



THE IMPORTANCE OF PRENATAL DENTAL CARE IN BIRTH OUTCOMES “THE SMILING STORK”

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DentaQuest[®]

**A DOCTOR CAN DETECT
EARLY SIGNS OF DIABETES,
HEART DISEASE, AND STROKES.
ESPECIALLY
IF THAT DOCTOR
IS A DENTIST.**

Dentists are trained doctors who do a lot more than tell you to brush between meals. Your dentist can detect over 120 disease symptoms that can lead to the diagnosis of diabetes, cancer, and other serious illnesses—all during a routine dental exam. In fact, over 25% of new diabetes cases reported each year are first discovered during a dental visit. And pregnant women with dental infections have a higher risk of premature deliveries.* All of which proves that visiting your dentist regularly isn't just good for your teeth;

it's good for your overall health. We should know. For over 30 years, Delta Dental has been dedicated to improving oral health. Call your dentist today for an appointment or visit our website at www.deltamass.com to locate a dentist near you. You'll look good. And you'll feel better.



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* Source: Institute of Dental Research, 1998.

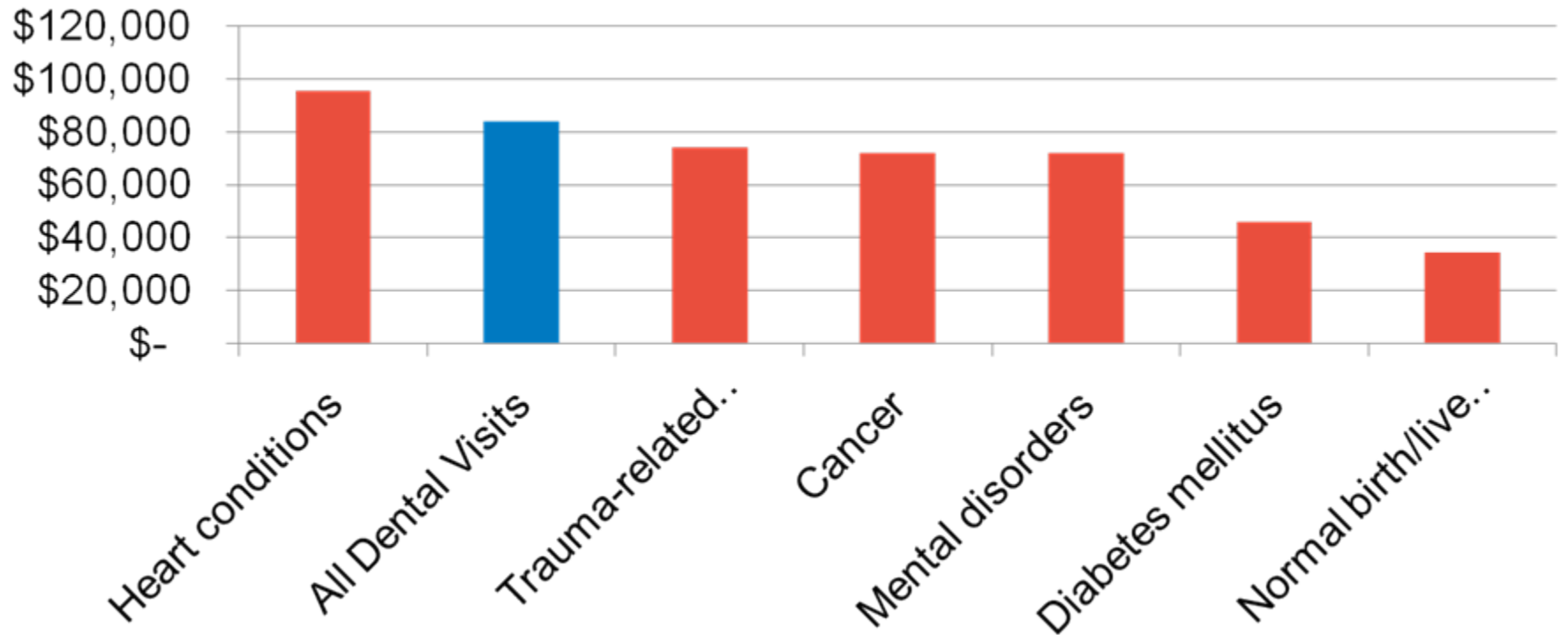
**Fact:
There are systemic
conditions that can be
detected by an oral exam:**

