

2021 Medi-Cal Dental Member and Provider Outreach Plan

Delta Dental in Partnership with the
California Department of Health Care Services



Table of Contents

- Goals and Objectives 1
- Member Audiences. 1
- Provider Audiences. 2
- Key Program Messaging 3
- Overall Approach 5
 - Framework. 5
 - Cultural Competency. 6
 - Creative Briefs 6
- Awareness and Education 6
 - Member Awareness and Education 6
 - Market Research 6
 - Smile, California* Website
(SmileCalifornia.org/SonrieCalifornia.org) 6
 - Medi-Cal Dental Website. 7
 - Campaign Promotions. 7
 - Statewide Partnerships/Sponsorships 8
 - Member Materials 9
 - Direct Contact Campaigns 9
 - Provider Awareness and Education 10
 - Medical Dental Integration 10
 - Provider Materials 10
 - Evidenced Based Strategies — Caries Risk Assessment 10
 - Virtual Dental Home 11
 - Local Activation. 11
 - Local Partnerships. 11
 - Regional Representatives 11
- Access 12
 - Dental Office Toolkit. 12
 - Provider Self-Service Website. 12
 - Provider Enrollment Outreach. 12
 - Provider Recruitment and Network Adequacy Monitoring 12
 - Mobile Dental Capabilities. 13
 - Additional Provider Outreach Initiatives 13
- Measurement and Reports. 13
- Appendix A — Member Outreach Objectives. 15
- Appendix B — Provider Outreach Objectives 16

Goals and Objectives



The 2021 Medi-Cal Dental Member and Provider Outreach Plan (“the plan”) is designed to help improve the health of Medi-Cal Dental members, as well as improve the healthcare experience and lower healthcare costs by educating members about the important relationship between their oral health and overall health, and by helping them better understand their dental benefits. In collaboration with the Department of Health Care Services (DHCS), Delta Dental and Runyon Saltzman, Inc. (RSE) will implement member and provider outreach efforts under the *Smile, California* campaign to:



- Improve Medi-Cal Dental’s overall performance (as defined below).
- Address education and outreach requirements as outlined in California Welfare and Institutions Code Section 14132.91.

The plan builds on the efforts initiated in the first contract year, including the successful launch of the *Smile, California* campaign, and will be measured by the following objectives:

Member Outreach Objectives (see Appendix A for baseline):

- A. Increase Annual Dental Visits for Californians enrolled in Medicaid for at least ninety (90) continuous days by 3.3 percentage points.
- B. Increase preventive dental services for children ages one (1) through twenty (20) enrolled in Medicaid for at least ninety (90) continuous days by 3.3 percentage points.
- C. Increase sealants on permanent molars for children ages six (6) through nine (9) enrolled in Medicaid for at least ninety (90) continuous days by 3.3 percentage points.

Provider Outreach Objectives (see Appendix B for baseline):

- A. Increase the number of actively participating Medi-Cal dentists who have provided at least one service in the calendar year by 2.5 percentage points.
- B. Increase the number of service offices accepting new patients and referrals by 2.5 percentage points.

Member Audiences



Medi-Cal’s member population includes almost 13 million* children and adults, in the following categories:

- 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+ (138% Federal Poverty Level)
- Low-income pregnant women (213% Federal Poverty Level)
- Low-income adults ages 65+

*As of January 10, 2020.

To produce measurable results in behavior, the campaign proactively targets members where they are — home, school, work, places of worship and where they shop. Members are also targeted by age, utilization behavior and life stage:

- 1. Age of Member:** each of the member groups listed above may use different dental services. To be relevant, messages must be appropriate to age and life stage. Campaign performance measures focused on children and parents (or guardians) of children ages 0-20 are emphasized. In 2019, the *Smile, California* campaign was expanded to include adult Medi-Cal members and target efforts to reach the segments of this population defined above.
- 2. Utilizers, Lapsed Utilizers and Non-Utilizers:** for the purposes of this plan, utilizers are defined as members who have used their benefit within the last year. Lapsed utilizers are members who have not used their benefit in the last year. Non-utilizers are those who have never used their benefit or, if enrolled less than a year, have not yet used their benefit. Market research conducted among member audiences at various points throughout the campaign to date provided insight into messages that resonate most with each of these groups and those insights were used to develop *Smile, California* core campaign messages.
- 3. Communities of Opportunity:** the *Smile, California* outreach program emphasizes a targeted approach to educate members in every corner of the state, including underserved and non-underserved communities. The greatest opportunity to drive utilization is within non-underserved communities where there are large member populations. In underserved communities — communities with an insufficient number of providers for the member population — outreach efforts focus on reducing barriers, supporting innovation in care delivery, provider recruitment and outreach, and alternative care services (e.g. teledentistry).

Provider Audiences



The provider audiences include two categories:

- Current Medi-Cal dental providers and allied dental professionals (enrolled and/or enrolled but not actively taking additional patients and/or referrals); and
- All dental providers, including allied dental professionals, across California not enrolled in Medi-Cal.

