported, and equipped to deliver quality dental care under Medi-Cal Dental.

Telephone Service Center

The Medi-Cal Dental Telephone Service Center provides members with direct access to support and information about their dental benefits. By calling the toll-free number at (800) 322-6384, members can speak with trained agents Monday through Friday, 8:00 a.m. to 5:00 p.m., or use the automated Interactive Voice Response (IVR) system. Through these services, members can receive help locating a Medi-Cal Dental provider, get information about clinical screening appointments, check the status of Treatment Authorization Requests (TARs), ask general benefit questions, and learn how to file a grievance or complaint. The IVR also offers information on covered benefits, Fair Hearings, requesting dental

records, and reporting suspected fraud. To ensure accessibility for all members, TTY assistance is available for individuals who are hearing impaired by calling (800) 735-2922 and requesting a connection to the Member Line.

In addition to assisting members, the Telephone Service Center also supports providers in several ways. This includes addressing questions related to claims submission, Treatment Authorization Requests (TARs), and Electronic Data Interchange (EDI) enrollment along with offering clarification on Medi-Cal Dental policies, billing procedures, and updates to ensure providers have accurate and timely information. Providers can also contact the Telephone Service Center for guidance on navigating the Medi-Cal Dental Provider Portal and resolving system-related issues.

Dental Care Coordination

Care Coordination representatives assist Medi-Cal members in connecting with the care they need. Services include help with appointment scheduling, locating a general dentist or dental specialist, language support including American

Sign Language, and arranging transportation when needed. Members can access these services by completing the [Care Coordination Referral Form](#) or by calling the Telephone Service Center.

Dental Case Management

Dental Case Management is designed to support Medi-Cal members with special health care needs who face challenges in scheduling and coordinating complex treatment plans involving multiple medical and dental providers. Members can be referred to Case Management by their medical or dental provider, case worker, or other health care professional, based on a current comprehensive evaluation and treatment plan. Referrals can be submitted by completing the online [Case Management Referral Form](#).

Advocacy Support and Escalation Coordination

Gainwell's Advocacy Business Service will continue to support the member and provider experience through case resolution and escalation support. This internal resource collaborates with DHCS and State Dental Program

Consultants to address complex care needs, support members with special health care needs, and recommend solutions to eliminate barriers to care. This collaboration aligns with DHCS goals to improve oral health outcomes, enhance system navigation, and reduce inequities across Medi-Cal Dental populations.

The Advocacy team will:

- Support care and case management escalations
- Recommend improvements to enhance member and provider experience
- Identify opportunities to reduce disparities in access to care
- Provide SME guidance on complex cases and system improvements
- Support special projects that benefit Medi-Cal Dental members and providers

Teledentistry

Teledentistry is a free modality by which Medi-Cal members can access some dental services from

providers who offer it. Through Teledentistry, members can connect with a dentist through a phone or computer from where they are, providing oral health support to those who have difficulty accessing care. Members can also schedule personal consultations with dentists to detect potential dental problems early, get professional, tailored oral health advice, and receive support in finding a Medi-Cal Dental provider.

To aid members in finding a Medi-Cal Dental provider offering services through teledentistry, Medi-Cal Dental has updated the [Medi-Cal Dental Provider Directory](#) to include an option to search for teledentistry providers only. Other materials, such as an informational flyer, social media posts, and videos, will also be shared with members to guide them in utilizing this service.

Mobile Dental Van Events

In 2025, Medi-Cal Dental executed six (6) mobile dental van events in six (6) rural communities in underserved Medi-Cal counties, partnering with Medi-Cal Dental providers and each county's LOHP or public health department. The counties included Sierra, Mono, Alpine, Inyo, Modoc, and Tehama County. Each event excluding

Tehama County (a one-day event) was held for multiple days, allowing community members to schedule a dental appointment and receive preventive and restorative services for free. These events were promoted in advance through organic and paid social media campaigns, direct outreach to local health programs and community-based organizations, and dedicated Smile Alerts. A custom flyer and social media post in English and Spanish were also developed and distributed to partners and members for each event.

