



HIGH 5 COMMUNICATIONS

Missouri Coalition for Oral Health

A Dental Medicaid Communication Strategy

www.h5c.biz

Why Were We Engaged?

- Dental Medicaid Reimbursement **Rates Had Increased**
- **Only 32% of Missouri Dentists** were Enrolled as Medicaid Providers
- **Providers Were Uncertain** and Some Unaware
- **Uncertainty** Surrounded the Credentialing Process



The Approach

Educate:

- Providers on the **Rate Increase and Value Proposition**
- **Break Down Myths** Regarding the Patient Population

Support:

- Meet Providers at **Every Level of Understanding**
- Share a **Step-by-Step** Approach



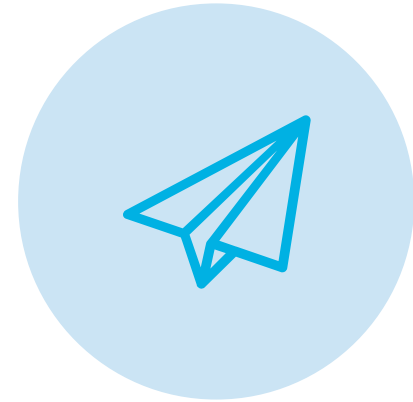
How Did We Do It?



SIMPLIFY AND
MAGNIFY MESSAGING



DRIVE ACTION
THROUGH GUIDED
SUPPORT



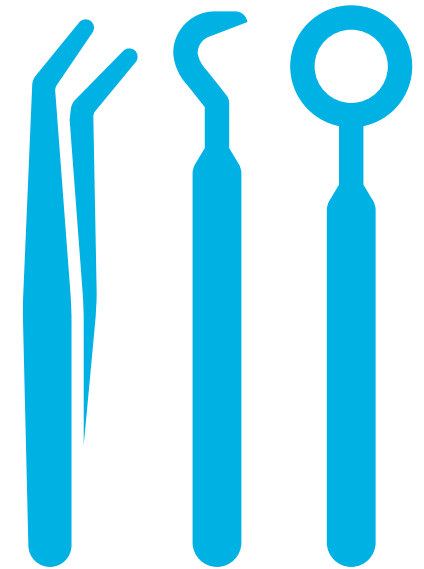
EMAIL, SOCIAL,
DIRECT MAIL, DISPLAY
ADS AND VIDEOS



Core Objective

Improve:

- Number of **Providers Offering Medicaid Care**
- Number of Unique **Patients Receiving Care**



