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Total Health Solution



Total Health Solution: Background



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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?

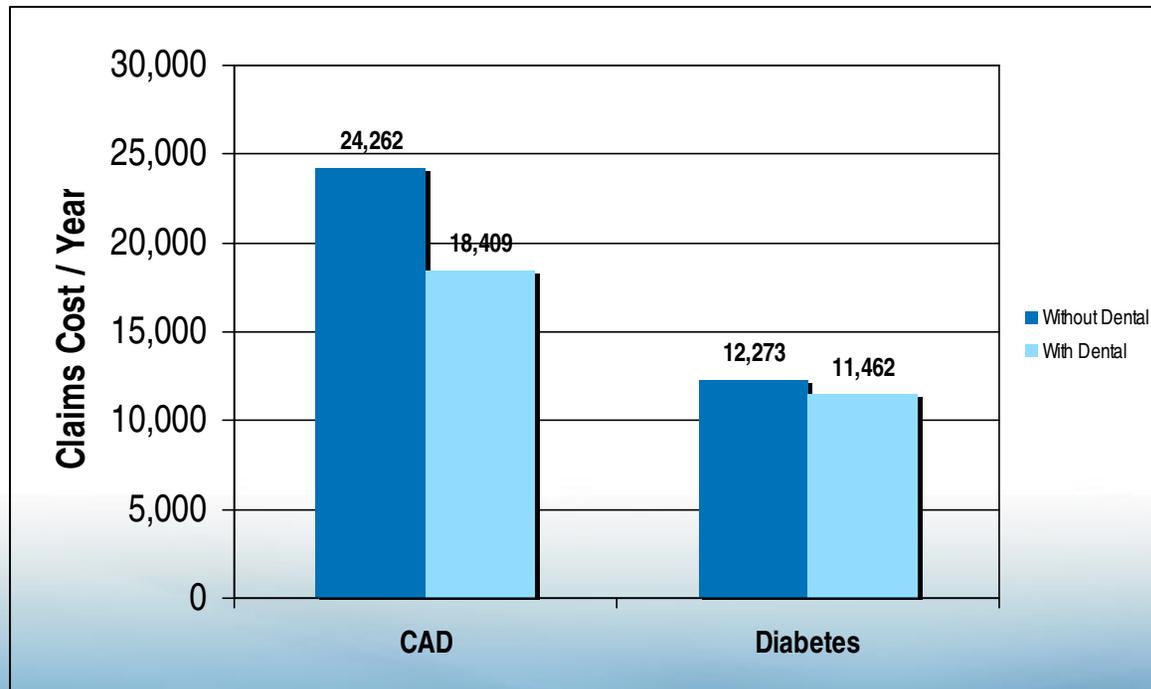


Impact of Dental Care on Medical Costs



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



Member Data as of 2008-07 to 2009-06

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



Total Health Solution: BCBSMA Data



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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**





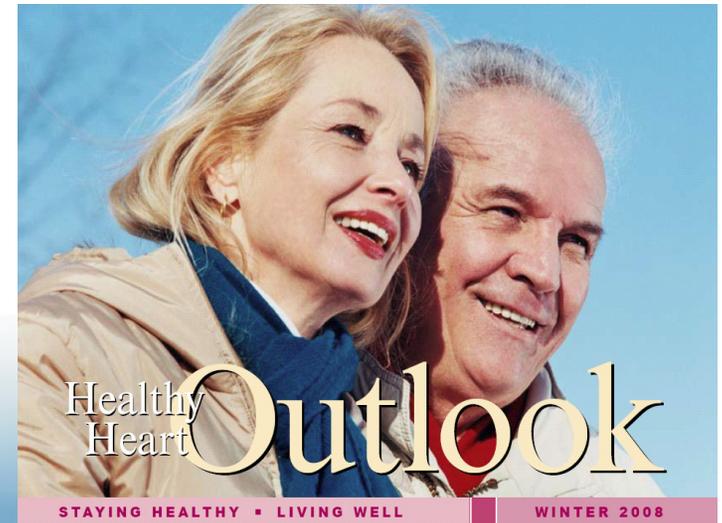
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Educate Members

- 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 two times more 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 answers aren'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



BCBSMA Leads in Promoting Total Health Care

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 findings 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 Diabetes. The pilot uses education about the connection between oral health and diabetes and outreach to provide members with information about preventive and periodontal dental care, assistance with appointment scheduling and reminders, and other tools to stay healthy.

