Dental Wellness and Pregnancy: Before, During and After

Presented by
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Director, Health Care Management
Blue Cross and Blue Shield of Texas

Presented by
Timothy J. Custer, DDS, MBA
Dental Director
Dental Network of America
Who We Are

Health Care Service Corporation

HCSC

- BCBS Illinois
- BCBS Texas
- BCBS New Mexico
- Dearborn National
- Dental Network of America

BCBS Canada

Illinois
New Mexico
Montana
Oklahoma
Texas
Special Beginnings® is a program designed to help expectant mothers and their babies get off to a healthy start by providing prenatal and postnatal health education, and guidance from pregnancy to six weeks after delivery. This educational maternity program is designed to assist a pregnant member, along with her health care provider, in better understanding and managing their pregnancy. The program focuses on providing educational resources and tools to expectant mothers so they can better take care of themselves for a healthier pregnancy.
Once enrolled in the program members receive:

- An in-depth pregnancy questionnaire to help identify any risk factors that might adversely affect the pregnancy. The results of the questionnaire usually determines the level of outreach needed.

- All participants receive a helpful book which covers a multitude of common pregnancy and infant care related topics.

- Personal contact as needed with program staff (bilingual staff also available) to help address the member’s needs and to coordinate care with the member’s physician.
The Special Beginnings program is designed with the goal to assist health care providers and members in better coordinating care and improving health outcomes. The program is not a substitute for the independent medical judgment of a health care provider. Health care providers are instructed to use their own best medical judgment based upon all available information and the condition of the patient in determining a course of treatment. Regardless of any benefit determination, the final decision regarding any treatment or service is between the patient and the health care provider.

This program is completely voluntary and a benefit of Blue Cross and Blue Shield of Illinois insurance. A member’s benefits will not be affected if she decides not to participate, or if she withdraws from the program after she has enrolled.
INDUSTRY-LEADING DENTAL WELLNESS PROGRAM

• Proactive approach to dental health
• Opportunity for member behavior change
• Medical / Dental integration focusing on overall health of the member

MEMBER OUTREACH

Dental Wellness Education across the Health Continuum
BlueCare Dental Connection

- Web Education
- Blue 365 Member Discounts
- Targeted Outreach
- Enhanced Benefits
- Integration
Wellness Education for the Member

Updated interactive Web tools

- Ask A Dentist
- Provider Finder
- Dental Cost Advisor
- Dental Dictionary
Wellness Education for the Member

Special Beginnings

Having a baby? Help protect your health and your baby’s health with the Special Beginnings program. You can receive the personal care you may need to care for yourself and your baby during pregnancy and give birth.

The Special Beginnings Program offers:
- A healthy pregnancy calendar to help you keep track of your pregnancy
- Videos that cover topics such as eating habits, exercise, stress, and relaxation
- Details about each trimester and the physical and emotional changes that occur
- A list of screenings and vaccines to help you prepare for your child’s birth
- Program support available Monday through Friday from 8:00 a.m. to 5:00 p.m.

Enroll today. Call us at 888-421-7781.

Healthy Pregnancy Calendar

The healthy pregnancy calendar allows you to:
- Keep track of your baby’s growth based on each trimester
- Learn about the physical and emotional changes that will happen to you during each trimester
- Prepare for the screenings and tests that will take place during each trimester
- Plan for your Special Beginnings check-in with one of the nurses or health coordinators

Get started by entering your due date.

Proper Oral Care for You and Your Baby

Pregnancy and welcoming a new born baby are two of the most exciting times in your life. It is also a time to focus on your oral care as an expectant mother and to begin care before your baby is born.

Pregnancy and Periodontal Disease

Periodontal disease, also known as gum disease, is a chronic bacterial infection that causes inflammation that affects the gums and bone supporting the teeth. All infections are cause for concern among pregnant women because they pose a risk to the health of the baby. It is advised that periodontal evaluations become part of a mother’s prenatal care.

Many people are unaware that they even have periodontal disease, often times having no symptoms until the disease has progressed to an advanced stage. Since successful treatment of periodontal disease has been shown to reduce complications of pregnancy, it is important to understand warning signs which include red and swollen gums, bleeding gums while brushing or flossing, and persistent bad breath.

Your baby’s health starts in the womb. Not only is it important for mothers to eat healthy, it is also important to care for their teeth.

