



January 2020

2019 MDAC INITIATIVES IMPROVE ORAL HEALTH OF MARYLANDERS

Strong steps forward create momentum for further improvements in 2020



In 2019, MDAC, in collaboration with its coalition partners, made significant progress to break down oral health inequities, address disparities, and improve access to dental care for all Marylanders, no matter where they live or what their special circumstances might be. The following key actions were taken:

Augmented and supported implementation of the Maryland Medical Assistance – Dental Coverage for Adults – Pilot Program.

To help ensure the success of the Medicaid adult dental pilot program, MDAC formed and facilitated a Medicaid adult dental collaborative. The collaborative:

- Worked with Maryland Medicaid to support providers in helping patients obtain preventative services on a routine basis by providing feedback on the proposed benefit package from the MDAC clinical community to help ensure the benefit package was fair to providers. Several recommendations from the MDAC clinical community were accepted by Medicaid.
- Hosted *Treating Adults with Anxiety and Special Needs: Approach and Technique for Positive Outcomes*, a class to provide clinicians with the knowledge, tools, and techniques to treat anxious and special needs patients.
- Worked with the Maryland State Dental Association (MSDA) to encourage provider participation in the Medicaid adult dental pilot program through presentations, e-blasts from MSDA leadership, and features in the MSDA newsletter.
- Participated in a panel discussion on *Medicaid and Maryland Healthy Smiles Program: Improving the Smiles of Marylanders* at MSDA's Chesapeake Dental Conference.
- In partnership with the Maryland Oral Health Association (MOHA), worked with county health departments to encourage and support provider and member outreach. MOHA members include dental health coordinators, directors, and oral health representatives from local health departments, state facilities, federally qualified health centers, educational institutions, and other public oral health programs.
- Identified more than 80 social service agencies in Maryland that provide assistance to low income adults and solicited their guidance, support, and participation in education and outreach efforts to facilitate implementation of the Medicaid adult dental pilot program.
- Conducted a direct mail postcard test campaign targeted to dual eligible adults who were auto-assigned to Chase Brexton Health Care in Baltimore and Chesapeake Health Care on the Eastern Shore. The postcards contained phone numbers to make a dental appointment, secure transportation, or get answers to questions about the program. A broader campaign is planned for 2020.

Identified gaps in access to Medicaid adult dental care in Maryland.

To help ensure that dual-eligible Medicaid beneficiaries can access dental services in their area of the state, MDAC:

- Mapped, by county and zip code, the number of adults eligible to participate in the Medicaid adult dental pilot program, Medicaid providers, federally qualified health center dental clinics (FCHCs), community health centers (CHC), and safety net providers to identify areas of the state that lack a sufficient number of Medicaid adult dental care providers.
- Worked with Medicaid and SkyGen on mailings to clinicians to encourage their participation in the pilot program.
- Arranged to have Medicaid representatives attend quarterly MOHA meetings to answer questions and provide program updates.

Implemented activities to identify and remove gaps in provider workforce and capital needs to support access to dental services for an expanded Medicaid population.

To determine the need for a state capital funding program, similar to those that support community behavioral health providers and federally qualified health centers, MDAC:

- Queried nearly 100 private providers, FQHCS, county health departments, CHCs, and other safety net providers to assess the support needed to expand provider capacity.
- MDAC and its coalition partners testified before the Maryland Senate Finance and House Health and Government Operations committees in support of *The Maryland Department of Health – Community Dental Clinic Grants Program*, a bill to establish a capital grant program to institute or expand dental services in community health centers to serve the growing number of Marylanders in need of dental care.
- Worked to help ensure passage of SB158/HB322 – *The Maryland Department of Health – Community Dental Clinics Grants Program*. Governor Larry Hogan signed the bill into law on May 13, 2019.

Facilitated, supported, and led statewide implementation of the 2018-2023 Maryland Oral Health Plan.