Since the pilot's inception, we have identified members eligible to participate in Blue Care Connection for

Diabetes and have educated them on the importance of oral care and its impact on their overall health. In January, more than 70,000 members received their Blue Care Connection newsletter containing an article highlighting the importance of dental care to their diabetes. For members who have both medical and dental benefits with BCBSMA, we are contacting those who were overdue for dental checkups, and assisting them with provider selection and appointment scheduling, as needed. Of the members who we assisted with appointments, approximately 20% who had not received preventive or periodontal treatment in the past year have already begun receiving dental care.

BCBSMA is committed to increasing awareness among members who use BCBSMA for both their dental and medical benefits. In addition to the

impact that periodontal health has on a diabetic's ability to control their blood sugar levels, medical evidence has shown an association between poor oral health and heart disease, a pregnant woman's risk of delivering a preterm, low birth-weight baby, and higher cholesterol levels. Oral cancer detection may also be improved when a member visits the dentist more regularly.

Later this year, BCBSMA will expand this model to other health management programs, enabling us to more fully integrate our members' dental and medical needs.

For more information about our efforts to improve overall health through improved dental health, please contact BCBSMA's Dental Director, Bob Lewando D.D.S., at Robert.Lewando@bcbsma.com.

inthisissue

- 2 Do Business With BCBSMA Electronically
- 3 Guidelines for Submitting Orthodontic Claims
- 3 Group Numbers on Electronically Submitted Claims

Members to Receive Power Toothbrush Discount



To highlight the importance of dental care to overall health, BCBSMA has joined with Philips DAP to offer all BCBSMA dental and medical members the opportunity to purchase the Sonicare® Essence 5300 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 successfully proven oral care regimen.

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

- Visit our website, www.blucrossma.com, and click on to the "My Wellbeing" page. Scroll down to "Healthy Discounts" for ordering information, or print the order form and send it to Philips.
- Call 1-800-297-4776 and request the BCBSMA promotional code.

The Sonicare Essence 5300 uses a combination of high-frequency and high-amplitude bristle motion, generating dynamic fluid cleaning action, that may result in healthier teeth and gums. ♦

Providerfocus

December 2007

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BCBSMA Clarifies New National Provider Identifier (NPI) Compliance Date





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Educational Information about Program for Dental Offices and Members



Dental Blue:
Total Health Solutions

About Our Total Health Solutions Program

With the growing evidence linking oral and overall health, it's clear that dental care can have a direct impact on total health and well-being. Dental Blue is more than dental coverage—it features coordinated care strategies that promote oral health. Because Blue Cross Blue Shield of Massachusetts offers both medical and dental coverage, we can identify dental members who might benefit from our oral health programs and offer additional benefits to members with diabetes, coronary artery disease, and women who are pregnant. For members with these conditions, Blue Cross Blue Shield of Massachusetts aims to:

- Educate our members about the importance of oral care, and
- Offer additional dental benefits through our Enhanced Dental Benefits program to support proper oral care and help improve the overall health of our members.

Enhanced Dental Benefits

Enhanced Dental Benefits are standard for most Blue Cross Blue Shield of Massachusetts members with diabetes, coronary artery disease, or women who are pregnant. At no additional cost* members will receive:

- One prophylaxis or periodontal maintenance visit every three months, covered at 100%.
- Periodontal scaling and root planing, once for each quadrant every 24 months, paid at 100% (when necessary and appropriate).
- These benefits are paid outside the annual dental maximum.

