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## Preventive Dentistry: A Practice Builder

**Preventive Dentistry** isn't a new model of care, but it could present a new pathway to patient acceptance, practice growth and profit. It's time to take a closer look at the **potential for prevention**.

Dentistry is always changing, and we've seen unprecedented changes in our field. But some familiar challenges remain, shifting demographics, new patients demands and emerging insurance incentives – while others await us around the bend. As we navigate these challenges, it's important to be proactive. It may be tempting to **watch and wait**, to see how things change, new treatments are accepted, and requested-but practices need to and should be more proactive to be ready to adapt to this evolving landscape, to remain profitable and to provide the best care possible. <sup>(1)</sup>

Preventive dentistry offers more opportunities for practice growth than many **Dentists** realize – and the benefits go well beyond simply improving the bottom line.

### Patient Acceptance

Increasing patient acceptance is often tied directly to increasing revenues, but the relationship isn't that simple. Patients who only come in when they have specific, need-based problems, such as a cavity, chipped tooth or in pain, are bound at the time to accept recommended treatment – but how likely are they to come back? The truth is, dentistry is the only medical field in which patients consistently question the value of treatment and **put off visits for years**.

**Leading with prevention** at encounters and guiding patients to preventive treatment strategies that can avoid emergency unplanned visits has the potential to increase patient acceptance rates, patient satisfaction, and loyalty. By demonstrating that you and your team are invested in a patient's overall health rather than just numbers, patients are more likely to see the value of what you suggest. <sup>(1)</sup>

CoverKids and DentaQuest also realize that recent increased cost along with the impact of Covid have created increased pressure on the bottom line of our

providers. It is the commitment of CoverKids and DentaQuest to be sensitive to the needs of our providers and members to provide timely and appropriate care with an emphasis on **Leading with Prevention**.

On that note, DentaQuest has chosen to increase CoverKids fees to support our providers in alignment with the State's TennCare fees. Increases were made to selective procedure codes to support you and your practice in serving CoverKids members that come to you as their Dental Home. Certain codes designated for larger fee increases included preventive and minimally invasive services like topical fluorides, dental sealants, and silver diamine fluoride, as well as other procedures like root canals. It is our hope that these fee increases will not only incentivize current providers to continue to provide excellent care but will also make serving CoverKids members a viable option for new providers. <sup>(2)</sup>

The new fee schedule went into effect on July 1, 2022. <sup>(2)</sup>

We are aware that while increased reimbursement for dental services is a key factor in increasing access to care and utilization of services for CoverKids recipients, increased fees alone may not be enough to achieve the desired impact.

CoverKids and DentaQuest will additionally engage a combination of program improvement strategies.

- Simplification of administrative processes
- Direct outreach to current and potential providers
- Education and Outreach to CoverKids members
- Navigation and care coordination of services for CoverKids members.

Ultimately, a continued commitment from members, providers, and administrators to make our program a model for care will have the best chance to improve access to oral health care for historically underserved populations. <sup>(3)</sup>

Thank you for being a part of our mission to Improve the Oral Health of All.

#### ENDNOTES

1. Brain Floss, Dr. Daniel Poticny

2. Division of CoverKids

3. Wendy J. Frosh

# Pre-Service (Member) Appeal Step by Step

## CoverKids Prior Authorizations

1. Submit Prior Authorization

2. If authorization comes back denied, the member has two options:

A. They can appeal the denied authorization (Provider office can submit on behalf of the member but the member must sign consent form found in ORM)

B. Agree to pay fee out – of – pocket (Member must sign waiver)

3. If the appeal comes back denied, the member can request to send the case back to CoverKids. The case will then go before a hearing with a judge and the judge can overturn the denial.

## Performance Standards

DentaQuest conducts surveys each quarter by contacting in-network offices to help ensure timely access for our members to appointments. In addition, our surveys are conducted to confirm that your demographic information is up to date. Having up-to date information allows us to fully support you as a dentist and it also impacts our members connecting with you for their dental care.



**DON'T MAKE THEM WAIT**  
Get Patients In for Care

**EMERGENCY - within 24 hours**  
bleeding, infection, imminent tooth loss, or injury

**URGENT CARE - within 48 hours**  
chipped tooth, sensitivity, or mild pain

**ROUTINE CARE - within 21 days**  
cleaning or checkup

**PATIENT FOLLOW UP - within 21 days**  
patient in treatment requires a return visit due to complications

A teal graphic with a white border. At the top, it features a photograph of a smiling dentist and a young girl. Below the photo, the text is organized into four categories: EMERGENCY, URGENT CARE, ROUTINE CARE, and PATIENT FOLLOW UP, each with a specific time frame and description of services. To the right of the text is an illustration of a white toothbrush and a white dental X-ray film standing upright in a clear glass.

## Contact Information

### Provider Service

- CoverKids: 888.291.3766
  - Press 1 Automated Eligibility (via IVR system)
  - Press 2 Benefits, Eligibility and History
  - Press 3 Claims and Payment Options
- Credentialing Hotline: 800.233.1468

### Department Emails

- Electronic Claims Setup and Questions – [ddusa\\_providerrelations@dentaquest.com](mailto:ddusa_providerrelations@dentaquest.com)
- Claims Payment Questions – [denclaims@dentaquest.com](mailto:denclaims@dentaquest.com)
- Eligibility or Benefit Questions – [Dentelig.benefits@dentaquest.com](mailto:Dentelig.benefits@dentaquest.com)

### Utilization Review

- 888.294.9650

### Provider Web Questions

- 888.560.8135
- [www.dentaquest.com](http://www.dentaquest.com)

### Corporate

- Main Corporate: 800.417.7140