

SignUpNow



Outreach

Communities Connecting Kids With Health Coverage

SignUpNow On-Line Training

By Jen Johnson,
Child Health Insurance
Program Manager/
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Foundation

The Virginia Health Care Foundation (VHCF) and the Virginia Department of Medical Assistance Services (DMAS) are pleased to announce the launch of new SignUpNow (SUN) On-line, On-Demand Training Modules aimed at providing a more user-friendly training option for community and outreach workers to learn about the FAMIS programs; what is needed to help a family apply for coverage; and the benefits received once a child or pregnant woman is enrolled. The modules can be accessed via the VHCF web site at: www.vhcf.org/children/SUNOn-DemandTraining.php or via the FAMIS web site (www.famis.org) by clicking on the "Training" option in the box at the bottom right hand corner of the home page.



Since 1999 when SUN began conducting "State-Sponsored Health Insurance for Children and Pregnant Women" workshops, over 8,400 individuals throughout the Commonwealth have been trained to assist families in applying for the FAMIS programs. Currently, there are over 460,000 children enrolled in FAMIS and FAMIS Plus, and more than 18,000 pregnant women enrolled in FAMIS MOMS and Medicaid for Pregnant Women. With an estimated 123,000 more children eligible for Virginia's FAMIS programs that are not currently enrolled, SignUpNow decided to provide an option for training that is available 24 hours a day, 7 days a week to anyone with an internet connection by creating the on-line, on-demand training modules.

By providing on-line access from any computer at any time, it is hoped that more advocates and outreach workers will be



able to access the information provided and will ultimately assist more families in applying for state-sponsored coverage.

The training curriculum is based on the content of the three-hour SignUpNow in-person workshops that the organization has conducted 8-12 times a year and includes additional supplementary information from the SignUpNow *Tool Kit*.

Participants can access the SUN training modules via the internet from the their work or home computer and can complete the training at their own pace when it is convenient for their schedule. No special software is needed to access the trainings other than Flash, which is already installed on over 98% of computers. If a participant does not have Flash, the program can be downloaded free from the Adobe web site. Each module takes approximately 20-30 minutes to complete and contains a graded post-test and evaluation questions. Also included in each module are: a glossary of terms; informational PDF attachments; and links to helpful web sites.

Why not give this new resource a try today!

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Update from DMAS

By Rebecca Mendoza,
Director, Division of
Maternal & Child Health,
Virginia Department
of Medical Assistance
Services

Staff Changes in MCH

DMAS is excited to announce several staff changes in the Division of Maternal and Child Health (MCH). **Mendy Meeks** has joined the Division and will serve as the Children's Mental Health Program Coordinator. Mendy has ten years of experience working with and managing programs for children and adults with mental health, mental retardation, developmental disabilities and substance abuse in the private sector.

Victor Grand has been hired as the Contract Monitor for the FAMIS Central Processing Unit. Victor comes to DMAS from ACS, Inc. where he held the Quality Assurance and Training Manager Position. He has worked with the CPU and the FAMIS Program since it's inception in 2001.

Shelagh Greenwood is now the Acting Marketing and Outreach Manager. Prior to taking on these additional duties, Shelagh served as a FAMIS Marketing and Outreach Liaison.

ABCD Screening Project

Virginia was one of 19 states and territories selected to participate in the ABCD Screening Academy funded by the Commonwealth Fund and administered by the National Academy for State Health Policy. The ABCD Program is designed to assist states in improving the delivery of early child development services for low-income children and their families. Leaders from DMAS, the American Academy of Pediatrics Virginia Chapter, and the Virginia Department of Health worked with other stakeholders to increase the use of a standardized developmental screening tool by primary care providers as part of well child care with the goal of identifying and treating developmental concerns early, before a child enters kindergarten.

In collaboration with the Departments of Health and Mental Health, Mental Retardation and Substance Abuse Services, DMAS instituted numerous policy and program improvements to better support developmental screening of young children

by primary care providers. DMAS clarified responsibilities for developmental screening under the Early, Periodic, Screening, Diagnosis, and Treatment (EPSDT) Program and worked with managed care organizations to standardize and eliminate barriers to billing for developmental screening tests. As a result, there has been a steady increase in the number of Medicaid paid claims for developmental screening. More than 300 claims for children from birth through age five were paid in March 2008, compared to only 98 paid claims in March 2006.