- More than 120 disease symptoms
- 25% of new diabetes cases annually
- Anorexia
- Respiratory and Vascular disease
- Bell's Palsy
- Folic Acid deficiency
- Oral cancers
- Osteogenesis Imperfecta

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DENTAL IS SECOND MOST EXPENSIVE DISEASE

AHRQ Medical Expenditure Panel Survey, 2008





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MOTHER-CHILD TRANSMISSION OF CAVITY CAUSING BACTERIA



- Children exposed to bacteria early in life have a higher incidence of tooth decay
- Primary transmission of cavity causing bacteria is from mother to child
- Transmission includes kissing and tasting the infant's food before feeding them

GUM DISEASE AND PREGNANCY

- 40% of pregnant women have periodontal disease
- **7 times more** likely to have preterm low birth weight baby
- 25% of Pre term deliveries have no known risk factors
- 10% of women in US have preterm deliveries
- 60% of neonatal deaths
- 50% of perinatal health care costs



SOUTH CAROLINA BIRTH OUTCOMES INITIATIVE

- Preterm birth (delivery before 37 weeks gestational age) and low birth weight (LBW <2500 grams or 5 pounds 8 ounces) represent some of the most serious public health challenges facing South Carolina today.
- In the short term, these infants require more medical interventions, ranging from antibiotics and phototherapy to mechanical ventilation and total parenteral nutrition.
- The average daily cost for an infant admitted to the neonatal intensive care unit is \$3,000.

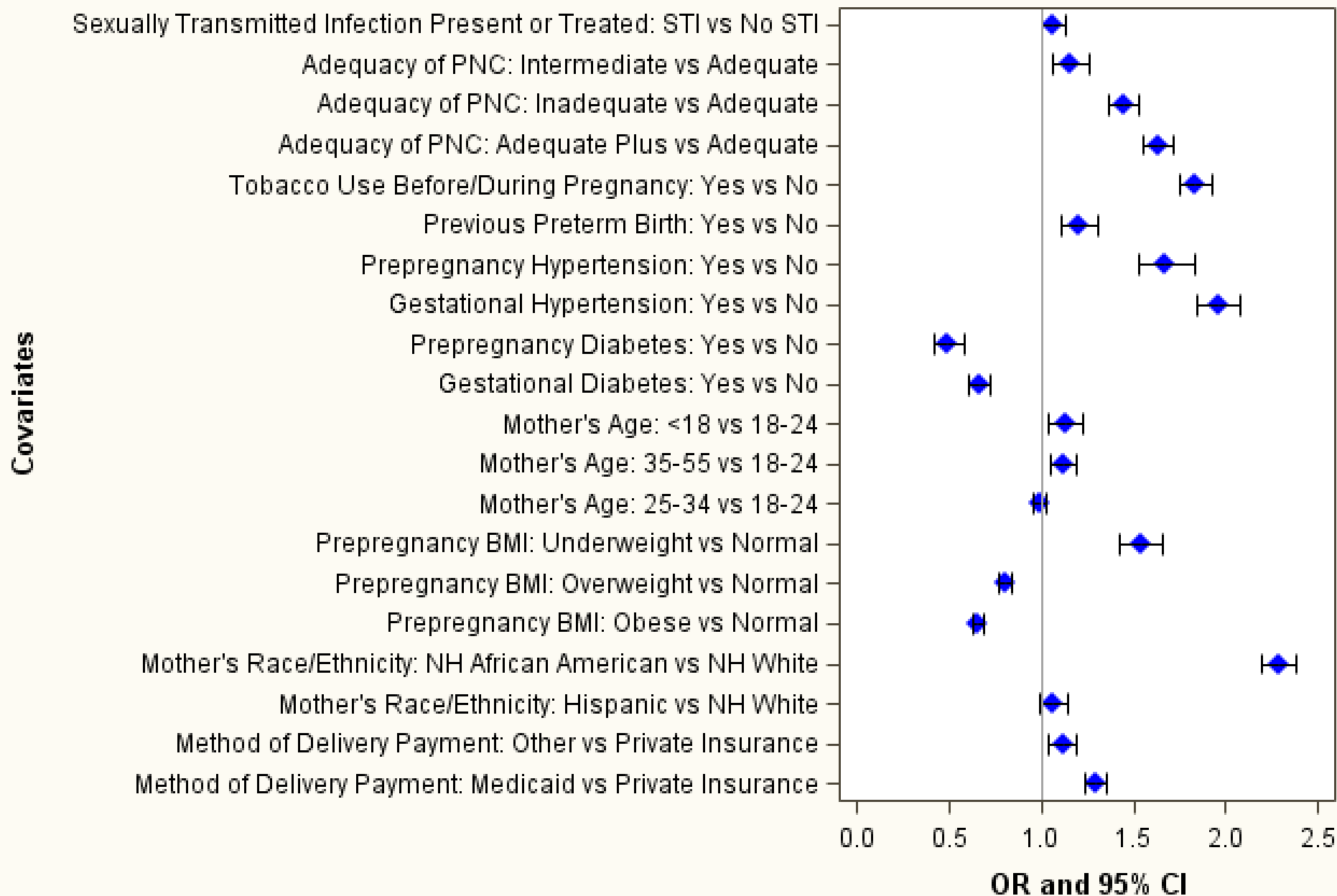
SOUTH CAROLINA BIRTH OUTCOMES INITIATIVE

