

2020 Medi-Cal Dental Member and Provider Outreach Plan

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

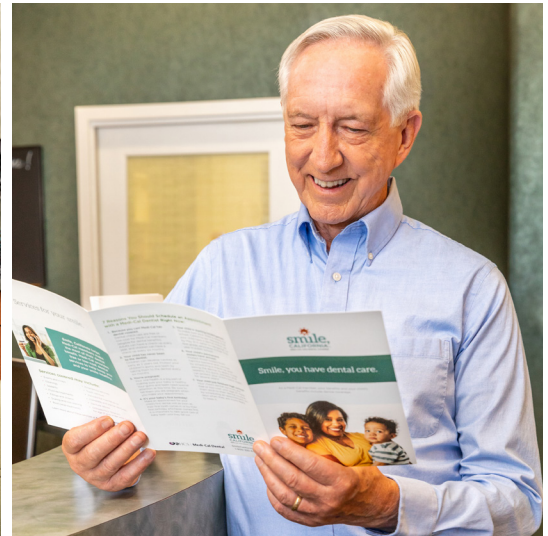


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Goals and Objectives



The 2020 Medi-Cal Dental Member and Provider Outreach Plan is designed to improve the healthcare experience and health of Medi-Cal Dental members while lowering healthcare costs. 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 Smile, California, and will be measured by the following objectives:

Member Outreach Objectives (See Appendix A for baseline):

- A. Increase the Annual Dental Visits for California's Medicaid population enrolled in Medicaid for at least ninety (90) continuous days by 3.3 percentage points.
- B. Increase preventive dental services for children ages one 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 through nine 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



As of January 10, 2020, Medi-Cal's population is 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+

To produce measurable results in behavior, we target members 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, parents and caregivers of children ages 0-20 are emphasized. The focus has been expanded to include adult Medi-Cal members and target efforts to reach the segments (as defined above) of this population.
- 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 within the last year. Non-utilizers are those who have never used the benefit or if enrolled less than a year, have not yet used the benefit. Market research conducted in 2017-2018 provided insight into the messages that resonate the most with each of these groups and those insights were used to develop Smile, California core campaign messages. Likewise, the market research we conducted in 2019 around the adult populations provided the information necessary to develop motivational messaging specific to these audiences.
- 3. Communities of Opportunity** – This outreach plan is designed to reach members in every corner of the state; however, our greatest opportunity to drive utilization is within communities with enough providers to meet an increase in demand. Our outreach program emphasizes efforts toward members in these communities.
- 4. Underserved Communities** – Outreach efforts will help reach members in underserved areas of the state where there is an insufficient number of providers for the member population (using the threshold of one provider for two thousand members). The focus in these communities is to reduce barriers where possible, support innovation in care delivery, provider recruitment and outreach, and service members through alternative care (e.g., teledentistry, mobile care).

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

Member key messages:

- Medi-Cal has dental covered.
- Medi-Cal members are eligible for free or low-cost dental services.
- Medi-Cal Dental provides routine, preventive and restorative services for free or low-cost to children.
- 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.
- 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.
- Keeping your teeth healthy is one of the best things you can do for your overall health.
- 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.
- Adults should visit the dentist every 12 months for good oral health.
- As of January 1, 2018, DHCS restored adult dental benefits for members ages 21 and older with 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.
- 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.

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 the provider outreach campaign:
 - Learn more about Medi-Cal Dental.
 - Learn about the Dental Transformation Initiative (DTI) incentive payments, Proposition 56 supplemental payments and adult dental benefits.
 - Your participation in Medi-Cal Dental will provide valuable services to members, who are ready to receive dental care.
 - Enrollment application process is simplified.
 - The provider website application allows secure login for you and your staff to access claim status, Treatment Authorization Request status, weekly check amounts and more.
 - 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, DTI or any other assistance needed by contacting the Telephone Service Center.

Overall Approach



FRAMEWORK

Smile, California is a comprehensive approach informed by research and using best practices in health communications. Campaign strategies and tactics are designed to directly reach members as well as those who inform and influence their health habits and health-related decision-making.

