

# 2023 DQA CONFERENCE



**MOVING PAST  
DISRUPTION**  
**TO IMPROVE**  
ORAL HEALTHCARE

## B.R.U.S.H.® Program

Cherag Sarkari, BDS, MDS, DDS  
Betty Gilbert, RDH  
Dawn Singer



# Disclosures



**Cherag Sarkari**, BDS, MDS, DDS, Dental Director CA & Clinical Affairs, LIBERTY Dental Plan

**Betty Gilbert**, VP, Provider Performance & Value-Based Care Programs, RDH, LIBERTY Dental Plan

**Dawn Singer**, AVP, Dental Economics & Analytics, LIBERTY Dental Plan

The content in this presentation is for informational purposes only and was created by three LIBERTY Dental Plan Employees



# B.R.U.S.H.® Program Overview



**Value-Based Care:** A simple and proactive model based on wellness and preventive treatments that improve outcomes and reduce cost.

- Shifting to value-based care
- Measuring outcomes
- Aligning reimbursement with value:
  - Risk-Based Compensation



© 2023 LIBERTY Dental Plan. This document and the information disclosed within are proprietary and confidential.

# LIBERTY's B.R.U.S.H.® Program



## Rewarding Providers for Healthy Outcomes

- Less Dependence on FFS Model
- Remove focus on treating the symptoms



## Risk Stratification Tools

- Custom provider portal allows for chairside digital risk assessment evaluation and reporting



## Customizing Member Experience

- Enhanced benefits
- Case management
- Member outreach/communications
- Share data

**Benefits** help engage patients with dental teams to improve their oral health

**Reward** providers for healthy patient outcomes

**Utilization** focuses on the prevention of dental disease

**Service** allows patients customized preventive services based on their needs

**Healthy outcomes** focus on the care and prevention of dental disease of our patients and improves their overall long-term oral health and wellness

© 2023 LIBERTY Dental Plan. This document and the information disclosed within are proprietary and confidential.

# Founding Value-Based Care Advisory Board

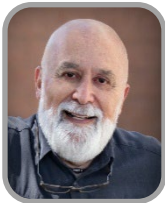
**LIBERTY assembled a thinktank of dental professionals, clinicians, academic deans and scholars, along with industry executives to develop best practices and guide the BRUSH Program throughout its inception. The board continues to meet quarterly, adding new members and reviewing data and provider feedback.**



**Nicholas I. Brecker**, Retired President of Anthem's Specialty Business division



**Dr. John Featherstone**, Dean Emeritus of the School of Dentistry at the University of California, San Francisco (UCSF) and Professor Emeritus of Preventive and Restorative Dental Sciences at UCSF



**Dr. Jack Dillenberg**, Executive Clinical Director for Non-Profit Pacific Dental Services Special Needs Dental Clinic in Phoenix, AZ and Dean Emeritus of A.T. Still University's Arizona School of Dentistry & Oral Health



**Dr. Joseph Errante**, Chief Dental Officer of PreViser Corporation and Vice President for Network and Clinical Strategies at Northeast Delta Dental



**Dr. Ana Mascarenhas**, Vice President of the American Association of Public Health Dentistry and Associate Dean of Research, Texas Tech University Health Center El Paso



**Dr. Gregory Taddeo**, Chief Dental Officer at Community Healthcare Network, Inc.


*"LIBERTY Dental Plan's value-based system is the way of the future. The incentive program places the emphasis on managing the disease and reducing the risk for future recurrence rather than just treating the symptom."*

*- Dr. John Featherstone, Value-Based Care Advisory Board*

# B.R.U.S.H.<sup>®</sup> Program

LIBERTY's B.R.U.S.H.<sup>®</sup> Program was designed specifically for the child Medicaid population

1. Children are given chairside CRA completed via our secure portal
2. A risk score is generated, and a personalized preventative treatment plan is recommended
3. 12-months from initial CRA, children are given the same chairside CRA via our secure portal



**BRUSH Program™**  
Benefits and Rewards for Utilization, Services and Healthy outcomes

LIBERTY DENTAL PLAN

### Annual Incentive Payments for Healthy Outcomes

Each office participating in LIBERTY's BRUSH Program will receive an annual bonus payment for each patient's improved caries risk and patient's maintenance of Low Risk based on Caries Risk Assessment measures.