Outreach activities target providers in all areas of the state, with a specialized approach for 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 (e. g., member age group) 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), city, or ZIP code.
- Other geographic areas of the state if designated by DHCS.

Note: “Low” is defined as a 1:2000 member to enrolled provider ratio within a specific county.

Two dedicated outreach dental consultants provide dental administration support services and education to dental organizations, Safety Net Clinics, school-based health centers and dental professional schools. Their outreach also includes dental offices currently enrolled and non-enrolled in Medi-Cal, school-based health centers and Local Oral Health Programs.

Key Program Messaging



Delta Dental analyzes market research to determine how to evolve and expand *Smile, California* campaign messaging for both member and provider target audiences. *Smile, California* messages educate members and providers, inspire them to take the desired action and reinforce the messages so that the desired action continues.

Member key messages:

- Benefits and Dental Health
 - Medi-Cal has dental covered.
 - Medi-Cal members are eligible for free or low-cost dental services.
 - Regular dental visits are as important to good health as daily brushing and flossing.
 - Annual dental visits are free or low-cost with Medi-Cal.
 - Keeping your teeth healthy is one of the best things you can do for your overall health.
 - *Smile, California* is a campaign to make Medi-Cal members aware of their dental benefit.
 - Visit SmileCalifornia.org to learn about covered services and find a Medi-Cal dentist.
- Children
 - Medi-Cal Dental provides routine, preventive and restorative services for free or low-cost to children.
 - A child’s first dental visit should take place after their first tooth appears and no later than their first birthday.
 - Children should visit the dentist every six months.
- Adults
 - Adults should visit the dentist every 12 months for good oral health.
 - Medi-Cal members ages 21 and older have full-scope dental coverage.
 - It is important to continue taking care of your smile, especially as you age.
 - Older adults are prone to gum disease and other oral health problems, but by brushing twice a day, flossing daily and seeing a dentist regularly, you can lower your risk.

- Pregnant Members
 - Seeing the dentist while pregnant is safe and important.
 - Your gums and teeth need special attention during pregnancy.
 - Medi-Cal covers dental services for pregnant members throughout their pregnancy and 60 days past the birth of their baby.
- Caregivers
 - As a caregiver, you play an important role in helping your loved one maintain a healthy smile.
 - When your loved one is struggling with other health problems, their oral health can become a lower priority, but good daily oral hygiene and regular dental visits help your loved one avoid tooth pain and tooth loss.

Provider key messages:

- About *Smile, California*:
 - *Smile, California* is a campaign to help Medi-Cal members use their dental benefit.
 - Medi-Cal members can learn about covered services at SmileCalifornia.org.
 - Interpreter services are available and free by calling the Telephone Service Center. Transportation is also available free of charge for members.
 - Informed members make for more informed patients.
 - Your support of *Smile, California* will increase the number of members with accurate information about their Medi-Cal dental benefit.
- About enrolling as a Medi-Cal provider:
 - Learn more about becoming a Medi-Cal Dental provider and joining California’s network of comprehensive health care programs, which serves about 13 million Californians — forming the backbone of California’s health care safety net.
 - Learn more about services and benefits for Medi-Cal Dental Program providers.
 - The enrollment application process has been streamlined, and regional outreach representatives are available for one-on-one assistance during the application process.
 - The provider portal (website application) allows secure login for providers and their staff to access claim status, Treatment Authorization Request status, weekly check amounts and more. In 2021, providers will also be able to access member history through the portal.
 - Resources are readily available for you and your office staff, including Electronic Data Interchange, Telephone Support Center, regional outreach representatives and provider enrollment and training representatives.
 - One-on-one assistance is also available for provider enrollment, billing issues, explanation of adult dental benefits, Prop 56, or any other assistance needed by contacting the Telephone Service Center.

Overall Approach



FRAMEWORK

Smile, California is a comprehensive campaign that is informed by research and uses best practices in health communications to develop campaign strategies and tactics that directly reach Medi-Cal members, as well as those who inform and influence their health habits and health-related decision-making.



The framework for the campaign consists of three pillars, they are: (1) Awareness and Education, (2) Local Activation and (3) Access. This framework helps organize and integrate activities aimed at increasing overall program awareness by educating members, encouraging trusted community level partners to play an active role in member education, and increasing access to Medi-Cal dental providers by encouraging provider participation in the program.

The framework and supporting 2021 tactics are outlined below and described on the following pages.

1. Awareness and Education

To effectively reach members with messages that resonate, outreach tactics target them at various touchpoints in their daily lives. Member awareness about Medi-Cal Dental is increased by developing culturally appropriate messaging and resources that educate members about their available benefits and the importance of utilizing them regularly. The campaign then uses various communication channels (e.g., statewide partner engagements, grassroots distribution, paid social media, news media) to broadly distribute resources to Medi-Cal members across California.

