

Discussion Guide: MDAC Campaign Discovery

Situation Overview

Recently, MDAC and its partners successfully advocated and appealed to the Maryland General Assembly to add dental coverage to Medicaid Maryland. In just a little over 11 months, Medicaid Maryland has paid to date (12/5/2023) over \$112M for dental claims, which is an astounding feat. MDAC is planning a 2024 campaign to help spread this message to even more Marylanders who either have, or are eligible to receive Medicaid benefits.

To help inform this campaign, we surveyed 208 Marylanders to identify their awareness of dental coverage under Medicaid, their dental care habits, awareness of the importance of dental care, barriers to obtaining dental care, social media usage, and more. In addition to this quantitative research, we are conducting this discovery session with key professionals who have access to Medicaid patients to help further understand patients' mindsets when it comes to accessing dental care and their coverage through MHS DP.

The goal of this additional research is to help create a campaign concept that will resonate with audiences, and connect with them on an emotional level, while addressing the key quantitative insights in the messaging.

Discussion Points

Who is our target audience?

What are their demographics? Survey data indicates the following, does this align with your experience/patient interactions?

- Female
- Black and Caucasian
- 2-year degree or less
- Have children under 18 in the home
- Single
- Working at least part time
- Under \$50k in HH income

How do patients come to you in your various roles as providers, case/care managers, etc.

What is their emotional mindset when they come to you?

What are patients' main concerns when you are interacting with them?

How do we want them to feel?/How do they feel when their concerns are addressed?

What percentage already has Medicaid? Is there some education or enrollment information required?

How do they find dentists when they need them? Who do they trust? (the survey indicated online, insurance provider, and friend and family are the most common referral sources).

Is there any indication what spurred such great initial program participation? (referring to the 112 million claims from January-early December).

What type of tone do you think would suit this audience, or make them interact with the campaign? I.e., humorous, heartfelt, serious?

Survey data shows that some patients learned about their dental coverage through their "card" or getting their "new card." How often are cards issued? How are they issued? Was there information included in the card (like a buckslip)? Is the card viewed as the program linchpin for a lot of patients?

Barriers to Engagement

What are the patient barriers to obtaining dental care?

How do you address these barriers in your roles?

"Competition"

Where are patients seeking dental care if not from a provider (urgent care, minute clinic, ED)?

Any other related organizations competing for this audience's attention?

Do we know how Medicaid patients are receiving information about the program (both Medicaid in general and the dental coverage) currently? Directly from health departments, providers, etc.? (trying to ascertain how much information patients receive and if there is overlap or overcommunication).

- *Survey data shows the majority of patients learned about their dental benefits from their state/local health department. How do the health departments interact with patients? Are there ever 1:1 interactions?*

Calls to Action

Should "find a dentist" be our primary call to action?

Survey data shows users don't understand what's covered. Knowing that the concept of comprehensive dental care is vague, is there one service we should focus on getting everyone to understand, such as cleanings/check-ups? (Get your 6-month check-up as a secondary CTA)

The word "free" is one of the most effective words in marketing. Assuming we can't say the word "free" in our message, what are some ways you've successfully conveyed the idea of zero-cost services to this patient population.

Additional Messaging Inspiration

What is your goal/vision for patient care in your role?

Why do you do this every day...what drives you?