Project Smile

Increasing the Patient Base through Enhanced Referrals

Project SMILE is a collaboration between the Cabarrus Health Alliance (CHA) and Guilford County
Department of Health and Human Services (GCDHHS) to examine mechanisms and approaches to enhance
the efficiency and capacity to provide public health dental services across the jurisdictions of Cabarrus
County and Guilford County in North Carolina. This exploration of opportunities for cross-jurisdictional
sharing (CJS) is funded by a grant from the Robert Wood Johnson Foundation.

One of the objectives of Project Smile is to Increase the number of underserved clients receiving care. To achieve this objective, the CJS team analyzed the community need for and management and delivery of dental services provided by the public dental clinics administered by CHA and GCDHHS. Community need for public health safety net dental services was evaluated through dental needs assessment conducted by the GCDHHS epidemiologist on the CJS team. Practice assessment of both programs in relation to Project Smile was completed in August 2013 by chief consultant, Sean Boynes, DMD, MS and lead analyst, Amah Riley, RDH as part of Dental Medicine Consulting (DMC). The practice assessments included an in-depth analysis of dental practice data, followed by site visits.

The dental needs assessment identified substantial unmet need for public health dental services. One of the recommendations that emerged from the dental practice assessment was to increase patient volume through increasing referrals from other public health programs. The CJS teams shared examples of existing referral forms and developed new forms customized for multi-program use. After implementing the new referral process, referrals were tracked and data were pulled for June, 2014, the first full month using the new referral forms, and again in September to assess the effectiveness of the referral process.

Guilford County	1103 West Friendly Ave
a solution of the	Greensboro, NC 27401
Mark William Mark Mark Mark	336-641-3152
Department of	501 East Green Drive
Health & Human	High Point, NC 27290
Services	336-641-7733
	REFERRAL
Name:	DOB://
Call the dental dinic between	on 9:00 am A:45 am Monday
	en 8:00 am - 4:45 pm Monday
 Friday to make an appoint 	tment.
A dental appointment has b	heen made for you
	/ Time: am / pm
Location: 1103 W Frien	
501 E Green	
301 E Green	or, night Point
Reminders:	
Arrive 15 minutes early for yo	our appointment.
Bring your insurance card to a	all appointments.
Bring this referral form to you	
for a drawing.	
If you must reschedule, call th	he office at least 24 hours
before your scheduled appoir	
Good dental health is always	
Good dental health is always	a part or good overall health.
Referral Date: Made by:	WIC Clinic Other:
established the control of the contr	anno and
	PEC App 5/203
	Fell App System

The Project Smile cross-jurisdictional team will review the characteristics of dental referrals and the referral process to identify areas where improvements might be made in order to increase referrals and expand the patient base.

REFERF	RAL FOR DENT	TAL CARE	ch	CABARRUS HEALTH ALLIANCE
Date of Referral:		Referred	By:	
Patient Name:			CMC N	E Emergency Department
			Cabarr	us Health Alliance
Reason for Referral:				WIC
☐ Emergency Visit (pai	in, infection)			Pediatrics
☐ Routine Exam and/o	☐ Routine Exam and/or Cleaning			Women's Health
□ Other				Centering Pregnancy
		1		CC4C / OBCM
Please call to schedule y	our dental appointment.		Commu	unity Health Centers
Bring this referra	Bring this referral when you come.			McGill
704.02	704-920-1070			Logan
/04-92				China Grove
Porfavor llame para	Porfavor llame para hacer su cita dental.		School	Nurse
Traiga este referido cuando venga.				Cabarrus County
		J		Kannapolis City
Concord Office	Kannapolis Office		Other	
280-110A Concord Parkway, S	300 Mooresville Road Kannapolis, NC 28081			
Concord, NC 28027	Referring signature:			
Phone 704-920-1070 Fa				

Characteristics of Dental Clinic Referral Patients, June and September, 2014

Cabarrus County Sex N = 60 N = 62 Male 36.7% 33.9% Female 63.3% 56.5% Emale 63.3% 56.5% Brace/Ethnicity African-American 15.0%% 11.3% White 48.3% 43.5% Other 1.7% 1.6% Race Not reported 35.0% 43.5% Hispanic 35% 51.6% Ages 46.8% 46.8% Ages 10-19 23.3% 29.0% Ages 10-19 23.3% 29.0% Ages 40+ 23.3% 9.7% Sex Male 8.3% 13.8% Female 91.7% 86.2% Race/Ethnicity N = 29 Sex N = 29 Male 8.3% 13.8% Female 91.7% 9.0% Ages 20-4 8.3% 0.0% White 16.7% 0.0%		June	September	
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Not Reported 8.3% 6.9% Hispanic 16.7% 41.4% Age 8.3% 6.9% Ages 10-19 0.0% 24.1% Ages 20-30 91.7% 69.0%	White	16.7%	0.0%	
Hispanic16.7%41.4%Age41.4%Ages 0-98.3%6.9%Ages 10-190.0%24.1%Ages 20-3091.7%69.0%	Asian	16.7%	13.8%	
Age Ages 0-9 8.3% 6.9% Ages 10-19 0.0% 24.1% Ages 20-30 91.7% 69.0%	Not Reported	8.3%	6.9%	
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Ages 10-19 0.0% 24.1% Ages 20-30 91.7% 69.0%	<u>Age</u>			
Ages 20-30 91.7% 69.0%	Ages 0-9	8.3%	6.9%	
	Ages 10-19	0.0%	24.1%	
Ages 40+ 0.0% 0.0%	Ages 20-30	91.7%	69.0%	
	Ages 40+	0.0%	0.0%	