2. Local Activation

Smile, California recognizes the powerful influence community-based organizations (CBOs) have among the campaign's target audiences, therefore they play a critical role in the distribution and promotion of all campaign messaging and resources. Whenever possible *Smile, California* also aims to collaborate with key partners on material development to ensure messaging is appropriate and relevant. Establishing and maintaining collaborative relationships with key community partners allows *Smile, California* to leverage their established trust with the member audience. Partners are equipped with campaign materials that appeal to motivating factors (i.e., overall health, preventive care) to encourage members to seek dental services and improve their dental hygiene.

3. Access

Smile, California aims to increase the number of Medi-Cal dental providers in California and ensure members know how to find providers in their community. Campaign tactics are designed to enroll new providers, drive inactive providers to increase the number of members they treat, and overall, encourage providers to support member outreach efforts and promote *Smile, California*.

CULTURAL COMPETENCY

Smile, California messages and materials must be relevant and appropriate for Medi-Cal Dental's diverse population. Partners and cultural experts are engaged to help with content creation and adaptation. In accordance with the ASO contract, member websites and materials are produced in English and Spanish. Additional translations or adaptations for threshold languages are defined in the *Smile, California* Medi-Cal Dental Outreach Translation Plan. There will be periodic updates to the Translation Plan as materials are added or revised, and additional translations or adaptations for materials are evaluated. All campaign content is American Disabilities Act (ADA) compliant and written at, or as near as possible (given necessary technical language), a sixth-grade reading level.

CREATIVE BRIEFS

Delta Dental submits a project brief to DHCS for each *Smile, California* campaign tactic. The project brief details goals and objectives, target audiences, expected deliverables and the production/dissemination schedule. It also includes methods of measurement to determine if objectives are met. All campaign activities are tracked and reported monthly to DHCS. This process is consistent with the Outreach Communications Development, Review and Approval Procedure.

Awareness and Education

MEMBER AWARENESS AND EDUCATION

Member Market Research

Building on research conducted with parents of child members, Delta Dental and RSE conducted formative research among adult populations, including informal focus groups with pregnant women, informal focus groups with individuals with disabilities and an online survey with seniors. This research will be used to further define audience segments and tailor strategies appropriate to them.

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

Delta Dental maintains and enhances SmileCalifornia.org (SonrieCalifornia.org) to provide information and materials to members, partners, and providers; “visit SmileCalifornia.org” is the call-to-action on all campaign materials. The site is the go-to resource for all audiences and continues to be the focal point of the campaign.



**427,293
VISITS**



**234,350 FIND A
DENTIST CLICKS**



**33,859
DOWNLOADS**

*This data is current as of
November 16, 2020.*



*This is combined data
from SmileCalifornia.org
and SonrieCalifornia.org.*

It provides information about covered services, oral health tips, offers downloadable resources and connects members to care. The site also offers an array of resources specifically designed to help partners and providers to better engage with members. Analytics and content are reviewed to optimize the user experience. As new *Smile, California* campaign materials are created, they are posted to SmileCalifornia.org for download and use by members, partners and providers. In 2021, SmileCalifornia.org will include landing pages for all threshold languages.

Medi-Cal Dental Website

Delta Dental will continue to maintain the Medi-Cal Dental website (dental.dhcs.ca.gov), conforming to technical requirements and revising content when needed. Note that SmileCalifornia.org is separate from the Medi-Cal Dental website but links to it on all pages. On an ongoing basis, conceptual improvements are discussed on how to best utilize the Medi-Cal Dental website as a primary mechanism of communication between Medi-Cal Dental and the public. A proposal for suggested enhancements is submitted to DHCS annually. In 2020, many enhancements were added to the Provider Website Application and Find-A-Dentist Provider Directory Search, including improved functionality and expansion of information available to providers and members. All content on the Medi-Cal Dental Website can be searched and all program-related forms and publications can be downloaded. There is on-going work to make SmileCalifornia.org the primary source of information for the member by consolidating information on the Medi-Cal dental site and transferring it to SmileCalifornia.org.

Campaign Promotions

Smile, California is designed to educate members about the importance of good oral health at all stages of life and encourage them to visit the dentist as part of their regular oral health routine. The campaign is built on five fundamental promotions. The first promotion leverages the **Medi-Cal has Dental Covered** message, targeting all members and explaining Medi-Cal Dental benefits and covered services. The second promotion, **First Tooth, First Birthday, First Visit**, targets parents of Medi-Cal's youngest members, reminding them that their child should see the dentist as soon as their first tooth appears or before their first birthday, whichever comes first. The third promotion, **Seal Today to Prevent Decay**, targets parents of school-age children educating them about molar sealants.

Medi-Cal Has Dental Covered

As a Medi-Cal member, your benefits vary by age group. Benefits include dental coverage for the chart below for an enrollee of the stated age that is covered by Medi-Cal.