- The rate of preterm birth (<37 weeks gestation) in South Carolina is 15.4%, much higher than the national average of 12.8%.
- Similarly, the rate of LBW in South Carolina is 9.9% which is also much higher than the national average of 8.2%.

ADEQUACY OF PRENATAL CARE UTILIZATION BY MOTHER'S RACE/ETHNICITY, 2010 SC RESIDENTS

Prenatal Care Utilization	Mother's Race/Ethnicity			χ^2 P-value
	White, Non-Hispanic	Black, Non-Hispanic	Hispanic	
Adequate Plus	47.8	46.2	29.0	
Adequate	33.0	23.5	25.8	
Intermediate	6.6	6.1	7.6	<0.001
Inadequate	12.6	24.2	37.6	
Total	100.0	100.0	100.0	

Figure 2a: Adjusted odds ratios and 95% confidence intervals comparing LBW deliveries to NBW deliveries. All races, 2005-2010 SC residents.



WELLNESS PROGRAMS

EXPLORING THE LINK BETWEEN ORAL HEALTH AND OVERALL HEALTH

Smiling Stork: Promotes the importance of dental health during pregnancy. Aims to increase the number of pregnant women accessing dental care.

Healthy Beginnings: Provides regarding the importance of proper dental care for infants and children. Its goal is to instill good oral health habits at an early age.

Rerouting Emergency Dental Care: Educates members about alternatives in emergency situations. Too often, members use ERs as a walk-in dental clinic and do not see a dentist for proper dental care following the emergency room visit.

One Less Worry: Evidence suggests that by reducing the bacteria found in gum disease, seven out of nine diabetic patients need less insulin to control their blood sugar levels.



