



NORTH CAROLINA
DENTAL SOCIETY

ADA[®]

Dental Benefits Education Program Outline

NC Institute of Medicine
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Trends in Dentistry Today

- Growing dental student debt.
- Increases in practice overhead costs.
- Declining reimbursements from public & private payers.
- Dentists report they are “Not busy enough.”
- Federal/state government interest in dental quality assurance.

Do Trends Lead to Creative Billing?

- “Gaming the system”: altering documentation or modifying care.
- Treatment planning based upon on insurance reimbursements rather than patient needs.
- “Boiler-plate” narratives to substantiate claims.
- Attempts to intimidate consultants if claim is not paid.

In response, insurance industry tries to control potential utilization abuse.

Attempts to Control Abuse

- Insurance companies work with informatics companies to *profile* dentists and identify *outliers*.
- Claims data is used to identify practice patterns.
 - Up-coding
 - Un-bundling
 - Over utilization
- Dentists are sorted into categories. NC Snapshot (as compared to national norm.)
 - A = 5
 - B = 3188
 - C = 792
 - D = 128
 - F = 30

Potential Impact of Profiling

- Reduced reimbursement to dentist and/or patient.
- Increased administrative burden for claims submission.
- Eligibility to participate in provider networks threatened.
- Suspected fraud reported to NC State Board of Dental Examiners.

P&R Dental Strategies

- Dental informatics company.
- Contracts with dental benefits vendors, health plans and government payers to monitor utilization.
- Monitors utilization via web-based, benchmarking database, & sophisticated informatics platform.
 - Aggregated claims data base from 40 dental payers
 - Data set on more than 154,000 US dentists
 - Data base includes 1.87 billion records

A Win-Win Solution

- Develop an interactive CE program to educate dentists on the ethical/legal manner to file dental insurance claims.
- NCDS partners with P&R Dental Strategies who agrees to provide outlier list quarterly.
- NCDS program educates dentists regarding appropriate filing of claims.
 - Dentist may improve profile and/or be removed from the outlier list
 - Cost savings for P&R Dental Strategies & third party payers

Program Concept

- On a voluntary basis, provide appropriate and ethical coding and correct billing practices to dentists.
- No presumption of guilt or fraudulent intent.
- Program offered by/coordinated through NCDS.
- Program does not interfere with action by NC State Board of Dental Examiners or other regulatory agencies.

Program Objectives

- Effectively self-regulate the dental profession.
- Bring Quality Assurance to individual dental practitioners.
- Alleviate burden on NC State Board of Dental Examiners and NC Department of Insurance.

The Process

1

- Quarterly, P & R provides outlier data to NCDS

2

- NCDS invites dentists on outlier list to participate in CE course

3

- Dentists who pass post test receive certificate of completion

4

- Upon completion of each course, names of participants are sent to P&R for 12 month post course analysis to assess changes in behavior

Course Objectives

- Participants understand proper, ethical coding.
- Participants understand their role in how profiles are created and the consequences thereof.
- Participants have the knowledge needed to submit appropriate, accurate and ethical claims.
- Participants have the knowledge to avoid legal and licensure issues based on fraudulent claims submission.

Discussion



Thank You!