



2024 Medi-Cal Dental Member and Provider Outreach Plan

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

JANUARY 1 – DECEMBER 31, 2024



Medi-Cal Dental



MEDI-CAL HAS DENTAL COVERED

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Goals and Objectives

The **2024 Medi-Cal Dental Member and Provider Outreach Plan** for the period of January 1 through December 31, 2024, is designed by Gainwell Technologies, the Dental Business Operations (DBO) contractor in partnership with the Department of Health Care Services (DHCS) to help improve the health of Medi-Cal members in the Fee-For-Service (FFS) delivery system by increasing their utilization of the Medi-Cal dental benefit. This includes motivating members to use their benefits by educating them about their covered services, guiding them on accessing care, and emphasizing to members the crucial connection between oral health and overall well-being. In collaboration with the DHCS, the DBO contractor will implement member and provider outreach efforts under the *Smile, California* campaign to improve the overall performance of Medi-Cal Dental.



THE *SMILE, CALIFORNIA* CAMPAIGN HAS BEEN INSTRUMENTAL IN ADVANCING OUR STATE'S EFFORTS TOWARD BETTER DENTAL HEALTH. THIS INNOVATIVE CAMPAIGN HAS RAISED AWARENESS AMONG CALIFORNIANS BY EMPHASIZING THE CRUCIAL LINK BETWEEN ORAL AND OVERALL WELL-BEING. ITS STRATEGIC FOCUS ON COMMUNITY-CENTERED APPROACHES AND THE CREATION OF MULTICULTURAL MATERIALS ENSURES THAT IT REACHES AND BENEFITS OUR DIVERSE POPULATION.

*Dr. Jayanth Kumar, DDS, MPH,
California's Dental Director*

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, educating them on avoiding inappropriate care or fraudulent providers, and helping them resolve problems related to dental care.

Increasing and Maintaining Medi-Cal Dental Provider Participation:

Increase the number of Medi-Cal dental providers who accept new Medi-Cal dental members, while finding innovative ways to support and retain currently enrolled providers.

Enhancing Access in Underserved Communities:

Focus on improving access to care in all underserved communities.

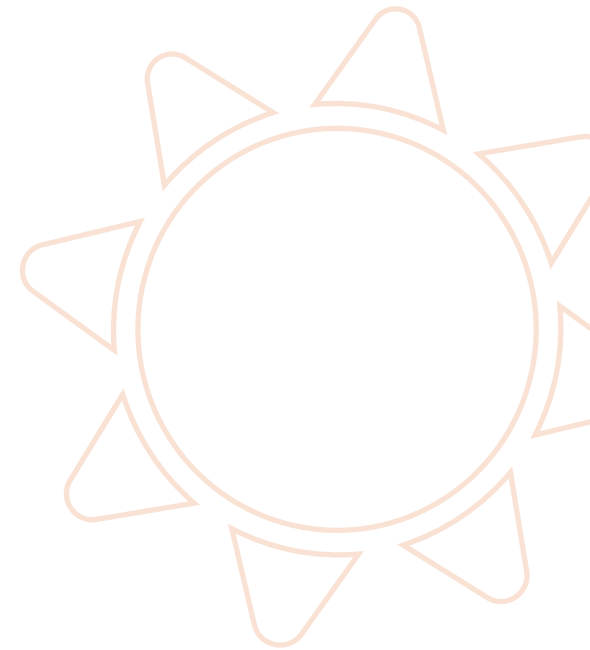
Boosting Annual Dental Visits:

Increase the number of annual dental visits by Medi-Cal members of all ages.



The outreach goals outlined in this plan build upon the initiatives launched in the inaugural contract year, marked by the introduction of the *Smile, California* campaign. *Smile, California* serves as a promotional campaign to educate Medi-Cal members about their available dental benefits, with the primary goal of encouraging them to schedule dental appointments. Since its inception in 2018, the campaign has developed a diverse array of culturally and linguistically relevant downloadable resources. These resources include flyers, brochures, posters, fotonovelas, infographics, social media assets, presentations, and videos. These resources are readily accessible on two fully ADA-compliant campaign websites: **SmileCalifornia.org** and **SonrieCalifornia.org**. Additionally, the websites feature landing pages available in 17 different threshold languages, offering essential information tailored to Medi-Cal members and resources available in their respective languages. *Smile, California* also maintains an active presence on three social media platforms: Instagram, Facebook, and YouTube. The dissemination of these

resources is conducted statewide through strategic partnerships with various entities, including state agencies, Local Oral Health Programs (LOHPs), the California Oral Health Technical Assistance Center (COHTAC), and community-based organizations (CBOs). Ongoing outreach endeavors will center on the development of customized resources and the cultivation of new and existing partnerships at both the local and statewide levels.



The outreach objectives will be measured by the following:

Member Outreach Objectives (see Appendix A for baseline):

- 1 Increase Statewide utilization of FFS services 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 (3) percent.
- 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.

NOTE: Member outreach shall exclude members in Senior Care Action Network (SCAN) and Program for All-Inclusive Care for the Elderly (PACE) health plans.