Piedmont Health District is piloting the use of the Ages and Stages Questionnaire (ASQ) in WIC clinics. In addition, two pediatric practices, Augusta Pediatrics in Fishersville, and Pediatric & Adolescent Health Partners in Richmond/Midlothian, are preparing to pilot the use of a standardized developmental screening tool at the 9 month, 18 month, 24 month, and 48 month well-child visits.

Southern Health CareNet Expands

Southern Health CareNet has expanded its services for the Virginia Medicaid, FAMIS Plus and FAMIS programs in the Charlottesville Area effective November 1, 2008.

With the entry of CareNet into the area, Medicaid, FAMIS Plus and FAMIS managed care enrollees residing in Albemarle, Buckingham, Charlottesville, Fluvanna, Greene, Louisa, Nelson, and Orange will have a choice among: Anthem HealthKeepers Plus, Optima Family Care, Virginia Premier Health Plan, and Southern Health CareNet.

Medicaid, FAMIS Plus and FAMIS managed care enrollees residing in Augusta, Staunton, and Waynesboro now have a choice among: Optima Family Care, Virginia Premier Health Plan, and Southern Health CareNet.

Medicaid/FAMIS Plus enrollees may contact the Managed Care HELPLINE at (800) 643-2273 if they have questions about MCOs or their PCP. Questions about FAMIS/FAMIS MOMS should be directed to the FAMIS Central Processing Unit (CPU) at (866) 873-2647.

Additional information
about the ABCD Program
is available at
[www.nashp.org/
_catdisp_page.
cfm?LID=2A78988D-
5310-11D6-
BCF000A0CC558925](http://www.nashp.org/_catdisp_page.cfm?LID=2A78988D-5310-11D6-BCF000A0CC558925).



Oral Health

This special dental insert is provided by a generous grant from Doral Dental USA. Dental care for children remains a significant need in the Commonwealth. The Virginia Health Care Foundation and SignUpNow appreciate the generosity of Doral Dental in helping us bring this information to you.

Smiles For Children Update

By Sandra Brown,
Smiles For Children
Dental Program
Manager,
Virginia Department
of Medical Assistance
Services

The Bad and the Good

Dental caries (tooth decay) is the most common chronic disease in children ages 5-17. With 42% of children suffering from the disease it is four times more common than asthma! Dental disease results in 250,000 lost school hours each year, and a child's oral health relates directly to his/her overall wellness*. According to the American Dental Association, children should be seen by a dentist every six months for a check-up and more frequently if treatment is needed.

There is good news, however, as access to dental care for children in the Commonwealth continues to get easier. Since **Smiles For Children** was created in 2005, the program has seen the following results:

- A 75% increase in the number of participating providers in **Smiles For Children** – there are currently 1,085 providers in the program, up from 620 when the program began!
- The percentage of contracted providers who are billing **Smiles For Children** for services increased from 50% to over 80%.
- Currently 45% of FAMIS/FAMIS Plus (Medicaid for children) enrollees are utilizing the program. In 2005, the utilization rate was only 29%.

To thank those dentists participating as providers in **Smiles For Children** and to urge those not participating to give it a try, Governor Kaine sent a letter about the program to all Virginia dentists in July. The letter gave a brief update on Virginia's successes, while stressing the continued need for more pediatric dental providers.

Covered Services

All FAMIS Plus and FAMIS enrollees are automatically enrolled in the **Smiles For Children** program and receive a member handbook that explains the program and provides a listing of participating dental providers in their area. The program provides a variety of dental services including relief of pain and infection; restoration of teeth; and maintenance of dental health. Routine dental checkups examine teeth, gums and the bones supporting the teeth to ensure they are healthy. These exams are important because they can determine if other dental services are needed.

Pregnant women under age 21 also have access to dental services via **Smiles For Children**. Some adult dental services are available to Medicaid enrollees over age 21 via **Smiles For Children**. These services are limited to medically necessary oral surgery and associated diagnostic services, such as X-rays and surgical extractions.

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**Sources of Data:*

Oral Health in America," U.S. Surgeon General's Report (2000) and U.S. Department of Health and Human Services. Healthy People 2010, vol II. 2nd ed. Washington, DC: US Gov Printing Office, 2002:21-11 to 21-15.

