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Impacts of National Health Care Reform on Oral Health

There are important oral health elements to the health care reform law – the Patient Protection & Affordable Care Act (PPACA) – signed by President Obama in March 2010. Most significant, oral health is considered an “essential benefit” for children up to the age of 21. This is an important step in the right direction to incorporate oral health to overall health and focus on prevention of disease in our young population.

As an essential benefit, health insurance – including dental – will need to cover a core set of oral health benefits starting in 2014 through either a state-sponsored Exchange or later through private-employer sponsored health insurance.

Washington Dental Service and its oral health partners will be working closely to ensure that core benefit requirements are designed to prevent dental disease at the earliest possible age.

Other Important Oral Health Elements Contained In The PPACA Law:

- **Oral Health Prevention Campaign** – The law establishes a five-year oral health campaign targeted at children, pregnant women and minorities.
- **School-based Sealant Grants** – Grants will be made available in all 50 states.
- **Surveillance Activities** – the Department of Health & Human Services (HHS) will update and improve Pregnancy Risk Assessment Monitoring System with a specific focus on improving oral health.
- **Workforce** – Oral health was called out as a special area of need, and HHS will be empowered to extend grants to dental schools.

Washington Dental Service fought hard during the health care reform debate to allow dental-only plans, including members of the Delta Dental Plans Association, to participate and compete in the Exchanges as they do now in the traditional marketplaces.

Dental Office Updates

Network Quality Management Credentialing Update



To ensure the quality of our networks and to meet our Delta Dental Association membership agreement, the Washington Dental Service quality management department closely monitors our member dentists' credentialing files to ensure that dentists are appropriately credentialed within specific time parameters. We not only credential new member dentists, but also re-credential our current members every three years — effective on their birth dates. Please fill out your re-credentialing packet when it arrives and return it to us as soon as possible. We are also making sure that each of our member dentists has an active license and professional liability insurance policy.

As a courtesy, we contact our member doctors prior to the expiration of their policies and licenses to confirm renewals of both professional liability and dental licenses. If we find that any licenses have not been renewed before the expiration dates, Washington Dental Service will deny all claims payments until proof of renewal is confirmed. WDS contractually cannot pay any claims to a dentist with an expired license, so we recommend that you send in your renewal early enough to allow time for processing.

The Washington Dental Service quality management department greatly appreciates your taking the time to supply the required information to us in a timely manner.

If you have any questions, please contact Janee Endicott or Laura Hale at (206) 528-2320. ■

Impacts of National Health Care Reform on Oral Health (continued from page 1)

As a leader in dental benefit plan design, Washington Dental Service is well poised to bring our innovative and disease prevention focus to the individuals and small employers on the Exchange market.

The results of health care reform provide additional attention and exposure to the importance of oral health to overall health. Washington Dental Service and its partners will continue to be closely involved as the new PPACA law is implemented in Washington and around the country. ■

Washington Education Association's

Select Dental Plan Changes for 2010-2011

The Washington Education Association's WEA Select Dental Plan (group number 00186) for 2010-2011 is a dual-option program, meaning WEA members can elect to see either a Delta Dental Premier® or Delta Dental PPO dentist. The dental benefits for this group will remain the same. However, WEA is adding an enhancement to the program for the coming year. Effective Oct. 1, 2010, members who seek services from Delta Dental PPO dentists will have a higher annual maximum — \$2,000 compared to \$1,750.

The annual maximum for those members who elect to see Delta Dental Premier dentists will remain unchanged, at \$1,750. No members will experience a loss of benefits. In fact, some may see a slight increase in their benefits, depending on which plan their school district chooses.

This change is being made at the request of the Washington Education Association to satisfy members' requests for more choices in dentists. It will also help control the association's claims costs and streamline plan administration. Group number 00186 currently has six different plan designs from which to choose. Going forward, the offerings will be consolidated to three plans.

There will be no changes to the way your office will submit patient claims to Washington Dental Service, nor will policy numbers or member eligibility change. Please note that there will be no changes to the dental plans for individuals covered by the Delta Dental PPO plan, group 00187, or the DeltaCare plan, group 00188.

If you have questions about the enhancement to the WEA Select Dental Plan, please feel free to call the Washington Dental Service customer service team at (800) 554-1907. ■

Customer Service Metrics Remained Excellent in 2010

Washington Dental Service's customer service representatives continued their tradition of excellence during the first two quarters of 2010. The numbers tell all.