Although most 2019 activities centered on the adult dental pilot program, MDAC continued to facilitate, support, and lead statewide implementation of the Maryland Oral Health Plan. MDAC:

- Shared successes implemented by coalition members through its newsletter and by facilitating presentations at meetings of the Maryland Oral Health Association (MOHA). Successes included:
 - Choptank's new pediatric dental program
 - Office of Oral Health's "2 Minutes with Your Dentist Can Save Your Life Campaign"
 - Chesapeake Health Care's work to integrate oral and obstetrics care
 - AHEC West's efforts to improve the oral health of those recovering from substance abuse
 - Allegany County Health Department Dental Clinic's successful launch of the adult dental waiver program
 - Pregnancy Risk Assessment Monitoring System (PRAMS)
 - Catholic Charities' implementation of a collaborative care model.
- Reviewed, revised, and updated the English and Spanish Healthy Teeth, Healthy Kids brochures and website with the support and guidance of the MDAC literacy and education committee. The materials are designed to help inform and educate parents of young children on the importance of good oral health to the overall health of their child.
- Created, with the support of the Office of Oral Health, a new poster, in both English and Spanish, that calls out the oral health benefits of drinking fluoridated tap water. To order posters, please contact MDAC at info@mdac.us.
- With the Office of Oral Health, co-sponsored the 10th Annual Ava Roberts Pediatric Seminar, focused on the connections between good oral and overall health. The seminar included sessions on obesity screening and prevention, the connection between dental disease, digestion, and family obesity, social determinants of health and chronic disease, and oral health and pediatric obesity.
- Conducted the state's first school dental sealant program assessment with the support of the Office of Oral Health.

The hard work, cooperation, and collaboration of MDAC and its coalition partners resulted in major steps forward in improving the oral health of Marylanders. Beginning in June 2019, more than 33,000 dual-eligible adults gained access to dental care through the Medicaid adult dental pilot program. Six months after the launch of the program (as of December 31, 2019), 7,483 valid claims were submitted by 538 unique providers on behalf of 4,072 unique members. The \$800 annual cap was met by 264 members. In the first 7 months of the program, Medicaid spent \$1,254,638.94. It is clear that eligible participants – many of whom have not seen a dentist in years – are accessing care and establishing a dental home. Well done, Maryland!

CHESAPEAKE HEALTH CARE PROGRAM YIELDS STRONG RESULTS

Moms-to-be receive dental services through integration of oral, obstetrics care

The Chesapeake Health Care (CHC) program to integrate oral health care into prenatal

care, reported in the [July 2019 edition](#) of the MDAC newsletter, is growing and significantly improving the oral health of pregnant women on the Eastern Shore.

From November 1 through December 31, 2019, 614 pregnant patients received dental treatment. Of those, 47 were in their first trimester, 428 in their second trimester, and 139 in their third trimester.

Seeing a dentist during pregnancy is just as important as going to the doctor. The health of a pregnant woman's teeth and gums is important because it affects the health of her baby. Moms who have a healthy mouth are giving their baby a healthy start!



DENTAQUEST NAMES MD HYGIENIST ORAL HEALTH HERO

Founded Hygienists for Humanity to bring dental care to homeless



Maryland hygienist Alicia Murria has been named a 2019 DentaQuest Health Equity Hero for her work to provide homeless and other underserved communities across the U.S. with access to dental care and oral hygiene products through mission work.

Inspired by a homeless group she spotted under a bridge that she passed on a 5K walk, Murria founded [Hygienists for Humanity](#). At industry conferences, Murria noted the number of exhibitors who were giving away oral hygiene products and toothbrushes to avoid the cost of shipping them back to their

home bases and seized the opportunity to help put these products to work in the local community.

Learn more about the [2019 DentaQuest Oral Health Equity Heroes](#) and how Hygienists for Humanity is [bringing dental care to the homeless](#).

UNITED HEALTH FOUNDATION RELEASES ANNUAL REPORT

Maryland #18 in state health ranking; up from #19 in 2018

The United Health Foundation released the [2019 America's Health Rankings®](#), a composite index of over 30 metrics that give an annual snapshot of the health of a population in each state relative to the other states.

Its model reflects that determinants of health directly influence health outcomes. Individual measures are divided into five categories: a health outcomes category and four categories of health determinants: behaviors, community & environment, policy, and clinical care.

