

WEST VIRGINIA ORAL HEALTH PROGRAM

Oral Health Consumer Survey – May 2012



OPINION RESEARCH ■ MARKETING RESEARCH ■ STRATEGIC COUNSEL

Repass & Partners



RESEARCH OBJECTIVES

The objectives of this research are to determine:

- ✓ How many people in West Virginia have dental insurance
- ✓ What type of dental insurance they have
- ✓ Develop a better understanding of the landscape of dental care in West Virginia
- ✓ Provide information that will assist with developing appropriate programs and messaging to meet the needs of the state

RESEARCH METHODOLOGY

- 510 interviews were conducted with persons meeting the following criteria:
 - ✓ Residents of West Virginia
 - ✓ 18 Years or older
 - ✓ Approximately evenly split between men and women
- A multi-modal methodology was used, using both telephone and online surveys. This combination results in interviews with a broader base of respondent ages, income and other demographics
- The interviews were conducted in April 2012

RESEARCH SECTIONS

The findings from this survey are divided into five sections:

- Attitudes Regarding Dental Care
- Personal Dental Habits/History
- Children's Dental Care
- Adult and Child Comparisons
- Respondent Demographics

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Interpretations and Recommendations



INTERPRETATIONS AND RECOMMENDATIONS

- ✓ Overall, dental health is generally viewed as important with 9 in 10 saying regular dental care is somewhat or very important. Further, almost all agree that oral health affects overall health. Still, two-thirds have lost at least one permanent tooth, and one-third has lost a permanent tooth and did not replace it. A quarter of consumers have not seen a dentist in 2 or more years, sighting costs as the primary reason.
- ✓ More than one-half of people in West Virginia consider their dental health good (27%) or poorer (fair and poor – 27%). Women are more likely to perceive their oral health to be “good” more than men. Groups that perceive their oral health to be less than ideal tend to be older, less-educated, males.
- ✓ Communications should focus on those who do not place an importance on good, regular dental care. According to the research, there are no threats to losing those who already believe proper dental care is important.
- ✓ Education should play a key role in communications. Most admit that they feel dental care is expensive. The survey also finds cost to be the primary barrier to seeing a dentist regularly. Developing a strong value proposition that increases the perceived benefits of good dental care will help people better recognize the importance. When importance increases, value increases as well and expense/cost becomes a lesser issue.

INTERPRETATIONS AND RECOMMENDATIONS

- ✓ Just one in six West Virginians have had a doctor recommend a dental examination; while one in four have had a doctor or nurse examine their mouth. This demonstrates an opportunity to make dental exams a regular routine of general healthcare/medical communities – using other medical professionals as an extension of the dental community.
- ✓ Lack of dental insurance is a major impediment. Only half have dental insurance. Of those with dental insurance, most receive it via their employer but, interestingly, one-third don't know what their deductible is.
- ✓ Children (84%) are more likely to have insurance than adults (50%). This is primarily due to government programs offered to children. Two in five children have insurance through Medicaid or CHIPS programs. Once again, cost is the primary reason for children not having dental insurance. Nearly one in five say it's because baby teeth are not important, and this could be an underlying motive for cost/insurance being indicated as an issue. Emphasizing the importance of proper child dental care through parent education is recommended.

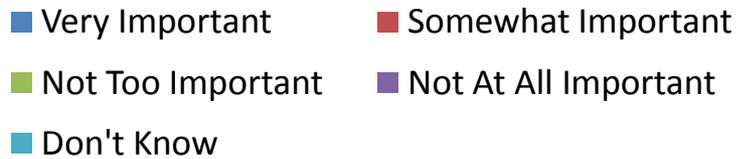
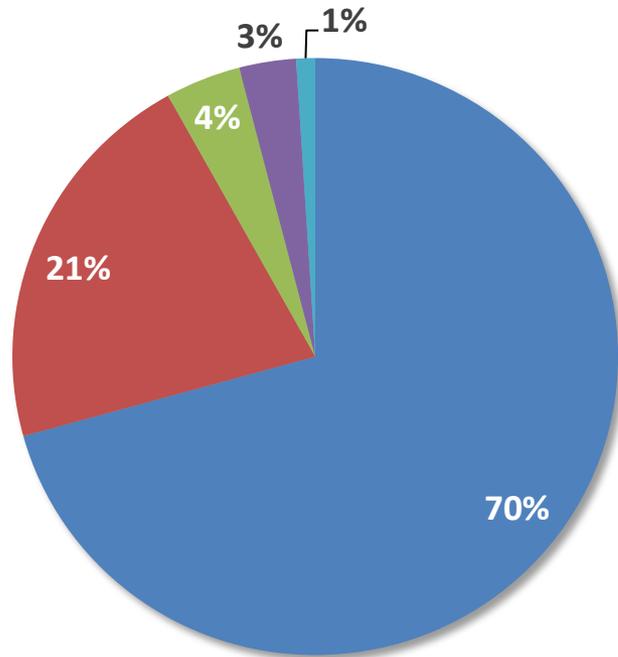
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Attitudes Regarding Dental Care