In 2026, Medi-Cal Dental will continue to work with Medi-Cal Dental providers to host mobile dental events, prioritizing underserved counties identified in Appendix C and expanding to additional counties identified as having limited access to dental care, such as rural or geographically isolated areas. During these events, members of all ages will continue to receive routine check-ups and preventive and restorative dental services at no cost. Like the 2025 events, outreach representatives will be onsite at all events to answer questions, provide oral health resources, and support members in finding a Medi-Cal Dental provider to continue receiving dental care after.

Welcome Toolkit for Newly Enrolled Providers

We will continue to offer the Medi-Cal Dental Welcome Toolkit for newly enrolled providers. The toolkit includes the [Outreach Representative Map](#), where providers can find contact information for their region's member and provider outreach representatives, [Electronic Funds Transfer \(EFT\) Enrollment forms](#), [Medi-Cal Dental Provider Directory Referral forms](#), the [Medi-Cal Dental Provider and Billing Intermediary Application Agreement](#), the [EDI Enrollment Packet](#), TAR/Claim forms, the [Forms Reorder Request](#), and a branded mouse pad. Providers can also request additional materials, such as brochures, flyers, fotonovelas, toothbrushes, and toothpaste, from their outreach representative.

Gabby

Gabby is Medi-Cal Dental's automated virtual assistant designed to help providers quickly access information and support. Available 24 hours a day, seven days a week, Gabby can provide answers on topics such as claim status, seminar schedules, members' medical history, provider payments, and provider enrollment. Providers can also use Gabby to get help with common

questions, including resetting a Personal Identification Number (PIN), enrolling in Electronic Funds Transfer (EFT) or Electronic Data Interchange (EDI), submitting claims, requesting copies of the Provider Handbook, and obtaining Explanation of Benefits (EOBs) and paper forms.

Provider Self-Service Portal

Accessible through the Medi-Cal Dental website, the Provider Self-Service Portal enables secure log-on and authentication, granting providers 24/7 access to claim status and history, payment details, and secure web forms. The portal facilitates searches of members' Medi-Cal claim history. Educational materials, including the provider CE seminar schedule for in-person or virtual events and on-demand training, are available on the Medi-Cal Dental website. The portal also houses essential resources such as the Provider Directory, Provider Handbook—which includes a Manual of Criteria with a Schedule of Maximum Allowances—Provider Bulletin, missed appointment process, and downloadable provider forms. Medi-Cal Dental will continue to engage partners and providers for feedback to identify potential enhancements to the portal for user ease and efficiency.

Provider Enrollment Outreach

To grow provider engagement with the *Smile, California* campaign and increase their visibility to Medi-Cal members, we will expand the existing provider testimonial series. The videos help members become familiar with Medi-Cal Dental providers and their care, while also offering non-enrolled providers a chance to learn about Medi-Cal Dental's available benefits and resources. By showcasing positive provider experiences, these testimonials aim to motivate more providers to enroll and begin serving Medi-Cal members in their offices.

Additional outreach will be provided to dental providers who need assistance in resubmitting enrollment application deficiencies. The outreach team will work directly with providers to remediate deficiencies and submit the required documentation through PAVE. Since October 31, 2022, Medi-Cal provider enrollment has been completed through the PAVE system. This streamlined online portal makes enrollment more efficient by allowing providers to complete and submit applications, report updates to existing enrollments, and respond to requests for continued enrollments or revalidation. PAVE includes features such

as secure login, document uploading, electronic signature, application progress tracking, and intuitive step-by-step guidance. Providers can also access training and support resources directly within the system to help ensure a smooth process. Additional enrollment resources are available [here](#).

To further support providers and improve member access, enhancements have been made to the Medi-Cal Dental Provider Directory. Providers can indicate if they offer teledentistry, accept new Children's Health Insurance Program (CHIP) patients, provide a website, or accommodate individuals with physical disabilities. Additional fields capture information on members with special health care needs, and listings display when they were last updated.

