



# LIBERTY DENTAL PLAN<sup>®</sup>

*Florida Healthy Behaviors Program  
SFY 2023-2024*



## 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 2023-2024 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 2024-2025 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 incentivize 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 2023-2024 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 left untreated, 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

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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 2023-2024 SFY, this initiative had 0.0002% of participation, with 0.0002% of participating enrollees meeting the criteria to receive a reward.</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 2022-2023 SFY, this initiative had a 0.0002% participation, with 0.002% of participating enrollees meeting the criteria to receive a reward. (0 new members)</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 2023-2024 SFY, this initiative had 0% participation, with 0% of the participating enrollee meeting the criteria to receive a reward.</p>

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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 2023-2024 SFY, this initiative had 0.000076% participation and it includes the entire enrollee population, with 0.000076% of enrollees meeting the criteria to receive a reward.</p>

### V. Program Performance SFY 2023 - 2024:

The most significant challenge LIBERTY faced during the 2023-2024 SFY continued to be lack of program awareness and ease of enrollment into the program. The following process improvements were implemented throughout the year to bring awareness to the program and make it easier for members to understand program criteria and sign up.

- Continued to incorporate the Healthy Behaviors Program in monthly social media posts to increase enrollee awareness.
- Involved our Community Outreach team to bring awareness of the Healthy Behavior Program.
- Promotion of the Healthy Behaviors Program during our quarterly FL Enrollee Advisory Committee, including a web tutorial of how to sign up and access HBP information

Throughout SFY 2023-2024, the Healthy Behaviors Program welcomed 13 new members with an average completion rate of 77% for the year.

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FL Medicaid Healthy Behaviors Program	Q3 2023	Q4 2023	Q1 2024	Q2 2024	Total
Volume of Newly Enrolled Members	5	6	0	2	13
Completion Rate	2 (40%)	4 (67%)	3	1 (50%)	77%

### Healthy Behaviors in the Community

LIBERTY’s Dental Wellness Team attended 110 events within the community throughout the 2023 – 2024 SFY, including daycares, Head start programs, and schools, distributing goodie bags filled with dental hygiene items, such as toothbrushes, toothpaste, dental flossers and sand timers. The Community Smiles Outreach Team made over 154,000 calls to non-utilizing enrollees to assist in scheduling a dental visit with their Dental Home as well as provide oral hygiene instructions (OHI).

Community Event Volumes	Q3 2023	Q4 2023	Q1 2024	Q2 2024	Total
Community Health Fairs and Training	13	53	15	29	110
OHI Calls	55,930	37,253	33,235	28,312	154,730
Completed OHI Calls	17,377	10,534	13,527	11,863	53,301
Dental Screenings	427	935	335	843	2,540
Fluoride Varnish Applications	349	707	312	698	2,066

- The Community Smiles outreach team reached 53,301 enrollees out of 154,730 attempts, which is a 34.45% success rate.

### VI. Process Improvements for SFY 2024 - 2025:

The following are planned improvements for the 2024-2025 SFY:

- Engaging the Community Smiles outreach team to assist in enrolling members into the HBP when completing OHI outreach;
- Complete enhancements to the LIBERTY website for easier program enrollment.
- In progress - Launch Healthy Behaviors text message journey through the Relay platform;
- 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.
- Recruit new members into our Enrollee Advisory Committee and utilize platform to promote the HBP.