The framework for the campaign is — Awareness, Local Activation and Access. This framework helps organize and integrate activities aimed at increasing awareness, encouraging community level partners to play an active role in member education, and increasing access to Medi-Cal dental providers. The framework and supporting tactics are outlined below and described in detail on the following pages.

1. Awareness and Education

Smile, California is designed to increase member awareness about Medi-Cal Dental, educate members about their benefits and inform members how to use available services. This campaign uses various communication channels (e.g. community events, paid social media, news media) to broadly reach all Medi-Cal members across California.

2. Local Activation

Smile, California equips community-based organizations (CBOs) to promote campaign messages and distribute campaign materials to Medi-Cal members and their family members and influencers. Campaign materials provided to CBOs are designed to appeal to motivating factors (i.e., overall health, preventive care) to motivate members to seek dental services and improve their dental hygiene.



3. Access

The integrated campaign aims to increase the number of Medi-Cal dental providers in California and increase members' knowledge on how to find providers across California. Strategies are designed to enroll new providers, drive inactive providers to increase the number of members they treat, and overall, recruit providers to support the 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. We engage partners and cultural experts to help with content creation and adaptation. In accordance with the ASO contract, member materials are produced in English and Spanish language. 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 compliant and written at, or as near as possible (given necessary technical language) sixth-grade reading level.

CREATIVE BRIEFS

For each major component of the Smile, California campaign, a creative brief is submitted to ensure clarity and agreement before the development begins. The creative brief details goals and objectives, target audiences, strategies and tactics, 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.

Statewide Awareness and Education Campaign



MEMBER MARKET RESEARCH

Building on the research with parents of child members, Delta Dental and RSE conducted formative research among additional 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. The site is a go-to resource for all audiences and will continue to be the focal point of the campaign. 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.



231,947 VISITS

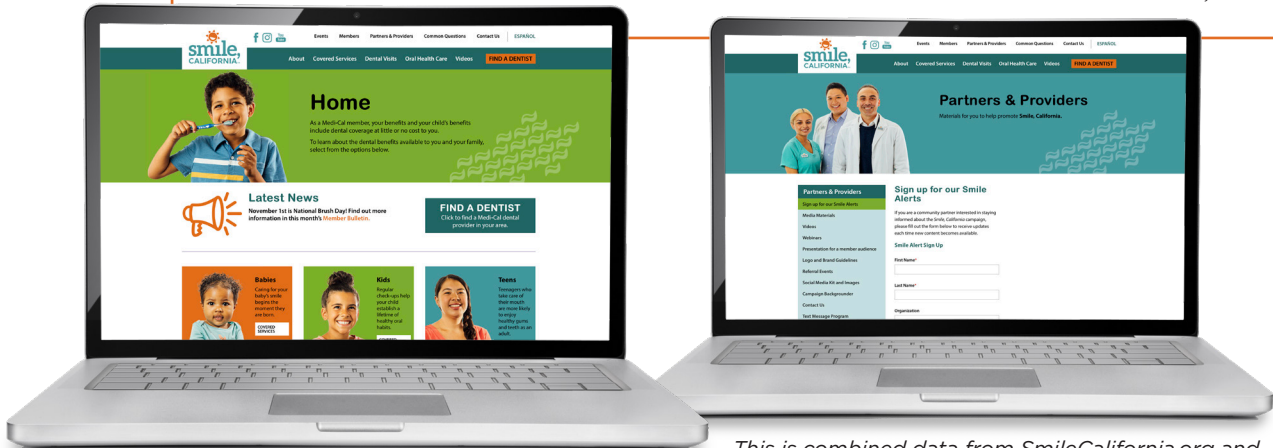


124,324 FIND A DENTIST CLICKS



15,505 DOWNLOADS

This data is current as of December 31, 2019.



