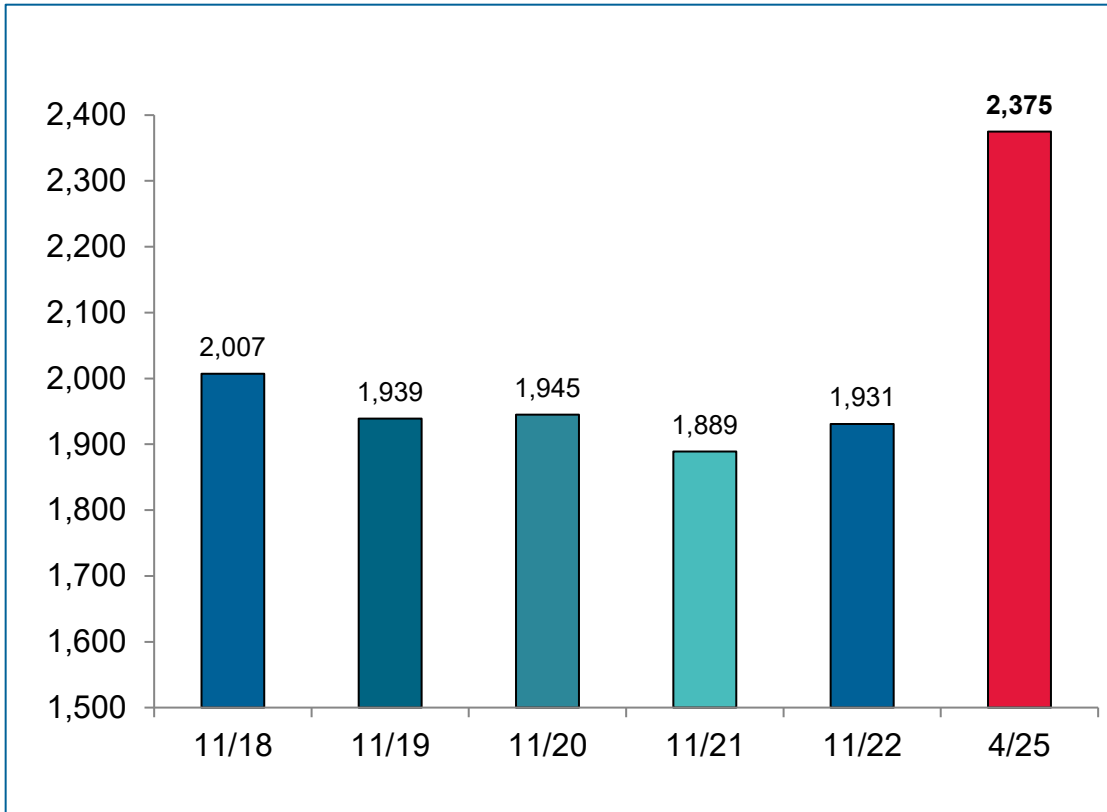


DENTAL ADVISORY COMMITTEE

May 16, 2025

PROVIDER NETWORK

Provider Participation



May 12, 2025	
Files with Incomplete/Missing Documentation	8
Application Aging	Complete Applications in Process
0-15 days	5
16-30 days	0
31-59 days	0
60 and over	0
Total providers processed CY2025 and added to network	127

As of April 30, 2025, **2,375** dentists are participating in the program:

- This represents approximately 31% of Virginia licensed dentists.
- 41% of the states practicing dentists participate in the program.

Critical Mobile Dental Units for Virginia Networks

Serving Nursing Facilities

Health Drive 100+ (Statewide)
ProHealth Senior Services VA (Eastern and Central)
Samuels Mobile Dental (Eastern and Central)