Here are some tips on preventing or lessening periodontal disease:
- Brush your teeth at least twice a day
- Floss at least once a day
- Eat healthy, well-balanced meals
- Avoid sticky, sugary snacks
- Visit your dentist at least twice a year

When to Start Caring for Your Baby’s Teeth

Once your baby is born, good oral health habits with your child should start immediately.

Parents can transfer decay-causing bacteria into the child’s mouth by simply kissing them on the lips or sharing a spoon. Baby teeth are important; start your child’s oral health program before the first tooth comes in. Here are some simple steps to follow:

- Wipe your baby’s teeth with a washcloth or brush with a toothbrush as soon as teeth erupt
- Use a soft bristled toothbrush by the time meters erupt
- Never put your baby to bed with a bottle
- Give your baby sugary drinks or juices sparingly
- Have a dental exam by your baby’s first birthday

Talk to your dentist to determine what is right for you and your child. Check your plan benefits for coverage information.

For more information on how oral health can affect your child’s overall health, visit Dental Wellness Center on the Special Beginnings Resource page.

Check out all of our videos >>
Wellness Education for the Member

Targeted Outreach
EXPECTANT MOTHERS’ PERIODONTAL HEALTH VITAL TO HEALTH OF HER BABY
PREGNANCY IS AN IMPORTANT TIME TO FOCUS ON OR BEGIN DENTAL CARE.
Mom’s kiss can spread cavities to baby

A kiss on the mouth or sharing utensils can transmit bacteria.

By Diane Mapes

It results from exposure to bacteria through contact with saliva, often from the primary caregiver but sometimes from other caregivers.

According to a 2013 study in Pediatric Dentistry, "There is evidence that mothers are a primary source of C. mutans (mutans streptococci) colonization of their children; a few investigations showed other potential sources ... notably fathers."

"There have been many, many studies," said Dr. Jane, "but a pediatric dentist from..."
Targeted Outreach – New Mothers

msnbc.com
Mom’s kiss can spread cavities to baby
A kiss on the mouth or sharing utensils can transmit bacteria.

By Diane Mapes

WELCOMING A NEW BABY IS A GREAT TIME TO FOCUS ON YOUR DENTAL CARE.
Targeted Outreach – 1st Birthday

ASK YOUR DENTIST ABOUT
DENTAL CARE FOR YOUR BABY

AMERICAN ACADEMY OF PEDIATRIC DENTISTRY

Happy Birthday!

BlueCross BlueShield of Illinois
## Targeted Outreach Effectiveness

<table>
<thead>
<tr>
<th>Condition</th>
<th>2014 Total Mailing Counts</th>
<th>2014 Effectiveness of Outreach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Periodontal</td>
<td>324,217</td>
<td>7%</td>
</tr>
<tr>
<td>Prenatal</td>
<td>8,502</td>
<td>25%</td>
</tr>
<tr>
<td>New Mothers</td>
<td>2,116</td>
<td>21%</td>
</tr>
</tbody>
</table>
## 2016 Dental Communication Calendar

<table>
<thead>
<tr>
<th>Month</th>
<th>Topic</th>
<th>Vehicle of Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Network Map Quarterly Update</td>
<td>Email to Sales &amp; Marketing (S&amp;M) contacts and submit to S&amp;M News for all plans</td>
</tr>
<tr>
<td>January</td>
<td>BCDC First Birthday Dental Health Reminder</td>
<td>Social Media - memes/post Internal Monitors - LOM &amp; DG Slides</td>
</tr>
<tr>
<td>February</td>
<td>BCDC Children’s Dental Health Month, New Website and Mailing</td>
<td>Post article on Dearborn Dispatch and Sales &amp; Marketing News</td>
</tr>
<tr>
<td>February</td>
<td>BCDC Children’s Dental Health Month</td>
<td>Social Media - memes/post Internal Monitors - Slide for LOM &amp; DG</td>
</tr>
<tr>
<td>February</td>
<td>BCDC Healthy Heart Month /Early Comprehensive Oral Health &amp; Dental Health Mailing</td>
<td>Social Media - memes/post Internal Monitors - Slide for LOM &amp; DG</td>
</tr>
<tr>
<td>March</td>
<td>Marketing Collateral Location Reminder In Product Central</td>
<td>S&amp;M, Producers and Employers Article</td>
</tr>
<tr>
<td>March</td>
<td>BCDC Sealant Reminder (National Cancer Prevention Awareness Month)</td>
<td>Social Media - memes/post Internal Monitors - Slide for LOM &amp; DG</td>
</tr>
<tr>
<td>April</td>
<td>BCDC Keeping your Gums Healthy (National Oral Health Awareness Month)</td>
<td>Social Media - memes/post Internal Monitors - Slide for LOM &amp; DG</td>
</tr>
<tr>
<td>May</td>
<td>Network Map Quarterly Update</td>
<td>Email to Sales &amp; Marketing contacts and submit to S&amp;M News for all plans</td>
</tr>
<tr>
<td>May</td>
<td>Article: BlueCare Dental PPO Network: Did You Know?</td>
<td>Sales &amp; Marketing Article for PPO Network promoting network growth and discounts</td>
</tr>
<tr>
<td>May</td>
<td>Article: BlueCare Dental: Did You Know?</td>
<td>Sales &amp; Marketing Article promoting medical/dental integration</td>
</tr>
<tr>
<td>May</td>
<td>Article for opt out of the Annual BCDC Wellness Campaign Mailing</td>
<td>Sales &amp; Marketing Article requesting AE action for annual wellness mail opt-out groups</td>
</tr>
<tr>
<td>June</td>
<td>Article on the Annual BCDC Wellness Campaign Mailing</td>
<td>Sales &amp; Marketing Article describing the annual mailing campaign</td>
</tr>
<tr>
<td>June</td>
<td>Article: BlueCare Dental PPO Network: Did You Know?</td>
<td>Sales &amp; Marketing Article for PPO Network promoting network growth and discounts</td>
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<tr>
<td>June</td>
<td>BCDC Oral Health During Pregnancy</td>
<td>Social Media - memes/post</td>
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</table>
Integration of Medical / Dental Resources