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

MEDI-CAL DENTAL WEBSITE

Delta Dental will continue to maintain the Medi-Cal Dental website (denti-cal.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. All content on the Medi-Cal Dental website, including, but not limited to, educational material, provider continuing education (CE) seminar schedule, Provider Handbook, Provider Bulletin, missed appointment process and provider enrollment forms can be searched or downloaded.

CAMPAIGN PROMOTIONS

The Smile, California awareness campaign is built on four fundamental promotions. The first promotion focuses on the “Medi-Cal has Dental Covered” message to inform members of dental benefits and covered services. The second promotion targets parents of Medi-Cal’s youngest members with the “First Tooth, First Birthday, First Visit” message. The third promotion targets parents of school-age children with the “Seal Today to Prevent Decay” message on molar sealants. Lastly, the “It’s Time to Smile” message encourages dental visits among members who have not been to the dentist for their regular check-up.

In 2020, Smile, California will continue to further build on these fundamental four promotions year-round. Existing content will be augmented and new material tailored to key adult populations, including pregnant women, individuals with disabilities and seniors. Providing relevant, informative and motivational messaging for all member audiences, including the Limited English proficient population, will remain the focal point of all our efforts.



All messages will continue to be disseminated through SmileCalifornia.org, social media, paid media, and on-the-ground community efforts. When appropriate, media efforts will be coordinated with the DHCS Office of Communications to secure stories that inform and motivate members and providers.

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 offices; state and local Head Start agencies; state and local First 5 commissions; school-based dental programs; Local Oral Health Programs; medical providers and other entities. Delta Dental will participate in dental stakeholder meetings convened by DHCS.

CONTENT DEVELOPMENT

Partners and providers have been instrumental in helping share Smile, California messages with their audiences. Based on the capabilities, activities and needs of partners and providers, content development will include:

- Social media content such as suggested posts for different social platforms along with images and graphics that punctuate the message.
- Content for news media outlets, including print-ready content created by and/or featuring campaign spokespeople.

In 2019, Smile, California launched its own text messaging program designed to increase engagement with Medi-Cal Dental Program members. Members must opt-in to receive text messages through the program. Text messages are sent two to three times per month and include oral health tips and motivational messaging intended to inspire members to adopt healthy dental habits. In 2020, Smile, California will continue to grow the program database by encouraging partners to motivate members to opt-into the program.

MEMBER MATERIALS



Smile, California has member materials available for download on SmileCalifornia.org. These 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. In 2020, new content aimed at pregnant women, seniors and caregivers of individuals with disabilities will be produced and promoted through stakeholders. A monthly member bulletin is published and a monthly summary of member publications report is submitted to DHCS. Campaign messages will be integrated into existing Medi-Cal mailers.

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
- 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

A mailing will be developed to contact families with children who have not had a dental visit or a recommended diagnostic and preventive service within the timeframes recommended in DHCS’ dental periodicity schedule. In this mailing we will help members understand how to access materials and how to locate a participating pediatric dental provider.

PROVIDER MATERIALS

Communication and educational opportunities to dental providers are shared via available channels (e.g., SmileCalifornia.org, provider trainings, provider CE seminars with educational materials, provider bulletins, and the Provider Handbook). The topics include provider enrollment, missed appointment process, provider resources, and additional program information. A monthly provider bulletin is published and a monthly summary of provider publications report is submitted to DHCS. Provider education materials and information are distributed to enrolled and non-enrolled dental providers via the Medi-Cal Dental website and email.

EVIDENCED BASED STRATEGIES – CARIES RISK ASSESSMENT

- Delta Dental will continue to work with DHCS to promote the DTI Domain 2 expansion into the 29 counties to support the goal of 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 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.

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 their network primary care providers involved in the care or coordination of medical services to Medi-Cal members. The outreach team will also contact and provide training to primary care medical providers, including but not limited to pediatricians, family physicians, and obstetricians/gynecologists on the importance of oral health. This includes online training programs about oral health guidelines and supplemental training.