How to Identify Members With Enhanced Dental Benefits

Members that have both medical and dental coverage through Blue Cross Blue Shield of Massachusetts are automatically enrolled in this program if they are in our diabetes or coronary artery disease management programs or are pregnant and have signed up for our *Living Healthy Better*® program. You can help your patients take better care of their health by referring them to their physician and obtaining confirmation of their diagnosis if they are not already enrolled. Once we receive their certification, they will be enrolled in our Enhanced Dental Benefits program.

* When performed by a Blue Cross Blue Shield of Massachusetts-participating or preferred (PPO) dental provider, when applicable, these services have no deductibles or co-insurance and do not apply to the member's calendar year maximum.




Dental Blue®

Check for Enhanced Dental Benefits



Dental Blue®

Check for Enhanced Dental Benefits



Dental Blue®



If your patient:	Then:
Has already been identified by Blue Cross Blue Shield of Massachusetts as eligible for Enhanced Dental Benefits	Ask the member to present their Enhanced Benefit Card. You can also see that the member has Enhanced Dental Benefits when you use our provider technologies to verify benefits and eligibility.
Has diabetes, coronary artery disease, or is pregnant, but has not yet been identified by Blue Cross Blue Shield of Massachusetts for Enhanced Dental Benefits	You can recommend that the member ask his or her physician to certify their diagnosis by submitting the Enhanced Dental Benefits Enrollment Form to Blue Cross Blue Shield of Massachusetts. This form can be downloaded from www.bluecrossma.com/provider by selecting Resource Center, Forms, Administrative Forms. Once eligible, the member may make an appointment with your office for the dental care.
Has received Enhanced Dental Benefits services	Submit your dental claims electronically or by mail to Dental Claims, P.O. Box 98605, Boston, MA 02298

Educational Resources:

CEU Educational Opportunity
Dental professionals can complete our online *Oral Health for Total Health* and receive 1 CEU. To access the training, log on to www.bluecrossma.com/provider, select Resource Center, Training & Registration, Dental. Download and complete the CEU Registration Form at the end of the presentation.

American Dental Association (ADA)
For information on the link between oral health and overall health, log on to www.ada.org/public/topics/oral-systemic.asp.

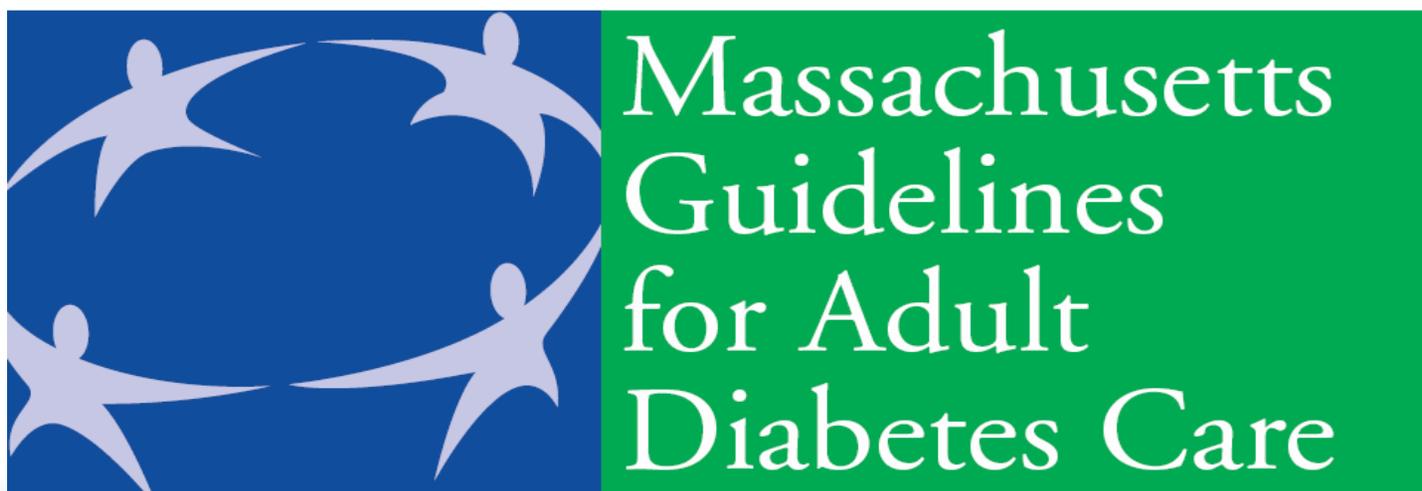





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Educating Physicians and Dentists



DIABETES
GUIDELINES
WORK GROUP



Massachusetts Department of Public Health





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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



Enhanced Dental Benefits from Dental Blue

At Blue Cross Blue Shield of Massachusetts your good health is one of our top priorities. Enhanced Dental Benefits program is the latest in our efforts to improve your overall health.

