GoMo Health

Case Study

Blue Cross Blue Shield (BCBS) Pediatric Dental Program

PROGRAM AUDIENCE:

Caregivers of children aged 4–8 who recently had dental surgery, and are insured by BCBS Medicaid.

PROGRAM DESCRIPTION:

This dental and oral health compliance monitoring program provides oral health education for children and families, and encourages positive, lifelong oral care habits in a fun and engaging way.

Participants were provided with a connected electronic toothbrush and 2-minute Tooth Tunes, a custom audio track composed by award-winning composers, designed to guide them on how to brush more effectively for the recommended 2 minutes, and make brushing more exciting. The toothbrush connects to an accompanying app allowing caregivers to easily track their child's brushing habits.

BlueCross BlueShield

PROGRAM OBJECTIVES:	PROGRAM OUTCOMES:
➤ Reduce dental costs among high-risk children insured under Medicaid	**71% of program participants had a decrease in costs of care post-surgery, compared to 56% of the control group*** **46% lower cost of care per patient post-surgery than the control group*** **74% increase in utilization of preventive services per patient pre- to post-surgery vs. the control group***
➤ Improve oral health outcomes and oral hygiene habits for participating children	**66% of participants attended at least one follow-up dental appointment post-surgery** **94% reported that their children remained cavity-free at follow-up dental visits** **Average brushing duration among participants was 124 seconds, achieving the recommended minimum of 2 minutes for effective brushing** **90% said that their child looks forward to brushing their teeth and finds it to be an enjoyable process**

*Children who had dental surgery but did not participate in the program

Program Components:

Care Communications:

Upon enrollment, participants receive text messages to support their oral health journey, with some including links to a library of resources (see Care Companion). Topics include oral health habits, education on good oral hygiene, reminders for regular dental visits and information on electronic toothbrush set-up and use.

Care Companion:

This cloud-based learning management system (LMS) provides vetted educational content that is personalized by participants' self-expressed priorities and interests, structured into easy-to-follow sections to promote independent education, learning and self-care management.

GoMo Chat:

Much like a typical text conversation, GoMo Chat allows (secure) live messaging between participants and their care team, enabling in-the-moment, on demand conversations.

Secure Data Collection and Reporting:

Engagement and experience data is collected and analyzed and reported back to providers for ongoing quality, clinical delivery and service improvement.

"I love having access to the chat feature via text message because I can't always talk on my phone at work and when I am not at work I am busy being a mom. It is a lot easier to text, and so convenient to reach out if I have any problems!"

Caregiver of Program Participant

GoMo Health®

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