Local Activation Campaign



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 Event-in-a-Box, a toolkit 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.
- Ensuring Smile, California is present at a variety of events in the targeted



communities where members attend, such as resources fairs, community festivals and fairs, and expos. Utilizing learnings from the 2019 Brand Ambassador pilot program, Smile, California will provide stipends to support an expanded Brand Ambassador program.

TARGETED MARKETING MATERIALS

In late 2019, Smile, California began expanding its video series with the development of the “Medi-Cal Covers Dental During Pregnancy” video which highlights the importance of visiting the dentist while pregnant. This video will be completed in early 2020.

A third fotonovela called, “Set Your Clean Routine” featuring a storyline inclusive of older adults was completed in 2019. Additional targeted pieces for these audiences will be created in 2020, focusing on motivational messages for each.

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 to access services through the Smile, California campaign. The representatives will be a direct line of contact for members and stakeholders in their geographic area.

Provider outreach representatives are based in strategic locations around 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.



**4,493 PROVIDER & MEMBER
OUTREACH EVENTS ATTENDED**



**170,000 MATERIALS
DISTRIBUTED**

This data is current as of December 31, 2019.

Access Campaign



DENTAL OFFICE TOOLKIT

Due to the success of the Event-in-a-Box, we will continue to offer a toolkit 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 on the Medi-Cal Dental website. The provider 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. In addition, the website includes a Search Engine for ‘Find a Dentist’ as part of Medi-Cal Dental’s dynamic provider directory or referral. Analytic tools and provider and partner feedback are used to provide recommendations for enhancements to the website.

PROVIDER ENROLLMENT OUTREACH

The outreach team conducts provider enrollment on-site visits and a provider enrollment assistance line, where every week any provider can call in and speak directly with enrollment staff for application assistance or questions. Providers have the ability to request online, or one-on-one enrollment application assistance at their location.

Provider attendance at workshops/events and completed enrollments is reported monthly and quarterly.

PROVIDER RECRUITMENT AND NETWORK ADEQUACY MONITORING

For recruitment: newly licensed providers, dental schools, the California Dental Association, California Dental Hygiene Association, local dental societies, specialty dental organizations, and ethnic dental associations are contacted to promote Medi-Cal Dental and encourage participation. Provider outreach representatives distribute provider recruitment materials developed in 2019 to non-enrolled providers. The representatives conduct phone calls and onsite visits to non-enrolled providers to encourage participation and assist with enrollment. Once enrolled, the representatives make in-person visits to provide technical assistance to answer providers' questions and respond to their requests. The provider outreach team encourages enrolled providers to participate on the provider referral list, which will increase the 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) to areas where members are having difficulty accessing dental care. However, efforts will 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 is proposed to assist with expanded efforts to close the dental access gap.

ADDITIONAL PROVIDER OUTREACH INITIATIVES

As part of our provider outreach focus, we will also perform the following activities:

- Provide educational information to address treating patients with dental fear and anxiety.
- 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 the 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). Reports available 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

Children Age 0-20	Baseline 2016 Count
Members w/ Annual Visit	2,504,844
90 Day Continuous Eligibles	5,565,312
Ratio of Utilization	45.0%
Contract Requirements	

Adult Age 21+	Baseline 2016 Count
Members w/ Annual Visit	1,487,086
90 Day Continuous Eligibles	7,133,665
Ratio of Utilization	20.8%
Contract Requirements	

All Ages	Baseline 2016 Count
Members w/ Annual Visit	3,991,930
90 Day Continuous Eligibles	12,698,977
Ratio of Utilization	31.4%
Contract Requirements	

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 2016 Count
Members w/ Preventive Services	2,304,441
90 Day Continuous Eligibles	5,324,509
Ratio of Utilization	43.3%
Contract Requirements	

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 2016 Count
Members w/ Sealants on Molars	199,536
90 Day Continuous Eligibles	1,145,351
Ratio of Utilization	17.4%
Contract Requirements	

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 2016 Count	7,821
Requirements	

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 2016 Count	4,719
Requirements	

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*