Providers also have the option to be added to the DHCS referral-only list by completing the Provider Directory and Referral Form and selecting "Yes, I am accepting new patients by DHCS referrals only." These updates make it easier for members to find the right provider and allow providers to clarify their participation preferences.

Provider Recruitment and Network Adequacy Monitoring

The provider outreach team contacts newly licensed providers, dental schools, the California Dental Association, the California Dental Hygiene Association, local dental societies, specialty dental organizations, and ethnic dental associations to promote Medi-Cal Dental and encourage participation throughout the state. In areas of need, outreach representatives visit non-enrolled providers, supplying information about Medi-Cal Dental and recruitment materials. Virtual presentations are also available. Phone calls, virtual and in-person on-site visits are conducted to encourage participation among non-enrolled providers.

Following enrollment, the provider outreach representatives will conduct in-person or virtual visits to provide technical assistance, address providers' inquiries, and respond to their requests. The provider outreach team actively encourages enrolled providers to opt-in to the provider referral list and be listed in the Medi-Cal Dental Provider Directory, thereby enhancing member access and expanding the number of members receiving services. Monitoring member access to dental services occurs at the

statewide level, in border communities and within sub-populations that demonstrate or appear to be at risk of low or declining utilization. In 2025, the Medi-Cal Dental Provider Directory was updated to include a search feature for the provider's name to make finding a dentist more efficient.

The directory also includes enhanced accessibility features, such as filters for providers offering American Sign Language, teledentistry services, and other ADA-related special health care needs accommodations, helping members better connect with providers who can meet their specific needs.

Provider outreach has focused on the recruitment of dental hygienists of all types (RDH, RDHEF, RDHAP) who work with a range of services (e.g., mobile, teledentistry, school-based, clinic/offices).

Dental School Outreach

To facilitate the enrollment of fourth-year dental students who have successfully passed the licensure exam and specialty residents as potential Medi-Cal Dental providers, the provider outreach team will reach out to dental schools to provide a presentation and/or participate in school events to

provide an earlier introduction to the enrollment process through PAVE, and second, to educate students about valuable opportunities, such as the student loan repayment program and practice grants, available to them once they become providers.

Our goal is not only to expand our provider network but also to educate new graduates with the knowledge and resources necessary for fulfilling careers as Medi-Cal Dental providers. This approach not only supports new graduates but also strengthens access to care statewide.

Regional Centers

The outreach team is actively working to boost provider recruitment efforts with the aim of expanding the care capacity available to our special needs members.

This multifaceted approach involves re-engaging with previous providers, collaborating with stakeholders for expansion, and providing support to existing providers through education on the practice support grants and student loan repayment programs to help them recruit providers and increase access to care for our members.



As part of the provider outreach focus, we will continue to perform the following activities:

- Focus outreach to recruit specialists that address the needs of members with special health care and case management needs.
- Identify potential areas where Medi-Cal Dental can be streamlined to reduce the administrative burden on providers.

Measurement and Reports

The following surveillance indicators are tracked to monitor member utilization of services with the goal of increasing member annual dental visits in underserved and non-underserved counties; and increasing preventive services for at least one (1) Medi-Cal member group experiencing low utilization from the prior year. Provider surveillance indicator metric goals include increasing the number of newly enrolled Medi-Cal Dental providers; and increasing the number of actively participating Medi-Cal providers serving children under age six (6) and members with special health care needs.

The completion of outreach communications and customer service/experience is assessed on an annual basis, by calendar year both by mail and available online.

Recommendations are proposed accordingly as part of the annual Member and Provider Outreach Plan. **Quarterly output metrics include but are not limited to:**

- Quantity of campaign marketing and promotional materials distributed to members.
- Quantity of partnerships and collaborations and the number of members reached because of these partnerships (provided monthly, quarterly, and annually).
- Analytics for SmileCalifornia.org and SonrieCalifornia.org, such as site visits, time spent on a page, resource downloads, bounce rate (percentage of visitors navigating away after viewing only one page), etc.
- Number of events in which the campaign had representation or messages were shared through partner organizations.
- Partners utilizing *Smile, California* content for their social media platforms.
- Insights from the Provider Customer Service and Provider Capacity Survey, highlighting provider feedback crucial for ongoing enhancements to Medi-Cal Dental.