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 produce measurable results in behavior change, the campaign proactively targets members in various settings such as home, school, work, and places of worship. This targeting is based on factors like age, race, utilization patterns, life stages, and developmental needs:



Member Life Stage

Different messaging is crafted for distinct age groups and life stages. Emphasis is placed on targeting parents or guardians of children ages 0-20 and pregnant individuals to promote Medi-Cal dental preventive services. Messaging for adults and seniors is tailored to encourage the utilization of dental benefits and increase awareness of the connection between oral and overall health.

Utilizers, Lapsed Utilizers and Non-Utilizers

The campaign categorizes members into three distinct utilization groups:

- **Utilizers:** Members in this group have actively used their dental benefits within the last year. They represent individuals who have engaged with their benefits recently.
- **Lapsed Utilizers:** This group comprises members who have not utilized their dental benefits within the last year. These are individuals with a lapse in their benefit utilization.
- **Non-utilizers:** Non-utilizers are members who have never used their dental benefits. This group includes individuals who, despite being eligible, have not accessed their dental benefits to date.

Education tailored to these groups addresses specific barriers (identified through first-party qualitative research conducted in 2017 and 2019), such as lack of a dental home, unawareness of benefit coverage, and the importance of understanding the oral-health overall-health connection. Communication channels, including statewide and local-level engagements with partners, community outreach, paid social media, and news media, are employed to effectively reach and engage members across these utilization groups.

The DBO contractor monitors utilization data through monthly, quarterly and annual reports to focus on outreach in counties where there is low utilization. Outreach collaborates with LOHPs, partners and stakeholders. Outreach efforts focus on reducing barriers through community outreach and educating members on benefits and resources.

Underserved and Non-Underserved Communities

The outreach program maintains a targeted approach to educate members and partners statewide in both underserved and non-underserved communities. Organizations help underserved communities by disseminating information directly to members. Cultural and language insights are considered when communicating with diverse campaign target audiences. Efforts focus on reducing barriers through community outreach, member education, resource provision, and support for innovative care delivery models such as mobile dental services and teledentistry. Opportunities to drive utilization are identified in communities with adequate and inadequate provider networks.

- **Adequate Provider Network Communities (Non-Underserved Communities):** These are areas with large member populations and sufficient providers (at least 1 provider for every 2,000 members). Community outreach and education, bolstered by strategic partnerships, aim to align member needs with available resources in low-utilization counties.
- **Inadequate Provider Network Communities (Underserved Communities):** These are areas lacking sufficient providers (1 provider for over 2,000 members) for the member population. The campaign has partnered with Smile Dental Services to offer mobile dental services in targeted counties. This initiative sets the stage for future mobile dentistry partnerships. Refer to the “Mobile Dental Van Capabilities” section for more detailed information about the mobile dental vans. Community outreach and education, bolstered by strategic partnerships, aim to align member needs with available resources.



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 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 mobile dental services and school-based programs throughout California that are not currently 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.

"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 attending events, speaking engagements, and hosting online presentations.



Outreach initiatives cover all regions of the state, with a targeted approach for areas where:

- The number of enrolled dental providers and/or facilities providing dental services to Medi-Cal members is low¹ 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 low¹ compared to the Medi-Cal population or sub-population in the area.
- The number of billing and rendering providers is low¹ 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

To determine how to evolve and expand *Smile, California* campaign messaging for both member and provider target audiences, the DBO contractor analyzes market research and collaborates closely with partners and Community Health Workers who directly engage with the Medi-Cal member audience.

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.



Member Key Messages:

Benefits and Dental Health

- Medi-Cal has dental covered.
- Medi-Cal members are eligible for free dental services.
- Regular dental visits are as important to good health as daily brushing and flossing.
- Don't wait until it hurts to see the dentist.
- Annual dental visits are free with Medi-Cal.
- Keeping your teeth healthy is one of the best things you can do for your overall health. Dental services are covered during pregnancy.
- *Smile, California* is a campaign to make Medi-Cal members aware of their dental benefits.
- Visit SmileCalifornia.org to learn about covered services and find a Medi-Cal dentist.
- Transportation to your dentist should not be an issue, Medi-Cal covers transportation for dental visits.
- Language interpretation and American Sign Language translation services are available to Medi-Cal members at no cost.

Children

- Medi-Cal provides routine, preventive, and restorative dental services for free to children.
- Regular dental check-ups help your child establish a lifetime of healthy oral care habits.
- Children should visit the dentist every six months or more often if needed (based on Caries Risk Assessment risk level).
- A child's first dental visit should take place when their first tooth appears and no later than their first birthday.
- Protect your children's teeth against cavities with molar sealants; sealants are a part of your child's Medi-Cal benefit.

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.
- Seniors 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

- It is safe and recommended to see your dentist for a cleaning and exam before your baby is born.
- Your gums and teeth need special attention during pregnancy.
- Medi-Cal covers dental services for pregnant members throughout their pregnancy and 12 months postpartum.

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 or has special needs, oral health can become a lower priority. Good daily oral hygiene and regular dental visits can help your loved one avoid tooth pain and tooth loss and improve their overall health.



Provider Key Messages:

About *Smile, California*:

- *Smile, California* is a campaign to help Medi-Cal members use their dental benefit, learn about covered services, and find a dental home.
- 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 Become Informed Patients

- Your support of *Smile, California* will increase the number of members and provide 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 healthcare programs, which serves over 15 million Californians — forming the backbone of California's healthcare safety net.
- Medi-Cal patients 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.
- 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 program benefits, policies and procedures, and billing guidelines, as well as to provide one-on-one training as needed.