THERE IS BROAD AGREEMENT ABOUT THE IMPORTANCE OF REGULAR DENTAL CARE

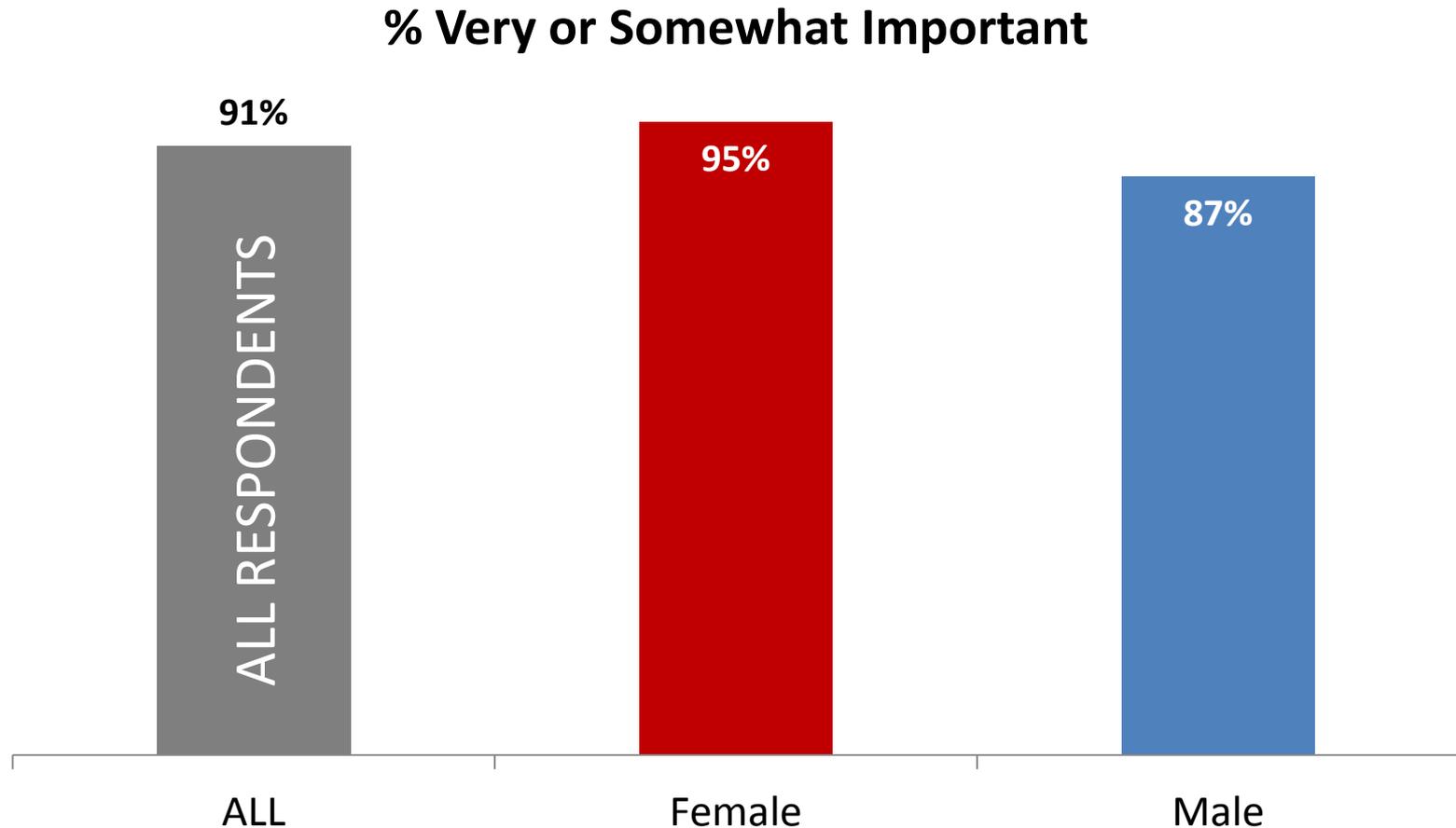
How important is regular dental care to you?



- Over 90% say it is “Very” or “Somewhat” Important
- Females assign even higher importance to regular dental care than do males
- Those over 65 assign lower importance than do younger respondents
- Perceived importance increases as the respondent’s level of education increases