Source: Cabarrus and Guilford clinic records

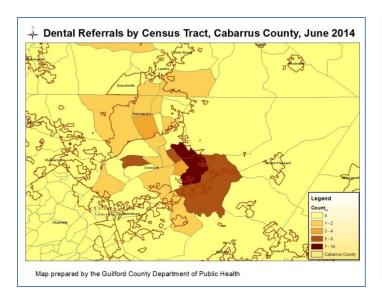
- The percentage of female referral patients was higher than male referrals for Cabarrus clinics and was especially high for Guilford clinics, since referrals to Guilford clinics were largely from the Women's Health and WIC programs.
- Of referral race reported in Cabarrus, White patients made up near half of all referrals in June and 53.4% in September. Hispanic referrals increased from a third of referrals in June to over half in September.
- In Guilford County, African-American patients made up 41.7% of referrals in June, declining slightly in September. Hispanic referrals increased from 16.7% in June to over 40% in September.
- The majority of Cabarrus referrals were under the age of 20 in both time periods, while referrals in Guilford were largely ages 20-30. Guilford County's clinics serve primarily pediatric patients but do provide services for pregnant women, who comprise most of the referrals.

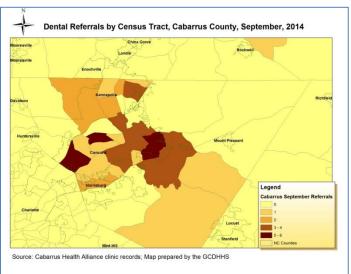
	June	September
		Cabarrus County
Payment Source:		
	N = 60	N = 62
Sliding Fee Scale	8.3%	1.6%
Self-Pay	1.7%	3.2%
Private Insurance	11.7%	3.2%
Medicaid Pregnancy	5.0%	0.0%
Medicaid	70.0%	91.9%
Health Choice	3.3%	
Referral Source:		
CHA Employee/Family	36.7%	
CHA Pediatrics	13.3%	24.2%
Department of Social Services (DSS)	16.7%	19.4%
McGill Community Health Center	3.3%	6.5%
School Nurse	1.7%	1.6%
Walk-in	5.0%	
WIC	23.3%	30.6%
CHA Maternity		1.6%
CHA Women's Health		4.8%
Family member		4.8%
Logan Community Health Center		6.5%
		Guilford County
Payment Source:		
	N = 12	N = 29
Self-Pay	8.3%	24.1%
Medicaid	91.7%	75.9%
Referral Source:		
WIC	8.3%	3.4%
Women's Health	91.7%	65.5%
Other		31.0

Source: Cabarrus Health Alliance and Guilford County DHHS clinic records

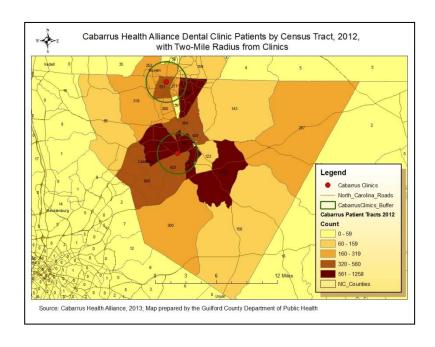
- In Guilford County patients with Medicaid made up the large majority of referral patients, with self-pay patients increasing from less than 10% of referrals in June to almost a quarter of patients in September.
- Medicaid patients also made up the large majority of referrals in Cabarrus, with a mix of other payment sources.
- Cabarrus county referrals came from numerous programs in June and September.
- The primary referral source in Guilford County was the Women's Health program.

Geographic Distribution of Referrals, Cabarrus County, June and September, 2014

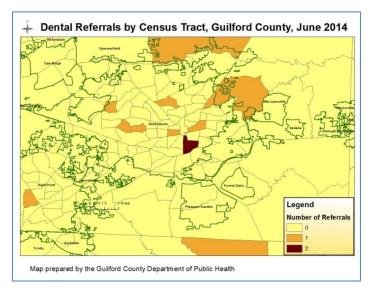


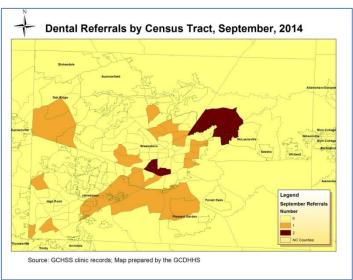


- June referrals in Cabarrus were concentrated in eastern Concord area census tracts.
- September referrals were more widely distributed, with more referrals in west Concord and Kannapolis.
- Compared to the residential distribution of dental clinic patients in 2012, referrals were less likely to live in the Kannapolis area.



Geographic Distribution of Referrals, Guilford County, June and September, 2014





- Guilford dental clinic referrals were widely distributed in June, with the largest number in SE Greenaboro.
- September saw a greater geographic spread of referrals, building on core areas of referrals.
- In general, geographic referral patterns were similar to the geographic distribution of 2012 Chandler clinic patients in Greensboro; however, fewer referrals were from residents of the High Point area.