Medi-Cal Dental will continue to monitor and assess the effectiveness and success of the *Smile, California* campaign.

The methods employed for collecting and analyzing this information encompass, among other measures:

- Evaluation of the increase in the utilization of services, as outlined in the baseline report.
- Assessment of the target audience's response to calls to action, including their engagement with SmileCalifornia.org and SonrieCalifornia.org, and utilization of the "Find a Dentist" feature (reported on a monthly, quarterly, and annual basis).
- Monitoring social media engagement, including metrics such as increases in likes and followers.

Medi-Cal Dental will continue to develop monthly, quarterly, and year-to-date reports on performance and program utilization measures including, but not limited to the annual increases in services and visits required in the contract.



Available reports include:

- Monthly analytics related to mass email communications.
- Number of billing, rendering general dental and dental specialty providers actively enrolled in the Medi-Cal Dental Provider Master File, including a breakdown by county, specialty, and baseline numbers as of the start of the contract.
- Number of billing and rendering providers with at least one (1) claim submitted in the previous 12-month period, including a breakdown by county, specialty, and baseline numbers as of the start of the contract.
- Outreach efforts directed at non Medi-Cal providers, specifying their geographical location, dentist names, provider identification (ID) numbers, and type of practice (general dentistry and/or specific specialty).
- Number of billing and rendering providers providing services to Medi-Cal Dental members under age six (6) and members with special health care needs.
- Outreach and responses from dental professional schools, universities, federally funded dental clinics, school-based health centers, and dental professional organizations invited to become Medi-Cal Dental providers.
- Providers contacted through outreach efforts and their response.
- Providers using mobile and/or portable dental equipment.
- Utilization of data by county and age group, including information from federally funded clinics.
- Recommendations for innovative methods to reach unenrolled providers include engaging RDHs, RDHEFs, RDHAPs, Dental School Residency Programs, and stakeholder collaborations.

APPENDIX A – Member Outreach Objectives

1) E.3.c-2-Increase Statewide utilization of FFS services by three percent (3%) year-over-year.

	Member Utilization	Actual % Utilization	Target Increase
Baseline 2023 Count	4,869,069	34.1%	37.1%
2024 Count	5,214,021	34.6%	40.1%
2025 Count	5,362,213	36.6%	43.1%
2026 Count	TBD	TBD	46.1%

- Utilization was FFS and SNC data

2) E.3.c-3-Demonstrate a proven increase in the year-over-year FFS member utilization in underserved counties and populations.

	Member Utilization	Actual % Utilization	Target Increase
Baseline 2023 Count	152,546	39.8%	41.8%
2024 Count	154,605	36.3%	42.8%
2025 Count	159,870	39.4%	43.8%
2026 Count	TBD	TBD	44.8%

- Utilization was FFS and SNC data

3) E.3.c-4-Demonstrate a proven increase in the year-over-year FFS member utilization of services for at least one (1) member demographic experiencing lower-than-average utilization from the year prior.

Statewide Use of Sealants Ages 6-9

	Member Utilization	Actual % Utilization	Target Increase
Baseline 2023 Count	166,398	15.5%	16.5%
2024 Count	172,196	15.9%	17.5%
2025 Count	175,628	17.7%	18.5%
2026 Count	TBD	TBD	19.5%

Statewide Use of Sealants Ages 10-14

	Member Utilization	Actual % Utilization	Target Increase
Baseline 2023 Count	123,457	9.1%	10.1%
2024 Count	124,098	9.1%	11.1%
2025 Count	124,230	9.5%	12.1%
2026 Count	TBD	TBD	13.1%

Statewide Use of Fluoride Varnish Ages 0-6

	Member Utilization	Actual % Utilization	Target Increase
Baseline 2023 Count	390,639	29.9%	30.9%
2024 Count	387,714	31.1%	32%
2025 Count	213,769	21.5%	33%
2026 Count	TBD	TBD	34%