SERVICE	ADULTS	TEENS	CHILDREN	INFANTS	NEWBORN
Exam	Yes	Yes	Yes	Yes	Yes
Exam (newborn)	Yes	Yes	Yes	Yes	Yes
Fluoride varnish	Yes	Yes	Yes	Yes	Yes
Restoration	Yes	Yes	Yes	Yes	Yes
Restoration (newborn)	Yes	Yes	Yes	Yes	Yes
Sealant	Yes	Yes	Yes	Yes	Yes
Specialty services	Yes	Yes	Yes	Yes	Yes
Oral and facial surgery	Yes	Yes	Yes	Yes	Yes
Orthodontics (newborn)	Yes	Yes	Yes	Yes	Yes
Oral and facial surgery	Yes	Yes	Yes	Yes	Yes
Denture services	Yes	Yes	Yes	Yes	Yes
Emergency dental services	Yes	Yes	Yes	Yes	Yes

BABIES
Your child's first dental visit should take place after their first tooth appears, but no later than their first birthday. Baby teeth are critical to your child's healthy oral development. They help form her chin, lips and smile.

KIDS
Children start to lose their baby teeth as early as five years old. It's a great time to get regular dental care to help protect your child's smile from cavities.

TEENS
Eating sugar, foods and drinks, as teens often do, puts them at a higher risk for gum disease and tooth decay. Teenagers who continue to get regular check-ups ensure good oral health and appearance.

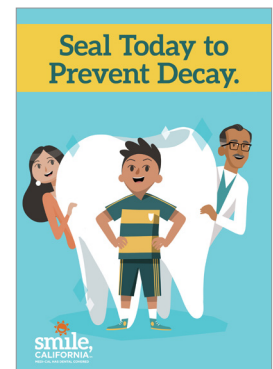
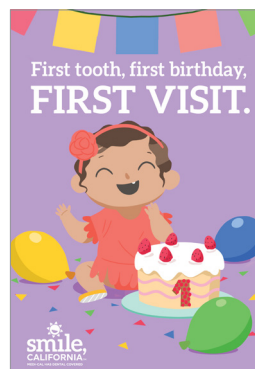
PREGNANCY
Dental care is safe and important during pregnancy. As a Medi-Cal member, you are covered during pregnancy and for three post-birthdays of your baby.

ADULTS
As of January 1, 2018, the Department of Health Care Services (DHCS) increased adult dental benefits for members age 21 and older with full scope dental coverage. For more information on the full list of covered services, visit smile.ca.gov.

SENIORS
As an older adult, you are prone to gum disease and other oral health problems, but by visiting twice a the the dentist daily and most importantly, seeing your dentist regularly, you can prevent problems.

Learn more about covered services and find a participating dentist at smile.ca.gov or call 1-800-333-8384. Your department center.

SmileCalifornia.org | 1-800-333-8384



Medi-Cal Covers Dental During Pregnancy, targets pregnant Medi-Cal members, explaining that it is safe and important to receive routine dental care while pregnant. Lastly, the **A Healthy Smile Never Gets Old** promotion targets senior Medi-Cal members, encouraging them to continue practicing good oral health habits and explaining covered services.

Medi-Cal Covers Dental Care for Seniors

A Healthy Smile Never Gets Old
Healthy teeth and gums are an important part of our overall health. As we age, however, changes in our body increase our risk for developing dental conditions like cavities and gum disease. Practicing these good oral health habits can help keep you and your smile healthy.

- Brush your teeth twice a day and floss daily.**
- If you have dentures, clean them daily with cleaners made for dentures. Remember to brush your gums with a soft toothbrush.**
- Eat a healthy, well-balanced diet.**
- See the dentist for a check-up once a year.**

As a Medi-Cal member, your benefits include dental coverage at little or no cost to you. Adult dental benefits were restored for members with full-scope dental coverage in 2018. You are covered for these common services:

- Dental exams every 12 months
- Tooth cleaning every 12 months
- Scaling and root planning
- Fluoride varnish every 12 months
- X-rays
- Period and full dentures
- Fillings
- Crowns
- Root canals
- Emergency services

Go to SmileCalifornia.org and click the "Find a Dentist" button to find a dentist near you.

SMILE CALIFORNIA
Healthy Smiles for Every Member

Medi-Cal Covers Dental During Pregnancy

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.

The Medi-Cal Dental Program provides the following free or low-cost services during pregnancy:

- Emergency services
- X-rays
- Tooth cleaning
- Fluoride varnish
- Fillings
- Tooth removal
- Period and full dentures
- Denture repairs
- Scaling and root planning

It is safe and recommended to see your dentist for a cleaning and exam before your 60 days past the birth of your baby.

As a Medi-Cal member, you are covered during pregnancy and 60 days past the birth of your baby.

Eat a balanced diet and limit sugary foods and drinks. Remember, you are eating and brushing for two!