MEDICAL STAFF ENGAGEMENT
• Opportunities to close Gaps in Dental Care / Treatment

MEMBER ENGAGEMENT
• Customer Service Campaigns

CLAIMS OPERATIONS
• Enhanced Benefits
Integration of Dental Data

Health Summary

CONDITIONS Chronic (4) Acute (1)
Top 3:
• Osteoarthritis, Except spine
• Diabetes Mellitus Type 2
• Inflammation and Infection of Skin and Subcutaneous Tissue, Other

HEALTH STATUS MEASURE
1

Attributed Provider
(PCP)

Recent Activity:

Medications on 01/30/2016

Abnormal Labs

Visits

Overview

Clinical Indicators (Top 5 of 15)

PERIO - Major dental gap. No routine cleaning or perio therapy maintenance 18 months. Assist scheduling dental appointment and monitor closely.

Adult 50 or older, with no colon cancer screening (no FOBT within the past 12 months and no flexible sigmoidoscopy or colonoscopy in the past 27 months)

Adult member with no wellness visit in past 12 months

Adult member with no wellness visit in past 12 months
## Targeted Integration Effectiveness

### 2016 Q2

<table>
<thead>
<tr>
<th>BCBS Plan</th>
<th>Effectiveness of Integration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Illinois</td>
<td>6.7%</td>
</tr>
<tr>
<td>Texas</td>
<td>5.32%</td>
</tr>
<tr>
<td>New Mexico</td>
<td>4.66%</td>
</tr>
<tr>
<td>Oklahoma</td>
<td>5.15%</td>
</tr>
</tbody>
</table>
Integration with Customer Service

Campaign Manager

<table>
<thead>
<tr>
<th>Dental 2015-2016 Campaign</th>
<th>Periodontal Health Awareness</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Target Count</td>
<td>1,270</td>
</tr>
<tr>
<td>Contacts Offered a Campaign</td>
<td>265</td>
</tr>
<tr>
<td>Accepted</td>
<td>257 (97%)</td>
</tr>
<tr>
<td>Treatment Received Following Contact</td>
<td>86 (33%)</td>
</tr>
</tbody>
</table>
Integration with Claims Operations

Enhancement options:
- 100 percent benefit for scaling and root planing
- 100 percent benefit for periodontal maintenance cleaning

Additional yearly procedure:
- 100 percent benefit for an *additional* routine cleaning
- 100 percent benefit for an *additional* office exam

<table>
<thead>
<tr>
<th></th>
<th>100% Enhanced Benefit for Scaling and Root Planing</th>
<th>100% Enhanced Benefit for Periodontal Maintenance Cleaning</th>
<th>Additional Routine Cleaning and Office Visit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cardiovascular Disease</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Diabetes</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Pregnancy</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
</tbody>
</table>
## Enhanced Benefit - Utilization