FEMALES ASSIGN HIGHER IMPORTANCE TO REGULAR DENTAL CARE THAN DO MALES, BUT BOTH BELIEVE IT IS IMPORTANT

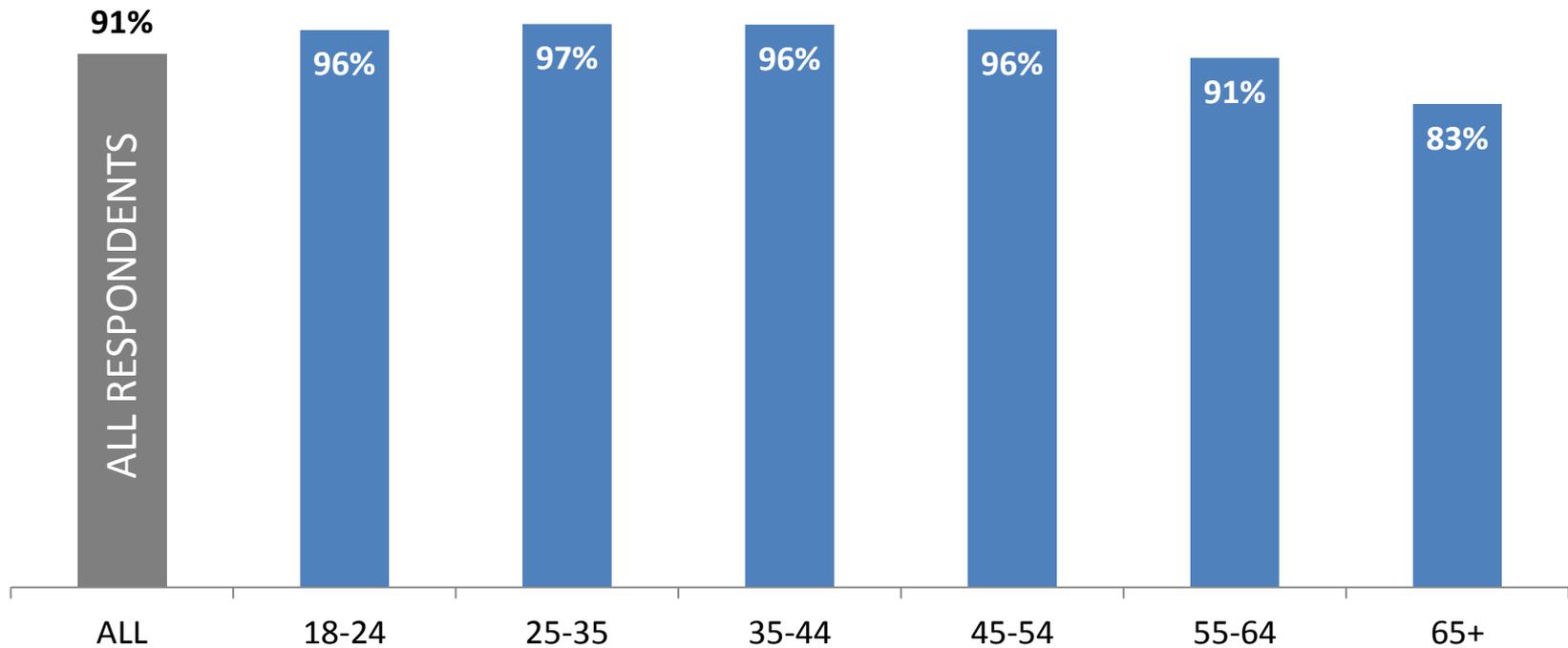
How important is regular dental care to you?



THOSE OVER 65 ASSIGN LOWER IMPORTANCE THAN DO YOUNGER RESPONDENTS

How important is regular dental care to you?

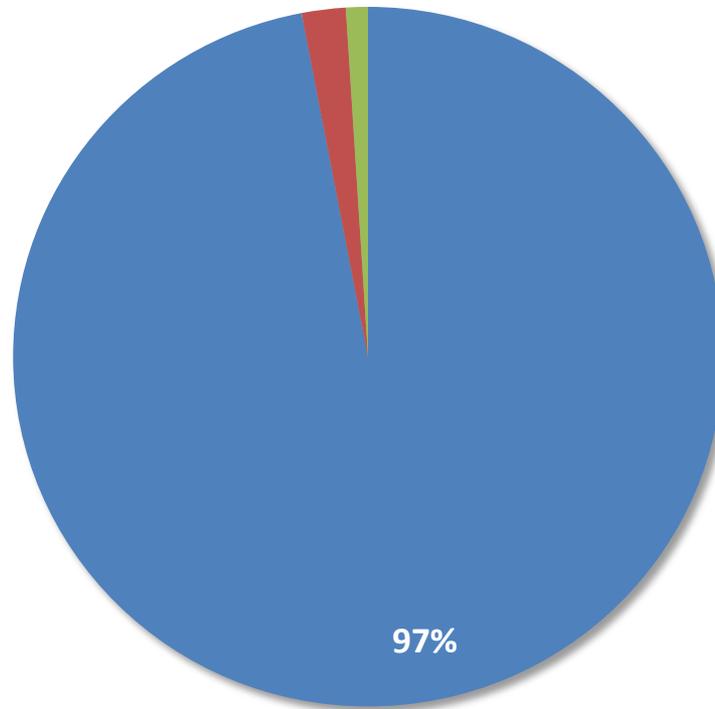
% Very or Somewhat Important



THERE IS ALSO BROAD AGREEMENT THAT ORAL HEALTH CAN AFFECT OVERALL HEALTH

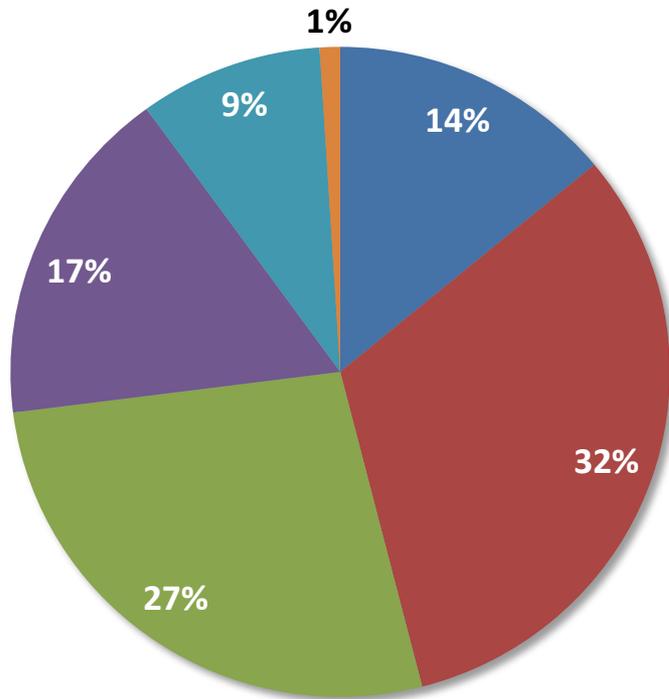
Do you believe that oral health can affect your overall health?