Smiles For Children

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Dental conditions that may qualify for reimbursement are ones compromising a patient's general health. Such conditions must be documented by the dentist or medical provider. Symptoms would include pain and/or infection. Adult services require prepayment review by Doral Dental and providers have the option of requesting prior authorization. Preventive, restorative, endodontic, and prosthetic services (e.g. cleanings, fillings, root canals and dentures) are not covered for adults.

Access to Services

Families access **Smiles For Children** services in one of two ways.

- For those living in a region of the state without a managed care organization (MCO), the enrolled child would present the plastic ID card issued by DMAS at a **Smiles For Children** participating provider's office.
- Families with a child enrolled in FAMIS/FAMIS Plus in an area of the state with MCOs use the card issued by the MCO to access the **Smiles For Children** dental benefits. In these areas, it is very important to stress to families to verify that the dentist they choose is a participating **Smiles For Children** dentist. The MCO provider directory sent to a family with its MCO ID card also contains a listing of dentists participating with that MCO. Many of these dentists are **Smiles for Children** providers as well, **but not all are**.

Tip

*The provider listing provided in the **Smiles For Children Handbook** is as accurate as it can be at the time it is printed. For the most up-to-date directory of participating dentists, log on to the Doral Dental web site which can be accessed directly or via the link on the DMAS web site.*

Parents should locate a participating **Smiles For Children** provider via the information provided by the **Smiles For Children** program. One way to find a participating dentist is by calling Doral Dental, USA via its toll-free number (888) 912-3456. Callers access an automated system, but are also given the option of speaking with a live representative, if they wish, and communication is available in Spanish and English. The second way is through the Doral Dental web site at www.doralusa.com (select "Find a Provider") or through the Virginia Department of Medical Assistance Services' web site at www.dmas.virginia.gov/dental-home.htm and selecting the "Locate a Dentist" link (this also takes you to the Doral site).

Broken Appointment Initiative

Smiles For Children implemented a "Broken Appointment Initiative" to collect additional data on broken dental appointments. By tracking the data, Doral Dental has been able to educate families about the importance of dental appointments and the need to comply with treatment plans. Data show more than 10,000 broken appointments from **Smiles For Children** participating dentists have been received since Fall 2006. Further analysis of the causes of the broken appointments have revealed problems with transportation to dental appointments. As a result, **Smiles For Children** has implemented a "Transportation Complaint Form" that participating **Smiles For Children** dentists can use to report transportation problems to DMAS.



For additional information about the **Smiles For Children** program, please contact Doral Dental, USA at (888) 912-3456 to speak with a representative or visit the web sites listed in this article.



Smiles For Children
Improving Dental Care Across Virginia



Resources of Note

The University of Michigan School of Dentistry recently launched two web sites. One for kindergarten and elementary school teachers (www.dent.umich.edu/teachoralhealth/) designed to help them educate their students about ways to prevent dental problems such as caries (cavities) and achieve better oral health. The other (www.dent.umich.edu/teachoralhealth/parents/) is designed for parents seeking helpful information on dozens of oral health topics that affect their children.

The National Maternal and Child Oral Health Resource Center (OHRC) supports health professionals, program administrators, educators, policymakers, and others with the goal of improving oral health services for infants, children, adolescents, and their families. The center's web site provides up to date information and resources regarding children's oral health at www.mchoralhealth.org/default.html.

The Centers for Disease Control and Prevention's (CDC) Division of Oral Health is another resource for parents, caregivers, and children to learn the necessary steps for good oral health. This site includes oral health information for adults and children, tips on maintaining good oral health, fact sheets, and quizzes for both parents and children. To access more information from the CDC, go to: www.cdc.gov/OralHealth.

First Smiles, a California initiative of the CDA Foundation and the Dental Health Foundation, addresses the "silent epidemic of Early Childhood Caries (ECC) affecting children ages 0-5". The project provides education and training for dental, medical and early childhood educators, as well as education to parents of young children, including those with disabilities and other special needs, on the prevention of ECC. Included on www.first5oralhealth.org are various parent education tools, helpful videos and articles, and a downloadable educational brochure "Healthy Teeth Begin at Birth" available in English and eight other languages. In the site's "Rural Smiles" section, it has posted an 11 chapter, step-by-step online *Oral Health Resource Guide*, for use by localities interested in creating community-based oral health programs for young children. The tool provides a framework for looking at issues involved in creating, implementing, and evaluating such a program.

