



## Social Media Kit

### ***An Adult Medicaid Dental Benefit in Virginia***

#### **Key Info:**

- **Budget Amendment:** Item 303 #31h (House, Sickles) and Item 303 #7s (Senate, Barker)
- **Link to More Information:** <http://bit.ly/2018VAMedicaid>
- **Use the Hashtag:** #MedicaidDental

#### **Facebook Posts**

##### *Economic Benefits*

Medicaid does not currently include a comprehensive dental benefit for adults. Providing access to dental services for older and disabled adults currently enrolled Medicaid will help the Commonwealth realize cost savings related to reduced emergency department (ED) use and chronic disease management, and improve their quality of life. Learn how you can lend your support: <http://bit.ly/2018VAMedicaid>.

With dental treatment, diabetics had an average reduction of 39% in annual hospital admissions, an annual average of 13% fewer physician visits, and a \$2,840 reduction in annual medical costs; similar cost savings are shown for individuals with heart disease and stroke. Learn how you can lend your support to bring comprehensive dental benefits to all adults enrolled in Virginia Medicaid: <http://bit.ly/2018VAMedicaid>.

##### *Older Adults*

Virginia Medicaid covers three-fifths of all nursing home residents. One nursing home saved nearly \$2 million a year through tooth brushing. Providing a comprehensive dental benefit to all adults currently enrolled in Medicaid will improve health and save care costs for elderly Virginians. Learn how you can lend your support: <http://bit.ly/2018VAMedicaid>.

26% of older adults making less than \$25,000 per year report complete tooth loss, compared to only 5% of their peers making \$50,000 per year. A comprehensive dental benefit for adults currently enrolled in Medicaid will help low-income seniors access health-saving dental care. Learn how you can lend your support: <http://bit.ly/2018VAMedicaid>.

##### *Disabled Adults*

Virginia Medicaid covers one-third of all adults with disabilities. One study showed more than 80% of adults with intellectual and developmental disabilities (IDD) had gum disease and more than 30% had untreated dental disease. A comprehensive dental benefit for adults currently enrolled in Medicaid will help low-income (IDD) access health-saving dental care. Learn how you can lend your support: <http://bit.ly/2018VAMedicaid>.

**Thank you** for advocating for an adult dental benefit in Medicaid. If you would additional messaging beyond what is provided here, please contact Samantha Dorr at [sdorr@vaoralhealth.org](mailto:sdorr@vaoralhealth.org).



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#### *Emergency Department Use*

Virginia spent \$3.31 million on more than 12,000 visits to the emergency department (ED) for dental-related pain and infection – and, no treatment is provided in the ED. A comprehensive dental benefit for adults currently enrolled in Medicaid would allow these individuals to seek care and treatment in an appropriate dental setting. Learn how you can lend your support: <http://bit.ly/2018VAMedicaid>.

More than half of Medicaid beneficiaries who visited the emergency department for dental issues filled an opioid prescription at a cost to Medicaid of \$121,269. A comprehensive dental benefit for adults currently enrolled in Medicaid would allow these individuals to seek care and treatment in an appropriate dental setting, and potentially avoid costly and painful dental problems. Learn how you can lend your support: <http://bit.ly/2018VAMedicaid>.

#### **Twitter Posts (Character Limit: 280 characters with spaces)**

##### *Economic Benefits*

Dental treatment can reduce hospital admissions and medical costs for those with diabetes and heart disease. Support #MedicaidDental benefits for enrolled Virginia adults: <http://bit.ly/2018VAMedicaid>

##### *Older Adults*

54% of older adults cited dental care as their most frequent unmet need. Help low-income seniors gain access to dental care – support #MedicaidDental benefits for enrolled VA adults: <http://bit.ly/2018VAMedicaid>

##### *Disabled Adults*

1/3 of developmentally disabled adults have untreated dental disease. Support #MedicaidDental benefits for enrolled adults to improve health for disabled Virginians: <http://bit.ly/2018VAMedicaid>

#### *Emergency Department Use*

The ER provides no dental treatment, yet VA Medicaid spent over \$3M million on dental-related ER visits. Support #MedicaidDental benefits for enrolled VA adults to reduce costs, improve care <http://bit.ly/2018VAMedicaid>

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#### **Newsletter Blurb**

- 1) Did you know dental disease is more likely to strike Virginians who are low-income, over 65, or disabled? Virginia Medicaid covers one-third of all adult Virginians with disabilities and three-fifths of all nursing home residents – yet, it does not have a comprehensive dental benefit, leaving many vulnerable Virginians with no access to dental care.

Join [Organization Name] in supporting budget amendment 303 #31h (Sickles) and 303 #7s (Barker) to add a comprehensive Medicaid dental benefit for currently-enrolled adults. A comprehensive dental benefit will save costs related to chronic disease management and improve quality of life. View talking points, one pagers, and legislator contact information at <http://bit.ly/2018VAMedicaid>.

- 2) Did you know more than half of older adults cited dental care as their most frequent unmet need, second only to transportation? Dental treatment can reduce hospital admissions and medical costs for those with diabetes and heart disease.

Join [Organization Name] in supporting budget amendment 303 #31h (Sickles) and 303 #7s (Barker) to add a comprehensive Medicaid dental benefit for currently-enrolled adults. A comprehensive dental benefit will help older adults manage chronic disease and their improve quality of life. View talking points, one pagers, and legislator contact information at <http://bit.ly/2018VAMedicaid>.

- 3) Did you know Virginia Medicaid spent \$3 million on dental-related emergency department visits? In many cases, the ED is not able to provide dental treatment and patients received an opioid prescription.

Join [Organization Name] in supporting budget amendment 303 #31h (Sickles) and 303 #7s (Barker) to add a comprehensive Medicaid dental benefit for currently-enrolled adults. A comprehensive dental benefit will help the Commonwealth realize cost savings related to reduced emergency department use and opioid prescribing, and improve quality of life. View talking points, one pagers, and legislator contact information at <http://bit.ly/2018VAMedicaid>.

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