**LIBERTY BRUSH Program Rewards:**

- From High to Moderate Caries Risk
- From High to Low Caries Risk
- From Moderate to Low Caries Risk
- From Low to Low Caries Risk

www.libertydentalplan.com

CONFIDENTIAL & PROPRIETARY © 2021 LIBERTY Dental Plan  
Making members shine, one smile at a time™

© 2021 LIBERTY Dental Plan. BRUSH Program-Mandates EN 07 2021

# B.R.U.S.H.<sup>®</sup> Program Evolution



## Small Pilot Program in 2018-2019

- By **Q4 2021**, **50%** of all eligible children were enrolled to a participating **B.R.U.S.H.<sup>®</sup>** provider
  - **NV, FL, NY, CA**
  - **NJ 2022**

## Provider Enrollment

- **31.34%** of our total Child Medicaid offices are enrolled in our **B.R.U.S.H.<sup>®</sup>** Program

## Members assigned to an office enrolled in VBP

- **53.47 %** of our total Child Medicaid Membership is assigned to an office that participates with the **B.R.U.S.H.<sup>®</sup>** Program

# B.R.U.S.H.® Program Results



## Examples of B.R.U.S.H.® Results:

- **Improved Oral Health Outcomes** – During the January 2023 bonus period, **45%** of Child Medicaid Enrollees who completed a second CRA in LIBERTY’s B.R.U.S.H.® Program had an improved outcome.
- **Provider Retention** – In our Nevada Medicaid program, providers not involved in VBPs had a **13.1%** turnover rate compared to less than **1%** for those involved in our VBP.



© 2023 LIBERTY Dental Plan. This document and the information disclosed within are proprietary and confidential.



