



Dental Word of Mouth

Third Quarter 2020



Front and center

Supporting our participating providers during COVID-19

As a way to support our participating providers as offices re-open, we have launched initiatives and gathered resources for you and your staff:

- **Enhanced Payment Program (EPP):** Through the EPP, enhanced care provider payments will be available through the end of 2020 for many network dentists for certain services related to routine exams, emergency services and initial evaluations for children and adults. Enhanced payments range between \$5 and \$10 in addition to the dentist’s contracted fee for applicable services. Network dentists may be eligible to gain access to a portion of UnitedHealthcare Dental’s \$10 million relief package by enrolling at uhcdental.com.
- The ADA has a **free one-credit continuing education webinar** on respiratory protection available for you and your staff to watch at any time.
- Please continue to visit the **Centers for Disease Control and Prevention (CDC)** and **American Dental Association (ADA)** websites for latest guidance specific to the Dental healthcare setting and health professionals. You may also visit uhcdental.com and click on “Considerations and adaptations” as additional resource for offices that are reopening.



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Front and center

Supporting our participating providers continued...

- **Teledentistry for UnitedHealthcare members:**

We are pleased to announce that we are immediately expanding access to care through provider consultations via teledentistry to continue to help accommodate our Medicare Advantage, Medicaid, Individual and Group Market fully insured health plans. UnitedHealthcare Dental will waive frequency limits, and any benefit provided for the services listed in the “Access to Care via Teledentistry” guide on uhcdental.com will NOT count towards the patient’s annual maximum benefit, if any, for dates of service prior to July 24, 2020, when submitted in accordance with applicable Federal and State regulations. UnitedHealthcare Dental will continue to evaluate and update this guidance as appropriate.

For more information regarding the enhanced payment program, including details on how to enroll and becoming eligible for payments, or for guidance on which codes to utilize for offering teledentistry, visit uhcdental.com. Any additional announcements regarding resources or program changes/enhancements will also be made at uhcdental.com.

Clinical updates

Optimizing schedules for patient care

As state and local governments lift the temporary restrictions on delivering routine and elective dental care, practices are extremely eager to reopen and continue to deliver the much-needed care that has been delayed.

There is great need to address pent-up demand for dental care and the need for new care. However, providers are now faced with unexpected business challenges of increased operational costs, new social distancing protocols, and the need to educate their patients and team on the safety of receiving routine dental care in a post-COVID-19 environment.

There are three fundamental administrative responsibilities that can assist practices in starting to pursue normal operations and business performance by re-engaging their current patients: **Retention, Recall, and Reactivation.**

Retention:

The single greatest opportunity to keep patients actively engaged in their own care is to ensure that every patient is scheduled for a follow-up visit *before* they leave your office. This needs to be a team effort in the office (not just the front desk) in repeatedly conveying to the patient how important the next visit will be in achieving their oral health goals.

The urgency and the importance of completing recommended care must be demonstrated to the patient by team members in a clear and concise unified message. This messaging needs to be appropriate to the culture of the office and sensitive to the patient’s conditions.

Simply stated, “*No patient leaves without a newly assigned appointment.*” It is the responsibility of the team to customize this message in their own words with kindness and empathy without a feeling of being sales-like or have a feeling of pushiness.

Recall:

It’s inevitable that patients fall off the schedule, cancel their appointments, or simply do not show for their appointed times. While we often become frustrated with the patient, it is not an appropriate or a beneficial business approach to blame the patient.

Through a repetitive and methodical recall program, the stress, anxiety, and frustration of having a schedule unexpectedly fall apart can be reduced. But common sense must be used if a patient is taking advantage of your policies and has repeated back-to-back cancellations and no-shows.

Clinical updates

Optimizing schedules continued ...

These patients are taking the opportunity away from your other patients to receive care and are interrupting your usual smooth daily operational flow.

The recall responsibility should be divided among every team member who has had direct engagement with the patient, and not a call center, temporary employee, or junior team member. Including your hygienists and dental assistants to recall patients as a collateral duty will not only encourage a collaborative team approach to re-engage patients, but it's a *nice touch* from the perception of the patient. Sharing this responsibly with clinical team members will also reinforce why it is so important to be successful in assigning the next appointment during the current visit.

Each day generate a broken appointment report and share it with your entire team during your morning huddle. Ask your team if there is any additional insight as to why this patient canceled. You will be amazed at what additional personal knowledge your staff will have about your patients, and another approach for re-engagement can be determined.

Reactivation:

This is the sole responsibility of the front desk. Generate monthly reports of patients who have not been treated in the last 18-months or 2-years, depending upon how your practice determines an active patient base. These reports will provide you with a true understanding of the size and quality of your active patient base and assist you in the valuation of your practice.

It's the responsibility of your team to ensure they are doing everything possible—that continuity of patient care is being achieved, even though patients sometimes have other priorities and personal distractions in their lives other than their dental care.