- The provider website application (self-service web portal) allows secure login for providers and their staff to access claim status, Treatment Authorization Request (TAR) status, weekly check amounts and more. Providers can also access member history through the portal and provide feedback via a newly created feature.
- Our incentives include student loan repayment programs and practice grants. Additionally, we offer support through the no-cost Treating Young Kids Everyday (TYKE) training certificate and complimentary CEUs (18 CEUs for in-person sessions and 9 CEUs for Seminars On-Demand).
- Resources are readily available for you and your office staff, including Electronic Data Interchange (EDI), Provider Training Seminars, Webinars, and On-Demand Seminar Training, Telephone Support Center regional outreach and training representatives.

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 and those influencing their health decisions.

The campaign is structured around three foundational pillars: **(1)** Awareness and Education, **(2)** Local Activation, and **(3)** Access.

This framework guides activities focused on enhancing program awareness, educating members, involving community partners, and expanding access to Medi-Cal Dental providers.

The framework and supporting 2024 tactics are outlined below and described on the following pages.

1

Awareness and Education

Smile, California reaches members with messages that resonate by implementing outreach tactics that target them at various touchpoints in their daily lives. By creating culturally and linguistically appropriate messaging and resources, the campaign educates members about their available dental benefits and the importance of regular utilization. Educational efforts address barriers such as the lack of a dental home, member unawareness of benefit coverage, and the connection between oral and overall health. The campaign utilizes diverse communication channels, including partner engagements, community outreach, paid social media, and news media, to reach Medi-Cal members throughout California.

2

Local Activation

Recognizing the influential role of community partners, *Smile, California* engages them in distributing and promoting campaign messaging and resources. Partners receive materials tailored to motivational factors, such as overall health and preventive care, encouraging members to seek dental services. Collaborating closely with key partners, including the California Department of Public Health, Office of Oral Health, participating LOHPs, and the California Department of Education with its school districts, ensures the relevance and appropriateness of the campaign's messaging. These partnerships leverage established trust with the member audience, facilitating direct outreach.

3

Access

Smile, California aims to increase the number of Medi-Cal Dental providers in California and ensure members have access to care in their community.

Campaign tactics involve retaining existing providers, recruiting and enrolling new ones, re-engaging inactive providers, motivating inactive providers to treat more members, and encouraging providers to support member outreach efforts and promote *Smile, California*.

The Provider Outreach department is developing strategic alliances with stakeholders to increase member's access to care.



Cultural and Linguistic Competency

Given the diversity within the Medi-Cal population, it is imperative that *Smile, California* messages and materials are culturally and linguistically competent. We engage with partners and stakeholders to help with content creation and adaptation to ensure we are effective in our communication with Medi-Cal Dental's diverse population. In accordance with the DBO contract, the member websites are produced in English and Spanish with landing pages in 17 additional languages. Campaign materials are produced in English and Spanish with additional translations or adaptations for threshold languages.

There will be periodic updates to translations or adaptations for materials as they are evaluated to address language inequities. All campaign content adheres to the standards of the American Disabilities Act and is written at, or as close as possible to, a sixth-grade reading level, considering the necessary technical language. Additionally, the Medi-Cal Dental Provider Directory will be updated to reflect whether providers have completed the training.

Awareness and Education

Member Awareness and Education

Member Market Research

Smile, California was built on community research that helped us gain deeper insights into the various member segments. We learned about their attitudes, beliefs, behaviors, motivators and barriers, and their relationship to utilization of their dental benefit.

Qualitative research conducted in 2017 and 2019 provided valuable insights, allowing us to tailor our education and resources to our intended audience while addressing specific barriers to care.

This research has helped to inform strategies for the campaign, enabling us to remain a trusted, authentic, and empathetic ally to California's Medi-Cal members. Incorporating member perspectives ensures our initiatives remain relevant and effective in addressing their evolving needs.

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

The primary call to action across all campaign materials remains a visit to the *Smile, California* campaign websites (SmileCalifornia.org and SonrieCalifornia.org). These websites are tailored to the Medi-Cal member, prioritizing mobile-friendliness, easy navigation, and the delivery of important health and benefit information at an appropriate readability level. The websites provide information about covered services, oral health tips, and downloadable resources and assist members in locating Medi-Cal providers accepting new patients through the "Find A Dentist" tool. They also offer a range of resources designed for partners and providers to enhance engagement with members. As new *Smile, California* campaign materials are developed, they are promptly made available for download on the websites, serving members, partners, and providers.

Given the significant number of downloadable resources produced since the campaign's launch in 2018, the DBO contractor will continue to identify opportunities to enhance the user experience, including updates to the website design and features.



2,053,216
WEBSITE VISITS



224,255
MATERIALS
DOWNLOADS



1,147,685
FIND A DENTIST CLICKS

Combined data from SmileCalifornia.org and SonrieCalifornia.org from 10/01/2018 to 12/31/2023.