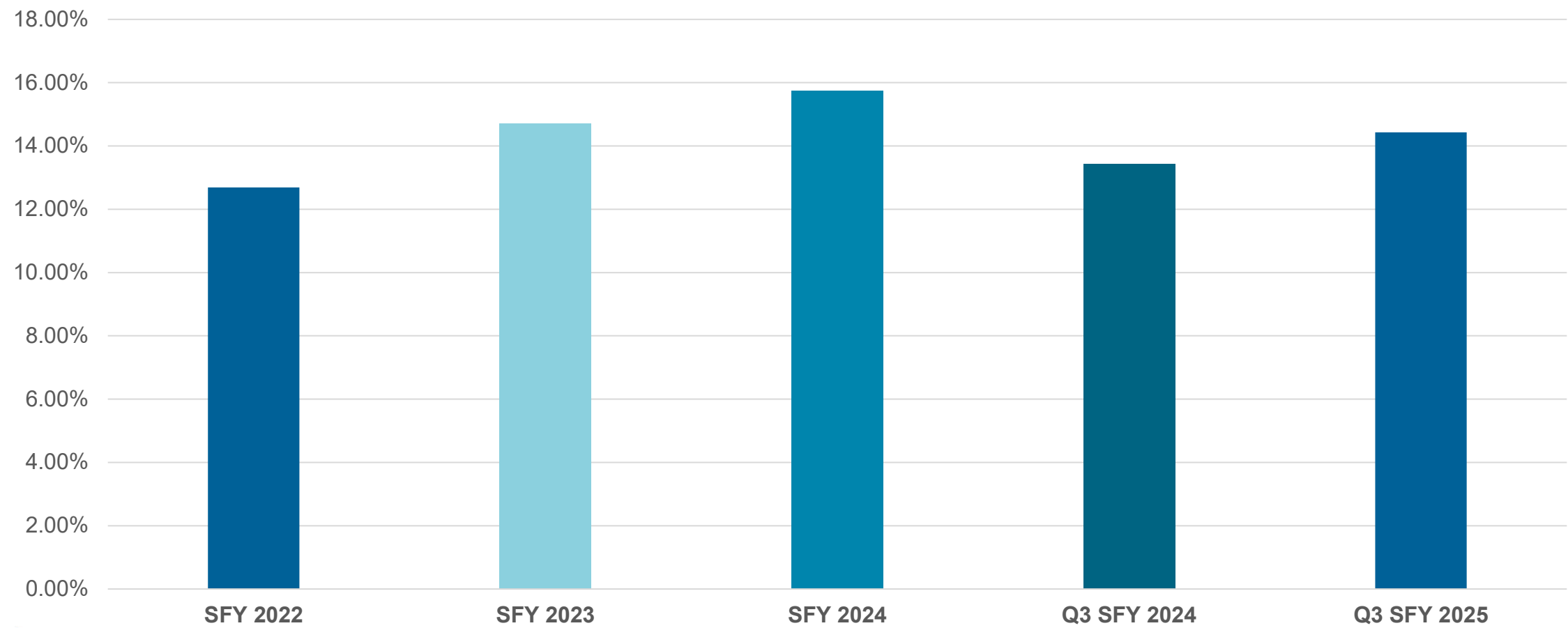
Serving Schools

Big Smiles Virginia PC
Eastern Shore Rural Health
PATHS George Washington High School Project
Johnson Health Center
Kids First Dental
Smile Daily LLC

Serving the Community

Kids First Dental
Smile Daily LLC

Utilization – Adults 65+



ADVANCING ORAL HEALTH THROUGH INNOVATIVE WELLNESS SOLUTIONS

Wellness Programs



All wellness programs were implemented in late 2023, making SFY 2024 the baseline year for all programs. DentaQuest continually monitors programs for effectiveness as an additional method of delivering educational messages to complement local outreach and case management. This approach helps maintain continuity of care and promotes better utilization of dental services.



Objectives

- To educate pregnant members about their special oral health needs and the importance of receiving dental care during pregnancy.
- To increase the number of pregnant members who access dental care.





Smiling Stork - Year 1 Outcome

- 19,311 pregnant members were identified for inclusion in the program
- Only 1% had a dental visit prior to outreach
- 12% had a dental visit within 90 days of the DentaQuest outreach

Utilization experienced a substantial increase, rising 1,467%.





Objectives

- Educate members about the importance of dental care when diagnosed with diabetes.
- Increase the number of members with the chronic health condition, diabetes, who access dental care.





Chronic Conditions - Year 1 Outcome

- 120,312 diabetic members were identified for program inclusion
- 9% of members had a dental visit prior to outreach
- Post outreach, this increased to 11%, representing an overall increase in utilization of 22%





BROKEN APPOINTMENT

Objectives

- Our aim is to collaborate with dental providers to track members who either fail to show up for their appointments without notice or cancel without 24 hours' notice and don't reschedule.
- When providers report such instances, we reach out to these members to educate them on the significance of attending their scheduled appointments to ensure they receive proper dental care.
- We also offer support by providing resources to address any questions about their benefits or assist them in rescheduling their appointments.



BROKEN APPOINTMENT

Outcomes

- During the SFY 2024, providers reported 4,999 members with broken or missed appointments. Of these, 44% completed a dental visit within 90 days of DentaQuest outreach.
- The Broken Appointment program, utilized by 324 providers, assisted with member rescheduling and education.

Objectives

- The ED Redirect program works to educate members that non-traumatic dental care is best delivered at a dental office.
- Resources are provided to help members schedule with a dentist and find out more about their dental benefits.



