



Dental Public Health State Activity Submission Form

ASTDD's goal in collecting information about successful state Dental Public Health activities (e.g., practice, program, service, event, or policy) is to share this information with other states, territories, and stakeholders who may be interested in implementing similar activities. We thank you for your time and willingness to share your experiences.

Please complete the form below and return to Lori Cofano, ASTDD Best Practices Project Coordinator, at lcofano@astdd.org

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STATE DENTAL PUBLIC HEALTH ACTIVITY (e.g., practice, program, service, event, or policy) Minimum=300 Maximum=500	
Activity title:	Maryland Medicaid Adult Dental Pilot Program Mapping Project
State/Territory:	MD
Summary overview, which may include the following:	
<ul style="list-style-type: none"> • Objectives • Rationale • Personnel • Key partners • Costs & sustainability 	
<p>The Maryland Dental Action Coalition's (MDAC) efforts to secure Medicaid dental benefits for all Maryland adults took a significant step forward in 2017 with the passage of legislation to establish a Medicaid adult dental pilot program, which provides access to basic diagnostic, preventive, and restorative dental services to Maryland adults ages 21-64 who are dually eligible for Medicaid and Medicare.</p> <p>The success of the pilot program is essential to achieve MDAC's ultimate goal of dental benefits for all Maryland adults on Medicaid. To increase awareness of the new dental benefit and help ensure there are a sufficient number of Medicaid providers, MDAC needed to understand the geographic distribution of both the 35,000 dual-eligible adults in a state with a population of 6.1 million and the Medicaid providers willing to treat adults, many of whom have special needs.</p> <p>With the help and support of Maryland Medicaid and the Maryland Department of Health Office of Oral Health, MDAC</p>	

developed a series of maps to depict the location, by county and/or zip code, of dual-eligible adults, locations of safety-net providers that treat adult dental patients on Medicaid, and social service agencies that work with the dual-eligible population.

The cost of the mapping project was minimal (MDAC, Office of Oral Health, and Medicaid staff time), but the outcomes were highly beneficial. The maps enabled MDAC to identify areas of the state with the highest concentrations of dual-eligible adults and shortages of Medicaid providers to treat them. MDAC used learnings from the mapping project to develop a targeted direct mail campaign to make duals aware of their new dental benefit, increase the number of Medicaid providers in areas of the state with the highest concentrations of duals, and form effective partnerships with key social service agencies.

Lessons learned (Successes and **Challenges**):

Small, simple, and low cost data projects can yield big benefits.

The mapping project, although a minor component of MDAC's overall work to ensure the success of the Medicaid Adult Dental Pilot Program, gave MDAC a factual representation of the geographic distribution of dual-eligible adults, Medicaid providers, and social service agencies across the state. This enabled MDAC to focus its efforts to increase awareness of the new dental benefit in areas with the greatest number of dual-eligible adults, recruit adequate Medicaid providers, test marketing initiatives, and make more effective use of its limited resources.

The maps revealed that a high concentration of duals reside in Baltimore City, Baltimore County, and on Maryland's Eastern Shore, so MDAC targeted its direct mail campaign to those areas. They highlighted areas with a shortage of Medicaid providers, which enabled MDAC to work with the state dental association to recruit Medicaid providers in underserved regions of the state. The maps identified areas in which social service agencies that serve dual eligible adults operate. MDAC used this data to identify potential partners, form new relationships, and develop key partnerships to increase awareness of the new Medicaid dental benefit.

The importance of data cannot be overstated.

It was helpful to see the locations of Medicaid providers, particularly in relation to the total population and population of duals in each county. The lack of Medicaid providers in rural areas was a clear visualization of the challenges many Marylander's face in accessing care. It reinforced the need to recruit providers in underserved with a large population of duals.

Partnerships are crucial.

The MDHOOH and Maryland Medicaid were instrumental to the successful completion of this project. MDAC collected data from the Office of Oral Health on federally qualified health centers, community health centers, safety net clinics, and clinics at schools of dentistry and dental hygiene throughout the state. Maryland Medicaid provided the number of dual-eligible in Maryland by county. MDAC worked with the Evaluation and Surveillance Program Manager at the Maryland Department of Health Office of Oral Health, who used the state's Geographic Information System (GIS) to develop the final maps. Their help and support were invaluable to the project.

MDAC is one of only a handful of states that does not have an adult dental benefit in Medicaid. However, Maryland Medicaid does cover basic preventive, diagnostic, and restorative dental services for pregnant women and former foster children under age 26. Although Maryland has a robust network of private and public health dentists that serve children on Medicaid, dental services for adults are provided primarily through safety net providers. Since the Maryland Healthy Smiles list of dental providers does not distinguish between those that serve children and those that serve adults, MDAC used the Maryland Oral Health Resource Guide, developed by the Maryland Department of Health, to identify the clinics and locations that serve adults on Medicaid.

Another challenge was to figure out how many adults in Maryland were dually eligible for Medicaid and Medicare, and to determine the areas of the state in which they reside. MDAC asked Medicaid for the number of duals by zip code, but the department could not provide that information due to HIPPA requirements. However, Medicaid did give MDAC the number of duals that reside in each of the 24 counties in the state. MDAC used U.S. Census data to map the overall population. This helped MDAC determine duals as the percentage of the total population of each county in the state.

MDAC has an extensive network of oral health stakeholders from across the state, including clinical care providers and representatives from state and local governments, managed care organizations, non-profit organizations, associations, foundations, and academia. However, MDAC did not have many relationships with social service agencies, and especially those that serve dual eligible adults.

MDAC leveraged its existing relationships with the Maryland Department of Health Office of Genetics and Children with Special Health Care Needs and Parents Place of Maryland to connect and form partnerships with social service agencies that serve adults with disabilities, including The Arc of Baltimore and the Coordinating Center. MDAC conducted a Google search to identify social service agencies statewide that serve dual-eligible adults, resulting in a list of more than 100 mapped by zip code.

TO BE COMPLETED BY ASTDD	
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