



# Implementing Oral Health into Primary Care

Boise  
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## Overview



- Prevention
- The Need
- Primary Care
- Pieces of the Primary Care Oral Health Model
- Implementation

## Objectives

- By the end of this presentation you will be able to describe
  - The basic tenants of preventive care
  - The need for oral health care
  - The role of primary care in oral health
  - The steps for a conducive environment for change
  - Key aspects to implementing a new idea

## Prevention

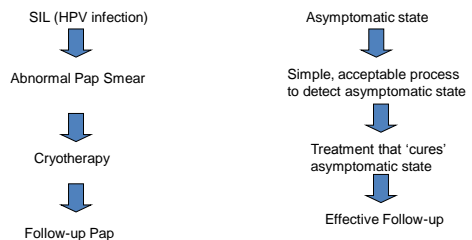
- “...those services provided to individuals to prevent the onset of a targeted condition.”
- Primary prevention measures include activities that help avoid a given health care problem.
- Successful primary prevention helps avoid the suffering, cost and burden associated with disease - typically considered the most cost-effective form of health care.

USPSTF

## Cervical Cancer

- Most common fatal gynecologic cancer in the world
- In the US fewer than 4000 women die – essentially all of those women were under screened or not screened at all
- What changed?

## Prevention



## The need



## Current Recommendations

- American Academy of Pediatrics
- American Academy of Pediatric Dentists
- Only 36 percent of 2 – 4 y/o have had a dental visit in the past year



How Can this be done?

## Disease Burden

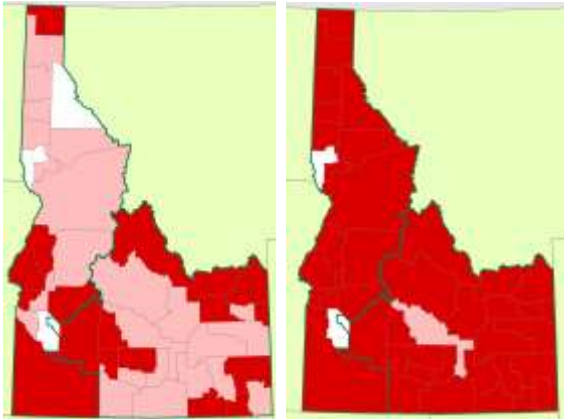
- Poor
- Underserved
- LSES
- Rural
- 80% of the disease in 25% of the population
- The most common unmet health need



## Why Primary Care?

- Dental Disease is Preventable
- Good evidence that primary care interventions can make a difference
- Shrinking Supply of Dentists – Growing Population
  - “Cannot Drill and Fill our way out of this Crisis”
- Children and LSES individuals with poor access have better medical access
  - >100 million without Dental, 50 million lack medical





### Why Primary Care

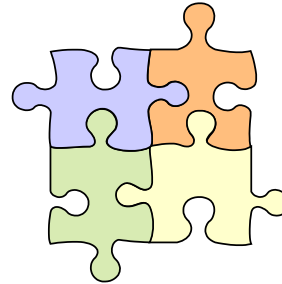
- 105,000 Family Physicians in U.S.
- Largest primary care specialty
- Care for:
  - 50% adults
  - 25% children
- Primary source of care in rural and underserved communities
- 40,000 Pediatricians

### Why Primary Care?

- The Mouth is Part of the Body
  - Pregnancy
  - Heart Disease
  - Diabetes
- Primary Care forms the base of all functioning health system in the world
- By age 2, children have usually seen a provider 8 times



### The Pieces



### The Pieces

- Education
- Train Clinicians
- Dental/Medical Interface
- Reimbursement



### ICOHP

Interdisciplinary Children's Oral Health Promotion

- University of Washington Dept Pediatric Dentistry and FM
- Pilot site - Yakima
- Why Yakima
  - Champion
  - Community Need
  - Medical-Dental Linkage
- Process
  - Focus Groups
  - Pre-Testing
  - Modules
  - Post-Testing



## It worked

- Residents rated modules highly
- Residents found material applicable to everyday practice
- Residents retained information over time



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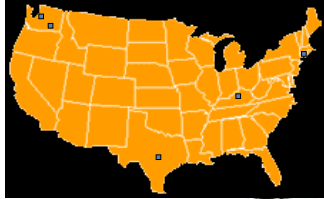
## UW FM Residency Network: Graduate Distribution



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## Spring 2004

- Society for Teachers of Family Medicine National Conference May 2004
- Four states presented independently
  - WA
  - CT
  - TX
  - KY



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## Curriculum Overview

8 annotated 50 minute modules- web and PowerPoint

1. The relationship of oral to systemic health
2. Child oral health
3. Adult oral health
4. Dental emergencies
5. Oral health in pregnancy
6. Fluoride varnish
7. The oral examination
8. Geriatric oral health

Interactive clinical cases

Test questions

Resources for further learning

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## Broad Impact

- 107,000 downloads since 2005
- Core curriculum in 30 medical schools
- Utilized in most FM residency programs
- State Standard or blueprint for Physician education in several states
- Core curriculum for National Interprofessional Initiative on Oral Health

## ENGAGING PRIMARY CARE PROVIDERS

- Policy Change
- Training
- Communications



Training at Sea Mar-Everson Clinic

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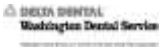
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## POLICY CHANGE