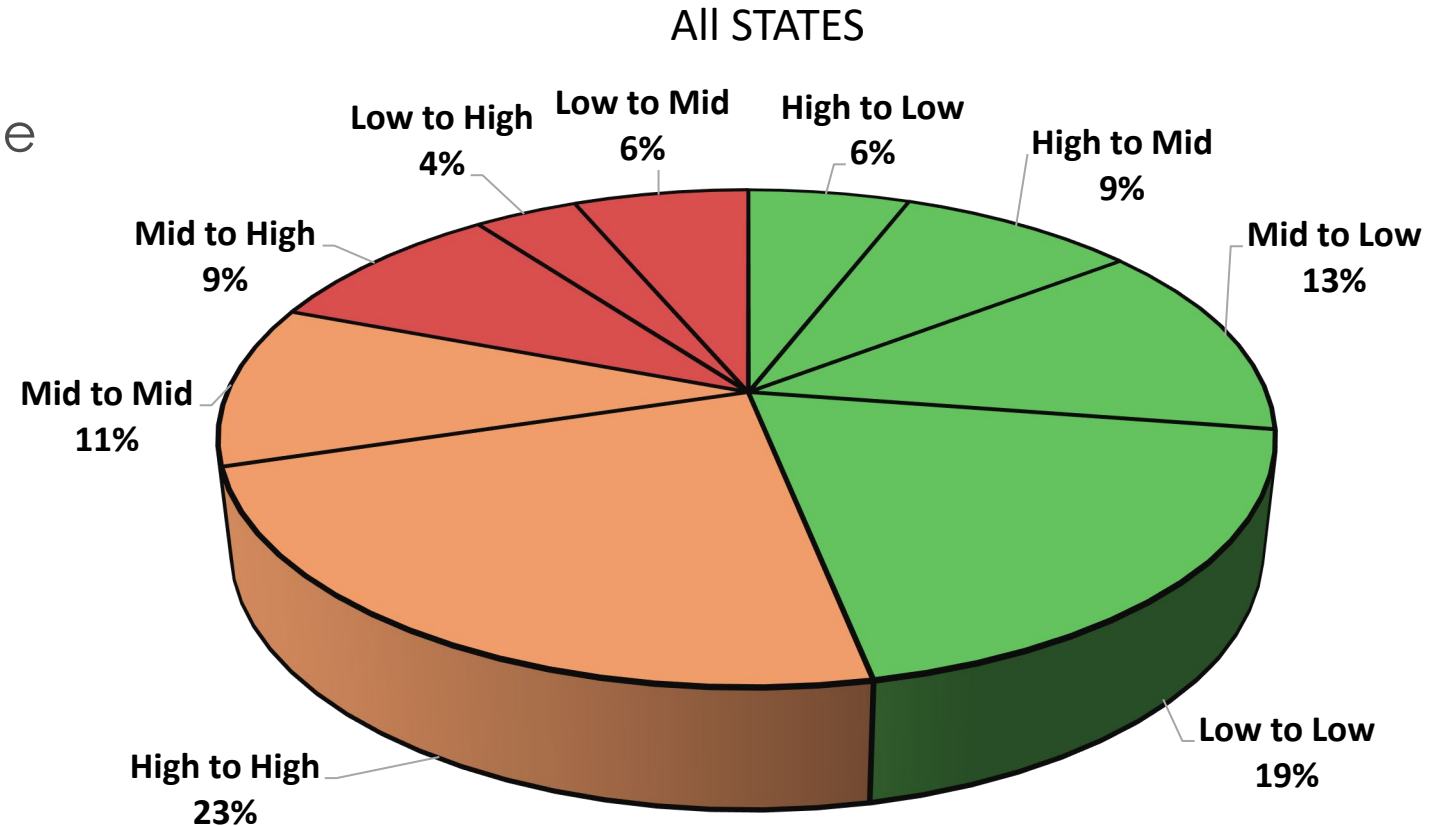
# B.R.U.S.H.® Program

## Healthy Outcomes

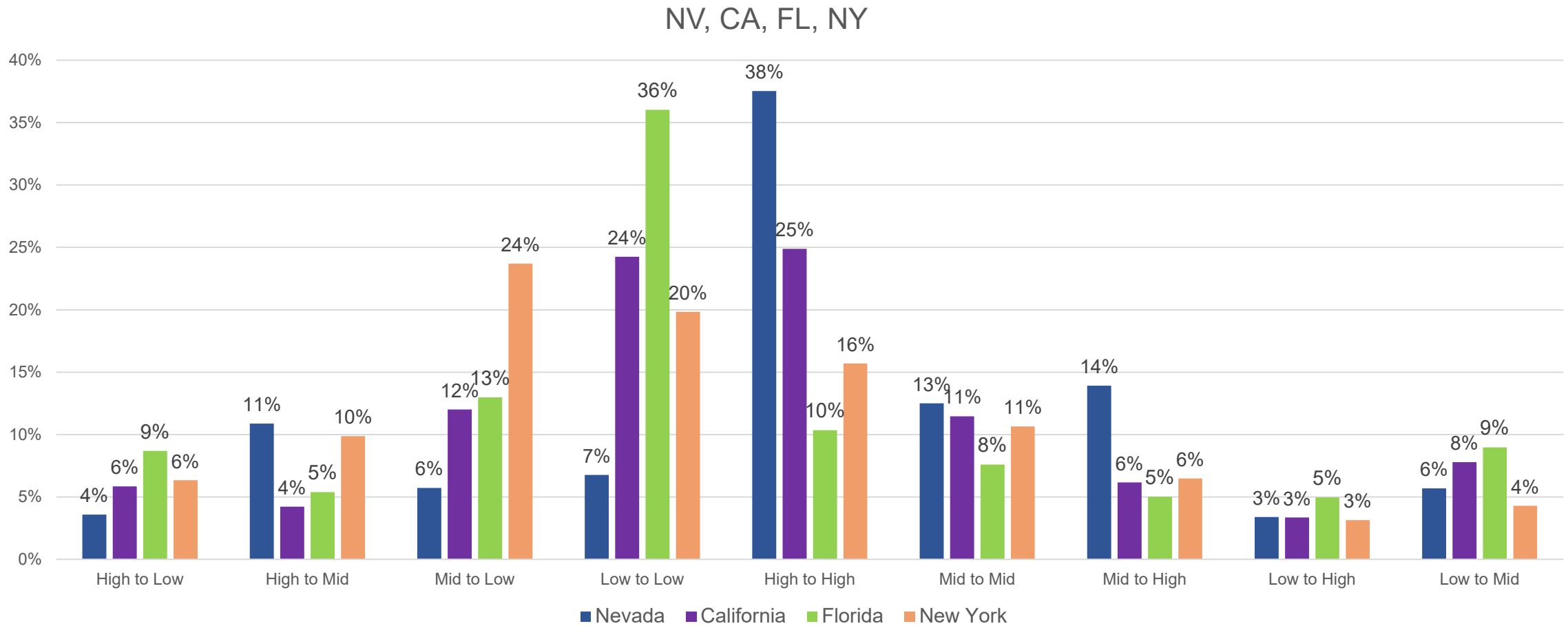
- 47% of LIBERTY's B.R.U.S.H.® enrolled members had a successful outcome
- 34% have not shown improvement
- 19% increased risk level