Lastly, appointment reminders are essential, but your practice needs to understand, identify, and record your individual patient's preferred method of contact. Email, text messages, phone calls, or even the old fashion postcard method are all effective, but they are only effective if the communications actually reach the patient. Your modern practice management software can track your patient's preference for communication. Messaging cannot be a uniform solution in the management of a diverse and large patient base with ever changing contact information.



Richard W. Gesker, DMD, MBA

Chief Dental Officer, UnitedHealthcare Dental



Dental fun facts

- Tooth decay used to be blamed on “tooth worms.”
- In the Middle Ages, barbers used to pull teeth.
- The first power drills were powered by foot.
- In 1903, German chemist Alfred Einhorn formulated the first known local anesthetic and called it procaine, today known as Novocaine.
- High speed dentistry started in 1957 with the Airtor (a dental drill). It could reach speeds of up to 300,000 rotations per minute!

Doing business together



California notices

California after-hours emergency requirement

Each year, the Plan is required to inform you of the after-hours emergency requirement mandating that all California providers provide after-hours emergency services to plan enrollees.

All contracted California providers must employ an answering service or a telephone answering machine during non-business hours, which provides instructions on how plan enrollees may obtain urgent or emergency care when applicable, how to contact another provider who has agreed to be on call to triage or screen by phone, or if needed deliver urgent or emergency care.

California dentists: reminder and update to the language assistance regulations

Each year, we are required to inform you of the Department of Managed Health Care (DMHC) Language Assistance Regulation mandating that all health plans in California provide language assistance services to limited English proficiency (LEP) members. This regulation went into effect Jan. 1, 2009.

Information regarding this very important regulation is contained within your provider manual and on our website, uhcdental.com, for your reference.

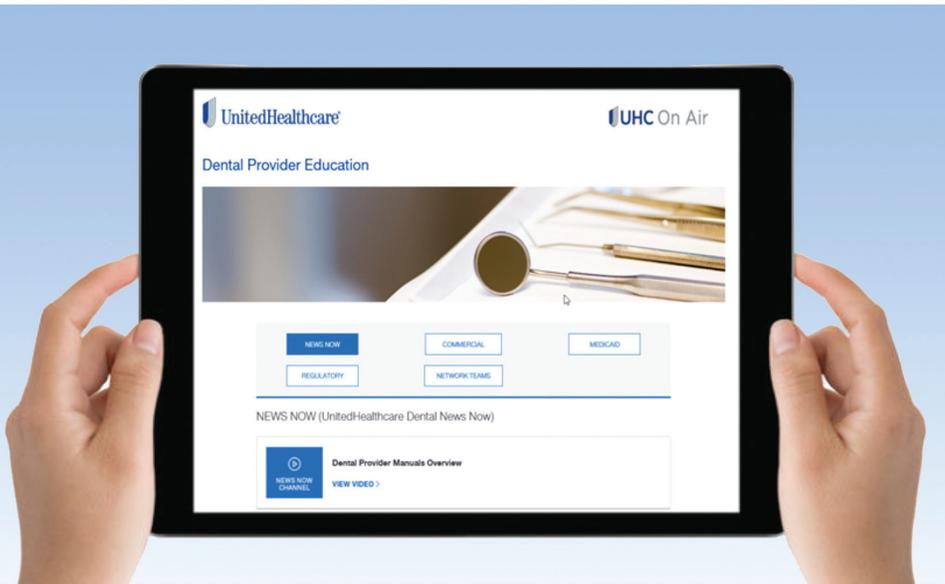
This includes information:

- To train office staff on handling routine contact with LEP members.
- On how to access language assistance services for DBP-CA members.
- About UnitedHealthcare Dental of California's policies and procedures for providing language-assistance services.



As a contacted provider, you also have access to CA language assistance instructions 24/7 through the UnitedHealthcare Dental provider portal located at uhcdental.com.

Doing business together



UHC On Air

UnitedHealthcare Dental has launched its own channel within UHC On Air—your source for live and on-demand video broadcasts created specifically for UnitedHealthcare Dental providers. Visit your UHC Dental Provider portal for 24/7 access to provider training via UHC On Air to find in-depth program information and meaningful updates.

Get instant, on-demand access to UHC On Air content you want as a provider:

- ✓ Educational video resources
- ✓ Interactive provider training materials
- ✓ Content specifically for onboarding new dentists
- ✓ Up-to-date operational and clinical policy information
- ✓ Market-specific programs
- ✓ Provider advocate profiles

A virtual one-stop shop for your online dental education needs!



Welcome our newest Employer plans!

West Region

- Freedom Forever
- Tuff Shed, Inc.
- Wilson Electric Services Corporation

Northeast Region

- Abel HR, Inc.
- Advance Care Alliance of N.Y. Inc
- BCFS
- Brewster Ambulance Service, Inc.
- Everise
- HC Salon Holdings
- Liberty Healthcare Corporation
- Strategic Resources, Inc.

Central Region

- Alvin Independent School District (TX)
- Doctors Hospital At Renaissance
- Franklin Academy
- Independent Pet Partners (IPP)
- My Choice Family Care Inc
- Prism Hotel Partners LP
- Sheehy Mail Contractors, Inc.

