



FLORIDA

**2020-2021 (SFY) ANNUAL FL MEDICAID
HEALTHY BEHAVIORS PROGRAM
EVALUATION**

HEALTHY BEHAVIORS PROGRAM OVERVIEW

LIBERTY Dental Plan's (LIBERTY) Healthy Behaviors Program (HBP) is designed to encourage enrollees to make healthy changes regarding their oral health by incentivizing healthy behaviors, such as completing an annual dental cleaning.

The Quality Management and Improvement (QMI) Committee maintains an on-going system to assess effective strategies, evaluate and monitor the provision of the HBP for enrollees. Through the Healthy Behaviors Program Annual Work Plan the QMI Committee establishes the program goals, activities, internal and external collaboration, and program activity timelines. Reports are submitted on quarterly basis and presented to the QMI Committee as part of the overall QMI Program to continuously and objectively assess dental patient care services and systems for all enrollees.

HEALTHY BEHAVIORS PROGRAM ANNUAL EVALUATION

LIBERTY's Annual HBP Program Evaluation for 2020-2021 SFY includes an assessment of:

- FL HBP Background
- Committee oversight
- FL HBP Overview
- Completion of HBP Work Plan activities; or other accomplishments and initiatives
- Process improvements identified for 2021-2022 SFY.

I. HEALTHY BEHAVIORS PROGRAM (HBP) BACKGROUND

LIBERTY became contracted with the State of Florida, Agency for Health Care Administration (AHCA), for the provision of dental benefits with a program rollout that began on December 1, 2018. As part of this program rollout, LIBERTY was required to have a Healthy Behaviors Program in place to encourage FL Medicaid enrollees to take proactive steps in the management of their own oral health. The HBP includes an annual evaluation to assess the performance and the overall impact of the program. The annual evaluation provides a complete assessment of the data and activities that occurred during the 2020-2021 state fiscal year.

II. HEALTHY BEHAVIORS PROGRAM (HBP) COMMITTEE OVERSIGHT

The QMI Department is responsible for the oversight and management of the Healthy Behaviors Program Description, Work Plan and Evaluation which are reviewed and approved by the QMI Committee. These documents provide a roadmap for the coming year of all HBP related activities. The Program Description outlines the overall goals and objectives and describes the major functional activities and the jurisdiction of the Program. The HBP Work Plan includes specific activities and interventions aligned with the plan's goals and objectives. QMI staff update the Work Plan throughout the year to reflect whether LIBERTY is on-track to complete each activity in line with stated benchmarks.

III. HEALTH BEHAVIORS PROGRAM (HBP) OVERVIEW

The Healthy Behaviors Program (HBP) includes four different plans all designed to encourage preventive dental treatment during early stages in life or during pregnancy. Each program requires active enrollee engagement and participation in one of the healthy behaviors plans to be eligible for a reward.

Healthy Babies (First tooth, First Birthday)

According to NCQA, "annual dental visits and oral care during infancy and continued throughout childhood and adolescence can significantly reduce the risks of developing oral disease." Studies establish the value of preventive dental services (such as regular dental cleanings and fluoride treatments) in diagnosing and treating any dental conditions that emerge and establishing patterns of lifelong dental utilization (Santos and Douglass, *Pediatric Dentistry*, 2008). This HBP is designed to encourage parents to take their infants to their first dental check-up as early as possible to help establish a pattern of early dental intervention and prevention of tooth decay as well as establish a good patient-doctor rapport to reduce anxiety of dental visits. To participate in this program an infant must be less than one years old and must have a dental exam completed to be eligible for a reward.

Healthy Kids (Child Preventive Outreach (ages 1- 20))

According to the American Academy of Pediatric Dentistry, tooth decay in children is five times more common than asthma, four times more common than early childhood obesity, and 20 times more common than diabetes. LIBERTY believes and the dental literature substantiates that tooth decay is 100% preventable and the best way to achieve a positive long-term increase in preventive services, among children ages 1-20 enrolled in the Dental Managed Care (DMC) plan, is to ensure enrollees are receiving adequate preventive care in their childhood years. This HBP was designed to encourage our youngest enrollees to have dental visits and cleanings twice a year to help lower the risk of cavities during the early years where caries risk is most prevalent.

Healthy Moms (Pregnant Woman Outreach)

Studies have proven that women are more susceptible to gingivitis during pregnancy due to changing hormones that aggravate the disease. It has been suggested that nearly 60 to 75% of pregnant women suffer from gingivitis and if gingivitis is not treated it can lead to periodontitis which has been associated with poor pregnancy outcomes, including preterm birth and low birth weight. (Corbella S, Taschieri S, Del Fabbro M, Francetti L, Weinstein R, Ferrazzi E. Adverse pregnancy outcomes and periodontitis: A systematic review and meta-analysis exploring potential association. *Quintessence Int.* 2016 Mar;47(3):193-204. doi: 10.3290/j.qi.a34980.) This HBP was designed to encourage our expecting mothers to have dental cleanings performed during pregnancy to help reduce the risk of gingivitis and further risk to the infant.