## What trends are we seeing with the successful outcomes:

1. Reduce Caries risk
2. Increase Preventive Services
3. Reduce Restorative and Surgical services



# Early Results of Continued Engagement



© 2023 LIBERTY Dental Plan. This document and the information disclosed within are proprietary and confidential.

# Early Results of Continued Engagement

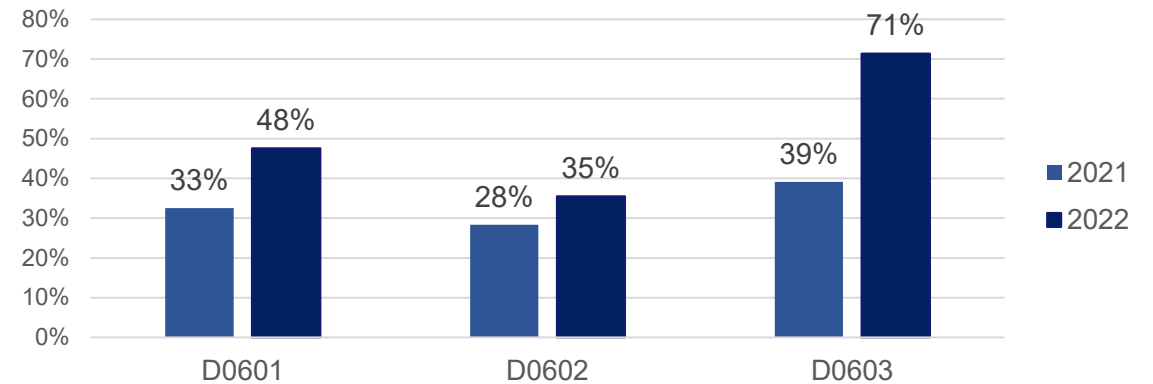
- In 2021 **33%** of **B.R.U.S.H.®** members scored a low severity. This number increased by **5%** in 2022 improving healthy outcomes to **38%**.
- In 2021 **39%** of **B.R.U.S.H.®** members scored a high severity. This number decreased by **13%** in 2022 leaving **26%** of member in a high-risk level.



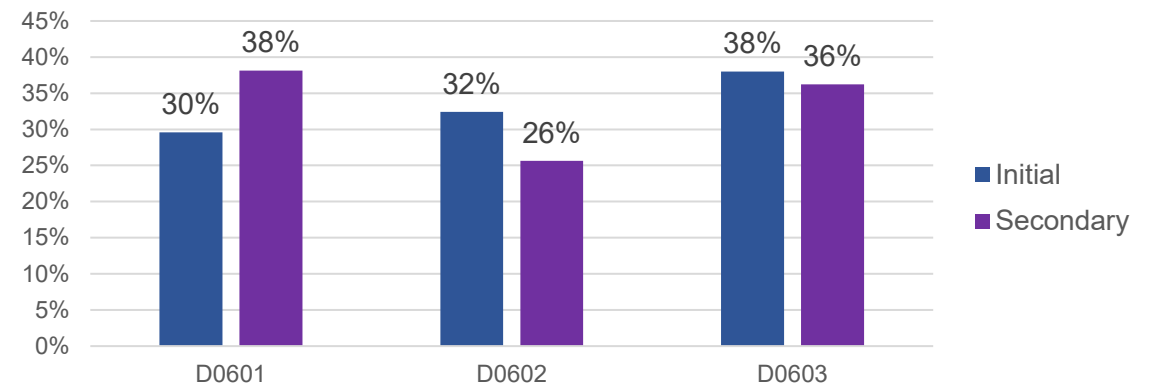
# B.R.U.S.H.® CRA's Submitted

- In 2022 CRA submissions increased by **54%**
- **33%** of all B.R.U.S.H.® members scored a low severity in 2021. This number increased by **15%** in 2022 resulting in **48%** of B.R.U.S.H.® members scoring a low severity.
- For B.R.U.S.H.® members who completed both an initial and secondary CRA the population had:
  - **8%** increase in low severity scores
  - **6%** decrease in moderate severity scores
  - **2%** decrease in high severity scores

