

CAPTURING THE MOMENT 2024



LinkedIn Impressions: 274,066



Facebook Reach: 2,095,570



MCOH Website: 72,459 pageviews

Advocacy

- Record-breaking number of attendees (150) at the **2024 MO Oral Health Policy Conference – Capturing the Future**.
- Held the **2024 Legislative Awareness Event** at the Missouri State Capitol in March.
- Gained momentum for improvement of oral health policy in Missouri with bi-partisan support.
- Governor Parson signed the state budget **with inclusion of MO HealthNet (Missouri Medicaid) adult dental benefits**.
- The **Medicaid Work Group** brought forward suggested enhancements to MO HealthNet dental coverage. Periodic Exams (D0120) were added to limited coverage. The use of Silver Diamine Fluoride (D1355) was expanded to include children under 21, pregnant women and nursing home patients. Dental extraction and sedation rates were increased.
- Formed the first **Missouri Veteran Oral Health Work Group** to improve oral health care for veterans.
- Created **greater engagement** and **long-term capacity** in and for oral health advocacy and **broadened the statewide network of stakeholders** engaged in collectively improving Missouri oral health.

MO Medicaid Matters

- In July 2022, **MO HealthNet dental rates increased to 80% UCR**, putting most Medicaid dental rates on par with commercial rates. After successfully advocating for this rate increase, MCOH partnered with the Missouri Dental Association and MO HealthNet to increase access to care for all MO HealthNet participants through increased Dental Provider enrollment. The **MCOH Dental Medicaid Facilitator** began working with providers directly to assist with enrollment and answer questions about MO Medicaid. A media campaign was launched to inform dental providers of the rate increase, address common concerns, and encourage participation in MO Medicaid. (MCOH gratefully acknowledges grant support from Missouri Foundation for Health, Health Forward Foundation, and Delta Dental of Missouri)
- The targeted media campaign – **MO Medicaid Matters** – has played a significant role in reaching providers throughout Missouri. The campaign has successfully reached thousands of providers. The MCOH website was accessed by almost **42,198 unique users** and MO Medicaid Matters ads on Facebook were played **2 million times**.
- In State Fiscal Year 2024 (July 1, 2022 – June 30, 2023), **265 new dental providers enrolled in MO Medicaid**, bringing the total of MO HealthNet Dental providers up to 1,326.
- In State Fiscal Year 2024, **an additional 30,837 MO HealthNet participants received dental care** over the previous State Fiscal Year.
- **Eleven rural counties** that previously did not have Medicaid dental providers now have at least one dental provider accepting Medicaid.



Increasing Access to Care – Innovation in Action

- Conducted **intensive community engagement** and formed **new community partnerships** for projects in the following counties: Adair, Boone, Buchanan, Cass, Clay, Cooper, Dunklin, Franklin, Jackson, Platte, Lafayette, Lincoln, Monroe, Scott, Shelby, Stoddard, St. Charles, St. Peters, Warren, Jefferson, Franklin, and St. Louis Counties. These projects have a goal of increasing access to care and improving health equity for marginalized populations.
- In partnership with MCOH, Enable Dental, Elks Mobile Dental, and SEMO Health Network, performed **638 dental visits**, including **teledentistry and mobile dentistry**, to **underserved individuals with intellectual and developmental disabilities (I/DD)**. (MCOH gratefully acknowledges- Funding for Dental Telehealth provided in part by the Missouri Developmental Disabilities Council, grant 2101MOSCDD-01, as authorized by Public Law 106-402-Developmental Disabilities Assistance and Bill of Rights Act of 2000 and CareQuest Institute for Oral Health)

Public Awareness

- February is Children's Dental Health Month – Proclamation signed by Governor Parson
- MCOH has made numerous media contacts and was featured in a news article about increased MO HealthNet rates- "How Missouri is Getting More People to the Dentist – for More Than a Pretty Smile" by The Beacon and through the Public News Service.