Campaign

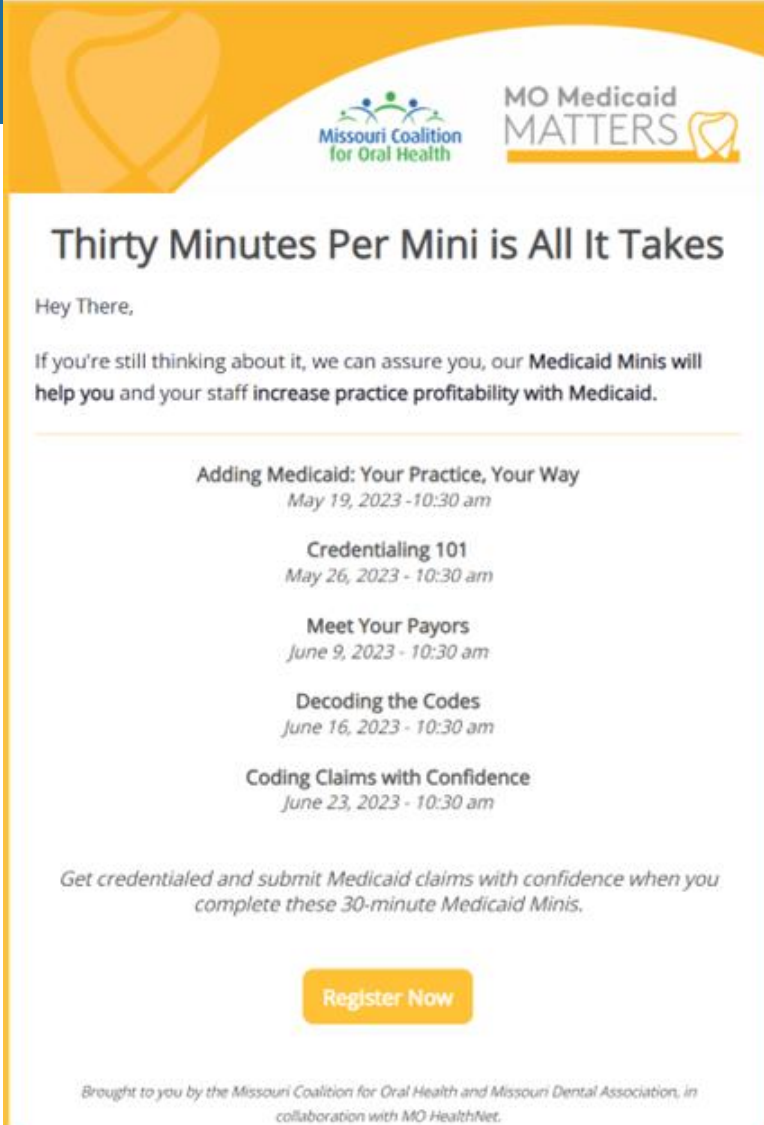
MO Medicaid
MATTERS 



Educate – Direct Response

Medicaid Mini-Series

- Simple and Focused
- Learn What Providers Were Struggling with Most



The graphic is an email newsletter layout with a white background and orange accents. At the top right, there are two logos: the Missouri Coalition for Oral Health logo (three stylized figures) and the MO Medicaid MATTERS logo (with a heart icon). The main title is 'Thirty Minutes Per Mini is All It Takes'. Below the title is a greeting 'Hey There,' followed by a paragraph: 'If you're still thinking about it, we can assure you, our Medicaid Minis will help you and your staff increase practice profitability with Medicaid.' A horizontal line separates this from a list of five mini-series items, each with a title and date/time. At the bottom, there is a 'Register Now' button and a footer line of text.

Missouri Coalition for Oral Health **MO Medicaid MATTERS**

Thirty Minutes Per Mini is All It Takes

Hey There,

If you're still thinking about it, we can assure you, our Medicaid Minis will help you and your staff increase practice profitability with Medicaid.

Adding Medicaid: Your Practice, Your Way
May 19, 2023 - 10:30 am

Credentialing 101
May 26, 2023 - 10:30 am

Meet Your Payors
June 9, 2023 - 10:30 am

Decoding the Codes
June 16, 2023 - 10:30 am

Coding Claims with Confidence
June 23, 2023 - 10:30 am

Get credentialed and submit Medicaid claims with confidence when you complete these 30-minute Medicaid Minis.

[Register Now](#)

Brought to you by the Missouri Coalition for Oral Health and Missouri Dental Association, in collaboration with MO HealthNet.



Educate - Direct Response Results

Medicaid Mini-Series Efforts

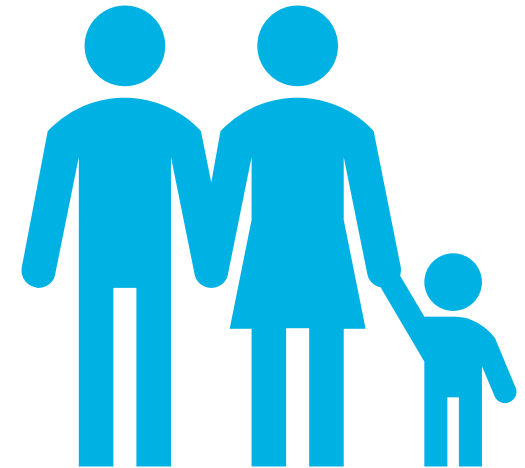
- 58% Avg Email Open Rate (Industry Avg is 29%)
- Registrations: 191
- FAQs Generated: 22
- QR Codes Scans: 34
- Registration Page Visits: 1,009





Educate - Awareness

Awareness of Need


- Dedicated to Missouri Dental Medicaid Facts
- Inclusive of All Patient Demographics Visually
- Working to Combat Myths About Medicaid Patients




Creative Sample

 **High 5 Communications**
Sponsored ·  



1 in 8 Missourians rely on Medicaid for dental care. That's why #MOMedicaidMatters.