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:

- Exam
- X-rays
- Tooth cleaning
- Fluoride varnish
- Fillings
- Tooth removal
- Emergency services
- Root canals
- Crowns
- Partial and full dentures
- Denture relines
- Scaling and root planing

Some services are provided under the supervision of a licensed dental professional for members over the age of 21. Please consult about when specialty services are necessary.

It is safe and recommended to see your dentist for a cleaning and exam before your baby is born.

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 sugar 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
DHCS Medi-Cal Dental

	Website Visits	Downloads	Find a Dentist Clicks
2023	685,289	26,194	417,200
2022	556,567	107,569	262,728
2021	429,786	54,122	217,313
2020	226,405	21,212	127,138
2019	195,268	12,511	108,020

Medi-Cal Dental Website

The DBO contractor will continue to maintain the Medi-Cal Dental website (dental.dhcs.ca.gov), conforming to technical requirements and revising content when needed. On an ongoing basis, conceptual improvements are discussed on how to best utilize the Medi-Cal Dental website as a primary mechanism of communication for providers. A proposal for suggested enhancements is submitted to DHCS annually.

this we identify and address the barriers keeping members from utilizing their available dental benefit and then develop appropriate messaging and resources. Since the campaign launch, hundreds of resources have been developed to inform all segments of our audience in a way that addresses their primary areas of concern. Remaining nimble with our ability to adjust messaging is key to ensuring we keep members as informed as possible about their benefit, covered services and the importance of regular dental visits.

Continuous feedback from state and local partners regarding members' needs, combined with media and website analytics, has been and will continue to be the driving force behind content development. To streamline communication to different segments of our target audience, the campaign is structured around seven fundamental promotions. *Smile, California* is committed to expanding on these core promotions, enhancing existing content, and creating new material tailored to key populations and topics of interest to members.

Campaign Promotions

Smile, California is designed to educate members about the importance of good oral health throughout all stages of life, aiming to inspire regular dental visits as a fundamental aspect of their oral health routine. Our central focus is delivering relevant, informative, and motivational messaging to all member audiences, including those with limited English proficiency. To effectively do

Oral Health and School Readiness Fact Sheet

All children enrolled in Medi-Cal have dental coverage, but many parents and guardians may not realize their child has dental benefits or know how to access dental care.

A Child's Oral Health Affects Their Whole Body

Children with poor oral health may:

- Miss more school and receive lower grades than children who don't.
- Develop an infection or other serious health condition.
- Have trouble eating, speaking, and even sleeping due to pain.
- Have low self-esteem.

Dental Check-Ups are Important for School Readiness

- Establishing good dental care habits at home at a young age is important. However, it is critical to educate families that home care alone is not a substitute for a dental checkup.
- Healthy teeth not only help children eat, speak and sleep better, but also to perform better in school.
- According to a CDC study, children with tooth pain were more likely to miss school. Many of our members were likely to have a low grade point average when compared to children without tooth pain.

The Kindergarten Oral Health Assessment Requirement

- To make sure children are ready for school, California law requires that children have a dental assessment by **May 31** in either kindergarten or first grade, whichever is their first year in public school.

Medi-Cal Offers Comprehensive Preventive and Restorative Dental Benefits to Both Children and Adults

- Members under the age of 21 are covered for two dental check-ups and cleanings a year.
- Members 21 years of age or older are covered for one dental check-up and cleaning a year.

The good news is that tooth decay is preventable!

Connecting Members to a Medi-Cal Dentist

- Visit SmileCalifornia.org and click on the orange "Find A Dentist" button at the top of the page and for Medi-Cal dental providers in their area, or at accepting new patients.

Dental Program for every age
DHCS Medi-Cal Dental
smile CALIFORNIA

Don't forget to schedule your child's required dental assessment!

MAY 31

What is the Kindergarten Oral Health Assessment (KOHA)?

To make sure your child is ready for school, California law requires children to have a dental assessment by **May 31** in either kindergarten or first grade, whichever is their first year in public school.

Why is it important?

Poor oral health can affect a child's attendance, grades and overall performance in school. The KOHA helps ensure children are healthy and ready for a successful school year.

What is a Dental Home?

A dental home is a dental office where you and your child feel safe and comfortable going to.

STEPS TO COMPLETE THE KOHA:

- Look out for a registration form and information from your child's school. They will give you a letter about the KOHA requirement from that the dentist will complete during your child's assessment.
- Take your child to the dentist by **May 31**. You can visit SmileCalifornia.org/Find-A-Dentist to find a dental home for your family.
- Ask the dentist to fill out the KOHA form at your child's visit.
- Give your child's school the completed form. At this point, you're done with the requirement but not with your child's dental care! As a Medi-Cal member, your child is covered for two dental check-ups and cleanings a year.

Visit SmileCalifornia.org to find your child's dental home today.

smile CALIFORNIA

Molar Sealants Prevent Cavities

Unprotected tooth without sealant → Sealant is placed → Protected tooth with sealant

Food and bacteria can become stuck in teeth. Placing sealants is painless and takes only a few minutes. Tooth is protected from cavities.

Sealed teeth are protected teeth.
Medi-Cal Dental covers molar sealants for children and teens up to age 21.

Sealants reduce cavities by 80%.

Visit SmileCalifornia.org to find a Medi-Cal dentist.

Healthy smiles start with two!