Statewide Use of Fluoride Varnish Ages 6-9

	Member Utilization	Actual % Utilization	Target Increase
Baseline 2023 Count	518,689	48.5%	49.5%
2024 Count	524,079	49.8%	51.3%
2025 Count	560,898	56.5%	52.3%
2026 Count	TBD	TBD	53.3%

Statewide Use of Fluoride Varnish Ages 10-14

	Member Utilization	Actual % Utilization	Target Increase
Baseline 2023 Count	585,054	42.8%	43.8%
2024 Count	592,496	43.6%	44.9%
2025 Count	652,651	65.7%	45.9%
2026 Count	TBD	TBD	46.9%

APPENDIX B – Provider Outreach Objectives

- 1) **E.3.c-2-Annually increase the number of newly enrolled FFS providers by three percent (3%).**

	Provider	Target Increase
Baseline 2023 Count	12,599	12,725
2024 Count	13,318	13,107
2025 Count	13,193	13,500
2026 Count	13,437	13,905

- 2) **E.3.c-3-Increase the number of actively participating FFS providers providing services to children under age six (6).**

	Provider	Target Increase
Baseline 2023 Count	6,296	6,359
2024 Count	6,814	6,882
2025 Count	6,826	6,951
2026 Count	6,740	7,021

- 3) **E.3.c-4-Increase the number of actively participating FFS providers providing services to special needs and developmentally disabled populations in Medi-Cal Dental.**

	Provider	Target Increase
Baseline 2023 Count	781	789
2024 Count	839	864
2025 Count	844	873
2026 Count	979	989

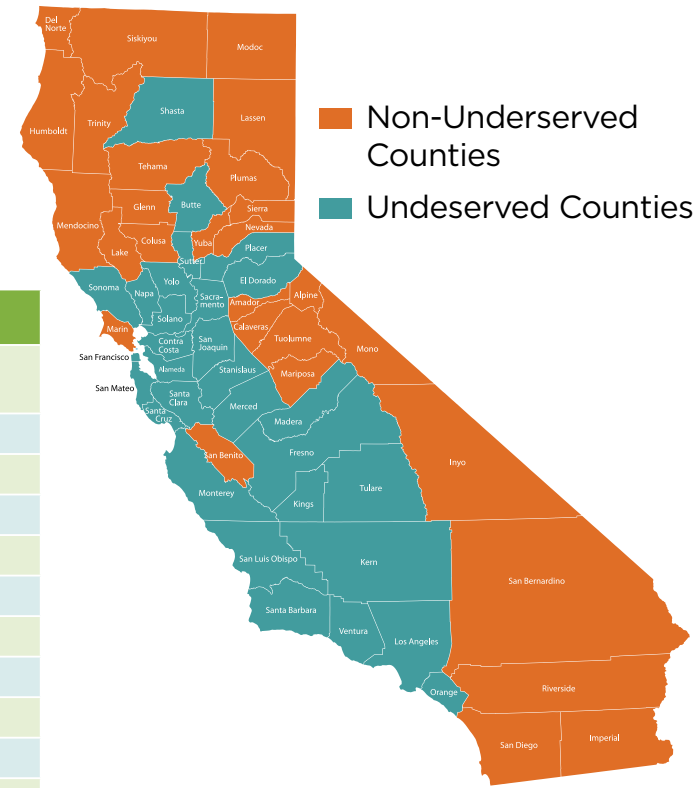
APPENDIX C – List of Underserved Counties

These are counties that have 1 provider for over 2,000 members as of December 2025.