■ Yes ■ No ■ Don't Know



ONE-FOURTH OF WEST VIRGINIANS CONSIDER THEIR ORAL HEALTH TO BE “FAIR” OR “POOR”

Which of the following best describes your current dental health?

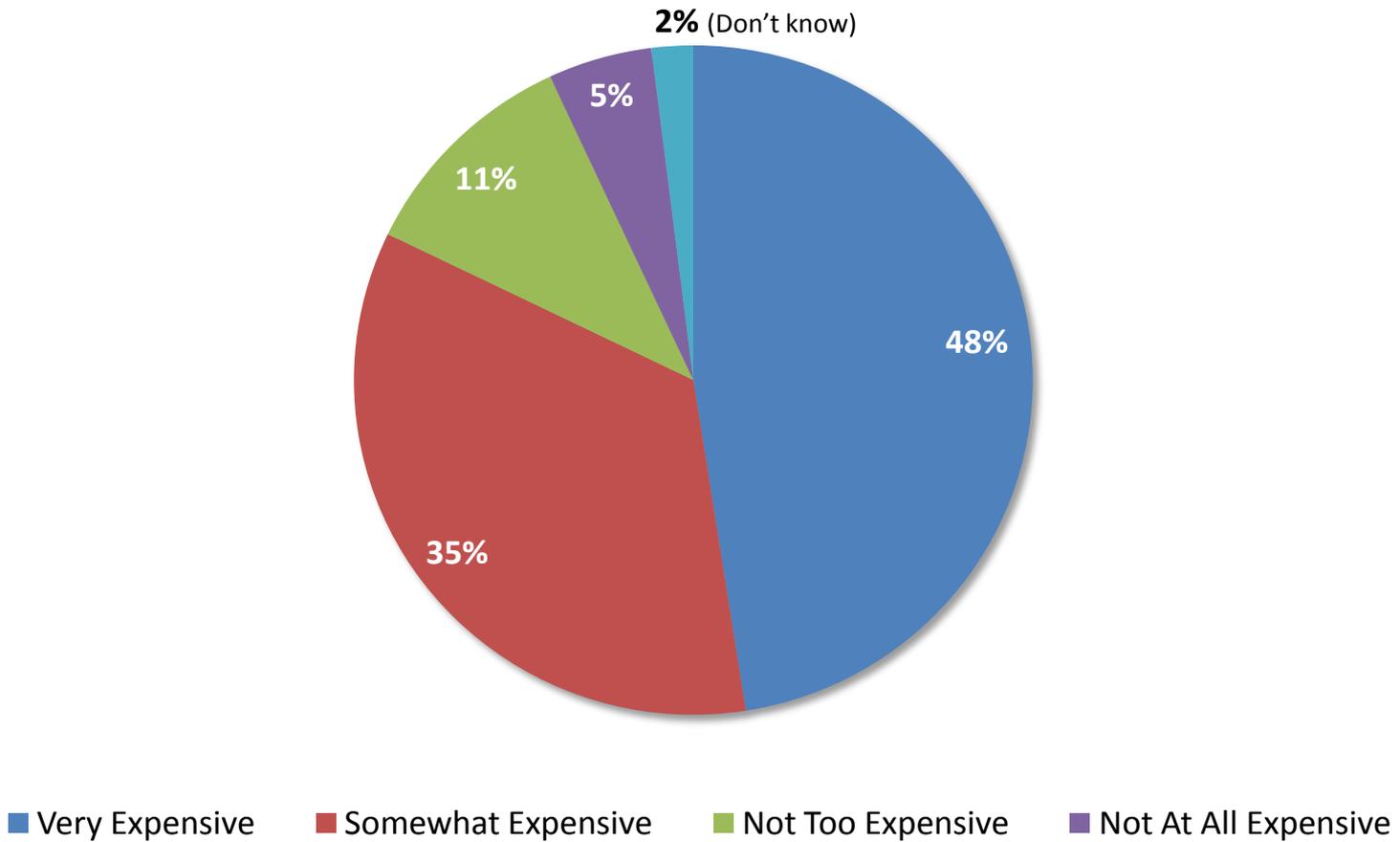


■ Excellent ■ Very Good ■ Good
■ Fair ■ Poor ■ Don't know

- Perceived dental health is better among:
 - ✓ Women rather than Men
 - ✓ Younger rather than Older
 - ✓ Better Educated rather than Lesser Educated

THE VAST MAJORITY (83%) BELIEVE THAT DENTAL CARE IS EXPENSIVE

Which of the following best describes your opinion of the cost for dental care?



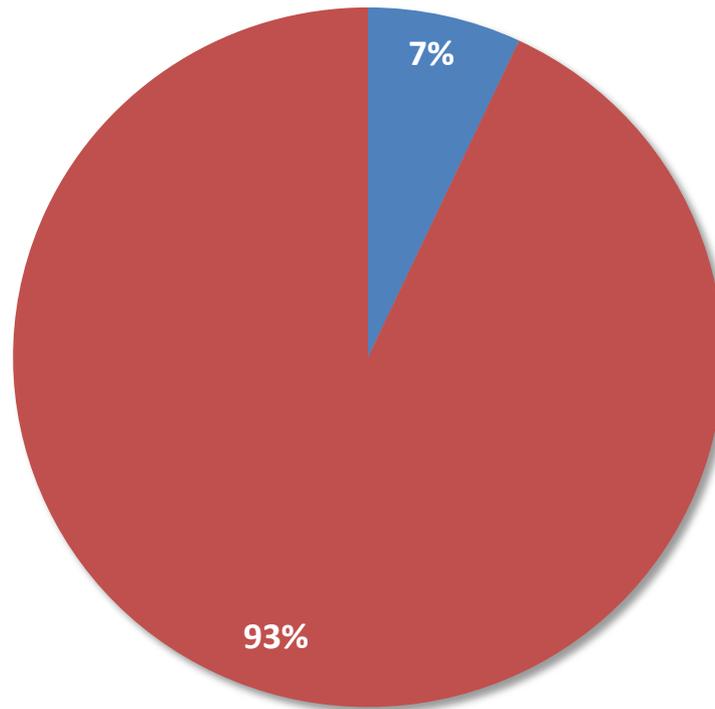
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Personal Dental History