Brush for **2** Minutes
Brush **2** Times A Day
Visit the Dentist **2** Times A Year

Medi-Cal Dental has you covered!

The Medi-Cal Dental Program provides free or low-cost check-ups every 6 months for members under the age of 21 and every 12 months for members over the age of 21.

Services covered may include:

SERVICES	BABES	KIDS	TEENS	PREGNANCY	ADULTS	SENIORS
Exam	✓	✓	✓	✓	✓	✓
Health screening	✓	✓	✓	✓	✓	✓
Fluoride varnish	✓	✓	✓	✓	✓	✓
Health insurance	✓	✓	✓	✓	✓	✓
Emergency services	✓	✓	✓	✓	✓	✓
Sealants	✓	✓	✓	✓	✓	✓
Minor restorations*	✓	✓	✓	✓	✓	✓
Root canals	✓	✓	✓	✓	✓	✓
Oral surgery (extractions)	✓	✓	✓	✓	✓	✓
Partial and full dentures	✓	✓	✓	✓	✓	✓
Complete dentures	✓	✓	✓	✓	✓	✓
Scaling and root planing	✓	✓	✓	✓	✓	✓
Oral cancer screening	✓	✓	✓	✓	✓	✓

*For members under the age of 21, services are covered every 6 months. For members over the age of 21, every 12 months.
**For members over the age of 21.
***Temporary minor repairs are covered for kids and teens up to age 21.
****For those who qualify.

Visit SmileCalifornia.org near you, or call the Service Center. If you are over 50, visit Medi-Cal.org/50+

Free and Low-Cost Dental Benefits for Adults 50+ in California

IMMIGRATION STATUS DOES NOT MATTER

As of May 1, 2022, adults ages 50 and older can receive full scope Medi-Cal services. This includes free and low-cost dental services. Immigration status does not matter. All other Medi-Cal eligibility rules still apply. This expansion covers people who were:

- Previously enrolled in restricted scope (Emergency) Medi-Cal
- Not previously enrolled in Medi-Cal because they had unsatisfactory immigration status (or were unable to verify citizenship) to qualify for full scope Medi-Cal

With full scope Medi-Cal, members may be covered for the following free or low-cost dental services:

- Exam
- X-rays
- Teeth cleaning
- Fluoride varnish
- Fillings
- Tooth removal
- Crowns
- Emergency services
- Sedation
- Root canals
- Partial and full dentures
- Denture relines
- Scaling and root planing

Find a Medi-Cal dentist and learn more. Visit SmileCalifornia.org or call the Telephone Service Center at 1 (800) 322-6384 to find a dentist near you and learn more about your dental benefits.

If you are currently not enrolled in Medi-Cal, visit CoveredCA.com for assistance applying. Enrolling in Medi-Cal will not affect your immigration status. Even if you have Medicare or Medicare Advantage, Medi-Cal can cover dental benefits not covered by Medicare.

For more information visit SmileCalifornia.org/OlderAdultExpansion

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 benefit includes 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 benefit and can protect their back teeth for several years.” Resources target parents of Medi-Cal children ages five 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 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 members.

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 recent 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.



SMILE, CALIFORNIA IS A VITAL PARTNER IN EDUCATING MEDI-CAL ENROLLED CALIFORNIANS ABOUT THEIR DENTAL BENEFITS AND IMPORTANCE OF ORAL HEALTH. THE EDUCATIONAL MATERIALS THEY DEVELOP ARE INFORMATIVE, ACCESSIBLE, AVAILABLE IN MULTIPLE LANGUAGES, AND VISUALLY ENGAGING. THEIR WEBSITE IS AN ESSENTIAL RESOURCE FOR BOTH MEDI-CAL MEMBERS AND THE COMMUNITY ORGANIZATIONS THAT SERVE THEM.

UCSF, California Oral Health Technical Assistance Center



Statewide Partnerships and Sponsorships

Smile, California seeks the support of trusted community organizations to effectively communicate accurate information about Medi-Cal members' dental plans, covered services, and available providers. Our approach involves purposeful engagement with Community-Based Organizations, local oral health programs, and stakeholders across the state. These partnerships not only contribute to a comprehensive understanding of various perspectives within communities but also position these trusted community partners as frontline brand ambassadors for *Smile, California*. We provide them with materials that promote the *Smile, California* brand, fostering confidence among members regarding their dental plans. Through our local activation efforts, we not only engage stakeholders, community partners and providers as our trusted messengers to reach our Medi-Cal member audience but to also reach media.

Additionally, we will continue to seek opportunities to establish and maintain new partnerships with key community partners and will also continue to maintain existing relationships with state and county agencies, departments and organizations that serve the Medi-Cal population.

In 2024, our commitment includes equipping partners with campaign materials designed to resonate with members and encouraging them to access Medi-Cal dental services. *Smile, California* will continue its collaboration with key partners on material development to ensure a consistent and effective outreach strategy.

Smile, California collaborates with a diverse range of partners, including but not limited to the California Oral Health Technical Assistance Center; state and local Women, Infant and Children offices; state and local Head Start agencies; state and local First 5 commissions; school districts; school-based health centers; LOHPs; and medical providers and other entities.