In the past year, Maryland rose from 19 to 18 in the rankings. Highlights of the Maryland findings show:

- Since 2012, excessive drinking decreased 26% from 19.6% to 14.6% of adults
- Since 2012, smoking decreased 35% from 19.1% to 12.5% of adults
- In the past year, chlamydia increased 8% from 510.4 to 552.1 cases per 100,000 population
- In the past two years, mental health providers increased 17% from 219.3 to 257.4 per 100,000 population
- In the past year, diabetes increased 15% from 10.4% to 12.0% of adults
- Since 1990, infant mortality decreased 44% from 11.6 to 6.5 deaths per 1,000 live births

U.S. HOUSE OF REPRESENTATIVES PASSES H.R. 3

Health reform bill would reinvest savings into Medicare dental coverage

Melissa Burroughs, Senior Oral Health Campaign Manager at Families USA, provided the following federal legislative updates:

We're making progress on Medicare oral health coverage!! On December 12, the U.S. House of Representatives passed [H.R. 3](#), a package of health reforms focused on prescription drugs that reinvests savings into Medicare dental coverage and other health care improvements. The passage of H.R. 3 with a Medicare dental benefit is an enormous achievement in raising, and a testament to the momentum we've been building for years (and reinforced with OPEN's Hill Day).

As we explained before, this bill amends title XVIII of the Social Security Act to provide for coverage of dental services under Part B of the Medicare program. Families USA, Justice in Aging, and Center for Medicare Advocacy are proud to release a [joint letter](#) encouraging the Senate to take up legislation that does the same.



Let's keep the momentum going! You can:

1. **Thank** your [House members](#) that supported the bill!
2. **Encourage** [Senate members](#) to take up Medicare dental coverage. You can use the aforementioned joint letter as a reference.
3. Even if you can't weigh in on legislation, this is a great time to **follow up** with Members of Congress to make sure they remember that you can serve as an oral health resource!

While this package of bills is not likely to be taken up in the Senate, it is important to make sure that oral health continues to get as much attention as possible. Continuing to raise this issue with policymakers, especially in the Senate, will set us up for future success.

Building on the momentum we're seeing around Medicare dental coverage, it's time to take action to get Medically Necessary dental coverage added to Medicare. The Medically Necessary coalition is launching a new campaign and action platform, Make Medicare Better, to help make oral health care a front-burner priority for the Administration and 2020 Candidates.

To get the administration to support Medically Necessary oral health care, our voices and efforts are needed! There are three easy ways in which you and your colleagues, friends, and family can join in:

Take action to Make Medicare Better!

- Visit the [campaign platform](#) on policymakers to take action through email and social media—it takes less than 60 seconds!

Send the campaign link directly to your contacts.

- Send a message (like this one) to your contacts urging them to take action
- Post about the campaign on your social media.
- This is the full link to this campaign: <https://freeroots.com/campaign/make-medicare-better>

Create your own version of this campaign.

- You can also create your own version of the campaign with your organization's name and logo.
- First, click [this link](#) below, sign up, and then click 'Continue' so you can edit the campaign and modify the text and images in any way you'd like.
- Then, enter a unique URL address for the version of the campaign you just created, click the 'Go Live!' button, and then use the Promote tools to share your campaign with your members, contacts, and community.
- This is the full link to create your own version of this campaign: <https://freeroots.com/copycampaign/make-medicare-better>

For a reminder about the goals of the campaign to add Medically Necessary oral health care to Medicare, please read the coalition's [Community Statement](#).

In response to the passage of H.R. 3, Oral Health Progress and Equity Network (OPEN) Executive Director Ifetayo Johnson and Shawn Gremminger, Senior Director of Federal Relations at Families USA, penned a [December 25, 2019 editorial](#) in The Hill on the need for an adult dental benefit in Medicare.

ADA CALLS FOR BAN ON VAPING PRODUCTS

Interim policy designed to protect patients from non-FDA approved products

The American Dental Association is calling for a total ban on all vaping products that are not approved by the Food and Drug Administration for tobacco cessation purposes. In a new interim policy on vaping designed to protect patients from harmful products, the ADA stated that it will:

- Urgently advocate for regulatory, legislative, and/or legal action at the federal and/or state levels to ban the sale and distribution of all e-cigarette and vaping products, with the exception of those approved by the FDA for tobacco cessation purposes and made available by prescription only; and
- Advocate for research funding to study the safety and effectiveness of e-cigarettes and vaping products for tobacco cessation purposes and their effects on the oral cavity.