NEARLY ONE IN EVERY 10 WEST VIRGINIANS MISS WORK OR SCHOOL DUE TO DENTAL PROBLEMS

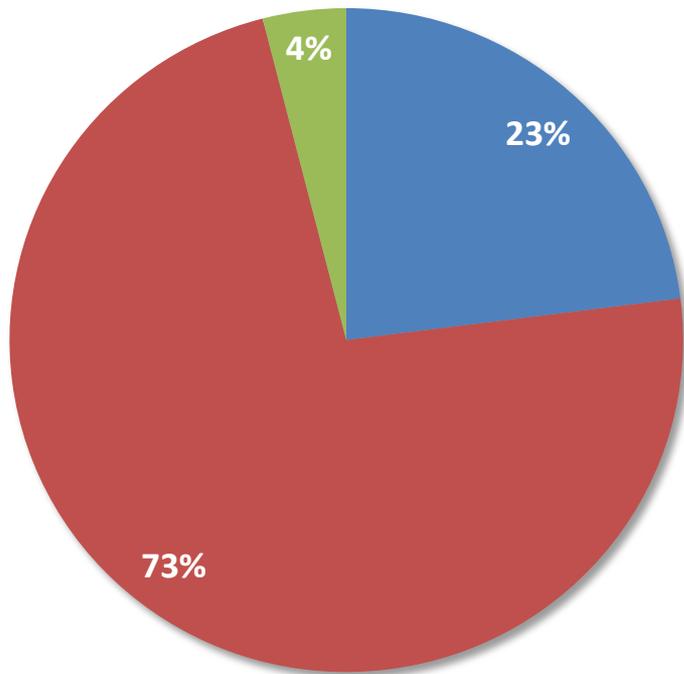
Have you experienced dental problems in the past 30 days that have prevented you from going to work or going to school?



■ Yes ■ No

NEARLY ONE IN FOUR WEST VIRGINIANS HAS CAVITIES THAT HAVE NOT BEEN TREATED

To the best of your knowledge, do you currently have any cavities that have not been treated?

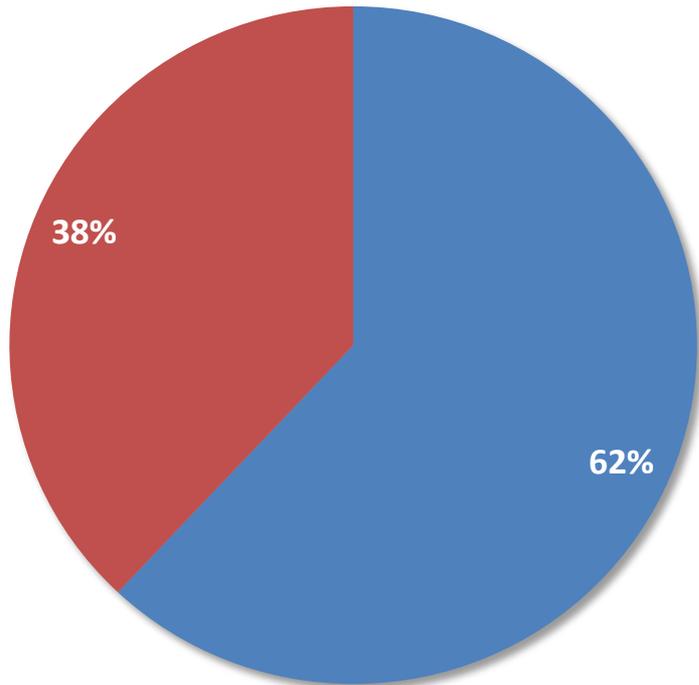


■ Yes ■ No ■ Don't Know

- More females (27%) than males (19%) indicated they have untreated cavities

NEARLY TWO THIRDS OF WEST VIRGINIANS HAVE LOST AT LEAST ONE OF THEIR PERMANENT TEETH

Have you ever lost any of your permanent teeth, not including wisdom teeth or teeth removed for orthodontia?