- Alpine
- Amador
- Calaveras
- Colusa
- Del Norte
- Glenn
- Humboldt
- Inyo
- Lassen
- Marin
- Mariposa
- Mendocino
- Modoc
- Mono
- Nevada
- Plumas
- San Benito
- Sierra
- Siskiyou
- Tehama
- Trinity
- Tuolumne
- Yuba

Underserved Counties	
County	Provider ratio
Alpine	0: 326
Amador	0: 9,603
Calaveras	1: 7021
Colusa	1: 5,510
Del Norte	0: 12,848
Glenn	1: 14,052
Humboldt	1: 19,810
Inyo	0: 5,429
Lake	1: 7,099
Lassen	1: 8,914
Marin	1: 2,013
Mariposa	0: 5,811
Mendocino	1: 2,642
Modoc	1: 3,666
Mono	1: 3,772
Nevada	1: 4,239
Plumas	0: 5,729
San Benito	1: 5,521
Sierra	0: 781
Siskiyou	1: 9,552
Tehama	1: 10,283
Trinity	0: 5,545
Tuolumne	1: 7,677
Yuba	1: 39,846

Non-Underserved Counties	
County	Provider Ratio
Alameda	1: 496
Butte	1: 223
Contra Costa	1: 394
El Dorado	1: 321
Fresno	1: 545
Imperial	1: 791
Kern	1: 536
Kings	1: 545
Los Angeles	1: 535
Madera	1: 510
Merced	1: 249
Monterey	1: 797
Napa	1: 277
Orange	1: 320
Placer	1: 142
Riverside	1: 383
Sacramento	1: 32
San Bernadino	1: 354
San Diego	1: 551
San Francisco	1: 310
San Joaquin	1: 358
San Luis Obispo	1: 448
San Mateo	1: 85
Santa Barbarba	1: 447



Santa Clara	1: 608
Santa Cruz	1: 562
Shasta	1: 248
Solano	1: 216
Sonoma	1: 528
Stanislaus	1: 341
Sutter	1: 95
Tulare	1: 388
Ventura	1: 252
Yolo	1: 416

*The data provided is accurate and current as of December 2025.

APPENDIX C – List of Underserved Counties

These are counties that have 1 provider for over 2,000 members as of December 2025.

- Alpine
- Amador
- Calaveras
- Colusa
- Del Norte
- Glenn
- Humboldt
- Inyo
- Lake
- Lassen
- Marin
- Mariposa
- Mendocino
- Modoc
- Mono
- Nevada
- Plumas
- San Benito
- Sierra
- Siskiyou
- Tehama
- Trinity
- Tuolumne
- Yuba

Underserved Counties	
County	Provider ratio
Alpine	0: 326
Amador	0: 9,603
Calaveras	1: 7021
Colusa	1: 5,510
Del Norte	0: 12,848
Glenn	1: 14,052
Humboldt	1: 19,810
Inyo	0: 5,429
Lake	1: 7,099
Lassen	1: 8,914
Marin	1: 2,013
Mariposa	0: 5,811
Mendocino	1: 2,642
Modoc	1: 3,666
Mono	1: 3,772
Nevada	1: 4,239
Plumas	0: 5,729
San Benito	1: 5,521
Sierra	0: 781
Siskiyou	1: 9,552
Tehama	1: 10,283
Trinity	0: 5,545
Tuolumne	1: 7,677
Yuba	1: 39,846

Non-Underserved Counties	
County	Provider Ratio
Alameda	1: 496
Butte	1: 223
Contra Costa	1: 394
El Dorado	1: 321
Fresno	1: 545
Imperial	1: 791
Kern	1: 536
Kings	1: 545
Los Angeles	1: 535
Madera	1: 510
Merced	1: 249
Monterey	1: 797
Napa	1: 277
Orange	1: 320
Placer	1: 142
Riverside	1: 383
Sacramento	1: 32
San Bernadino	1: 354
San Diego	1: 551
San Francisco	1: 310
San Joaquin	1: 358
San Luis Obispo	1: 448
San Mateo	1: 85
Santa Barbarba	1: 447

Santa Clara	1: 608
Santa Cruz	1: 562
Shasta	1: 248
Solano	1: 216
Sonoma	1: 528
Stanislaus	1: 341
Sutter	1: 95
Tulare	1: 388
Ventura	1: 252
Yolo	1: 416

*The data provided is accurate and current as of December 2025.