2021 - 2022 CRA Submissions



Member's with Initial and Secondary CRA



\*Data run as of 2/6/2023

# How We Shift the Current Paradigm



## How do we change behavior?

- Bonus for healthy outcomes
- Typical Value-Based Models

## How do we retain providers?

- Annual measurement to receive bonus
- Provider Support

# Value-Based Care Models

**Value-Based Care:** A simple and proactive model based on wellness and preventive treatments that improve outcomes and reduce cost.

Pay-for-Performance (P4P)	Shared Savings	Bundled Payments	Global or Capitated Payments
Predefined quality and/or administrative measures <ul style="list-style-type: none"> <li>• Patient Satisfaction</li> <li>• Resource use</li> <li>• Evidence based</li> <li>• Health outcome</li> </ul>	<ul style="list-style-type: none"> <li>• Efficiently manage healthcare spending, episode or total cost of care</li> <li>• % of realized savings for "assigned" or predetermined patient population</li> </ul>	<ul style="list-style-type: none"> <li>• Clinically defined episode of care for specific procedures</li> <li>• Set reimbursement for defined "bundled" services at expected costs</li> </ul>	<ul style="list-style-type: none"> <li>• Per member, per month payment</li> <li>• Linked to quality metrics</li> <li>• Provider financially responsible for total cost of care</li> </ul>
Low financial risk	Medium financial risk	Medium to high financial risk	High financial risk
Bonus to existing reimbursement arrangements	Retrospective payments or upfront advance	Retrospective or prospective payment	Prospective payments with potential withhold

<https://hcp-lan.org/framework>

# Provider Resources



## Provider Resources

## BRUSH Program

## BRUSH Advantage Pilot

Individual Office Trainings



Monthly Webinars



Local Network Manager Support



Secure Provider Portal Training Library



In development

Online Caries Risk Assessment Form



N/A

Online CAPRA Assessment Form

N/A



Program Guide



Training Videos



In development

FAQ's



Provider Focus Group Meetings



In development

Quick Reference Guides



In development

© 2023 LIBERTY Dental Plan. This document and the information disclosed within are proprietary and confidential.

# B.R.U.S.H.® Advantage



- LIBERTY Dental Plan has over **1.8 million** Medicare Advantage members nationally, many with comprehensive dental benefits
- Aging Medicare population has different needs and risks from child population
  - LIBERTY developed a Caries and Periodontal Risk Assessment (**CAPRA**)
    - Addresses specific risks/concerns to **65+** population
  - Patients are given chairside **CAPRA** completed via our secure portal
  - A risk score is generated, and a personalized preventive and periodontal treatment plan is recommended
  - 12-months from initial **CAPRA**, patients are given the same chairside **CAPRA** via our secure portal



© 2023 LIBERTY Dental Plan. This document and the information disclosed within are proprietary and confidential.



# LIBERTY Leading Transformation to Value-Based Care in Dentistry



LIBERTY's B.R.U.S.H.<sup>®</sup> Advantage Program was designed specifically for the Medicare Advantage population

- Patients are given chairside **CAPRA** completed via our secure portal
- A risk score is generated, and a personalized preventive and periodontal treatment plan is recommended
  - **Pharmacological therapeutics**
  - **Patient Engagement Tool**
- 12-months from initial **CAPRA**, patients are given the same chairside **CAPRA** via our secure portal



# What's Next for You?

## How do we get started with VBC Program

- Define what Value means to your organization
- Establish outcomes and goals
- Set budgets/dollars you want to invest

# Thank You!

## **Cherag Sarkari, BDS, MDS, DDS**

Dental Director CA  
& Clinical Affairs

[csarkari@libertydentalplan.com](mailto:csarkari@libertydentalplan.com)

## **Betty Gilbert, RDH**

VP, Provider Performance &  
Value-Based Care Programs

[bgilbert@libertydentalplan.com](mailto:bgilbert@libertydentalplan.com)

## **Dawn Singer**

AVP, Dental Economics &  
Analytics

[dsinger@libertydentalplan.com](mailto:dsinger@libertydentalplan.com)