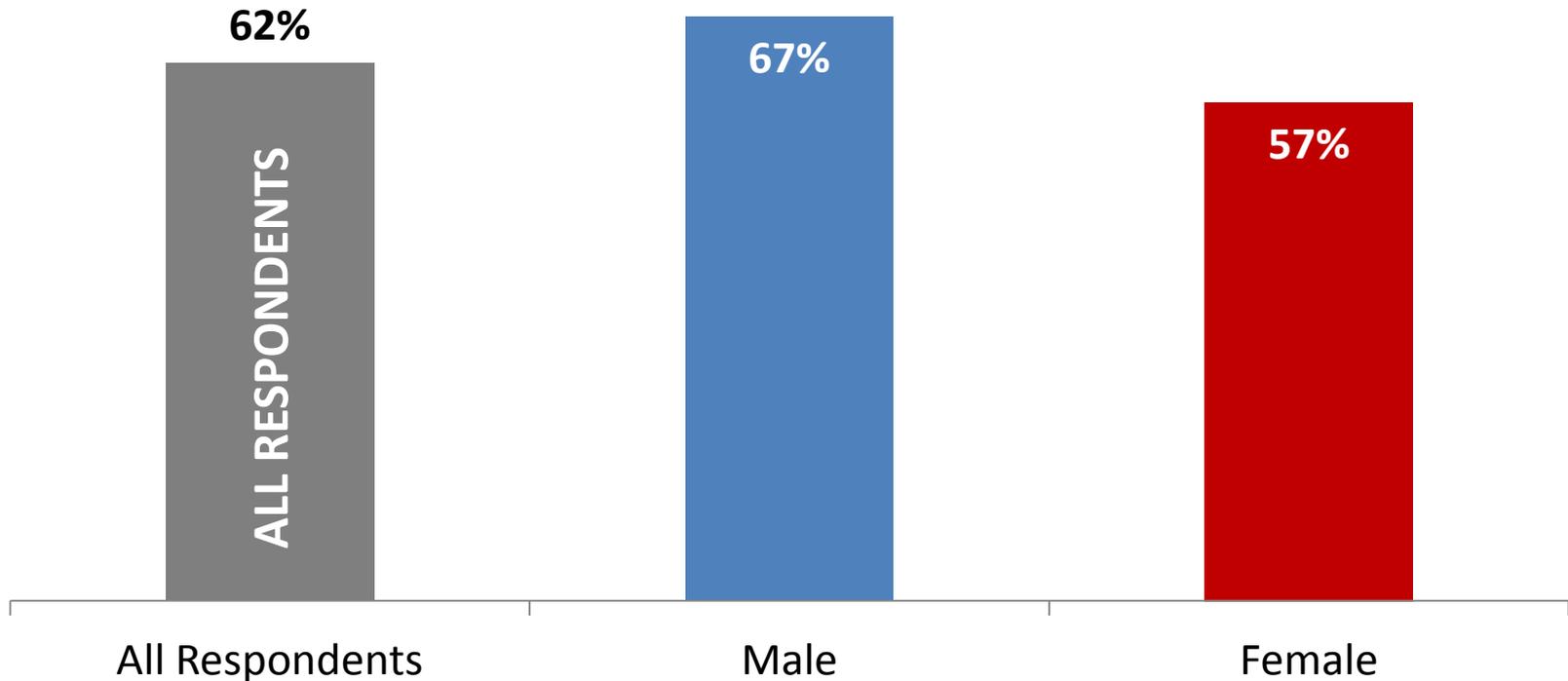
■ Yes ■ No

- Tooth loss is more likely among:
 - ✓ Men rather than Women
 - ✓ Older rather than Younger
 - ✓ Lesser Educated rather than Better Educated

TOOTH LOSS IS MORE LIKELY AMONG MEN THAN AMONG WOMEN

Have you ever lost any of your permanent teeth, not including wisdom teeth or teeth removed for orthodontia?