Southeast Region

- Auberge Moana Benefits Trust
- Crown Linen
- Kendall Imports LLC dba Bean Automotive Group
- TAMPA PBA

Product updates

Rhode Island’s Rlte Smiles appointment setting standards

UnitedHealthcare (UHC) understands scheduling appointments and appointment expectations may vary among providers, patients and health plans.

Rlte Smiles providers should help to support **Rlte Smiles members** seeking care within the timeframes identified for non-emergent services beginning with treatment of those patients needing clinically necessary, time-sensitive dental care. Dental practitioners should use their clinical judgment in determining those procedures that can be performed safely and effectively. If office opening assistance is needed, Rhode Island Department of Health recommends reviewing **Guidance for Dental Settings** from the Centers for Disease Control and Prevention (CDC).

Appointment request (new and existing members)	Routine	Within 60 days
Appointment request (new and existing members)	Non-Routine Urgent/ Emergent Care	Within 48 hours

To eliminate the chance of a canceled appointment:

- Arrange a courtesy call or send an email to confirm that the patient is still able to attend.
- Initiate outreach a day or two before the appointment date to refresh the appointment in the patient’s mind.

If a member informs of a change to their demographic information or phone number, please refer the member to the RI State website, healthsourceri.com > Current Customers > Reporting a change, or refer to call HealthSource RI at **1-855-840-4774**.

Provider availability standards

- All network dental providers are required to be available to members during normal business hours. Providers will offer members access to emergency care 24 hours a day, seven days a week, through their practice or through other resources (such as another practice or a local emergency care facility).
- Out-of-office greetings should instruct callers on what to do to obtain services after business hours and on weekends, particularly in the case of an emergency.

UHC conducts periodic surveys to ensure that access and availability standards for members are in compliance with state requirements and UHC standards. UHC Member Services, Provider Services and Quality Management staff monitor and document all instances of provider unavailability.

Emergency service standards:

- Do not require prior authorization by Medicaid
- Documentation of the need for the emergency services is the responsibility of the provider and subject to audit by Medicaid

Personal protective equipment (PPE) billing notice:

- Please note, Rlte Smiles eligible members shall not be liable to a Practice for charges for covered Services, except as otherwise permitted by the General Laws of Rhode Island. Unless specifically permitted by state regulatory agencies through publicly available documentation, providers are not permitted to pass through additional charges related to protective equipment, sanitation procedures, or other equipment or administrative needs to Medicaid members.

Comments?

UHC Dental Provider Solutions wants to hear from you.

Please submit your newsletter comments and suggestions to:
uhcdentalnewsletter@uhc.com



This policy has exclusions, limitations and terms under which the policy may be continued in force or discontinued. For costs and complete details of the coverage, contact either your broker or the company. UnitedHealthcare dental coverage underwritten by UnitedHealthcare Insurance Company, located in Hartford, Connecticut, UnitedHealthcare Insurance Company of New York, located in Islandia, New York, or their affiliates. Administrative services provided by Dental Benefit Providers, Inc., Dental Benefit Administrative Services (CA only), DBP Services (NY only), United HealthCare Services, Inc. or their affiliates. Plans sold in Texas use policy form number DPOL.06.TX and associated COC form number DCOC.CER.06. Plans sold in Virginia use policy form number DPOL.06.VA and associated COC form number DCOC.CER.06.VA. Benefits for the UnitedHealthcare dental DHMO plans are provided by or through the following UnitedHealth Group companies: Nevada Pacific Dental, National Pacific Dental, Inc. and Dental Benefit Providers of Illinois, Inc. Plans sold in Texas use contract form number DHMO.CNT.11.TX and associated EOC form number DHMO.EOC.11.TX. The New York Select Managed Care Plan is underwritten by UnitedHealthcare Insurance Company of New York located in Islandia, New York. Administrative services provided by DBP Services. Offered by Solstice Benefits, Inc. a Licensed Prepaid Limited Health Service Organization; Chapter 636 F. S., and administered by Dental Benefit Providers, Inc.

*Benefits for the UnitedHealthcare Dental DHMO/Direct Compensation plans are offered by Dental Benefit Providers of California, Inc. UnitedHealthcare Dental is affiliated with UnitedHealthcare.

Disclosure: The Dental Discount Program is administered by Dental Benefit Providers, Inc. The Dental Discount Program is NOT insurance. The discount program provides discounts at certain dental care providers for dental services. The discount program does not make payments directly to the providers of dental services. The discount program member is obligated to pay for all dental care services but will receive a discount from those dental care providers who have contracted with the discount plan organization. Dental Benefit Providers, Inc. is located at 6220 Old Dobbin Lane, Liberty 6, Suite 200, Columbia, MD 21045, **1-877-816-3596**, myuhc.com. The dental discount program is offered to members of certain products underwritten or provided by UnitedHealthcare Insurance Company or its affiliates to provide specific discounts and to encourage participation in wellness programs. Dental care professional availability for certain services may be dependent on licensure, scope of practice restrictions or other requirements in the state. UnitedHealthcare does not endorse or guarantee dental products/services available through the discount program.