



**LIBERTY  
DENTAL PLAN®**

**FLORIDA**

**2021-2022 (SFY) ANNUAL FL MEDICAID  
HEALTHY BEHAVIORS PROGRAM  
EVALUATION**

## **HEALTHY BEHAVIORS PROGRAM OVERVIEW**

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

The Quality Management and Improvement (QMI) Committee maintains effective strategies to evaluate and monitor the Healthy Behaviors Program. Through the Healthy Behaviors Program Annual Work Plan, the QMI Committee establishes the program goals and activities. Reports are presented quarterly to the QMI Committee as part of the overall QMI Program to continuously and objectively assess dental care services and systems for all enrollees.

## **HEALTHY BEHAVIORS PROGRAM ANNUAL EVALUATION**

LIBERTY’s Annual HBP Program Evaluation for 2021-2022 SFY includes an assessment of:

- FL HBP Background
- Committee oversight
- FL HBP Overview
- Completion of HBP Work Plan activities
- Accomplishments and initiatives
- Process improvements identified for 2022-2023 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 2021-2022 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

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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

Healthy Behaviors Program Initiatives	Assessment of Initiatives
<p><b>HBP Initiative:</b> Healthy Moms</p> <p><b>Objective:</b> To reduce/prevent periodontal disease to reduce pre-term, low-weight birth by ensuring pregnant women receive care before, during, and after the pregnancy.</p> <p><b>Targeted Population:</b> Pregnant enrollees</p> <p><b>Numerator:</b> Eligible enrollees who met the criteria and participated in the HBP</p> <p><b>Denominator:</b> Eligible enrollees who met eligibility criteria</p>	<p>In the 2021-2022 SFY, this initiative had 0.008% of participation. 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 were launched in Aug 2021, Sept 2021, Oct 2021 and Dec 2021.</p>
<p><b>Activity Name:</b> Healthy Babies</p> <p><b>Objective:</b> To ensure enrollees receive routine preventive, diagnostic, and specialty dental care by their 1<sup>st</sup> birthday or their 1<sup>st</sup> tooth.</p> <p><b>Targeted Population:</b> Enrollees age 0-12 months</p> <p><b>Numerator:</b> Eligible enrollees who met the criteria and participated in the HBP</p> <p><b>Denominator:</b> Eligible enrollees who met eligibility criteria</p>	<p>In the 2021-2022 SFY, this initiative had a 0.008% 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 can schedule a visit with their dental offices for routine services.</p>
<p><b>Activity Name:</b> Healthy Kids</p> <p><b>Objective:</b> To increase the utilization rates of preventive services for children.</p> <p><b>Targeted Population:</b> Enrollees ages 1-20</p>	<p>In the 2021-2022 SFY, this initiative had a 0.09% 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 (July 2021, Sept 2021, October 2021, Nov 2021, Dec 2021, Feb 2022, and Mar 2022).</p>

Healthy Behaviors Program Initiatives	Assessment of Initiatives
<p><b>Numerator:</b> Eligible enrollees who met the criteria and participated in the HBP</p> <p><b>Denominator:</b> Eligible enrollees who met eligibility criteria</p>	
<p><b>Activity Name:</b> Healthy Habits</p> <p><b>Objective:</b> To increase the utilization rates for enrollees within the first 180 days of enrollment.</p> <p><b>Targeted Population:</b> All enrollees who newly enrolled in the plan</p> <p><b>Numerator:</b> Eligible enrollees who met the criteria and participated in the HBP</p> <p><b>Denominator:</b> Eligible enrollees who met eligibility criteria</p>	<p>In the 2021-2022 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 (July 2021, Sept 2021, October 2021, Nov 2021, Dec 2021, Feb 2022, and Mar 2022).</p>

**V. Accomplishment during the SFY 2021 - 2022:**

The most significant challenge LIBERTY faced during the 2020-2021 SFY was lack of program awareness and ease of enrollment into the program. The following process improvements were implemented throughout the 2021-2022 year to bring awareness to the program and make it easier for members to understand program criteria and sign up.

- Revamped the main FL Medicaid webpage for easier navigation to the Healthy Behaviors Program homepage
- Proposed and incorporated Healthy Behaviors Program in monthly social media posts for more enrollee awareness
- Developed and launched targeted text campaigns to increase participation into the program
- Involved our Community Outreach team to bring awareness of the Healthy Behavior Program

In Q4, LIBERTY’s Utilization text messages were updated to remind qualified members that they may receive a healthy reward by visiting their dentist. The Text messages were also enhanced to include a direct link to LIBERTY’s Healthy Behaviors webpage for easier enrollee sign-up. LIBERTY launched a targeted text campaign in November 2021 and as a result, LIBERTY saw 878% increase in new program

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membership from Q3 to Q4. Program membership and dental visit completion rates continued to trend upwards throughout Q1.

FL Medicaid Healthy Behaviors Program	Q1	Q2	Q3	Q4
Volume of Newly Enrolled Members	18	176	189	118
Completion Rate	72.2%	64%	46.5%	28.1%

### Healthy Behaviors in the Community

LIBERTY's Dental Wellness Team attended 658 events within the community throughout the 2021 – 2022 SFY. In addition to serving our members, the Dental Wellness team promoted the Healthy Behaviors Program through word of mouth and distributing HBP flyers.

Community Event Volumes	Q3 2021	Q4 2021	Q1 2022	Q2 2022
Community Health Fairs and Training	127	145	175	211
Donation Drop-offs	85	83	37	14
Dental Appointment Reminder Post-Cards to Dental offices	5,816	3,351	2,885	2,854
Fluoride Varnish Applications	-	251	585	1,052
Dental Screenings	-	288	718	1,274

### VI. Process Improvements Suggested for SFY 2022 - 2023:

We plan to continue to use text messages, community events, and have recently begun using social media to promote the program and improve the self-enrollment process. The following are planned improvements for the 2022-2023 SFY:

- Increase social media posts and include links that take members directly to the HBP website;
- Improve reporting functionality for eligibility validation for the HBP;
- Developing targeted outreach materials for the various populations for each HBP to increase enrollee participation;
- Launch text campaign targeting enrollees who participate in HBP and have not utilized benefits for more than 6 months;
- Develop initiatives and outreach strategies to target members with disabilities; and,
- Allowing enrollees to be eligible for a healthy reward if a tele-dental visit is completed.

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. LIBERTY is exploring incorporating tele-dentistry visits as an eligible incentive option in addition to visiting the dental office. We believe that expanding into tele-dentistry will further encourage enrollees to continue to upkeep their dental health.