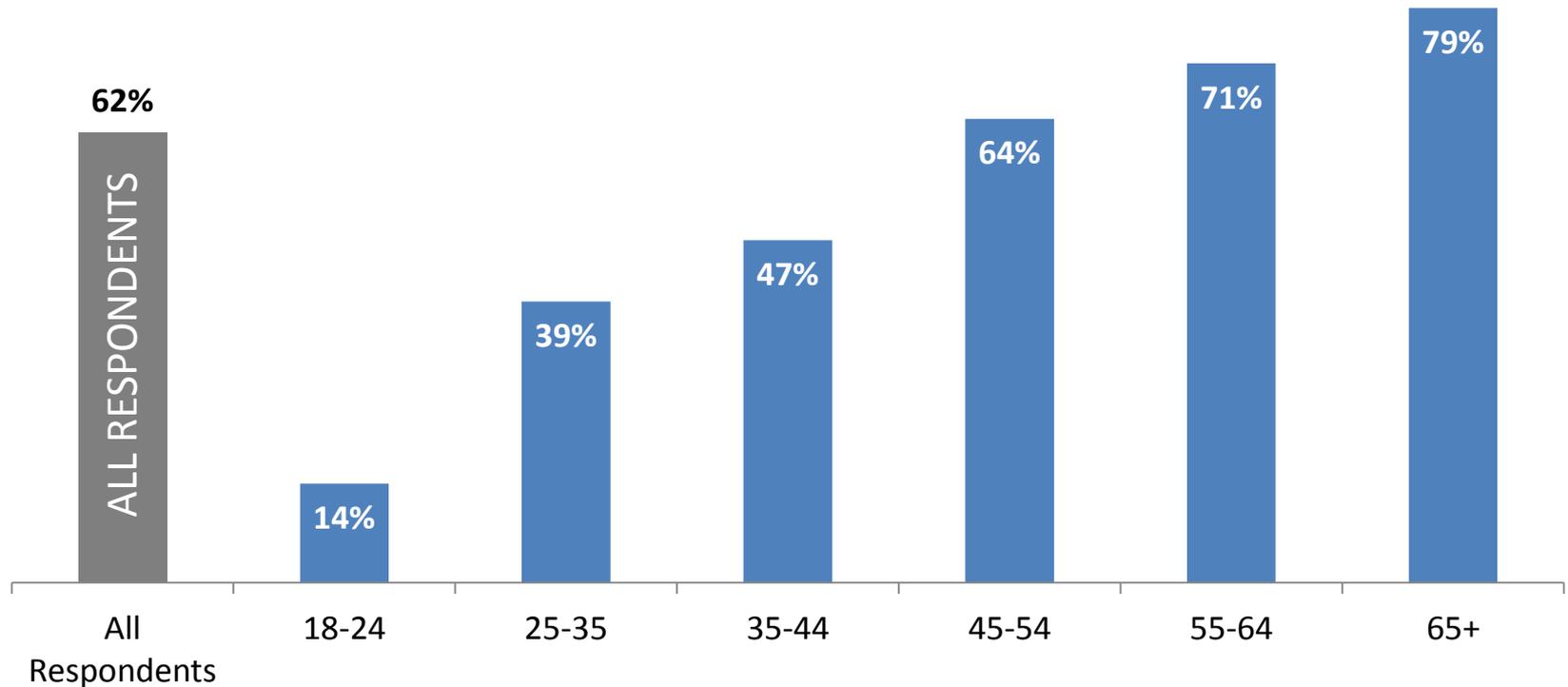
% Have Lost Teeth



TOOTH LOSS IS MORE LIKELY AMONG OLDER RESPONDENTS

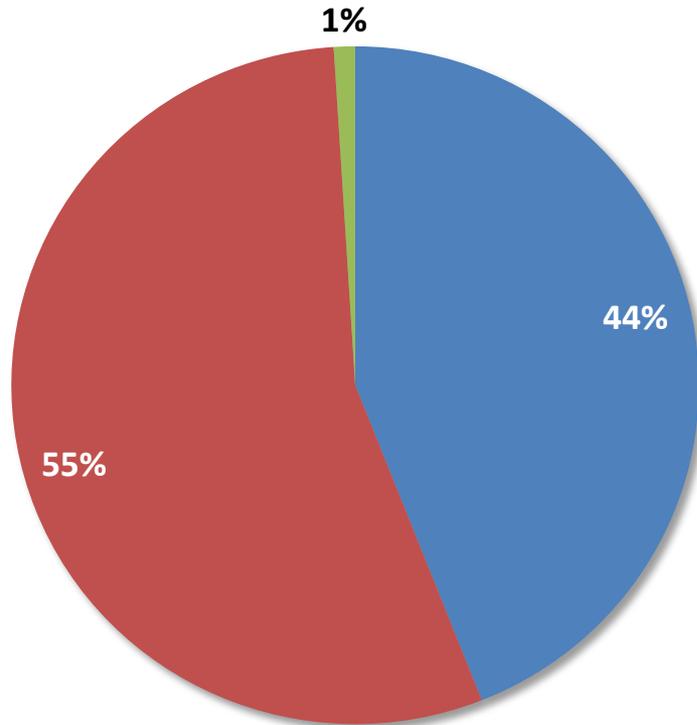
Have you ever lost any of your permanent teeth, not including wisdom teeth or teeth removed for orthodontia?

% Have Lost Teeth



MORE THAN HALF OF THOSE WHO LOST PERMANENT TEETH HAVE NOT HAD THEM REPLACED

Have all of the permanent teeth that you lost been replaced by implants, dentures, bridges or other prosthetic appliances?