The ADA House of Delegates previously passed a resolution to add vaping and other nicotine delivery systems to its existing policies on tobacco, and calls for the regulation of vaping products in the same manner as tobacco products. Further information on the ADA's advocacy efforts around vaping and tobacco products can be found at [ADA.org/vaping](https://ada.org/vaping).

NRHA SEEKS SUBMISSIONS FOR RURAL ORAL HEALTH COMPENDIUM

Will highlight best practices to combat oral health disparities



The National Rural Health Association is accepting submissions related to rural oral health for its National Rural Oral Health Initiative compendium. NRHA would like to highlight best practices and models for access to care, innovative collaborations, public-private partnerships, reimbursement methods, and workforce. "NRHA is looking forward to continuing our efforts in providing education, communication and leadership on rural oral health to help combat oral health disparities" says the association's program services vice president Amy Elizondo.

NRHA has partnered with the DentaQuest Partnership to create the National Rural Oral Health Initiative to improve oral health disparities in rural America through policy, communications, education and research. Oral health issues have long impacted those living in rural communities; the activities included in this initiative are designed to enhance access to quality oral health care.

A specific component of the National Rural Oral Health Initiative is to provide leadership on rural oral health care issues with the intent to establish oral health care as part of primary care, thereby increasing health care access for all rural Americans. The work of this initiative and the submissions to this compendium will help to share resources with our membership and other rural stakeholders and improve access to information rural communities and their health providers.

Consider completing a submission form. Please send any questions to NRHA staff members [Laura Hudson](#) and [Nigel Stinson](#). The deadline for submission is 11:59 p.m. EST Thursday, February 27. The Compendium will be published online in late Spring 2020. Visit the new [NRHA Oral Health Initiative webpage](#) for more information.

2020 MARKS 75TH ANNIVERSARY OF COMMUNITY WATER FLUORIDATION

Free materials available from ADA, AFS, MDAC

The American Dental Association (ADA), American Fluoridation Society (AFS), and MDAC have free materials available in celebration of the 75th anniversary of fluoridation, one of the greatest public health achievements.

For 75 years, dentists have known that fluoride is a safe and effective way to keep teeth healthy. Fluoride prevents cavities, and can also reverse or heal early tooth decay. Both children and adults benefit from drinking fluoridated water, and best of all, you can get it from the tap!

For a fun and interactive way to teach patients the benefits of drinking fluoridated tap water, the ADA has free [activity and poster sheets](#), available in both English and Spanish. Post the benefits of fluoridated tap water on Facebook, Twitter, or Instagram with free [web graphics](#) from the AFS. MDAC's Healthy Teeth, Healthy Kids fluoride [brochure](#) and [poster](#), available in both English and Spanish, give parents of young children simple, easy-to-understand guidance they can use to help prevent cavities and improve their child's oral health.

"A genuine smile comes from the heart, but a healthy smile needs good dental care."

- Wayne Chirisa, Author, Public Speaker, Entrepreneur

NEWS

[VA Announces Proposal to Create Pilot Program to Increase Access to Dental Care](#)

[Medicare Doesn't Cover Dental Care. For Many Florida Seniors, That's a Problem.](#)

[Medicare Dental Legislation: A Popular and Wise Investment](#)

[Will Vaping Bans Do More Harm Than Good? Some Public Health Experts Say Yes](#)

2018-2023 MARYLAND ORAL HEALTH PLAN GOALS

[One in Five US High School Students Vaped Marijuana in 2019, Report Says](#)

[One Town's Flavor Ban Seemed to Work to Cut Youth Tobacco Use](#)

[Can a Soda Tax Really Improve Public Health?](#)

ARTICLES

[Access to Dental Care in Maryland: An Assessment of Challenges and Solutions](#)

[Oral Health Legislation 2019: Recap and Refocus](#)

[States Increase Access to Oral Health Services and Support Overall Health](#)

[ASTHO 2020 Federal Legislative Agenda](#)

[Understanding Oral Health Disparities in the Context Of Social Justice, Health Equity, and Children's Human Rights](#)

[Advancing Health Equity Through Community Health Workers and Peer Providers: Mounting Evidence and Policy Recommendations](#)