For more information on covered services, how to keep your baby's mouth healthy, or to find a dentist near you, visit SmileCalifornia.org.

SMILE CALIFORNIA
Healthy Smiles for Every Member

SMILE CALIFORNIA (3996) to receive healthy dental care from Smile, California

In 2021, *Smile, California* will continue to build upon these promotions, augmenting existing content and developing new material tailored to key populations, to promote the importance of preventive care, including regular cleanings and exams, molar sealants, and fluoride treatment. All materials and messages will continue to be disseminated through SmileCalifornia.org, social media and paid media.

The COVID-19 pandemic changed the way *Smile, California* communicates with Medi-Cal members in 2020 and will continue to impact outreach efforts in 2021, preventing or restricting on-the-ground community outreach. In response, *Smile, California* will expand social media efforts, including the exploration of live social media events, and will continue growing the *Healthy Smile Tips from Smile, California* text program database. When appropriate, media efforts will be coordinated with the DHCS Office of Communications to secure on-air coverage or print publication for stories that inform and motivate members.

Providing relevant, informative and motivational messaging for all member audiences, including those with limited English proficiency, will remain the focal point of all efforts.

Statewide Partnerships/Sponsorships

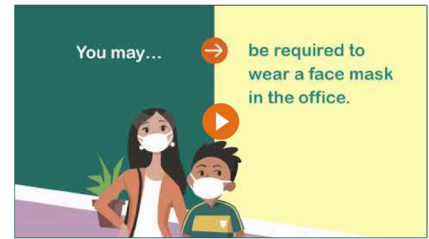
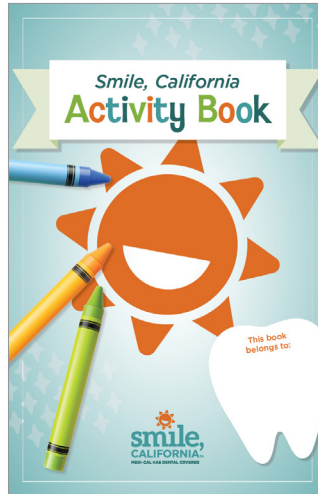
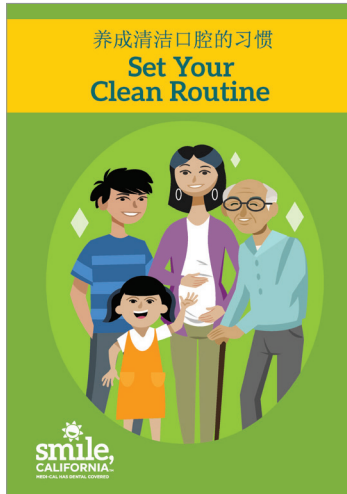
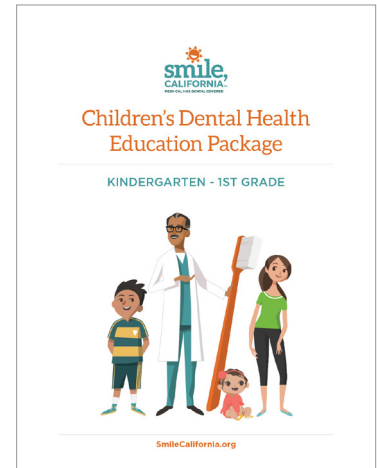
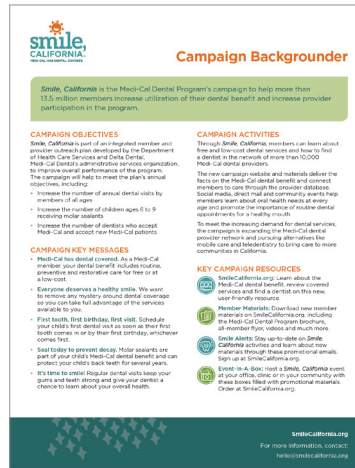
Strategic partnerships help bring *Smile, California* messages and materials to Medi-Cal members in communities across the state. *Smile, California* will continue to explore new partnership opportunities while fostering existing relationships with community organizations that interact with the Medi-Cal population. These community partners include but are not limited to, state and local Women, Infant and Children (WIC) offices; state and local Head Start agencies; state and local First 5 commissions; school-based dental programs; medical providers and other entities. *Smile, California's* Organizational Brand Ambassador Program continues to leverage the trust, reach and influence of key community organizations by engaging them to serve as campaign ambassadors. The campaign also continues to support the California Oral Health Technical Assistance Center (COHTAC) and each of its Local Oral Health Programs (LOHP) by ensuring they are each aware of and have access to all campaign collateral.

As appropriate, *Smile, California* participates in online events and conferences as another vehicle by which to share and showcase campaign materials among statewide partners who serve our member audience.