Acknowledging the trust and influence that CBOs hold within the Medi-Cal audience, *Smile, California* is committed to expanding the Organizational Brand Ambassador stipend program. This initiative involves identifying, training, and deploying health educators within ambassador organizations to convey campaign messages to members in their communities. The scopes of work encompass various activities, such as providing dental referrals using the "Find A Dentist" tool and the DHCS

Medi-Cal Provider Directory, disseminating information about Medi-Cal dental benefits through digital communications and social channels (e.g., e-newsletters, Instagram, Facebook, blogs, etc.), displaying Medi-Cal information in their facilities, and delivering Medi-Cal Dental presentations to members in their communities.

The *Smile, California* outreach team actively participates in both in-person and virtual events and conferences. Community events play a pivotal role in engaging with the Medi-Cal population and establishing connections with agencies serving counties throughout the state, both underserved and non-underserved.

Member Materials

In 2024, we will continue to support the campaign by leveraging the resources we have created. These materials include promotional brochures, fotonovelas, informational flyers, fact sheets, videos, infographics and activities for children. The DBO contractor will develop new messaging and resources to promote the new Medi-Cal Dental Member Digital Platform, Portal and coordinate a comprehensive, multi-faceted outreach strategy to ensure awareness, engagement and utilization among eligible members.

The DBO contractor will develop new messaging and resources to promote the Medi-Cal Dental Teledentistry Provider Directory. This will help members address non-traumatic dental concerns without visiting the emergency room.

Strategies to promote new tools and resources will include structured and effective communication channels to reach the target audience.

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MEDICAL HAS DENTAL COVERED

A Healthy Smile Never Gets Old!

The Medi-Cal program provides dental coverage for seniors.

Smile Care Plan

Use this plan to get set for your next dental visit.

Reasons to schedule an appointment with your nearest Medi-Cal dentist today!

- Because you can't Medi-Cal has dental covered. Dental coverage can be on or in-network for Medi-Cal members eligible for dental benefits.
- It's your baby's first birthday! Make an appointment for your child's first dental visit as soon as their first tooth comes in or by their first birthday, whichever comes first.
- Your child's permanent molars have arrived! Ask their dentist to apply molar sealants. It's quick, painless and can protect your child's back teeth for several years!
- As of January 1, 2026, the Department of Health Care Services restored adult dental benefits for members 21 and older with full-range dental coverage.

CHOOSE YOUR DENTAL HOME:

Dental Name: _____
 Office Address: _____
 Phone Number: _____

Dental Name: _____
 Office Address: _____
 Phone Number: _____

Dental Name: _____
 Office Address: _____
 Phone Number: _____

GET READY TO GO

- Find a Dentist - You can find a dentist at SmileCalifornia.org or by calling the Telephone Service Center at 1-800-332-4384.
- Confirm the Appointment - Dental offices appreciate when you can confirm your appointment with them. You can usually give them 24-hour notice.
- Bring Your Medi-Cal Card - Bring Your Medi-Cal Card/ Benefits Identification Card (BIC) with you to the appointment.
- Ask Questions - Bring a list of questions you may have for your dentist and do not be afraid to share your concerns.

Visit SmileCalifornia.org to learn more about services available.

Healthy Smiles, Bright Futures

Learn more about your covered services and find a dentist near you at SmileCalifornia.org

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MEDICAL HAS DENTAL COVERED

Healthy Smiles Start with Healthy Foods

Good oral health takes more than just brushing and flossing. Eating a balanced diet from all the food groups and eating sugary foods and drinks will help keep your teeth and gums healthy.

HEALTHY FOODS = BIG SMILES!

Eating well and practicing good oral care 1/2 hour every day is an important part of making your smile healthy - not just to help to visit the dentist for regular check-ups. Dental visits help you best defense against cavities and gum disease and can help keep you healthy overall.

Medi-Cal Dental provides free or low-cost check-ups every six months for members under the age of 21 and every 12 months for members age 21 and over.

Services may include:

- Cleanings and exams
- Sealants
- Scaling and root planing
- Root canal treatments
- Periodontics (gum disease)
- Composite and dental veneers
- Cleanings
- Fluoride treatments
- Filling and crowns
- Emergency services
- Tooth removal
- Denture repairs

Learn more about your covered services and find a dentist near you at SmileCalifornia.org

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MEDICAL HAS DENTAL COVERED

TOOTHY TIPS FOR PARENTS

Did you know that healthy baby teeth make way for healthy permanent teeth? Help your children save their smiles strong and healthy for a lifetime by building good oral health habits now.

- Brush twice a day:** As soon as your child's first tooth appears, help them brush twice a day, in the morning and at bedtime. You should continue brushing your child's teeth until you are sure they can brush on their own. Once your child can brush on their own, you should continue to supervise, reminding them to use good brushing techniques.
- Floss daily:** Help your child floss between their teeth as soon as they have two teeth that touch.
- See the dentist twice a year:** Children under the age of 21 should use the dentist for a cleaning and check-up every six months. If your child doesn't have a dentist, visit SmileCalifornia.org and click on the Find A Dentist button to find a dentist near you.
- Choose healthy foods and drinks:** A balanced diet is an important part of keeping your teeth and gums healthy. Help your child make healthier food choices. Be sure to limit sugary snacks and drinks, like juice and candy.

