



# Rush to Brush Health Initiative

*Brush off complications to focus on recovery*

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Chief Dental Officer

**aetna**<sup>®</sup>

# Aetna, a CVS Health Company

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Founded in 1853 in Hartford, CT, Aetna is one of the nation's leading diversified health care benefits companies, serving our members with information and resources to help them make better decisions about their healthcare.



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- **22.1** million medical members
- **12.7** million dental members
- Network of **1.2 million** health care professionals

- **9,800** retail locations
- **1,100** walk-in medical clinics
- **94 million** pharmacy benefits manager plan members

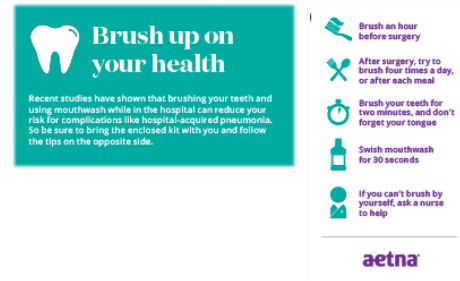
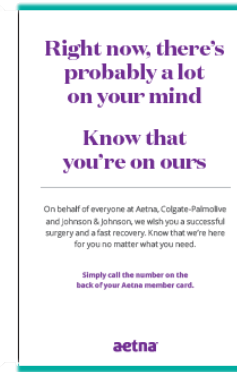
We believe that our corporate responsibility starts with helping people live healthier lives. And that means using our resources to make the communities and the world we live in better places.

# Video: Rush to Brush - Oral hygiene is weapon against infection

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# Aetna's outreach strategy: Engaging care packages



# Leveraging pre-certification surgery data to educate and promote good oral health among Aetna members

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- Aetna team developing **outreach strategy**, as well as studying a **control group** that will not receive care packages
- Care packages will be sent to Aetna members **identified by pre-certification requests**
- Estimated **36,000 care packages** will be sent out over the course of this initiative

## Design

- I. Identify eligible members based on **~25** pre-determined in-patient **procedure types**
  - i. Including: hip and knee replacements, back, cardiac, musculoskeletal procedures
- II. Send care package to member **10-15 days before scheduled admission** once pre-certification is approved
- III. Review utilization data approx. 3 months after date of surgery
- IV. Evaluate effectiveness by presence of post-op pneumonia diagnosis (diagnosed w/in 90 days)

# Policy Recommendations

## **My personal recommendations to fight antibiotic resistance and help reduce Hospital-Acquired Pneumonia over the next 5 years:**

- To reduce risk of nosocomial infections such as pneumonia, encourage hospitals and inpatient facilities to prioritize oral health.
- Improve access to comprehensive adult dental benefits in government-funded programs. Patients who achieve good oral health through regular dental care will have fewer oral bacteria at the onset of their hospital stay.

**Thank you**