1 in 8 Missourians receive dental care through Medicaid eligibility.

 **MO Medicaid MATTERS** 

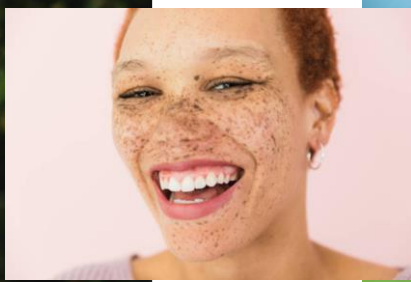
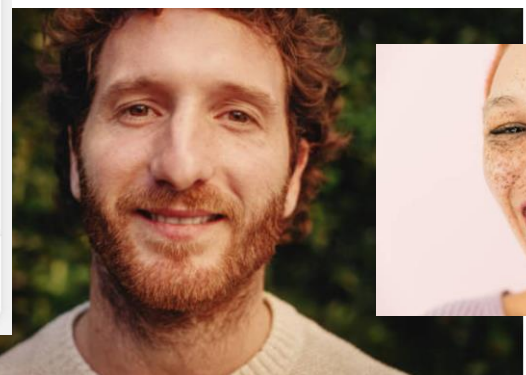
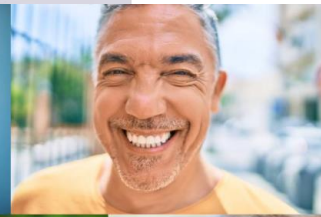
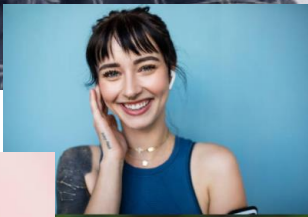
oralhealthmissouri.org
See the Need | Explore Medicaid Resources [Learn more](#)

 Like  Comment  Share



MO Medicaid MATTERS 





The Creative



The Creative



Phase 2 - Support

Information Into Action

- Emailed FAQ Responses
- LinkedIn DMs from Jessica
- Developed Detailed Blogs
- Simplified FAQ Videos to Support Providers



The Creative

Display/Social

*Inspired by FAQs
generated in Phase I*



The Creative

Display/Social

*Inspired by FAQs
generated in Phase I*



Placement Results To Date

Social Media and Digital Display:

- Impressions: 6,399,456
- Clicks to View Creative: 36,689
- Landing Page View: 61,563
 - 20,052 Medicaid Facts
 - 25,348 Credentialing and FAQ Blog Visits



Credentialing Impact to Date

MMAC Reports:

- In FY 2023 **184 New Providers Enrolled** to Offer Medicaid Services.
- This is an **82.2% Increase** over FY 2022.



Access to Care Impact

MMAC Reports:

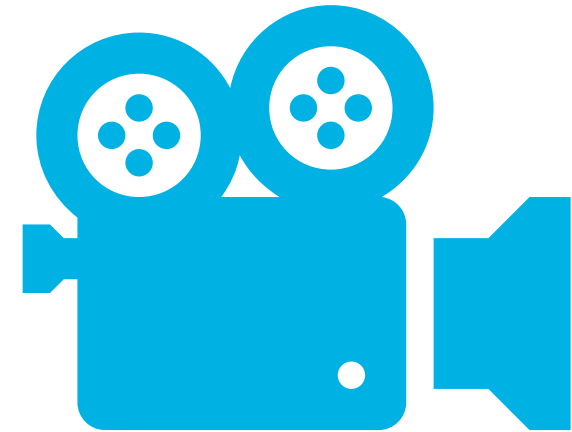
- For FY 2023 **50,180 more** unique dental Medicaid patients received care.
- This is an **13.59% Increase** in unique patients seen over FY 2022.



What's Next

Actual Footage of Providers:

- On camera interviews with providers who have recently completed the credentialing process
- These will make up the next creative phase of this campaign





THANK YOU

HIGH 5 COMMUNICATIONS

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