Member Materials

Smile, California member materials are available for download on SmileCalifornia.org. These materials include promotional brochures, informational flyers, fact sheets, videos and activities for children. Also included are versions of the “Medi-Cal has Dental Covered” brochure and informational flyer in all threshold languages. These materials are distributed across the state through partners and the *Smile, California* outreach representatives. A monthly member bulletin is published, and a monthly summary of member publications report is submitted to DHCS.

In 2021, new content will emphasize the importance of preventive care. The *Smile, California* video collection will be expanded to include this new content, as will the fotonovela series.



Direct Contact Campaigns

Newly enrolled members periodically receive a mailing about Medi-Cal dental benefits and how they can access assistance in making an appointment with a provider. The mailer currently includes the following information:

- Available dental benefits
- Information on the importance of early and periodic dental care
- How to obtain services
- Language assistance for all threshold languages
- How to avoid inappropriate care or fraudulent dental providers
- How to obtain assistance in getting care or resolving problems with dental care

- Medi-Cal Dental toll-free number
- *Smile, California* website URL (smilecalifornia.org) to help members locate information

In 2021, campaign messages will be integrated into existing Medi-Cal mailers. *Smile, California* will also develop a mailing to families with children who have not had a dental visit or a recommended diagnostic and preventive service within the time frames recommended in DHCS' dental periodicity schedule. This mailing will help members understand how to access materials and how to locate a participating pediatric dental provider.

PROVIDER AWARENESS AND EDUCATION

Medical Dental Integration

Primary care providers will be guided to oral health resources available on the Medi-Cal Dental website (e.g., oral health assessment and fluoride varnish application). Primary care providers can access referral providers for Medi-Cal dental members on the Medi-Cal Dental website and/or the *Smile, California* website. These resources will 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. The outreach team will develop materials for physicians to share with their Medi-Cal patients.

Provider Materials

Communication to and educational opportunities for dental providers are shared via available channels (e.g., [SmileCalifornia .org](http://SmileCalifornia.org)) provider trainings, provider continuing education (CE) seminars with educational materials, provider bulletins, and the Provider Handbook); topics include provider enrollment, missed appointment process, provider resources and additional program information. Delta Dental publishes a monthly provider bulletin and submits a monthly summary of provider publications report to DHCS. Provider education materials and information are distributed to enrolled and non-enrolled dental providers via the Medi-Cal Dental website and email. Provider recognition efforts in 2020 included a “thank you” window decal mailer. Provider recognition efforts will continue in 2021.

Evidenced Based Strategies — Caries Risk Assessment

- Delta Dental will continue to work with DHCS to promote DTI Domain 2: Diagnose early childhood caries by utilizing Caries Risk Assessments (CRA) and treat it as a chronic disease.
- Introduce a model that proactively prevents and mitigates oral disease through the delivery of preventive services in lieu of more invasive and costly procedures (restorative services).
- Identify the effectiveness of CRA and treatment plans for children ages six (6) and under by tracking the utilization of preventive services versus restorative and emergency room visits and oral surgery for dental related reasons among children.

Virtual Dental Home

This plan incorporates activities that promote teledentistry and the Virtual Dental Home (VDH) model of dental care. Multiple sites in California began teledentistry through the DTI or provide teledentistry independently from DTI. The following are the teledentistry and VDH objectives:

- Promote VDH to participating providers in the Medi-Cal Dental Program.
- Continue working relationships with providers initiating teledentistry to make their transitions into the Medi-Cal Dental Program as a VDH as smooth as possible.
- Retain VDH participating providers through various lines of communication (e.g., emails, Medi-Cal Dental bulletins, and Provider Relations Representative contact) to answer and assist with questions related to Medi-Cal Dental.

Local Activation



LOCAL PARTNERSHIPS

Smile, California partners with a variety of organizations that are positioned to help Medi-Cal members in their communities. Through the activation effort of the *Smile, California* campaign, the support of trusted community organizations is used to help reach parents of Medi-Cal members with accurate information about their dental plan, covered services and available providers. *Smile, California* equips partners with materials that promote the *Smile, California* brand and works to build confidence among members about their dental plan. *Smile, California* partners with Medi-Cal dental providers to bring the brand into their offices, creating a friendly, comfortable and educational environment for members to receive care.

Smile, California is activated at the local level by:

- Promoting the *Smile, California* Partner Toolkit (formerly Event-in-a-Box), a collection of promotional materials intended to help partners and providers bring the *Smile, California* brand experience into their offices and community.
- Collaborating with CBOs and local agencies to bring portable dental services to the community and support those already happening.
- Activating our network of Organizational Brand Ambassadors with an expanded scope of work.

REGIONAL REPRESENTATIVES

Member outreach representatives will continue to establish, reinforce and expand relationships with community groups interested in supporting member outreach, represent Medi-Cal Dental at outreach events and help members access services through the *Smile, California* campaign. The representatives will be a direct line of contact for members, LOHPs and stakeholders in their geographic area.