Total number of claims received	1,764,668
Claims turnaround time	96.3 percent within 15 calendar days
Total calls received	606,885
Percentage of telephone calls answered within 30 seconds	Call center total — 87.3 percent Provider office calls — 79.7 percent
Telephone speed of answer	24.8 seconds

Dental Office Updates

Help from Washington Dental Service is Easy!

www.DeltaDentalWA.com: Designed with You in Mind

You can find answers to the majority of your questions on our easy-to-use, interactive Web site at **www.DeltaDentalWA.com**. Simply click on the *Dentists* tab on the home page and you will see the *Resource Center* in the top navigation bar. Once you sign in with your user name and secure password, you will find the information you need at your fingertips, including the following:

- **Forms and Applications** — direct deposit information, Delta Dental Premier membership application packets for new offices and additional associates/offices, and many other frequently requested form
- **CDT Procedure Codes** — a listing of current CDT codes
- **Brush Up Workshop Dates** — dates and locations for our workshops
- **WDS Plan Summaries** — descriptions of each of our plan networks
- **Dentist FAQs** — answers to some commonly asked questions
- **Word of Mouth Newsletters** — access to current and previous issues, with timely information on WDS policies and initiatives to dental office management, as well as interesting articles
- **Electronic Services** — information on WDS's electronic tools and other resources

How Can Your WDS Professional Relations Representative Help You?

In case you can't find what you need on our Web site, a Washington Dental Service professional relations representatives can assist you with a variety of things. Services include:

- Obtaining membership for any Washington Dental Service dentist network
- Adding associates to your practice
- Setting up your office for electronic services to obtain patient benefits, eligibility information, preauthorization and claim status. Electronic services include:
 - WDS Web site
 - Interactive voice response system (IVR) with faxback capabilities
 - Eligibility and benefits through your practice management software
 - DentalExchange.com
 - Electronic claims submittal
 - Electronic attachments
- Answering questions related to your Washington Dental Service Member Dentist Agreement
- Enrolling your office in electronic funds transfer (EFT), which will allow you to have your claims payments transferred directly into your bank account
- Educating your staff on our DeltaCare managed care dentist network
- Providing educational workshops yearly in designated areas

If you need additional training or education on any of this information, please contact the Washington Dental Service professional relations department at (800) 572-7835, ext. 5332. ■

Looking Back

2010 Dental Conferences

Pacific Northwest Dental Conference

June 17 – 18, 2010

This year's Pacific Northwest Dental Conference was held June 17-18 at the Washington State Convention and Trade Center in Seattle. Our Washington Dental Service professional relations team members enjoyed seeing many familiar faces and meeting many of you from new offices. We gave away lots of goodies and, in support of our local communities and Washington Dental Service's "Go Green" initiative, held a drawing for a basket of goods that featured items from Seattle area businesses that offer fair trade and locally grown organic products.

You can learn more about future Washington State Dental Association events on the association's Web site at www.wsda.org/pndc.

Inland Northwest Dental Conference

May 6 – 7, 2010

This year's Inland Northwest Dental Conference was held May 6-7 in Spokane at the downtown convention center. Thanks to everyone who stopped by the Washington Dental Service booth and visited with Lisa and Trisha. We gave away recycled paper mouse pads and had drawings throughout the day for Weecan T-shirts. The grand-prize winner received a basket filled with items local to the Spokane area. ■



Dental Office Updates

More Groups Adopt

Alternate Identification Numbers

Employees of the Washington Dental Service groups listed here have been assigned randomly selected identification numbers in place of their Social Security numbers. You should use the new numbers when submitting claims for your patients employed by these groups. In the event your patient has not provided the alternate identification number, you will receive it on the payment voucher. Please update your records and use the new ID number the next time you submit a claim.

The majority of new groups that have elected Washington Dental Service dental coverage since January 1, 2009, have elected to adopt alternate identification numbers. Please see New Groups on page 7 for a list of new groups that have been implemented since April 2010.

Washington Dental Service will notify you of new groups that adopt the alternate ID numbers in future issues of this newsletter.

Group #	Group Name	Conversion Date
00699/700	Inland NW Health Services	February 23, 2010
00760	Swedish Health Services	February 23, 2010
00384	Gonzaga University	February 25, 2010
00488	Seattle Children's	February 25, 2010
09116/9117/9339	Lynden, Inc.	March 23, 2010
00911	Zymogenetics	March 23, 2010
00474/00576	Clark County Employees	March 25, 2010
09325	drugstore.com	March 25, 2010
00339	PEACEHEALTH	April 8, 2010
07309	Goodwill Industries – Spokane	April 8, 2010
09113	Symetra Life Insurance	April 8, 2010
00201/09201	Port of Seattle	April 22, 2010
00497-00502	Washington Counties Insurance Fund	April 22, 2010
00824	Kitsap Credit Union	May 27, 2010
06274	Kitsap Transit	May 27, 2010
00197	IBEW Health & Welfare Trust	June 8, 2010
00287	Pacific Lutheran University	June 8, 2010

New Groups

New Groups

This list includes only employer groups with 100 or more employees.