Remember, children learn by watching their parents. Be a good oral health role model by taking good care of your own teeth and gums!

Good Oral Health Through the Years

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 health and development. Kids can get cavities as early as age two, so visit the dentist as soon as possible.

Kids
Children start to lose their baby teeth as early as five years old. This is when their permanent teeth begin to grow in. Ask the dentist about sealants to help protect your child's back teeth from cavities. Sealants are clear, protective coatings that are quick and painless.

Teens
Continuing to eat sugary foods and drinks so teens can get through a higher risk for tooth decay. Teenagers who get regular dental check-ups maintain good oral health well into adulthood. Adults: A dental X-ray (bitewing) is a better or back-to-back to brush after meals can also help reduce the risk of cavities and keep teeth bright - a boost to any teen's self-esteem.

Pregnancy
Good oral health care helps prevent problems during pregnancy. As a Medi-Cal member, you are covered during pregnancy and 60 days post the birth of your baby. Regular brushing and flossing, eating a balanced diet and visiting your dentist regularly will help reduce dental problems that may accompany pregnancy.

College
Dental, California's Education Code Section 49422.2, requires that your child have an oral health assessment (dental check-up) by the 12th or 13th birthday or by the 12th or 13th birthday of first grade, whichever is later. Assessments that have happened within the 12 months before your child enters school also meet this requirement. The law specifies that the assessment must be done by a licensed dentist or other licensed or registered dental health professional.

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For more information about oral health, and to learn about Medi-Cal dental services, visit SmileCalifornia.org

Medi-Cal Covers Dental During Pregnancy

Because it is safe and important to see the dentist while pregnant!

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MEDICAL HAS DENTAL COVERED

Direct Contact Campaigns

Newly enrolled members 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
- Information on Care Coordination and Case Management
- 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

In 2024, campaign messages will be integrated into Medi-Cal mailers to families with children who have not had a dental visit or a recommended diagnostic and preventive service within the time frames recommended in the American Academy of Pediatric Dentistry's dental periodicity schedule. These mailings help members understand how to access materials and how to locate a participating Medi-Cal dental provider.

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/or the *Smile, California* website.

Smile, California will continue to introduce medical providers and their staff to new member-facing resources they can share with patients, as well as the digital physician's toolkit. The toolkit, which contains oral health education resources, will be updated in 2024 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 video and audio-only synchronous interaction.

On May 1, 2023, DHCS expanded its teledentistry policy to allow Medi-Cal Dental Fee-for-Service (FFS) and Dental Managed Care (DMC) providers the ability to establish new patient relationships through an asynchronous store and forward modality, consistent with Federally Qualified Health Center/Rural Health Clinic (FQHC/RHC) providers. This initiative involves ongoing efforts to encourage teledentistry with a focus on expanding the virtual dental home among providers, with specific objectives:

- As of June 2024, a new Teledentistry Directory is now available online to members who can now access these provider types.
- 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 Relations 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, the Student Loan Repayment Program, Proposition 56, and California Advancing and Innovating Medi-Cal (CalAIM), fee schedule, free transportation to dental appointments, the missed appointment process, provider resources, and additional program information. 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. Providers also have access to a range of *Smile, California* promotional materials to educate their members about Medi-Cal's dental benefits on SmileCalifornia.org and SonrieCalifornia.org. In 2024, a QR code will be 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” gift. Provider recognition efforts will continue in 2024.

California Advancing and Innovating Medi-Cal (CalAIM) Dental Initiatives

The California Advancing and Innovating Medi-Cal (CalAIM) dental initiative became effective January 1, 2022. The DBO contractor will continue promoting and educating providers about CalAIM. 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.

Local Activation

Local Partnerships

Smile, California places significant emphasis on local outreach engagement and collaborative community partnerships as essential elements of its communication strategy.

Smile, California partners with a variety of organizations positioned to help Medi-Cal members in their communities. Meeting members where they are via the support of trusted community organizations is one of the most effective ways to reach Medi-Cal members with information about their benefits, covered services, and available providers. *Smile, California* equips partners with materials that promote the *Smile, California* brand and leverages the trust members have in these community partners to further build confidence in Medi-Cal Dental.

Smile, California also 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.

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

- Engaging with local school districts to disseminate information about Medi-Cal Dental through channels like school newsletters.
- Providing ongoing support and collaboration with the state's participating Local Oral Health Programs (LOHPs).



In 2024, *Smile, California* will implement strategies focused on providing access assistance to rural regions. Additionally, a faith-based outreach effort will be launched to connect with members in their places of worship. This effort includes coordinating one-on-one meetings, providing materials, message points, and print-ready articles to enhance outreach effectiveness.

Community Health Workers Video Series: To support CHWs in their critical role in promoting oral health and wellness, in 2024 *Smile, California* will initiate the development of eight new educational videos aimed at informing CHW providers about key aspects of Medi-Cal Dental and oral health promotion. By equipping CHWs with this knowledge, DHCS aims to empower them to effectively promote oral health awareness, encourage utilization of dental services, and improve oral health outcomes for Medi-Cal members statewide. In 2025 *Smile, California* will unveil a comprehensive promotional strategy to disseminate these educational videos to CHWs across the state, further enhancing their reach and impact in communities.