Additional Support for Special Conditions

If you have diabetes or coronary artery disease, or if you are pregnant, our Enhanced Dental Benefits offer additional, specific support. These benefits offer full coverage for preventive and periodontal services that have been connected to the total health of individuals with these conditions.

What's the connection? Clinical studies have shown an association between periodontal disease—the most common infectious disease in adults—and the control of diabetes and the severity of heart disease. In addition, periodontal disease among pregnant women has been associated with an increased risk of delivering a preterm, low-birth-weight baby.

About Enhanced Dental Benefits

Because you have been identified as having one of the conditions referenced above, you qualify for Enhanced Dental Benefits. You are eligible to receive:

- one cleaning or periodontal maintenance visit every three months covered at 100 percent*
- periodontal scaling at 100 percent coverage once for each quadrant, if indicated, every 24 months*

We offer Enhanced Dental Benefits at no additional cost to you. These services are not subject to a deductible, co-insurance, or annual maximum when provided by a participating or preferred provider.

If you are a member of a PPO plan and you choose to receive services from a non-preferred provider, you may be subject to co-insurance.

For your convenience, we have included the attached card for quick and easy reference.



Enhanced Benefits Reference Card

- One cleaning or periodontal maintenance every three months.
- Periodontal scaling once for each quadrant every 24 months*

Questions about this benefit?
Please call member service at the number on your membership ID card.

*Periodontal maintenance and scaling available on plans that offer periodontal benefits.

This benefit is available only to eligible members who qualify for this benefit. For more information, please contact member service at 1-800-342-2263. © 2014 Blue Cross Blue Shield of Massachusetts. All rights reserved. Blue Cross Blue Shield of Massachusetts is a member of the Blue Cross Blue Shield of Massachusetts family. Member ID: 1234567890. 12/14/14



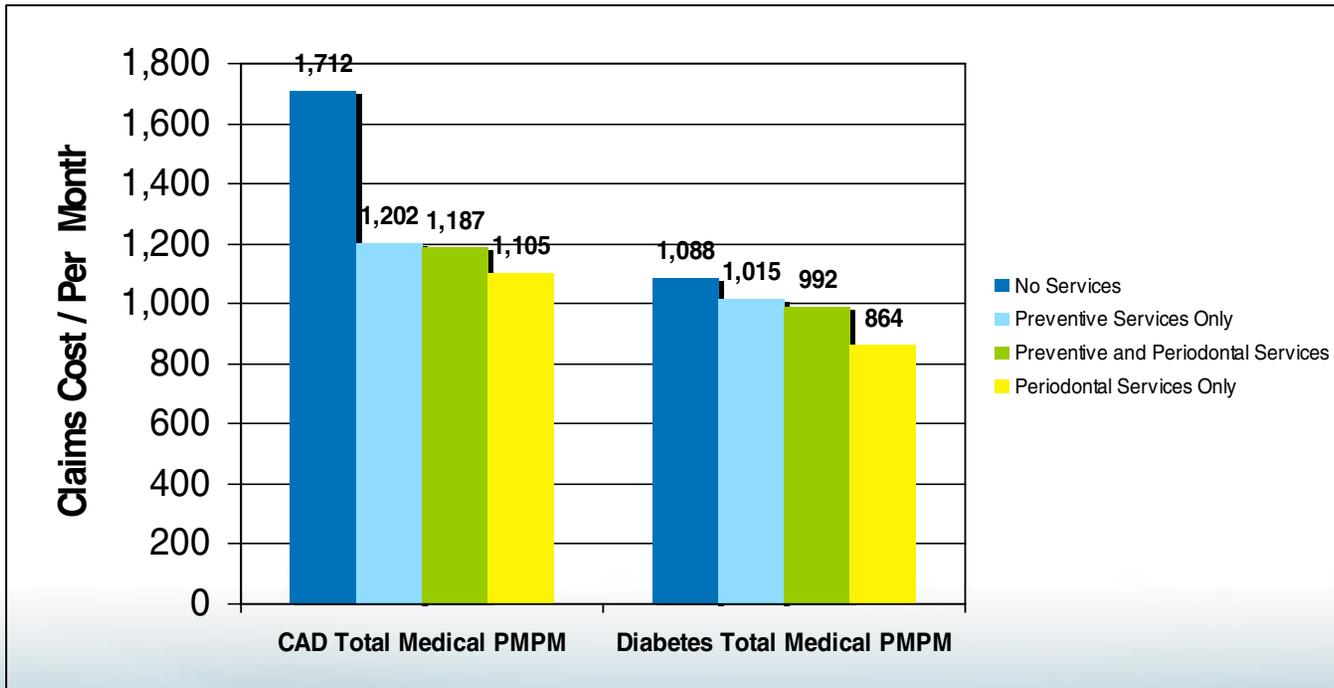
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Costs for Members with BCBSMA Dental Benefits, 2007