Effective April 2010					
Group Number	Group Name	Dental Product	Group Location	Employee #	ALT ID
09404	Rhapsody America	Delta Dental PPO	Seattle	97	Yes
00694	Football Northwest LLC	Delta Dental PP.	Renton	200	Yes
09403	TC Global Inc.	Delta Dental PPO	Seattle	258	Yes
00702	Zetron	Delta Dental PPO	Redmond	209	Yes

Effective June 2010					
Group Number	Group Name	Dental Product	Group Location	Employee #	ALT ID
00708	Sentry Credit	Delta Dental PPO	Everett	151	Yes
00704	Yakima Nations Legends Casino	Delta Dental PPO	Yakima	553	Yes

Effective July 2010					
Group Number	Group Name	Dental Product	Group Location	Employee #	ALT ID
00707	Lummi Indian Business Council	Delta Dental PPO	Bellingham	700	Yes
09406	SeaCast	Delta Dental PPO	Seattle	144	Yes
00705	Sunrise Services	Delta Dental PPO	Everett	225	Yes
09405	T&A Supply	Delta Dental PPO	Kent	220	Yes

*Indicates a national account

SmileStones Booklets— Now Available to Share with Patients

SmileStones is a new booklet that outlines a child's oral health milestones, discusses why nutrition matters, and how a parent's oral health can affect their child's oral health. It also shares tips to prevent tooth decay and reinforces the message that all children should get their first oral health screening by age one. SmileStones is geared to pregnant women and families with young children—from infancy to 6 years.

To order copies for your office, call **206-729-5570** or e-mail **foundation@DeltaDentalWA.com**.



Cavity Free Kids: Oral Health Education for Young Children

What do glitter, black pepper and soda have to do with oral health? They are all ingredients used to illustrate how germs transfer from one person to another and how tooth decay takes place over time.

Cavity Free Kids, a curriculum developed by Washington Dental Service Foundation, uses fun activities and songs to teach young children, ages 0 to 5, and their families about the importance of good oral health. Habits learned early in life, such as eating “tooth healthy” foods, brushing teeth after meals and knowing the importance of going to the dentist, are habits that can last a lifetime.

The Cavity Free Kids curriculum and training is just one of the many programs developed by WDS Foundation, a nonprofit funded by Washington Dental Service that executes the shared mission of eliminating oral disease to improve overall health for everyone. Since 2000, Cavity Free Kids (CFK) has been used in child care centers and Head Start programs across Washington. Teachers in more than 85 percent of Head Start programs have been trained, and children across the state continue to learn about oral health through fun-filled, hands-on activities. The CFK curriculum supports Head Start’s requirement that enrolled children have dental exams within the first 90 days of the program.

Cavity Free Kids improves oral care, as well as eating habits in the classroom and at home. The curriculum also increases children’s, families’, and teachers’ understanding of the disease process that causes cavities, as well as provides greater comfort with visiting the dentist and engaging in preventive care.

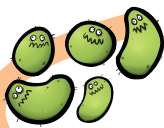
Cavity Free Kids includes materials and methods for incorporating oral health education into a variety of settings — including parent meetings, home visitation programs, preschools and elementary schools, and even the clinic waiting room. Examples of CFK activities include:

- Germ puppets – Use ordinary items like toilet paper rolls, old socks and craft sticks to create imaginary germs inside children’s mouths and discuss how those germs can damage their teeth.
- Bibs and masks for a mock dentist visit – Use ordinary supplies like paper towels or coffee filters, yarn, glue and collage materials to make bibs and masks to simulate visits to the dentist’s office through dramatic play.
- Story of “Diente Tooth” – Use a pattern, cut pieces of felt or paper to tell a pre-scripted story that emphasizes the need to brush teeth twice a day.
- CFK booklet — Includes various songs in English and Spanish to emphasize the need to brush and other good oral health habits.

Dental offices may use activities from the Cavity Free Kids curriculum to educate children and families on why oral health is critical to overall health, the importance of early intervention in establishing good oral care and eating habits early, how tooth decay may be prevented and other important topics.

For more information about Cavity Free Kids or to obtain copies of activities, call **(206) 528-7339**. ■

The Dental Decay Process



We all have germs in our mouths — some good and some bad. The bad germs and bacteria cause cavities.



Germs and bacteria can be spread from parents/ caregivers to infants and toddlers through saliva. *(Do not share cups, eating utensils or food, and don't "clean off" pacifiers by putting them in your own mouth first.)*



Sweet or high-carbohydrate foods or sweet drinks feed the germs that cause decay.