[Expanding the Oral Health Workforce to Promote Overall Health: Minnesota Deploys Community Health Workers and Dental Therapists to Advance Equity](#)

[Expanding the Oral Health Workforce to Promote Overall Health: Arizona Uses Dental Hygienists to Improve Hospital Patient Safety](#)

[Recognizing and Sustaining the Value of Community Health Workers and Promotors](#)

[How Can Medicaid Transformation Steer Toward Health Equity? A Look at the Evidence](#)

[Putting the Patient at the Center – If it Works for Brain Surgery...](#)

[Advancing the Promise of Digital Technology and Social Media to Promote Population Health](#)

[HRSA Ryan White HIV/AIDS Program Oral Health Data Report 2017](#)

[Why You Should Take A Powder on Brushing with Charcoal](#)

Maryland Oral Health Plan

2018 - 2023



*Framework to Improve
the Oral Health of All
Marylanders*



**MarylandDental
ActionCoalition**

The 2018-2023 Maryland Oral Health Plan outlines 11 oral health goals in three key areas:

Access to oral health care:

- All Maryland children have comprehensive dental insurance coverage through public (Medicaid/MCHP) or private insurance.
- All Maryland adults have comprehensive dental insurance coverage through Medicaid or private insurance.
- All Maryland residents have a dental home.
- Strengthen the oral health safety net provider system.
- Integrate the oral health care system within the medical health care system.

Oral disease and injury prevention:

- Use data to advance optimal oral health for all Marylanders.
- Improve public awareness of oral disease and injury prevention.
- Promote community-based oral disease and injury prevention programs.

Oral health literacy and education:

- Increase understanding of the relationship between oral health and overall health, and promote good oral health practices and access to oral health care.
- Improve collaboration between oral health and other health and human services providers so that patients understand how to navigate the oral health care system and establish a dental home.
- Educate medical professionals and students about the importance of the

[U.S. Obesity Rates Reach Historic Highs – Racial, Ethnic, Gender and Geographic Disparities Continue to Persist](#)

[A Rural Community Moves Closer to Sustainable Obesity Prevention - An Exploration of Community Readiness Pre and Post Community-Based Participatory Intervention](#)

[State-Specific Prevalence of Obesity Among Children Aged 2–4 Years Enrolled in the Special Supplemental Nutrition Program for Women, Infants, and Children – United States, 2010–2016](#)

[Dental Quality Alliance: 2019 Annual Measures Review](#)

[AHEC West FY 2019 Annual Report](#)

[Patient-reported Receipt of Oral Cancer Screenings and Smoking Cessation Counseling from US Oral Health Care Providers](#)

[CDC: Smokefree Through Generations](#)

[ASTHO: E-Cigarettes and Vaping](#)

[Drug Use and Your Mouth](#)

[Helping Kids Grow Up Healthy and Reach Their Dreams with Dental Coverage in Medicaid and CHIP](#)

[Child Caries Management: A Randomized Controlled Trial in Dental Practice](#)

[Brush Up on Oral Health: Non-Nutritive Sucking and Mouth Breathing](#)

[Oral Health Case Management in Head Start](#)

[Improving Access to Oral Health Care in Pregnancy](#)

VIDEOS

[Teaching Oral-Systemic Health \(TOSH\): How to Implement a Student Interprofessional Simulation Experience](#)

[Pregnancy and Oral Health: Healthy Moms and Healthy Babies](#)

WEBINARS

[Rural Disparities in Health and Healthcare by Race and Ethnicity, January 23, 2020](#)

oral/systemic connection and foster collaboration between medical and dental disciplines and communities.

[**Download the plan now!**](#)

The Maryland Oral Health Plan is financially supported by the Maryland Department of Health.

