



# LIBERTY DENTAL PLAN<sup>®</sup>

*Florida Healthy Behaviors Program  
SFY 2024-2025*



Liberty Dental Plan facilitates a Healthy Behaviors Program (HBP) to incentive enrollees to prioritize their oral health. Enrollees who join the program and complete a dental visit are eligible to receive a reward. Information about HBP is made available through our website, the enrollee welcome packet and welcome letter.

### HEALTHY BEHAVIORS PROGRAM EVALUATION

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 2024-2025 state fiscal year.

- I. Healthy Behaviors Program Committee Oversight
- II. Annual program assessment
- III. Community activities
- IV. Process improvements identified for 2025-2026 SFY

#### I. HEALTHY BEHAVIORS PROGRAM COMMITTEE OVERSIGHT

The Quality Management team is responsible for facilitating the Healthy Behaviors Program Description. Quality Management maintains all program materials, including a Program Description and Work Plan. The Program Description outlines the overall goals and objectives of the program while the Work Plan includes specific criteria, activities and interventions.

#### II. ANNUAL PROGRAM ASSESSMENT

The Healthy Behaviors Program is comprised of five different plans all designed to encourage preventive dental treatment. Each program requires the enrollee to join the program and complete a dental visit to be eligible for a reward.

Program	Program Participation
<b>Program:</b> Healthy Babies <b>Targeted Population:</b> Non-utilizing members up to the age of 1. <b>Objective:</b> To encourage our youngest members to establish a dental home, increase oral evaluations, and receive oral health instructions during their dental visit. <b>Targeted PM:</b> Annual Dental Visits (ADV) (D0100-D9999) Preventive Dental Service (D0999-D1999)	Throughout 2024-2025 SFY, we had 0 enrollees join Healthy Babies.

Program	Program Participation
<p><b>Program:</b> Healthy Kids</p> <p><b>Targeted Population:</b> All newly enrolled members ages 2-20.</p> <p><b>Objective:</b> To increase completion of an Initial Health Appointment (IHA) within 180 days of effective status with Liberty to establish individual care needs, provide appropriate referrals of available services, and improve utilization of dental benefits.</p> <p><b>Targeted PM:</b>            Annual Dental Visits (ADV) (D0100-D9999)            Preventive Dental Service (D0999-D1999)            Sealants (D1351)            Fluoride Varnish (D1206, and D1208)</p>	<p>Throughout 2024-2025 SFY, we had 46 enrollees join Healthy Kids.</p>
<p><b>Program:</b> Healthy Moms</p> <p><b>Targeted Population:</b> Non-utilizing pregnant members.</p> <p><b>Objective:</b> To increase benefit utilization for pregnant members to promote oral health and educate on effective oral hygiene practices.</p> <p><b>Targeted PM:</b>            Annual Dental Visits (ADV) (D0100-D9999)            Preventive Dental Service (D0999-D1999)</p>	<p>Throughout 2024-2025 SFY, we had 9 enrollees join Healthy Moms.</p>
<p><b>Program:</b> Healthy Habits</p> <p><b>Targeted Population:</b> Non-utilizing members ages 4-14.</p> <p><b>Objective:</b> To increase member education on the importance of establishing good oral habits through interactive educational programs.</p> <p><b>Targeted PM:</b>            Annual Dental Visits (ADV) (D0100-D9999)            Preventive Dental Service (D0999-D1999)</p>	<p>Throughout 2024-2025 SFY, we had 24 enrollees join Healthy Habits.</p>

On February 1, 2025, Liberty introduced a new model for the Healthy Behaviors Program, which includes Healthy Miles. The new program aims at increasing utilization for enrollees who reside in rural areas. The program requires participation in the program and completion of a dental visit to be eligible for a reward.

## 2024-2025 (SFY) ANNUAL FL MEDICAID HEALTHY BEHAVIORS PROGRAM EVALUATION

Program	Program Participation
<b>Program: Healthy Miles</b> <b>Targeted Population:</b> All members within qualifying zip codes/counties <b>Objective:</b> To increase utilization of preventive dental services in rural communities <b>Targeted PM:</b> Annual Dental Visits (ADV) (D0100-D9999) Preventive Dental Service (D0999-D1999)	Throughout Quarters 1 and 2, we had a total of 13 enrollees join Healthy Miles.

Healthy Behaviors Program Utilization	Q3 2024	Q4 2024	Q1 2025	Q2 2025	Total
Volume of Newly Enrolled Members	15	9	24	44	<b>92</b>
Completion Volume/Rate	6	3	4	5	<b>18</b>
Completion Rate	40%	33%	16%	11%	<b>19%</b>

- Within the 2024-2025 SFY, a total of 92 new enrollees joined the Healthy Behaviors Program and 18 enrollees completed a dental visit and received a reward, which is a 19% completion rate.
- The program with the highest volume of enrollees was Healthy Kids at 46 enrollees or 50%.
  - The Healthy Habits enrollees made up 24%, Healthy Miles enrollees made up 14%, and Healthy Moms 10%.

HBP Breakdown by Program Type	Percent
Healthy Kids	50%
Healthy Habits	24%
Healthy Miles	14%
Healthy Moms	10%
Healthy Babies	0%
<b>Total</b>	<b>100%</b>

## III. HEALTHY BEHAVIORS IN THE COMMUNITY

Liberty's Outreach Team attended 122 events within the community throughout the 2024-2025 SFY, including daycares, head start programs, food pantries, and schools, distributing goodie bags filled with toothbrushes, toothpaste, and dental flossers. The Outreach Team also partners with the Boys and Girls club, the Autism and Prenatal academies, various learning centers and preschools, and the Healthy Start Coalition.

The Outreach Team also completed 1,808 dental screenings and 1,339 fluoride varnish applications within the community. When the Outreach Team is not working in the field, they are conducting telephonic outreach to over 50,000 enrollees throughout the year to help enrollees schedule a dental visit and provide oral health education. A total of 24,476 enrollees were contacted, which is a 46% % success rate.

Community Event Volumes	Q3 2024	Q4 2024	Q1 2025	Q2 2025	Total
Community Health Fairs and Training	10	27	29	56	<b>122</b>
OHI Calls	18,716	11,733	10,751	11,175	<b>52,375</b>
Completed OHI Calls	7,542	5,660	5,667	5,607	<b>24,476</b>
Dental Screenings	256	393	586	573	<b>1,808</b>
Fluoride Varnish Applications	295	265	307	472	<b>1,339</b>

## IV. PROCESS IMPROVEMENTS 2025-2026

Liberty is developing an interactive text message campaign that will showcase educational materials for enrollees and also guide enrollees to our website for easy program sign up. Liberty will have the ability to track engagement with the educational materials so we may assess which content is the most helpful and widely viewed.