The "**Staying Healthy**" section of the FAMIS web site, www.famis.org/stayinghealthy, informs parents and children about staying healthy and includes age-specific health tips. Dental care is specifically addressed and available information includes: FAQs about dental care; activities for kids; and information to help prepare for a dental visit. This page also includes information about **Smiles For Children** and a link to finding a provider.

February 2009: The 60th National Children's Dental Health Month

The American Dental Association (ADA) is gearing up for the 60th Anniversary of National Children's Dental Health Month in February 2009. The aim of this specially designated month is to raise awareness of the importance of good oral health care.

The 2009 campaign features the continuing adventures of the "Tough Tooth Team". The ADA has developed a double-sided poster (available in both English and Spanish) that features the Team acting to achieve maximum smile power with the slogans "Turn Up Your Smile Power!" and "Power Up Your Smile!". The posters can be downloaded in 8 in. x 10 in. size from the web site or ordered free from the ADA in a 16 in. x 20 in. size.

Want to plan an event for Dental Health Month? A free *Program Planning Guide* is available on the site that offers dental societies, teachers and parents resources to promote the benefits of good oral health to children.

For more resources and additional information, including fun activity sheets for children, go to: www.ada.org/prof/events/featured/ncdhm.asp#general.

VHCF Web Site Now Provides Dental Info

Thanks to a generous grant from Delta Dental, the Virginia Health Care Foundation web site now includes a section devoted to oral health access issues - "**Dental Access**". Visitors to this section will find:



- An interactive map which shows dental safety net clinics in the viewer's area with contact information for each (this is the only statewide, comprehensive listing of dental safety net clinics in Virginia);
- National and state-specific oral health data and statistics;
- Programmatic and policy information relevant to the Virginia dental safety net;
- Online "communities" to learn and share resources and best practices;
- Fundraising information, including a list of potential funders and ideas;
- Tip sheets with information for improving a dental clinic's operations; and
- Information on the importance of good oral health care.

To access this section of the web site go to: www.vhcf.org/dental/index.php

Spotlight on VHCF's Pediatric Dental Grantees

The Virginia Health Care Foundation (VHCF) is currently funding two dental grants to expand patient capacity and serve both insured and uninsured children.

Children's Hospital Pediatric Dental Program in Richmond provides dental services to children from birth to age 21. The program provides comprehensive oral health care services, including regular checkups, cleanings and x-rays as well as complex dental procedures such as full mouth rehabilitation in an operating room setting. Services are available to all children, including children with special needs. The dental clinic focuses on creating a comfortable, safe environment for its patients. It even has two "quiet rooms" that allow patients to receive care in a less stressful environment. Staff members place a special focus on family education, which includes providing information and training in dental care and prevention.

The Dental Program is led by a pediatric dentist with training in treating children with special dental needs. A second dentist also practices at the Dental Program and specializes in general dentistry, including the needs of the

adolescent population. Renovations that happened earlier this year have enabled the expansion of the program's services. For more information or to make a referral to the Dental Program, contact: (804) 228-5818 or go to www.childrenshosp-richmond.org/CMS/index.php/services/dental/.

The second VHCF children's dental grant is to expand dental capacity at the **Carilion Clinic Pediatric Dental Clinic** at Carilion Roanoke Community Hospital for children who have little or no access to care. This hospital-based program is the first of its kind in the Roanoke Valley, offering preventive dental services and restorative procedures to medically, physically, and developmentally disabled children, as well as financially underserved children. Limited orthodontic services are also provided. It serves all children from birth to age 21. A team of dental providers specializing in pediatric dentistry is available to serve patients five days per week.

For program information call (540) 981-9582; for appointments call (540) 224-4380 or visit www.carilion.com.

Did You Know?

- Virginia is ranked 31st in the nation for access to child health care?
- 23rd in the nation for child health care quality?
- 8th in the nation for child health care costs?
- 35th for its equal distribution of health care to children?
- 23rd overall for all five child health indicators?