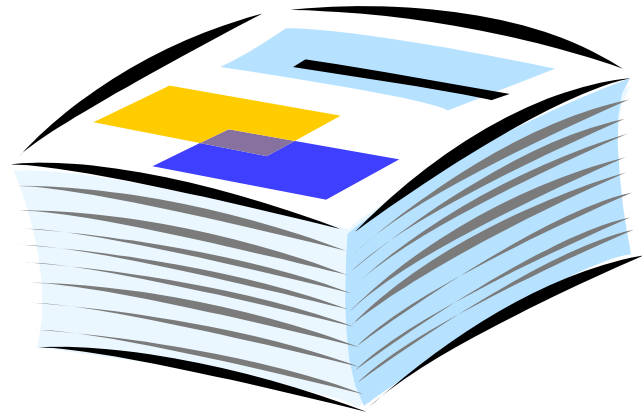
IMPACT OF UNTREATED PERIODONTAL DISEASE IN PREGNANT WOMEN



- Because of hormonal changes pregnant women have an increased risk for developing periodontal disease.
- Evidence shows that pregnant women with gum disease are 7 times more likely to have a preterm, low-birth-weight-birth. (PLBW)
- When women receive treatment for the disease, the likelihood of PLBW births drops significantly.

THE LINK BETWEEN PERIODONTAL DISEASE AND PLBW DELIVERIES

- Scientific Studies have found a probable connection between periodontal disease and PLBW delivers.
- Hypothesis is that the bacteria stimulates prostaglandins which could lead to premature labor.

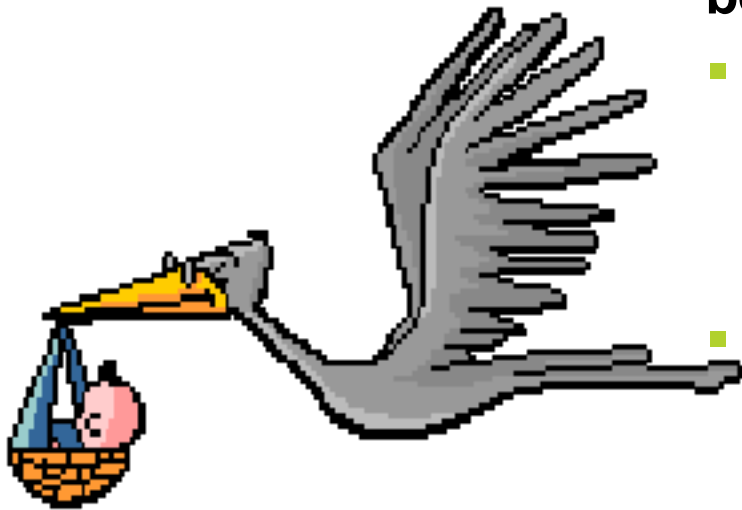


COST IMPLICATIONS

- Data shows that each premature birth can add an additional \$25,000 - \$55,000 in immediate medical costs and up to \$250,000 over a child's life time.
- PLBW babies have increased risk of death and lasting disabilities such as mental retardation, cerebral palsy, lung and digestive problems, and vision and hearing loss.



SMILING STORK PROGRAM OBJECTIVES



Educate women of child bearing age on:

- The importance of being screened for periodontal disease during pregnancy and receiving appropriate treatment in the second and third trimester.
- The value of establishing good oral health habits for themselves and their babies/young children, and
- **To help women access covered dental services during pregnancy.**

INCORPORATING ORAL HEALTH EDUCATION INTO CURRENT CASE MANAGEMENT PROGRAM



- **Include a few questions about oral health on the intake forms to members**
 - **Have you been to the dentist in the past year?**
 - **Do you know how to find a dentist?**
 - **Do you have any of the following symptoms?**

RISK FACTORS OF PERIODONTAL DISEASE

- Poor Oral Hygiene Habits
- Tobacco Use
- Poor Nutrition
- Diabetes/AIDS
- Crowded Teeth
- Poor Restorations
- Stress
- Pregnancy & Female Hormonal Changes
- Genetics



MATERIALS FOR EDUCATING WOMEN IN CHILDBEARING YEARS



- **A Pregnant Woman's Guide to Healthy Gums**
- **A Guide to Your Young Child's Oral Health**
- **In-Medical-Office Dental Reminder Notices**
- **Support finding a dental provider**

It's All One Body