Access

Regional Representatives

Member outreach representatives will continue to establish, reinforce, and expand collaborative partnerships, represent Medi-Cal Dental at virtual and in-person outreach events, and help members access services through the *Smile, California* campaign. The representatives will continue to serve as a direct line of contact for members, LOHPs and stakeholders in their geographic area.

Provider outreach representatives are based throughout the state, each responsible for a specific geographic area. They will continue to focus on provider recruitment and retention, offer continued support to dental and medical providers, and continue to establish, reinforce, and expand relationships with stakeholder groups and conduct trainings.

Dental Office Toolkit

We will continue to offer the *Smile, California* Provider 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. Outreach representatives send materials to providers and partners when requested, and those materials include printed brochures, flyers, fotonovelas, toothbrushes and toothpaste. All printed materials are available for download on the *Smile, California* website.

Provider Self-Service Website

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 patients' Medi-Cal claim history. Educational materials, including the provider continuing education (CE) seminar schedule for in-person, 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, Provider Bulletin, missed appointment process, and downloadable provider forms.

Since October 31, 2022, enrollment is mandatory through the PAVE system. Through the PAVE portal, providers can complete and submit applications, report changes to existing enrollments, and respond to requests for continued enrollments or revalidation. PAVE offers features such as secure login, document uploading, electronic signature, application progress tracking, intuitive guidance, social collaboration, training support, and more.

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 not only help members become familiar with Medi-Cal dental providers, but more importantly, they provide an opportunity for non-enrolled providers to learn about the many benefits and resources associated with being a Medi-Cal dental provider and become motivated to serve Medi-Cal members in their office.

Additional outreach will be provided to dental providers who need assistance in resubmitting enrollment application deficiencies. The outreach team will work with dental providers to remediate application deficiencies and submit required supporting documentation through PAVE.

Provider Recruitment and Network Adequacy Monitoring

The 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, outreach representatives 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. The Medi-Cal Dental Provider Directory will be updated to include a search feature for the provider's name to make finding a dentist more efficient.

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).

Mobile Dental Van Capabilities

The outreach team will continue to work with Medi-Cal dental providers to schedule mobile dental events in underserved counties and those counties interested in mobile services where members have difficulty accessing dental care. Some of these counties are now working directly with the mobile dental van provider to provide continuing care to members.

In 2025, efforts will be expanded to regions/ areas in California (including Central and Southern) to include working with a pediatric office in Southern California and LOHPs to provide services within the community via portable equipment.

Additional Provider Outreach Initiatives

Free and Charitable Dental Clinics

Our recruitment efforts will extend to free dental clinics that rely on donations to sustain their operations. We will actively reach out to these clinics, aiming to enlist them as providers and enroll their dentists as rendering providers. Additionally, we will offer educational opportunities to

inform them about the benefits of Prop 56, CalAIM, and grants, which can serve as crucial financial support to sustain dental services and increase their capacity.

By focusing on recruiting these free dental clinics and providing them with essential information about available reimbursement rates, our goal is to strengthen our network of providers and decrease the gap in access to care within the community. This initiative aligns with our commitment to improving access to affordable dental care for all.

New Provider Enrollment Day at Dental Schools

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, we are planning to host Provider Enrollment Day Events at all six dental schools in California. Additionally, we will extend our recruitment efforts to specialty residency programs in other states. These events serve a dual purpose: first, 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.

By organizing Provider Enrollment Day Events at dental schools and reaching out to specialty residency programs, our goal is not only to expand our provider network but also to educate new graduates with the knowledge and resources necessary for a fulfilling career as Medi-Cal dental providers. This initiative reflects our commitment to enhancing access to care.

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 without compromising program integrity.

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 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 program enhancements.

The DBO contractor 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.

The DBO contractor will continue to provide DHCS with 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. At DHCS' request, the DBO contractor will provide ad hoc reports using available systems and tools (e.g., internal databases, data warehouses, and decision support systems).



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 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 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	2024 Target Increase
Baseline 2023 Count	4,869,069	34.1%	37.1%

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	2024 Target Increase
Baseline 2023 Count	152,546	39.8%	41.8%

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	2024 Target Increase
Baseline 2023 Count	166,398	15.5%	16.5%

Statewide Use of Sealants Ages 10-14

	Member Utilization	Actual % Utilization	2024 Target Increase
Baseline 2023 Count	123,457	9.1%	10.1%

Statewide Use of Fluoride Varnish Ages 0-6

	Member Utilization	Actual % Utilization	2024 Target Increase
Baseline 2023 Count	390,639	29.9%	30.9%

Statewide Use of Fluoride Varnish Ages 6-9

	Member Utilization	Actual % Utilization	2024 Target Increase
Baseline 2023 Count	518,689	48.5%	49.5%

Statewide Use of Fluoride Varnish Ages 10-14

	Member Utilization	Actual % Utilization	2024 Target Increase
Baseline 2023 Count	585,054	42.8%	43.8%

APPENDIX B — Provider Outreach Objectives

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

	Provider	2024 Target Increase
Baseline 2023 Count	12,599	12,725

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

	Provider	2024 Target Increase
Baseline 2023 Count	6,296	6,359

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	2024 Target Increase
Baseline 2023 Count	781	789