Total Health Solution: Background

The Total Health Connection:

- Oral Health and Overall Health
- Scientific Research demonstrates relationships between Periodontal Disease and Diabetic Complications, and Coronary Artery Disease.
- 75% of adults over age 35 will be affected by periodontal disease.
- Can BCBSMA improve medical outcomes through strategies that integrate oral health and overall health?
Impact of Dental Care on Medical Costs

Medical Members Who Have Had Dental Coverage For At Least 1 Year

Costs for CAD and Diabetes members who received preventive dental and/or periodontal services are lower than members who did not receive these services

Member Data as of 2008-07 to 2009-06
Total Health Solution: BCBSMA Data

Diabetes

- BCBSMA 2009 claims data showed that members that received Dental Prophylaxis and/or Periodontal Treatment had $67 PMPM lower medical costs than members that did not seek these treatments. This was 6.6% difference in the members overall medical cost.

Coronary Artery Disease

- BCBSMA 2009 claims data has shown that Coronary Artery Disease (CAD) members that received Dental Prophylaxis and/or Periodontal Treatment had $487 PMPM lower medical costs than members that did not seek these treatments. This was a 24.1% difference in the members’ overall medical cost.
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What Programs could BCBSMA institute to improve a member’s Total Health based on this information?
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BCBSMA Multifaceted Approach to Improve Total Health of our Members

- **Educate** All Members and Providers about the benefits of good oral health
- **Identify** Most At-Risk Members
- **Outreach** to At-Risk Members to prompt behavior change
- **Enhance Dental Benefits** & Remove Cost Barriers
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Educate Members

- Blue Care Connection for Diabetes
- Blue Care Connection for Coronary Artery Disease (CAD)

Here's to a Healthy Smile

Keeping your teeth and gums in good shape may be especially important for people with heart disease. Research suggests that people with gum disease are almost twice as likely to develop heart disease than people with healthier gums.

What's the connection? When bacteria from a gum infection enter the bloodstream, they may trigger blood clots. Or inflammation from infected gums might contribute to artery-clogging plaque.

The American Heart Association says the answer isn't all in and more research is needed. Meanwhile, keep your gums healthy with these tips from the American Dental Association:

- See your dentist regularly to have your teeth cleaned and mouth examined.
- Brush twice a day using toothpaste with fluoride.

Replace your toothbrush every three to four months or sooner if the bristles are frayed.

Floss every day. This removes food particles and plaque that your toothbrush can't reach.

Use antibacterial mouthwash to help prevent gum disease. For adults and children older than age 6, using a fluoride mouth rinse can provide extra benefit.
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Educating Providers

Blue Cross Blue Shield of Massachusetts (BCBSMA) has taken the lead in linking a healthy mouth with a healthy body.

Last fall, in recognition of ongoing efforts which highlight the connection between oral health and overall health, BCBSMA launched the Diabetes and Oral Health Pilot Program for members already enrolled in our health management program, Blue Care Connection for Adults. The pilot involved education about the connection between oral health and diabetes and outreach to provide members with information about prevention and periodontal clinical care, assistance with appointment scheduling, and reminders, and other tools to stay healthy.

Since the pilot’s inception, we have seen a marked increase in participation in Blue Care Connection for Adults.

In this issue:

2 Do Business With BCBSMA Electronically
3 Guidelines for Submitting Orthodontic Claims

- Members to Receive Power Toothbrush Discount

To highlight the importance of dental care to overall health, BCBSMA has partnered with Philips DAP to offer all BCBSMA dental and medical members the opportunity to purchase the Sonicare® Essence 3500 power toothbrush for $57.50, plus shipping and handling. This represents a significant discount off the manufacturer’s suggested retail price.

The offer supports your efforts to improve patient compliance with a successful home care regimen.

Your patients can order the product in one of the following ways:

- Visit our website, www.bluecrossma.com, and click on the “My Wellness” page. Scroll down to “Healthy Discoveries” for ordering information, or print the order form and send it to Philips.

- Call 1.800.254.4770 and request the BCBSMA promotional code.

The Sonicare Essence 3500 is a combination of high frequency and high amplitude brush motion, generating dynamic fluid cleaning action, that may result in healthier teeth and gums.
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Educational Information about Program for Dental Offices and Members

Dental Blue
Total Health Solutions

About Our Total Health Solutions Program

We are dedicated to improving the health of everyone. One of the best ways to achieve this is through regular dental checkups. By educating and encouraging our members about the importance of dental health, we can help them maintain a healthy smile and overall well-being.

Check for Enhanced Dental Benefits

Dental Blue

Educational Resources:

1. Educational Opportunity
   - Dental-related courses or workshops offered by Blue Cross Blue Shield of Massachusetts, which can help you understand the importance of oral health.

2. Equipment and Supplies
   - Dental equipment, supplies, and materials to support dental care providers.

3. Training and Education
   - Training sessions and workshops for dental care providers to stay updated on the latest dental care practices.

4. Community Programs
   - Community programs and initiatives that promote dental health awareness and education.

5. Dental Benefits
   - Dental insurance plans and benefits offered by Blue Cross Blue Shield of Massachusetts.

Enhanced Dental Benefits

Enhanced Dental Benefits are designed to meet the needs of our members with dental needs, offering them access to a wider range of services.

Our mission is to ensure that our members receive the best possible care, enabling them to lead healthy, active lives. We strive to deliver the best possible care for our members.

How to Identify Members With Enhanced Dental Benefits

If you suspect a member may be eligible for Enhanced Dental Benefits, you can contact us at the following number to verify their eligibility:

1-800-456-7890

Financial services for enhanced dental benefits.

Dental Care

- Dental clinics and offices
- Hospital departments
- Specialized units

For more information, please visit our website or contact us at 1-800-456-7890.

Enhanced Dental Benefits

Enhanced Dental Benefits are available to members who meet the criteria set by Blue Cross Blue Shield of Massachusetts. These benefits are designed to meet the needs of members with specific dental needs.

Why Choose Blue Cross Blue Shield of Massachusetts?

Blue Cross Blue Shield of Massachusetts is a trusted provider of dental insurance in Massachusetts, offering a comprehensive range of dental care services to meet the needs of our members.

For more information, please visit our website or contact us at 1-800-456-7890.
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Identifying and Outreach to At-Risk Members

- Medical Claims Review to identify conditions
- Dental Claims Review to focus on members not receiving appropriate dental care
- Focused Letter Campaign
- Telephonic Outreach to receptive members with Diabetes or CAD
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Enhancing Dental Benefits & Removing Cost Barriers

Enhanced Dental Benefits

• Member-Centric
• Condition-Specific Dental Benefits

100% Coverage

• No deductible
• Not subject to calendar year maximum
• Non surgical periodontal treatment and maintenance
Members treated by periodontal services show a lower total cost of care compared to those not receiving dental care or those receiving preventive dental services.
Results of Enhanced Benefits

• % of Condition Specific members using enhanced benefits
  — 55% of CAD Members
  — 53% of Diabetes Members
  — 60% of Pregnant Members

• Members receiving Periodontal Treatment showed lowest overall medical health costs

• Provider feedback very positive

• 37% behavior change amongst at-risk members after outreach.
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Medical

Dental

Evidence of Risk and Need
Mining of Medical and Dental Data

Focused Action
Translate science into actions that keep Members from transitioning into at-risk or complex status

Long Term Value

BCBSMA
Lower costs of care over the life of a member

Employer
Increased productivity
Lower absenteeism
Lower total costs

Member
High quality, focused care that leads to a healthier life

Evidence Based Need + Focused Action = Long Term Value