Outcomes

- During the first program year, 10,445 members visited the ED for non-traumatic oral health issues.
- Of those, 13% of enrollees followed up with a dental provider within 30 days of DentaQuest outreach.



Dental Champions Committee

Peer recommendations are among the most effective methods for attracting new providers to the network.

Knowledge transfer from existing to potential providers strengthens our network.

Endorsement from trusted peers enhances the effectiveness of our outreach and supports our provider growth objectives.

Committee Composition

- **Led by** Dr. Dickinson and Dr. Hairston
- **Facilitated by** the Provider Engagement Team
- **Comprised of providers** from diverse practice settings and specialties, representing various regions across the state.

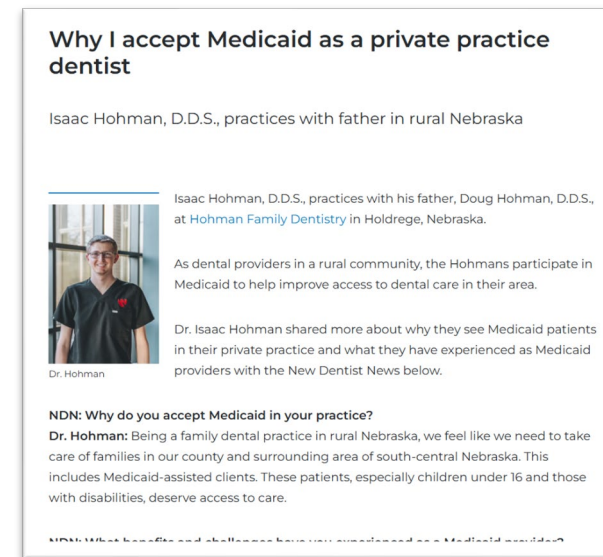
Dental Champions Committee

Strategic Engagement Through Proactive Outreach

- **Engage local** dentists they believe would be a valuable addition to the program.
- **Initiate outreach to specialists** currently treating their non-Medicaid patients.
- **Encourage the “Take 10” approach** as a trial run.
- **Share their experience** with the program and how it works in their practice.

Next Steps

- **Conduct individual interviews** with committee members to gather insights and feedback.
- **Develop a “Why I Accept Medicaid” flyer** to highlight provider perspectives and promote broader participation.
- **Engage committee members** to share their “Why” with peers.



Cultural Ambassador Program



Culturally relevant education is more effective when delivered by individuals who understand and share the background and experiences of the communities they serve.



The program **trains and empowers** community members to serve as oral health advocates.