Provider outreach representatives are based in strategic locations throughout the state, each responsible for a specific geographic area. They will continue to establish, reinforce, and expand relationships with stakeholder groups, conduct trainings, focus

on dental provider recruitment/enrollment/revalidation and offer support to dental and medical providers. They are a direct line of contact for providers and stakeholders in their geographic area.

All outreach representatives continue to be flexible and adaptable with the current environment as they reach out via all modalities of communication to ensure members and providers are up to date on the latest Med-Cal Dental Program information.

Access



DENTAL OFFICE TOOLKIT

Smile, California will continue to offer the *Smile, California* Partner Toolkit, a collection of materials to help providers bring the *Smile, California* brand into their offices and clinics for their staff and Medi-Cal members.

PROVIDER SELF-SERVICE WEBSITE

The provider website application (self-service web portal) is available on the Medi-Cal Dental website. The self-service web portal allows secure log-on and authentication, so providers can access claim status and history, payment history and secure web forms that allow providers to conveniently access information 24 hours a day, 7 days a week. A new feature allows providers to search their patient's Medi-Cal claim history through the portal. All content on the Medi-Cal Dental website, including, but not limited to, educational material, the provider continuing education (CE) seminar schedule, a dynamic provider directory, Provider Handbook, Provider Bulletin, missed appointment process and provider enrollment forms can be searched or downloaded.

PROVIDER ENROLLMENT OUTREACH

The outreach team conducts provider enrollment on-site visits and staffs a weekly provider enrollment assistance line, through which providers can speak directly with enrollment staff for application assistance or questions. Providers can request online, or one-on-one, enrollment application assistance at their location. Provider attendance at workshops/events and completed enrollments are reported monthly and quarterly to DHCS.

PROVIDER RECRUITMENT AND NETWORK ADEQUACY MONITORING

The outreach team contacts newly licensed providers, dental schools, the California Dental Association, California Dental Hygiene Association, local dental societies, specialty dental organizations and ethnic dental associations to promote Medi-Cal Dental and encourage participation. Provider outreach representatives also distribute provider recruitment materials to non-enrolled providers. The representatives conduct phone calls and on-site visits to non-enrolled providers to encourage participation and assist with enrollment. Provider outreach representatives are also available for virtual presentations.

Once a provider is enrolled, the outreach representatives make in-person visits to provide technical assistance, answer providers' questions and respond to their requests. The provider outreach team encourages enrolled providers to opt-in to the provider referral list, which increases member access and the number of

members receiving services. Member access to dental services is monitored statewide, in border communities, and in areas among sub-populations that exhibit or appear to be in danger of low or declining utilization.

MOBILE DENTAL CAPABILITIES

The outreach team continues to work with local and county agencies to assist with mobile dental services (e.g., mobile dental vans and portable dental units) in areas where members have difficulty accessing dental care. Efforts will, however, be expanded beyond specific counties to regions/areas in California where member utilization rates are deficient and access to dental care is insufficient. A mobile dental service grant has been developed to assist with expanded efforts to close the dental access gap.

ADDITIONAL PROVIDER OUTREACH INITIATIVES

As part of provider outreach, the following activities will continue:

- Focused outreach to address the needs of members with special health care needs.
- Identify potential areas where Medi-Cal Dental can be streamlined to reduce the administrative burden on providers without compromising program integrity.

Measurement and Reports



The following incremental goals are measured as indicators that things are moving in the right direction on the larger impact measures, including more members having annual dental visits, preventive services and dental sealants. For provider participation metrics, the goal is to increase the number of actively participating Medi-Cal dental providers who have provided at least one service in the calendar year and increase the number of service offices accepting new members and referrals.

The completion of outreach communications and customer service/experience are assessed on an annual basis, by calendar year. Recommendations are proposed accordingly as part of the annual Outreach Plan submission to DHCS. 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).
- SmileCalifornia.org analytics, such as site visits, time spent on page, the percentage of visitors to the website who navigate away from the site after viewing only one page (known as bounce rate), etc.
- Number of events in which the campaign had representation or messages were shared through partner organizations.
- Partners accessing *Smile, California* content for their social media platforms.
- Provider participation survey (reported annually).

Outcomes and evidence are tracked to learn if and how the audience is reacting to messages and materials from our communications. The ways in which this information is collected and analyzed include, but are not limited to:

- Increase in utilization of services (baseline report).
- Target audience response to calls to action, such as visiting SmileCalifornia.org and using the Find A Dentist feature (provided monthly, quarterly and annually).
- Social media engagement, such as increases in likes and followers.