IV. WORK PLAN ACTIVITIES, ACCOMPLISHMENTS, AND INITIATIVES

Work Plan Activities:

Healthy Behaviors Program Initiatives	Assessment of Activities
<p>HBP Initiative: Healthy Moms Objective: To reduce/prevent periodontal disease to reduce pre-term, low weight birth by ensuring pregnant women are in continuum of care before, during, and after the pregnancy. Targeted Population: Pregnant enrollees Numerator: Eligible enrollees who met criteria and participated in the HBP Denominator: Eligible enrollees who met eligibility criteria</p>	<p>In the 2020-2021 SFY, this initiative had 0.13% of participation, with 0.12% meeting the criteria. Though participation was limited, LIBERTY continued to bring awareness and encourage pregnant enrollees to maintain good dental health through our Dental Health Tips text campaigns that was launched in June 2021.</p>
<p>Activity Name: Healthy Babies Objective: To ensure enrollees receive routine preventive, diagnostic and specialty dental care by their 1st birthday or their 1st tooth. Targeted Population: Enrollees age 0-12 months Numerator: Eligible enrollees who met criteria and participated in the HBP Denominator: Eligible enrollees who met eligibility criteria</p>	<p>In the 2020-2021 SFY, this initiative had a 0.009% participation, with 0.006% of participating enrollees meeting the criteria to receive a reward. As offices reopen with limited appointments, LIBERTY continued to do our part to remind enrollees to upkeep their dental health until they are able to schedule a visit with their dental offices for routine services.</p>
<p>Activity Name: Healthy Kids Objective: To increase the utilization rates of preventive services for children. Targeted Population: Enrollees ages 1-20 Numerator: Eligible enrollees who met criteria and participated in the HBP Denominator: Eligible enrollees who met eligibility criteria</p>	<p>In the 2020-2021 SFY, this initiative had an 0.06% participation, with 0.05% of the participating enrollee meeting the criteria to receive a reward. LIBERTY launched multiple text message campaigns to encourage enrollees to visit their dental offices and utilize their dental benefits (Aug 2020, Feb 2021, and June 2021). As offices reopen with limited appointments, LIBERTY continued to do our part to remind enrollees to upkeep their dental health until they are able to schedule a visit with their dental offices for routine services.</p>
<p>Activity Name: Healthy Habits Objective: To increase the utilization rates for enrollees within the first 180 days of enrollment. Targeted Population: All enrollees who newly enrolled into the plan Numerator: Eligible enrollees who met criteria and participated in the HBP Denominator: Eligible enrollees who met eligibility criteria</p>	<p>In the 2020-2021 SFY, this initiative had a 0.01% participation, with 0.01% of the participating enrollee meeting the criteria to receive a reward. LIBERTY launched multiple text message campaigns to encourage enrollees to visit their dental offices and utilize their dental benefits (Aug 2020, Feb 2021, and June 2021). As offices reopen with limited appointments, LIBERTY continued to do our part to remind enrollees to upkeep their dental health until they are able to schedule a visit with their dental offices for routine services.</p>

In the 2020-2021 SFY, LIBERTY continued to see very limited participation in the Healthy Behaviors Program. LIBERTY anticipates enrollee participation to begin to increase during Q2/Q3 of the 2021-2022 SFY and is taking steps to promote enrollee engagement. However, participation may be affected due to the resurgence in global pandemic, which limited the number of available appointments for enrollees to visit the dental office.

The global pandemic played a large role in sparking interest in tele-dentistry between providers and enrollees. Enrollees would have the ability to have a dental screening complete at their desired time and in the comfort of their home. As the global pandemic is seeing a resurgence, LIBERTY is exploring the idea to incorporate tele-dentistry as an eligible option in addition to visiting the dental office. We believe that expanding into tele-dentistry will further encourage enrollees to continue to improve and upkeep their dental health.

V. Accomplishment during the SFY 2020 - 2021:

- Revamped the HBP online webpage to be more user friendly and accessible.
- Updated the HBP online enrollment submission form for better reporting.
- Reviewed enrollee text scripts and call scripts to propose updates and incorporate Healthy Behaviors Program for more enrollee awareness.
- Implemented the Healthy Habits initiative to encourage enrollee participation within the first 180 days of enrollment.
- Updated text messages to include a direct link to the HBP web page for easier sign up and increased program awareness.

VI. Process Improvements Suggested for SFY 2021 - 2022:

The most significant barrier identified with the HBP is lack of enrollee awareness and ease of enrollment into the program. Several process improvements are planned to promote awareness of the program and improve the self-enrollment process. The following are planned improvements for the 2021-2022 SFY:

- Update the HBP annual work plan to further measure the rate of success for each individual program.
- Establish an ongoing schedule for member outreach to increase awareness of program availability.
- Improve reporting functionality for eligibility validation for the HBP.
- Developing targeted outreach materials for the various populations for each HBP to increase enrollee participation.
- Develop initiatives and outreach strategies to target members with disabilities.
- Allowing enrollees to be eligible for a healthy reward if a tele-dental visit is completed.