The rankings presented above are reported in ***U.S. Variations in Child Health System Performance: A State Scorecard***, an in-depth analysis of child health performance in each state. This study was commissioned by the Commonwealth Fund and evaluates each state on 13 child health indicators and five dimensions of performance (access, quality, equity, costs and potential to lead healthier lives). The goal of this analysis is to focus on opportunities to improve while also assessing performance relative to what is achievable in other states.



This study provides a compelling case for the need to improve local and national policies regarding child health. For example, states with better access to care also received better scores in the quality of care measure. In addition, there is a wide variation in children's access to care and child health care quality across the United States. Data also indicate that having a medical home is effective in decreasing the gap in health disparities and increases health care quality.

The study results conclude "if all states achieved top levels on each dimension of performance, 4.7 million more children

would be insured and nearly 12 million more children would receive at least one medical and dental preventative care visit per year." In addition, approximately 11 million more children would have a medical home to help coordinate health care services.

Based on these indicators, Virginia has an opportunity to significantly improve its child health care system. Two important statewide efforts are underway. The *Children's Health Insurance Program Advisory Committee* (CHIPAC), created by the General Assembly to evaluate the FAMIS Programs, has identified several key indicators related to enrollment, utilization, and quality on which it is collecting and reviewing data. A second initiative, *Virginia's Plan for Smart Beginnings*, created a comprehensive plan to improve, integrate and evaluate all early childhood services and infrastructure. One component of the *Smart Beginnings* plan is work to ensure all families have access to a full range of prevention and treatment services so that all children arrive at kindergarten healthy and ready to learn.

For more information on this study, go to www.commonwealthfund.org/publications/publications_show.htm?doc_id=687113

VHCF and DMAS Continue Project Connect Grants

According to the latest estimates, there are approximately 123,000 uninsured children who are eligible for Virginia's FAMIS programs. Given this reality, DMAS generously agreed to provide funding to continue several *Project Connect* grants for another year, and VHCF's Board of Trustees awarded continuation grants to the following projects:

Alexandria Neighborhood Health Services, Inc. (ANHSI) will continue its work in Arlington and Alexandria, focusing on lower income Hispanic families. This project can be reached by calling (703) 535-5418.

Cumberland Plateau Health District will continue to provide outreach and enrollment assistance to families in Southwest Virginia, serving Buchanan, Dickenson, Lee, Russell, Scott, Smyth, Tazewell, Washington and Wise Counties and the City of Norton. The project will continue to target outreach to local health departments (WIC and nursing staff), physician offices, rural health clinics, dentists, school nurses, and pharmacies. Call (276) 889-7621 x45 or (276) 988-5585 x120 for assistance.

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SignUpNow

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www.vhcf.org/children/signupnow.php

Contact Info Changed?
Getting newsletters for
people no longer with
your agency?
Please contact SignUpNow to
update your information by
emailing signupnow@vhcf.org.

Special thanks to the Virginia Department of Medical Assistance Services for underwriting the production and distribution of this newsletter.

SUN is Saving Trees!



The next issue of the *SignUpNow Outreach* newsletter will come to you via email. Publishing this newsletter electronically will allow us to share important information related to state-sponsored health insurance for children and pregnant women in a more economic, timely, and environmentally-friendly format.

To ensure that you will continue to receive *SignUpNow Outreach*, please sign up to receive the e-newsletter at:

www.vhcf.org/children/signupnow.php [look for the blue box on the page]

or

send an email to signupnow@vhcf.org.

Project Connect

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Inova Partnership for Healthier Kids (PHK) will continue its work on outreach through the schools in Alexandria and Fairfax and Loudoun Counties. PHK seeks to reach and enroll children through a variety of school-based outreach strategies. Call (703) 321-1990 for assistance and information.

In Hampton Roads, outreach efforts are coordinated by two new *Project Connect* grantees - **Peninsula Institute for Community Health** (PICH) and **The STOP Organization**.

PICH conducts its outreach efforts in Hampton, Newport News and Suffolk. Workers from this project are available at (757) 925-1866 or (757) 952-2160.

The STOP Organization focuses on Chesapeake, Norfolk, Portsmouth and Virginia Beach. Outreach workers for STOP can be reached at (757) 858-1372.

Project Connect now serves 43 localities across the state. For more information on a project located near you, go to:
www.vhcf.org/children/healthLocal.php.