### ENHANCED BENEFIT – COMPANY ABC

<table>
<thead>
<tr>
<th>Utilization / Savings</th>
<th>Members</th>
<th>Claims Cost</th>
<th>Procedures &amp; Costs by Diagnosis</th>
</tr>
</thead>
<tbody>
<tr>
<td>3rd Cleaning <em>(D1110/D1120)</em></td>
<td>4</td>
<td>$191</td>
<td>4 – Pregnancy ($191)</td>
</tr>
</tbody>
</table>
| Periodontal Maintenance paid at 100% *(D4910)*| 79      | $6,685      | 19 – CVD ($1,984)  
40 – Diabetes ($2,949)  
13 – Pregnancy ($1,059)  
7 – Diabetes/CVD ($692) |
| Periodontal Scaling & Root Planing paid at 100% *(D4341/D4342)* | 21      | $7,725      | 27 – Diabetes ($3,386)  
14 – Pregnancy ($2,899)  
4 – Cardio Vascular Disease (CVD) ($720)  
4 – Diabetes/CVD ($720) |
Dental Products Promotion

Expectant Mothers’ Periodontal Health Vital to Health of Her Baby
Scenario 1: What would happen if a woman is enrolled in a qualified health plan through the marketplace, and becomes pregnant, but does not have a stand alone dental plan?
**Scenario #2:** Would BCBSIL reach out to promote a stand alone dental plan — and can these be purchased outside of open enrollment? If they can’t purchase a plan, what happens?

- Enrollment in dental plans on the Marketplace are limited to the “open enrollment” period or when the individual has a “qualifying life event” (ex: marriage, divorce, birth of a child, court order, etc.).
- Individuals may inquire directly to dental plans available outside of the Marketplace to determine if such plans allow enrollment in coverage outside of their open enrollment period without requiring a qualifying event.
- Our BCBSIL care management programs will also seek to provide any available “Community Resources” for dental services that may be available to members in their service areas), but the member has to follow-up with the resources to inquire about and request services for themselves (*ex: low cost or free dental clinics/services).*
BlueCare Dental™ for Individuals and Families

Complete your health care coverage with affordable dental plans from Blue Cross and Blue Shield of Illinois.

Dental care is a vital part of your overall health. That's why BlueCross and BlueShield of Illinois (BCBSIL) offers BlueCare Dental and BlueCare Dental 4 Kids™. Our dental plans provide you with savings on preventive services like checkups, cleanings and basic X-rays, as well as on procedures like fillings, bridges and crowns. BCBSIL offers two plans for both adults and children, designed to fit your needs and your budget.

**BlueCare Dental 1A and BlueCare Dental 4 Kids 1A feature:**
- 100% coverage on most preventive services with in-network dentists
- Low $50 deductible for in-network services
- Savings on all dental procedures up to annual $1,500 maximum, unlimited annual maximum on BlueCare Dental 4 Kids 1A

**BlueCare Dental 1B and BlueCare Dental 4 Kids 1B feature:**
- Reduced monthly premium (compared to plans 1A)
- 60% coverage on most preventive services provided by in-network dentists
- $75 deductible for in-network services
- Savings on all dental procedures up to annual $1,000 maximum, unlimited annual maximum on BlueCare Dental 4 Kids 1B

Get more information at bchsil.com or call 866-514-8044. See the chart on the back of this page for more plan details.

Because Health is a big deal™

**DENTAL SOLUTIONS**

20-50% Discounts to a Network of Dentists

**The Offer**
20-50% Discounts to a Network of Dentists

With Dental Solutions, Blue365 members will have access to more than 61,000 dentists at more than 195,000 credentialed dental access points including a complete specialty network.

**Benefits include:**
- Program availability to the entire household; anyone living at the address of enrollee may use the program.
- No waiting, no enrolment and no administrative forms.
- Members can use the program as often as needed, without limits on the number of visits to a participating dentist.
- Pay a $6 monthly fee ($12 for non-Blue365 members) and a one-time NON-REFUNDABLE sign-up fee of $9.95.

**The Terms**

- *There is a $6 monthly recurring fee until you cancel.
- There is a one-time NON-REFUNDABLE sign-up fee of $9.95.
- You can cancel at any time, there is no minimum number of months required.
- The monthly fee covers everyone living at the address of the enrolling member.
- This dental discount card is intended only for those that do not have insured benefits for dental.
- This offer is only available on the Blue365 website.
- Other important Terms and Conditions apply. Read our disclosure statement, terms of use, and privacy policy before proceeding further.

Blue365 says:
Throw away your toothbrush or change the head of your electric toothbrush at least every two to three months to prevent bacteria growth.