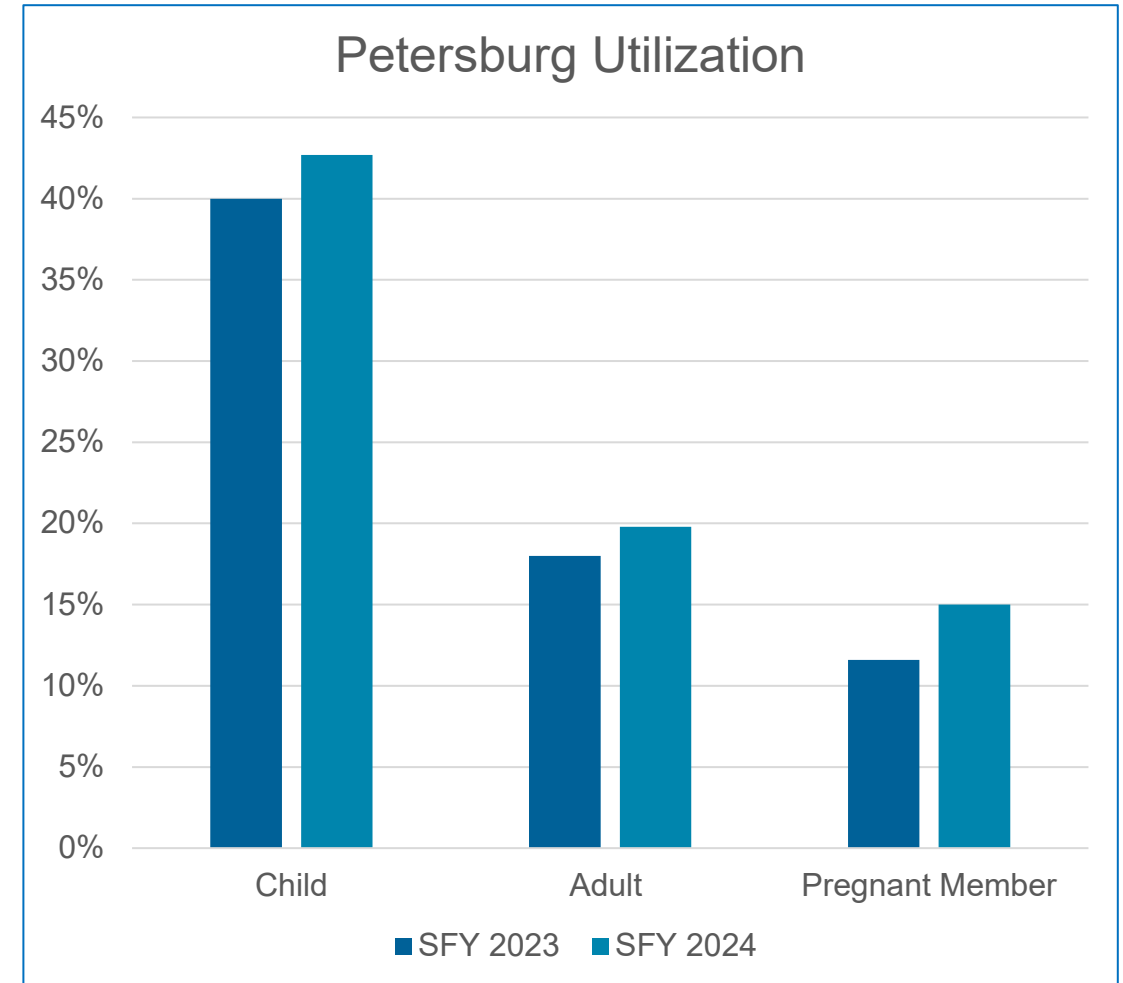


Ambassadors engage with key community groups – including faith-based organizations, reentry councils, non-English speaking populations, and underserved regions of the state – to promote awareness and access to care.

Partnership For Petersburg

Commitments in Petersburg Drive Results

- Outreach team conducts office hours at Petersburg Library
- MCO collaboration at Health Hubs
- DSS Resource/Job Fair
- Petersburg Redevelopment and Housing Authority Collaboration
- Reentry Council Resource Fair
- Central Virginia Health Services Lunch & Learn



PHARMACY INTEGRATION PILOT

Pharmacy Integration Pilot



Targeted Audience

- Independent Pharmacies
- Pharmacy Teams to include Pharmacist and Pharmacy Tech
- Pilot Region

Program Goals

- Establish Oral Health Referral Pathway - Pharmacy to Dentist
- Increase dental utilization = Improved oral health
- Decrease cost associated with ED usage and improved oral health

YEAR IN REVIEW

Operational Excellence

The foundation of a strong dental program is sound operations. We demonstrate operational excellence by meeting and oftentimes exceeding DMAS service level agreements.

CLAIMS

Accurate claims processing is key to administering a successful dental program, irrespective of the volume of the claims. In 2024, DentaQuest processed 1,896,927 claims for the DMAS Medicaid program, with a payment accuracy rate of 99.91% and an average turnaround time of 4.4 calendar days. Processing claims quickly and paying providers on time ensures that they are satisfied with both DentaQuest and the Virginia DMAS Medicaid program.

MEMBER FULFILLMENT

During SFY 2024, DentaQuest mailed over 1,140,030 welcome letters/postcards. We promptly notify members of their dental benefits, how to utilize them and the importance of their oral health. The welcome materials are mailed within 10 business days from notification of eligibility.

CUSTOMER SERVICE

Telephone encounters with Customer Service Representative (CSR) are usually the most common customer-facing interaction that DentaQuest has with its members and providers. We want to ensure that the experience is as helpful and effective as possible, and we train our CSRs in a myriad of diverse program dynamics to ensure positive outcomes. More than 190,000 member/provider calls were received in 2024. DentaQuest maintained less than a 1% abandonment rate.

CREDENTIALING

DentaQuest maintains strict enrollment requirements and verifications to sustain the operational excellence of our provider network, and has achieved and retained NCQA certification for credentialing/recredentialing since 2014. Recognizing the need for program efficiency, we couple our comprehensive enrollment requirements with a commitment to expedited approval. While the Virginia DMAS contract permits DentaQuest up to 60 days to credential/re-credential a provider, our average timeframe is typically 19 days.

UTILIZATION MANAGEMENT

DentaQuest understands the importance of delivering appropriate care at the right time. In 2024, we have achieved a utilization management turnaround time of 99.84% for all standard requests within half a calendar day.

COMPLAINTS, GRIEVANCES & APPEALS

We believe that enrollees and providers need a quick resolution process should they encounter a problem or issue. DentaQuest has demonstrated and remains committed to meeting the resolution timeframes for enrollee and provider appeals.

