

# Oral Wellness News

APRIL 2018



Activate!  
Dental.

## Activate! Dental Campaign a Success

Thank you for your participation in the Activate! Dental, My Dental Benefits registration campaign during the month of January. The campaign was a huge success! We are now able to say that Highmark, our company, has 50% of their employees registered for My Dental Benefits.

### Why is it important for a workforce to be engaged with My Dental Benefits?

- Members are more likely to engage in “important” oral health activities like registering for Smile for Health®–Wellness and taking the dental risk assessment.
- Members can easily find answers to commonly asked questions and have access to all of their plan information.
- Marketing captures member email addresses which allows for regular monthly email outreach. These emails provide health and wellness information which is an important part of educating our member population and guiding behavior change.

Talk to your Oral Wellness Consultant about how we can take ideas from the Activate! Dental campaign and achieve similar successes with your clients. Remember, an engaged member is a healthier member and better consumer of their benefits.

## Talking Wellness

While the Oral Wellness Consultants aim to be present for as many Sales and Service meetings as we can, there are many times we will be unable to attend. To facilitate easy conversations, provided below are some simplified points to guide your wellness talks pre- and post-sale.

### When Selling Wellness

Our Wellness initiatives at United Concordia offer **REAL** benefits:

**R**elating: Oral health is much more than teeth and cavities. Oral health is directly related to overall health. Mouth problems like gum disease can trigger worsening of overall health problems.

**E**ducating: Focused education for engagement. Receiving proper dental care for gum treatment, and direct member education, promotes member engagement and self-care.

**A**dvocating: Mouth-body connection means more than just brushing and flossing. United Concordia has a team of Oral Wellness Consultants advocating to help members make healthier choices through promoting oral care to achieve overall health.

**L**iving: Decision-making through data. United Concordia has dental utilization data to assist in creating tailored programs aimed at improving member quality of life through lower medical costs and improved medical outcomes.



### After Sale

To better assist Service personnel in client engagement in the interim of meeting with the Oral Wellness Consultant, below are a few questions/considerations to promote an **ORAL** wellness conversation.

**O**ffer: How do you promote your current wellness offerings to your employees to increase engagement? We offer a host of options for your members: through newsletters, webinars, presentations, and United Concordia's online Dental Health Center, we offer solutions for every population for best engagement.

**R**elate: Do you feel your employees understand the role between oral health and overall health? Our Oral Wellness Consultants can help employees understand this connection and provide ways to help your members increase overall health.

**A**ctivate! Do you feel your employees play an active role in their own health care? Through methods such as engagement in My Dental Benefits registration and the Dental Health Assessment, we aim to activate member participation to drive good behaviors for good self-care.

**L**iteracy: Do you feel like your employees have a good general understanding of health and wellness? We offer tools to increase health literacy to guide healthy choices.

As always, if you need additional ways to discuss wellness for your meetings and the Oral Wellness Consultants are not able to attend, please do not hesitate to reach out. We are always here to assist you.

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## Spring Cleaning

Things are always changing! It's important to assure we are providing our clients with the most up-to-date and relevant flyers and sales information. Set some time aside to go through the files saved on your desktop and presentations that you use to make sure you have the best information. If you have a question, ask your Oral Wellness Consultant!

Some recent updates to flyers:

[My Dental Benefits](#)

[My Dental Assessment](#)

[Diabetes Infographic](#)

There are great new ways to talk about and sell Smile for Health®–Wellness and United Concordia's other research, [The Value of Going](#). We encourage you to work with your Oral Wellness Consultant to construct a great story that will encourage a thoughtful and clinically driven message.

## User by Relation

Visiting the dentist for preventive care is one of the foundational pieces to better health and cost savings for our members and clients. By visiting the dentist on a regular basis, members can help prevent problems before they become costly.

If you are looking to share a better wellness story with you clients, Oral Wellness Consultants recommend incorporating the **User by Relation report** during utilization and other appropriate meetings. This report can provide guidance as to who (subscriber, dependent, children) is and is not using their dental benefits for preventive care.

To provide some relevant benchmarking, about 60% of members use their dental benefit for preventive care. It is good to see clients overall membership above the benchmark of 60% preventive utilization so our efforts are aimed at promoting high participation.

### How can you use this information during a conversation?

- Provides guidance as to who education efforts should be targeting
- Provides opportunity to discuss the importance of good oral health habits for children
- Sets a company benchmark to increase preventive visits throughout the upcoming year

### How do you request this report?

You can submit the request through the Reporting SharePoint site (not available in eReporting). Provide the time period of data you are interested in looking at, usually 12 months. Year over year is helpful once education and awareness efforts begin.



## Did you know ...

- **Pregnant women with uncontrolled gum disease** are SEVEN times more likely to have premature, underweight babies than those without gum disease? Oral care during pregnancy is a necessary part of good prenatal care.
- **People who regularly consume 3 or more sodas daily** have 62% more cavities, fillings and tooth loss than others who do not drink sodas? Reducing the amount of sugared drinks and understanding how what we eat/drink not only impacts our bodies, but our mouths, helps prevent costly fixes down the road.

### Questions? Comments? Suggestions?

Contact your Oral Wellness Consultant today!  
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