The germs make acids. The acids cause tooth decay. Tooth decay can be stopped if it is caught early.



Regular brushing with fluoridated toothpaste removes the germs. Fluoride helps stop the cavity-causing acids.

Tooth decay can be stopped if it is caught and treated early.

DELTA DENTAL
Washington Dental Service
Foundation

Community Advocates for Oral Health



Announcements

SmileMobile Call to Action

Volunteer dentists and their staff members are needed to provide treatment to children on the SmileMobile as it visits communities around Washington state. Additional volunteers are needed to assist families with registration during the SmileMobile's visits. Continuing education credit is available to dentists volunteering on the SmileMobile.

Please contact **Monika Foro** or **Jeanie Romero** at (800) 572-7835, ext. 6303 or (206) 517-6303.



SmileMobile Schedule for 2010

Month	Day	Location
September	7 - 17	New Site
	20 - 24	Long Beach
	27 - Oct. 1	Newport
October	4 - 5	Stevenson Head Start
	6 - 7	White Salmon Head Start
	14 - 15	Goldendale Head Start
	18 - 29	Tonasket
November	1 - 12	Lummi
	15 - 19	New Site
	29 - Dec. 3	Tukwila
December	6 - 10	New Site

Schedule is subject to change

Note: Dates and locations are added on an ongoing basis. Please visit our Web site at www.DeltaDentalWA.com and click on the *SmileMobile* link in the footer at the bottom of the home page.



Washington Dental Service Foundation

Community Advocates for Oral Health



Seattle Children's
HOSPITAL • RESEARCH • FOUNDATION

Claims Processing Tips

You can help ensure that your treatment claims are paid quickly and accurately.

- Be sure to enter the procedure code, tooth number and/or quadrant (if required) in the appropriate field of the claim form. By doing so, you will help ensure that all of the necessary information is recognized by our system.
- Washington Dental Service is in the process of converting covered members of all of our employer groups to randomly selected alternate identification numbers in place of Social Security numbers. If you have patients who are covered under any of the groups that have already been converted to alternate ID numbers, please be sure to submit these new ID numbers on the claims.

Process Change – Incorrect Claims

Washington Dental Service has implemented a new policy regarding the adjustment of claims that have been submitted with incorrect information, e.g., incorrect tooth numbers, incorrect patient names, etc. If you need to have a claim adjusted because the original claim had incorrect information, you must now submit a new claim with the correct information and indicate that it is a corrected claim, e.g., Resubmission, Reevaluation or Reconsideration.



Announces 5th Annual Conference:

Oral Health in Healthcare Reform

The **Institute for Oral Health** will host its fifth annual national conference at the beautiful FireSky Resort & Spa in Scottsdale, AZ, on October 28 and 29, 2010. The conference will bring together nationally recognized experts in oral health care from academia and private and public health disciplines. This year's conference will feature presentations and discussions focusing on *Oral Health in Healthcare reform: How will reform affect care, delivery of care and oral health care reimbursement*. As this is a broad and fluctuating landscape, we will revisit our previous themes: children, seniors, and periodontal disease and diabetes, as well as quality and metrics, as foundations for our discussion. WDS member dentists are invited to attend.

This year's speakers include:

Burton Edelstein, DDS, MPH — Founder & Chair, Children's Dental Health Project; Professor of Dentistry and Health Policy, Columbia University

Senator William H. Frist, M.D. — 18th Majority Leader, U.S. Senate, 2003-2007; U.S. Senator from Tennessee, 1995-2007; Heart-Lung Transplant Surgeon

Shelly Gehshan — Director, Pew Children's Dental Campaign, Pew Center on the States, The Pew Charitable Trusts

Joel Berg, DDS — Professor & Chair, Dept. of Pediatric Dentistry, University of Washington

Douglas Berkey, DMD, MPH, MS — Professor, University of Colorado School of Dental Medicine; Dental Director, Total Longterm Care of Colorado

Joseph Errante, DDS — Vice President, Blue Cross Blue Shield of Massachusetts

Michael Helgeson, DDS — Co-Founder and CEO of Apple Tree Dental, Minnesota

Terry O'Toole, DDS — Director of Dental Healthcare Analysis, Veterans Affairs Office of Dentistry

Maria Ryan, DDS, PhD — Professor & director of Clinical Research, School of Dental Medicine, State University of New York at Stony Brook

Please pass this information on to your doctors. The conference offers CE credits for dentists. For more information and to register, visit the Institute for Oral Health Web site. www.IOHWA.org. Registration closes October 22. ■

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