### Resolutions



### Reimbursement



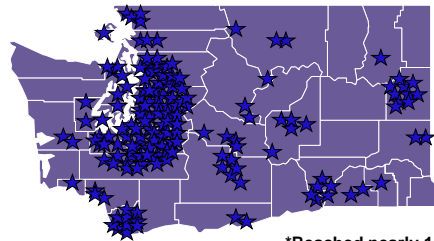
## Building Political Will to Expand Medicaid Reimbursement

- Public awareness campaign: radio, TV, print
  - Message: oral health matters & baby teeth are important
  - Partnered with medical associations & hospitals
- Folded into a broader effort to increase health care coverage for kids.
- Built support with key legislators & children's advocates

## Medicaid Reimbursement--2008

CDT/HCPCS Code	ICD-9-CM Diagnosis Code	Description	Maximum Allowable Fee	Limitations
D0120	V20.2	Periodic oral evaluation	\$29.46	One periodic oral evaluation is allowed every six months through age 5 per provider, per client
D1203	V20.2	Topical application of fluoride	\$13.66	Up to 3 times in a 12-month period through age 5, per provider, per client
D9999	V20.2	Family oral health education	\$27.58 Potential Total: \$70	Limited to one visit per day per family, per provider. Up to 2 visits in a 12-month period through age 5 per provider, per client.

## Washington Dental Service Foundation Primary Care Medical Provider Trainings 2003-2011\*



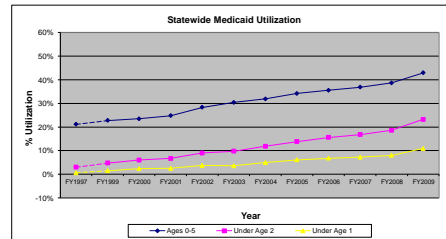
\*Reached nearly 1 in 3 practicing primary care MDs in Washington

© 2004-2011, Washington Dental Service Foundation, Restricts use to those who have been trained

## ABCD

### Access to Baby and Child Dentistry

- Goal
  - Increase access to Dentists trained to see young children
  - Preventive and Restorative care for children infancy to age 6
  - Payment and scheduling mechanism built into the project
- Present in almost every county
- Over 650 Dentists Trained
- Emphasis on seeing children on Medicaid
  - Medicaid utilization rate in ABCD Counties among children under 6: increased **19.5% → 42%** from 1997 to 2009
  - Increased utilization of Medicaid dental in ABCD counties among children under 2: from **1.4% in 1997 to 22%** in 2009



## Implementation



## Change Happens

- Why Should the Practice Change
  - Create a sense of urgency
- What will the future look like
  - Times are a changing
- Key Factors for success
  - Coalition
  - Time
  - Celebrate
- Tipping Point

## 5 Steps to Change

- Perceived Benefit
- Compatibility
  - Beliefs, values
- Simplicity
- Trialability
- Observability

– Berwick, *Disseminating Innovations in Health Care*, JAMA. 2003;289(15):1969-1975

## Stages of Change

- Innovators
  - Around 2%
- Early Adopters
  - 13%
- Early Majority
  - 33%
- Late Majority
  - 33%
- Traditionalists
  - 16%

## Tipping Point

- Tipping point is generally at about 15-20% adoption
  - Change becomes difficult to stop at this point
  - Tends to spread on its own

*The Tipping Point: How Little Things Can Make a Big Difference*  
by Malcolm Gladwell. Boston; Little, Brown. 2002.

## What works in Practice

- Who will deliver what service
- What is the timing of the services
- Nuts and Bolts
  - Brochures, Supplies, Reordering
- Documentation
- Billing

## What works in Practice con't

- Make Routine
- Have Supplies set out
- Brochures for patients combined with WCC forms (EHR smart sets)
- Create prompts for patients and staff
- After office is trained start immediately

## WDS Foundation Primary Care Providers – In-Depth Interviews

- 30 Interviews with trained Physicians & Office Managers, conducted spring 2011
- Nearly all surveyed offices deliver oral health services to pediatric patients
- Trainings critical, effective and engaging
- Hands-on training to demonstrate services builds confidence
- The services are easy to deliver!
- Oral health champion in the office is key for successful adoption
- Essential to make the services routine and consistent
- Motivation: good for the patient and reimbursement is available



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## You Can Cross the Finish Line



## Roadblocks or Throughways

- National and Local Politics
- Scope of Care
- Coding
- Financing
  - Numbers or Health
- Insurance/Health (Medical/Dental) Silos
- Lack of Expertise
- Lack of a Health System
- Administrative, Dental, Medical Champions



## Summary

- Change takes time, energy and resources
- There must be a problem with some urgency, a solution, and benefits
- '...to make the concept live *the drive* must come from within...'
- There are reproducible key factors for success
- There are predictable patterns of change
- The 'new model' does not look the same everywhere

## Questions



## Resources

- Smiles for Life

<http://www.smilesforlife2.org/>

- Washington Dental Service Foundation

<http://www.deltadentalwa.com/Guest/Public/AboutUs/WDS%20Foundation/Strategic%20Focus%20and%20Programs.aspx>