EVENTS

[Families USA Health Action Conference 2020, January 23-25, 2020](#)

[OSAP Dental Infection Control Boot Camp™ 2020, January 27-29, 2020](#)

[NRHA Rural Health Policy Institute, February 11-13, 2020](#)

[APHA All Hands on Deck: Improving Community Health Conference, February 20, 2020](#)

[2020 CMS Quality Conference, February 25-27, 2020](#)

[National Mobile Dentistry Conference, February 28-29, 2020](#)

[Association of Maternal and Child Health Programs Annual Conference, March 21-24, 2020](#)

[ASA Aging in America Conference - March 24-27, 2020](#)

[Special Care Dentistry Association Annual Meeting, April 3-5, 2020](#)

[National Oral Health Conference, April 6-8, 2020](#)

[Health Literacy in Action Conference, October 18-20, 2020](#)

**MD ADULT DENTAL PILOT
BY THE NUMBERS**



The Maryland Adult Dental Pilot Program is off to a terrific start! According to Maryland Medicaid, from June 1, 2019 - December 31, 2019:

- 7,483 claims were submitted
- 4,072 unique members filed valid claims
- 264 members met annual \$800 cap
- 538 unique providers submitted claims
- \$1,254,638.94 spent year-to-date

ORAL HEALTH RESOURCES

ACCESS TO ORAL HEALTH CARE

Medicaid

[Medicaid Dental Guidance to States: An Opportunity to Aim for Equity](#)

[A Checklist for Advocates: Improving Children's Oral Health Care in Medicaid/CHIP](#)

Medicare

[Adding a Dental Benefit to Medicare: Addressing Racial Disparities](#)

[Policy Options for Improving Dental Coverage for People on Medicare](#)

[Creating an Oral Health Benefit in Medicare: A Statutory Analysis](#)

Policy

[Coverage Brief: Improving Access to Oral Health Care in Pregnancy](#)

[Study: Medicaid Block Grants and Per Capita Caps Would Risk Families' Oral Health](#)

[Improving Oral Health in Maine: Key Lessons for Policy Advocates](#)

ORAL DISEASE AND INJURY PREVENTION

[Promoting Oral Health in Schools: A Resource Guide](#)

[Know the Risks: E-cigarettes and Young People](#)

[Healthy Habits for Happy Smiles](#)

[The Real Cost of Vaping: E-Cigarette Prevention Resources](#)

[FDA "The Real Cost" E-cigarette Prevention Posters](#)

[HPV Vaccine is a Lifesaver](#)

ORAL HEALTH LITERACY AND EDUCATION

[Healthy Teeth, Healthy Kids](#)

[Pregnancy and Oral Health](#)

[School Nurse Resources](#)

[Tiny Smiles, Give Kids a Smile Toolkit](#)

[Age 1 Dental Visit](#)

RURAL HEALTH

[The Rural Primary Care Practice Guide to Creating Interprofessional Oral Health Networks](#)

[Maryland Rural Health Plan](#)

[CMS Rural Health Strategy](#)

LEGISLATIVE CONTACTS

[U.S. Senators \(MD\)](#)

[U.S. Representatives \(MD\)](#)

[Maryland State Legislators](#)

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[Oral Health, Overall Health, and Learning](#)

[AAP: Protect Tiny Teeth Toolkit](#)

PROVIDER RESOURCES

[OHRC Oral Health Resource Bulletin](#)

[Integration of Oral Health and Primary Care Technical Assistance Toolkit](#)

[American Academy of Pediatrics \(AAP\) Oral Health Prevention Primer](#)

[Trauma Informed Care in Dentistry: Why It Matters and How to Get Started](#)

[Nutrition Counseling for Obesity Prevention in Children: A Handbook for the Dental Community](#)

[Opioids and Children and Adolescents: Information for Oral Health Professionals](#)

[Addressing Tobacco in Dental Settings: A Resource for Dental Professionals](#)

[Managing Older Adults Chairsides Guide](#)

[Oral Health Care During Pregnancy: Practice Guidance for Maryland's Prenatal and Dental Providers](#)

[Answering Questions About HPV Vaccine: A Guide for Dental Professionals](#)



MDAC is pleased to welcome the following new members:

- David Halpern, DMD
- George Shepley, DDS

Join us! To become a MDAC member, [click here](#).

CONTACT

Do you have events or announcements you'd like to share? Contact MDAC, and we'll make every effort to include them in our next newsletter, as space permits.

[Contact MDAC](#)

JOIN

MDAC is statewide coalition of clinical care providers, governments, non-profits, academic institutions, managed care organizations, foundations and associations working collaboratively to improve the health of all Marylanders through increased oral health promotion, disease prevention, education, advocacy and access to oral health care.

Join MDAC

www.mdac.us

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