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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.





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Results

Results of Enhanced Benefits

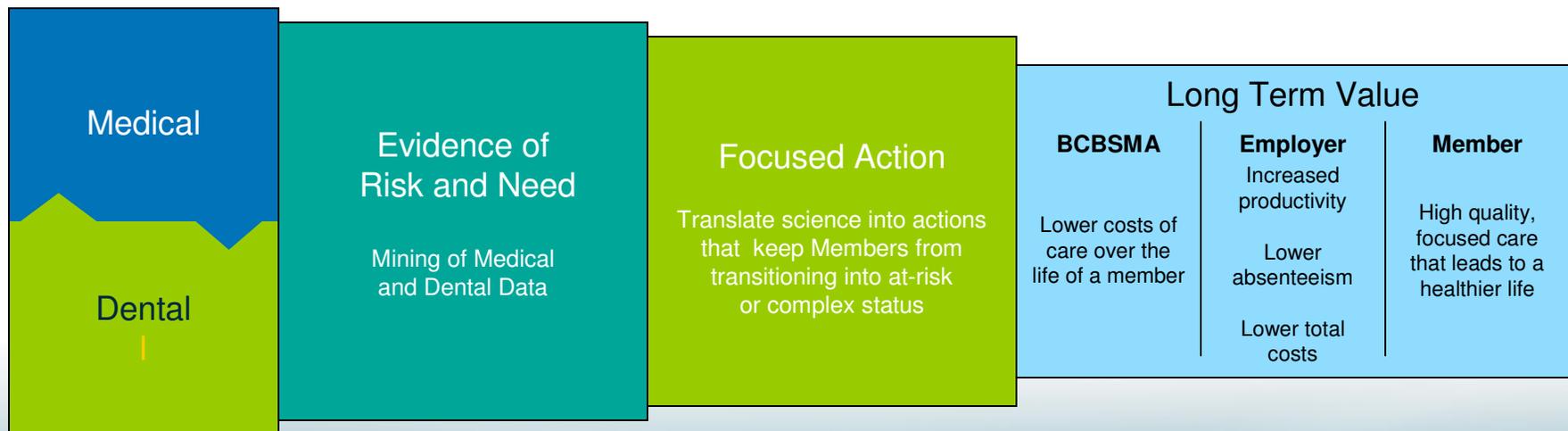
- % of Condition Specific members using enhanced benefits
 - 55% of CAD Members
 - 53% of Diabetes Members
 - 60% of Pregnant Members
- Members receiving Periodontal Treatment showed lowest overall medical health costs
- Provider feedback very positive
- 37% behavior change amongst at-risk members after outreach.





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Evidence Based Need + Focused Action = Long Term Value