Case Management & Care Coordination

The programs use clinical and non-clinical staff with the goal of improving oral health outcomes.

Ensures timely access to care, including appointment assistance and locating specialty providers and those experienced in caring for enrollees with Special Health Care Needs.

Collaborates with partners involved in an enrollees' care, including medical and dental providers and community-based organizations to promote oral and systemic health, create new lines of communication and address enrollee health needs.

Uses a continuous quality improvement method to evaluate the effectiveness of our program and initiates improvements as needed to achieve desired outcomes.

This year, severely medically compromised members requiring dental treatment in hospitals faced many barriers. We found a dental provider with hospital privileges, but limited operating room availability caused significant care delays. Members' health plans helped escalate cases to their network team to secure operating room slots. With assistance from the health plan's perioperative services director, we provided care pathways, possible only through collaboration with health plans. Untreated hospital dental cases can escalate into medical complications, necessitating medical-dental collaboration. Case Management drives medical-dental integration. - Diana, DentaQuest Case Manager

Member Outreach

We are committed to the community and to ensuring access to and the utilization of quality oral health care.

Our Member Outreach Coordinators' achievements this year:

Distributed dental kits to over 32 community organizations statewide, providing 2,500+ kits (toothbrushes, toothpaste and floss) and 45,000 educational materials to food banks, churches, shelters, family centers, health departments and immigrant centers.

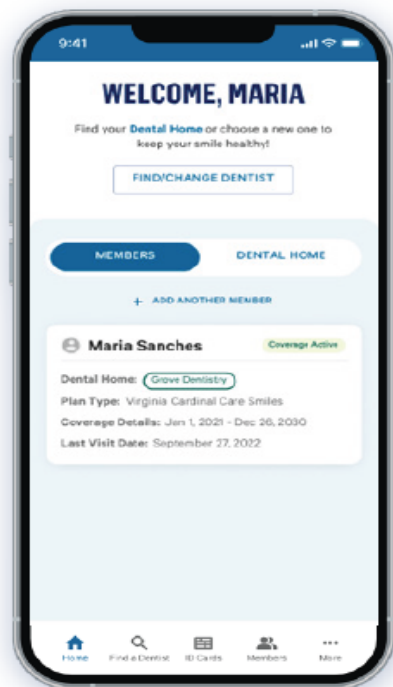
Educated members about **Cardinal Care Smiles** benefits and the importance of preventive oral healthcare.

Supported diverse populations through outreach to returning citizens and Hispanic communities, promoting preventive dental care across cultures, ages and backgrounds.

Coordinated with MCOs through community interventions focusing on Medicaid members, partnering with 211 VIRGINIA, Virginia Dental Association Foundation, Virginia Head Start Association, and Virginia Healthcare Foundation. Attended 192 meetings and 93 events, distributed dental kits at events including community baby showers, Special Olympics and Mission of Mercy, participated in National Children's Dental Health Month, conducted Oral Health Ambassador training and supported reentry initiatives at correctional facilities.

Built community partnerships, establishing new outreach channels, such as Partnership for Petersburg, helping members understand benefits, find providers and access care.

Digital Capabilities



MEMBER APP

The myDentaQuest mobile app is currently available to all **Cardinal Care Smiles** members. The app is available on iOS and Android, and allows members the ability to manage and view their plan's benefits, change their Main Dentist, find a dentist near them, download their ID card to store in their digital wallet and more.

DIGITAL MEMBER COMMUNICATIONS

DentaQuest's unique approach to digital member communications delivers a seamless customer experience that resonates with member preferences. Our ecosystem provides the same information across multiple channels, allowing members to self-serve to get the information they need. Our recently redesigned website features improved functionality and navigation, easy access to benefits information and a geolocation enabled Find a Dentist tool.

+55%

click-through rate
outpacing industry
benchmarks¹

+49%

YOY ↑
unique views

+33%

YOY ↑
page views

+63%

YOY ↑
member handbook
downloads



¹ Mailchimp. (n.d.). Email Marketing Benchmarks. Retrieved October 1, 2024, from <https://mailchimp.com/resources/email-marketing-benchmarks/>

Future Direction & Commitment

Looking to the future, DentaQuest strives to continue to improve our services for DMAS and its enrollees. Through our constant commitment to exceed our clients' needs, we plan to increase overall performance and build on the tangible ways we analyze provider performance. We will also focus on strategies to further increase utilization rates, ensuring more individuals receive the dental care they need. DentaQuest is committed to our goal of leveraging the services of dedicated providers to deliver high-quality services to enrollees in a timely manner.

