

# Dialogue



News for Network Dentists and Staff | Spring 2019



## Message from Dr. Jeffrey Chaffin

Updates and insights on the continued evolution of public healthcare and the future of dentistry.

## Credentialing Update

Stay up-to-date with the latest form, which now includes cultural competency training and after-hours emergency services.

## Dentalytics

Providing you and your office the latest analytics technology to identify high-risk patients.

## Congratulations, Kyla Cairns

Delta Dental of Iowa's professional relations team is excited to announce Kyla has been promoted to professional relations specialist.

## New PPO Bonus Pool

Learn how you can earn cash back by participating in Delta Dental of Iowa's PPO Bonus Pool program.

## 2019 IDA Annual Session

Upcoming conference will be held May 2-4 in Coralville. To register, please visit [ideas.iowadental.org](https://ideas.iowadental.org).

# Message from Dr. Jeffrey Chaffin

Thank you for your participation in the Delta Dental networks and being our partners in improving the health and smiles of Iowans. You call them patients, we call them members – but together, we are making a difference.

Our industry is always evolving, but the value of dental benefits remains clear. According to a national survey from Delta Dental, patients with dental insurance are twice as likely to seek care and follow recommended treatment plans compared to those without. We know how important maintaining oral health habits are to keeping a healthy smile and improving overall health. So, while dental coverage drives patients to your offices, we continue to encourage preventive visits to our members.

An important area where dental professionals and the dental insurance industry share common values is ensuring oral health for the most vulnerable populations in our state. Medicaid and the Children's Health Insurance Program (Hawki) provide access and coverage for uninsured children and low-income families. In fact, Hawki serves more than 40,000 enrolled children, and we strive to advocate that this program remain unchanged.

Additionally, we feel strongly that Iowa needs to have a comprehensive adult dental Medicaid benefit. The Dental Wellness Plan has gone through many iterations over the past few years, but we continue to see the need for lower-income adults to have access to dental care.



Jeffrey Chaffin, DDS, MPH, MBA, MHA  
Dental Director, Delta Dental of Iowa



Capitol View Elementary School  
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As a not-for-profit company, Delta Dental of Iowa is different than other insurers. We are required to have reserves like any other insurance company, but we also invest our profits into the Delta Dental of Iowa Foundation. As a leader in the state for oral health, the Foundation is dedicated to keeping Iowans healthy. Over the years, we've focused on children and aging adults for many of our funded programs. Recently, we've partnered with many of you in your communities on the "Rethink Your Drink" campaign. This initiative helped place water bottle filling stations in many of your local schools and encourages a healthy lifestyle.

To hear more updates on how we're shaping the dental industry, please join me at the upcoming Iowa Dental Association (IDA) Annual Session in Coralville May 2-4. I hope to see many of you there! Thank you for all that you do.



## Credentialing Update

Every three years, all Delta Dental of Iowa participating dentists are required to update their credentialing information. Starting in 2019, Delta Dental has added a question about cultural competency training and a more specific question about after-hours emergency services.

**Cultural Competency Training** is not a requirement to participate with any of the provider networks administered by Delta Dental, including the Hawki program and Dental Wellness Plan (DWP). However, this type of training may be useful in treating diverse populations. Delta Dental dentists can meet this competency in a variety of ways, including online training, workshops, or as part of an educational program or course. It is solely up to the provider whether or not they believe they have received this training. A cultural competency training attribute will be added to Delta Dental's online provider directory for all providers who answer "YES" to this question.

**Emergency Services Line** must be available 24 hours per day, seven days per week for all covered DWP members. This new question pertains to the office having an after-hours service line. When the dental office is closed, there must be information on where to seek services (i.e., answering machine informing members that the office is closed, and they can seek emergency care at another named provider's office or a named urgent care/emergency facility). This is a requirement for participation with the Hawki program and DWP.

# Dentalytics



Participating in the Delta Dental networks gives you exclusive access to our Value-Added Services program. This program offers tools and discounts that help you grow your practice, stay compliant and keep your patients smiling.

One of those exclusive offers is Dentalytics, a free analytical tool that uses claims data and American Dental Association (ADA) standards to identify high-risk patients in need of preventive treatment.

Dentalytics will enhance your practice management software and give you additional insights on patients with potential risks. Simply check your office dashboard each month to track preventive care such as sealants, fluoride treatments and more to help highlight these needs to your patients and further promote recommended treatment plans.

“Dentalytics is a user-friendly online tool that helps us identify our high-risk patients. It’s easy to print and save reports with our patients’ names so we can easily follow up with recommended treatments. It’s always nice to have additional resources outside of our practice management software to help us become more efficient.”

– **Melissa**  
from Dr. Brian Ancell’s office

If you are interested in signing up, call **800-544-0718** or email [provrelations@deltadentalia.com](mailto:provrelations@deltadentalia.com). Once registered, we will provide the Dentalytics User Guide that outlines the details of the program.

# New PPO Bonus Pool

Beginning in 2019, general dentists participating in the PPO network can earn cash back through Delta Dental of Iowa's new PPO Bonus Pool program. With more than 75% of Delta Dental of Iowa members having a PPO plan, now is a good time to join the PPO network and be eligible for the 2019 Bonus Pool program.

**To earn cash back you must meet the following criteria:**

- Receive payments through direct deposit.
- Use Dentytics, a free analytics tool to help you identify high-risk patients.
- Participate in the 2019 PPO network.

For more information, please contact Professional Relations by calling **800-544-0718** or email [provrelations@deltadentalia.com](mailto:provrelations@deltadentalia.com).

## Congratulations, Kyla Cairns NEW Professional Relations Specialist



The Delta Dental of Iowa professional relations team has promoted Kyla Cairns to professional relations specialist. Kyla has been part of the professional relations team since 2016 and has been with Delta Dental since 2013. With her extensive claims background, she will be able to assist providers and office staff with any issues or concerns.

You can reach Kyla directly at **515-261-5638** or email [provrelations@deltadentalia.com](mailto:provrelations@deltadentalia.com).

# 2019 IDA Annual Session

Please join us at the upcoming Iowa Dental Association (IDA) Annual Session May 2-4 in Coralville. IDA IDEAS19 provides you and your office staff the latest techniques and technology updates in the dental field, as well as continuing education credits. Be sure to stop by the Delta Dental booth to meet our professional relations team - we'll have informational handouts, along with fun giveaways. We look forward to seeing you there!

May 2-4, 2019

Coralville, Iowa

Coralville Marriott Hotel and Conference Center

For more information or to register, visit the Iowa Dental Association at [ideas.iowadental.org](http://ideas.iowadental.org).