Delta Dental will provide DHCS with monthly, quarterly, and annual reports on performance and program utilization measures including, but not limited to, the annual increases in services and visits required in the contract. At DHCS' request, Delta Dental will provide ad hoc reports using available systems and tools (e.g., databases, data warehouses and decision support systems). Available reports include:

- Monthly analytics related to mass email communications.
- Number of billing and rendering general dental and dental specialty providers actively enrolled in the Medi-Cal Dental Provider Master File, including a breakdown by county and specialty and baseline numbers as of the start of the Contract.
- Number of billing and rendering providers with at least one claim submitted in the previous 12-month period, including a breakdown by county and specialty and baseline numbers as of the Contract.
- Number of potential providers (i.e., those in clinical practice but not currently Medi-Cal Dental enrolled dental providers) contacted by geographical location, dentist names, provider identification (ID) numbers and type of practice (general dentistry and/or specific specialty), (provided monthly, quarterly and annually).
- Whether the dental provider is or is not accepting new Medi-Cal dental members by age groups accepted, and any limitations imposed (e.g., age, number, special health care needs; provided monthly, quarterly and annually).
- Contact and report on dental professional schools, universities, federally funded dental clinics, school-based health centers, and dental professional organizations invited to become Medi-Cal dental providers and their response (provided monthly, quarterly and annually).
- Providers contacted through outreach efforts and their response (provided monthly, quarterly and annually).
- Providers using mobile and/or portable dental equipment (provided monthly, quarterly and annually).
- New providers enrolled and if they were assisted on-site and/or by the Enrollment Assistance Line.
- Program utilization by county and age group, including data from federally-funded clinics.

APPENDIX A — MEMBER OUTREACH OBJECTIVES

1) Annual Dental Visit - All Ages

All Ages	Baseline 2017 Count
Members w/Annual Visit	4,204,539
90 Day Continuous Eligibles	11,808,345
Ratio of Utilization	35.6%
Contract Requirements	3.3%

Contract Requirement:

Increase the Annual Dental Visit for California’s Medicaid population enrolled in Medicaid for at least ninety (90) continuous days by ten (10) percentage points over three years. The Contractor shall increase the measure in the State by three point three (3.3) percentage points in the first Contract year and by three point three (3.3) percentage points in each of the first two Contract extension years.

*** Exhibit A Attachment II, Scope of Work — Operations, C. Beneficiary Outreach Plan, a. Utilization — Page 44 of 251*

2) Preventive Dental Services - Children Age 1-20

Children Age 1-20	Baseline 2017 Count
Members w/Preventive Services	2,396,154
90 Day Continuous Eligibles	5,034,960
Ratio of Utilization	47.6%
Contract Requirements	3.3%

Contract Requirement:

Increase preventive dental services for children ages one through twenty (20) enrolled in Medicaid for at least ninety (90) continuous days by ten (10) percentage points over three years. The Contractor shall increase the measure by three point three (3.3) percentage points in the first Contract year and by three point three (3.3) percentage points in each of the first two Contract extension years.

*** Exhibit A Attachment II, Scope of Work — Operations, C. Beneficiary Outreach Plan, a. Utilization — Page 44 of 251*

3) Sealants on Permanent Molars - Children Age 6-9

Children Age 6-9	Baseline 2017 Count
Members w/Sealants on Molars	324,308
90 Day Continuous Eligibles	2,400,122
Ratio of Utilization	12.8%
Contract Requirements	3.3%

Contract Requirement:

Increase preventive dental services for children ages one through twenty (20) enrolled in Medicaid for at least ninety (90) continuous days by ten (10) percentage points over three years. The Contractor shall increase the measure by three point three (3.3) percentage points in the first Contract year and by three point three (3.3) percentage points in each of the first two Contract extension years.

*** Exhibit A Attachment II, Scope of Work — Operations, C. Beneficiary Outreach Plan, a. Utilization — Page 44 of 251*

APPENDIX B — PROVIDER OUTREACH OBJECTIVES

1) Dentists with One or More Services in Year (includes Active and Inactive Rendering Providers)

Baseline 2017 Count	7,693
Requirements	2.5%

Contract Requirement:

(a) Increase the number of actively participating Medi-Cal dentists who have provided at least one service in the calendar year by ten (10) percentage points over four years.

- The Contractor must increase the measure by two point five (2.5) percentage points in the first Contract year and by two point five (2.5) percentage in each of the first three Contract extension years.

*** Contract 16-93287, Exhibit A Attachment II, Scope of Work — Operations, D.5 Provider Outreach Plan, a-e The Contract Shall — Page 52 of 251*

2) Service Offices Accepting New Patients and Referrals (includes Active Service Offices only with either D0150 or D0145 paid claim code)

Baseline 2017 Count	4,719
Requirements	2.5%

Contract Requirement:

(b) Increase the number of service offices accepting new patients and referrals by ten (10) percentage points over four years.

- The Contractor must increase the measure by two point five (2.5) percentage points in the first Contract year and by two point five (2.5) percentage in each of the first three Contract extension years.

*** Contract 16-93287, Exhibit A Attachment II, Scope of Work — Operations, D.5 Provider Outreach Plan, a-e The Contract Shall — Page 52 of 251*