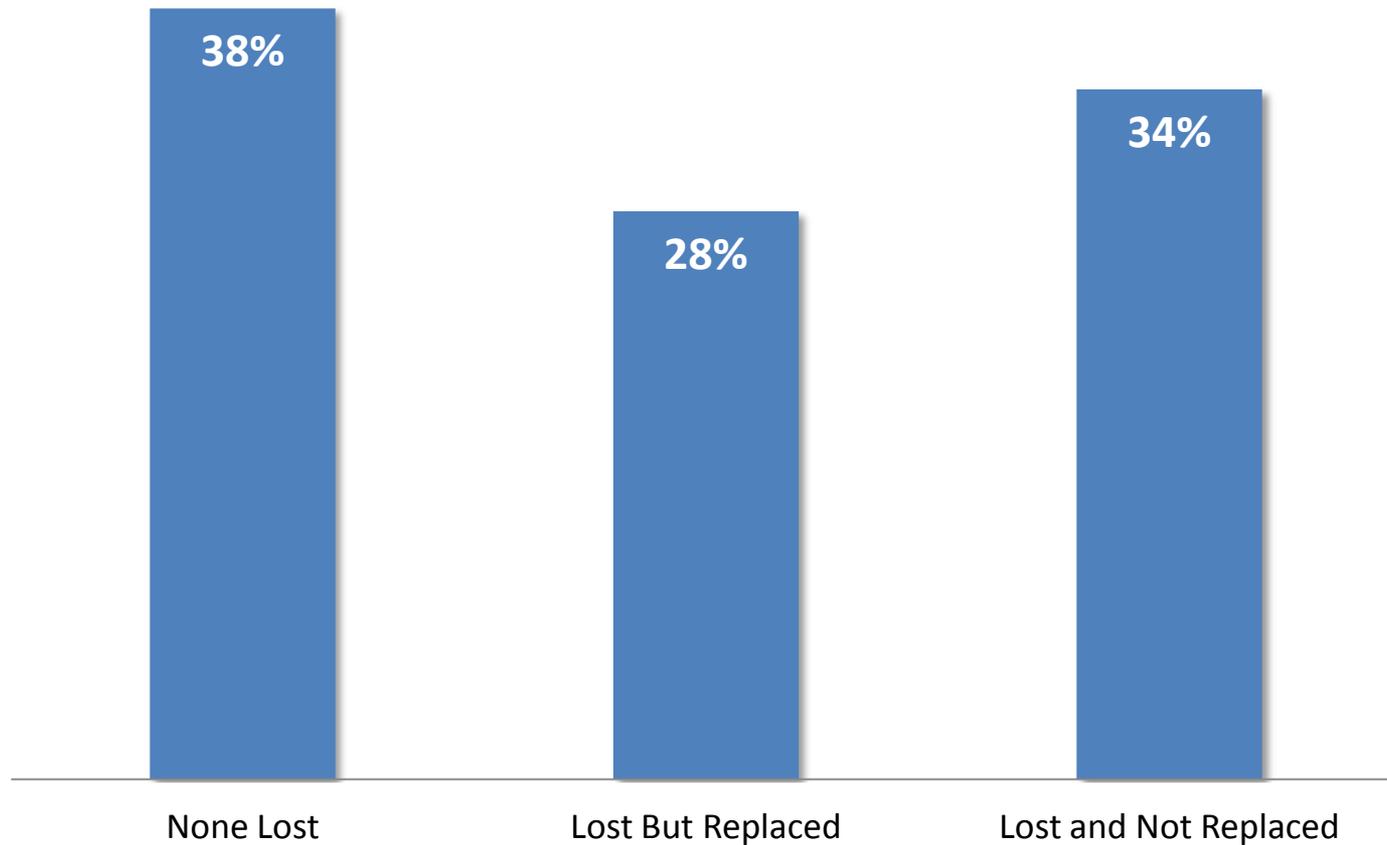


■ Yes ■ No ■ Don't Know

- Tooth replacement is more likely for the Older rather than Younger

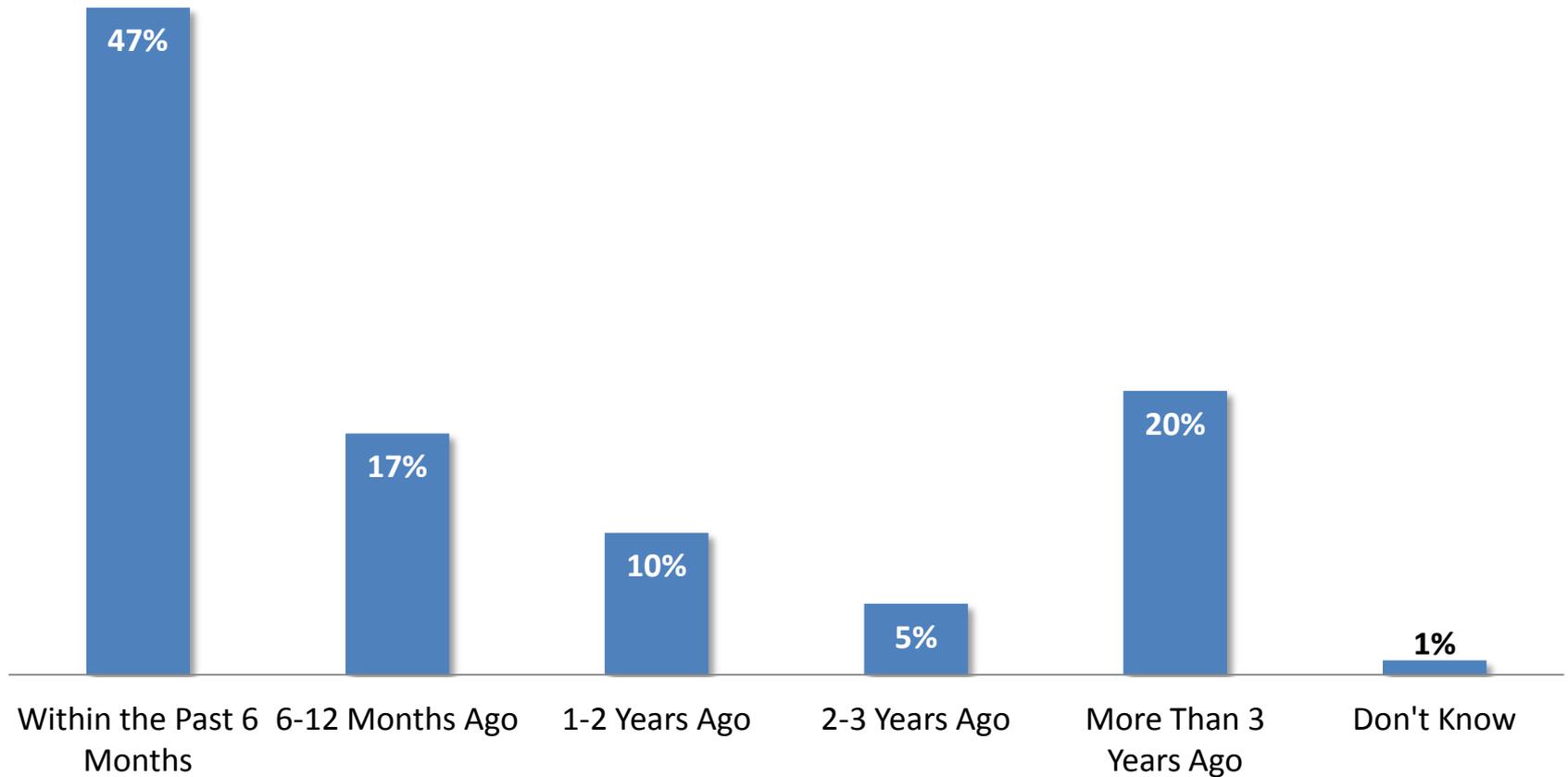
* Among those that have lost at least one permanent tooth

TOOTH LOSS & REPLACEMENT



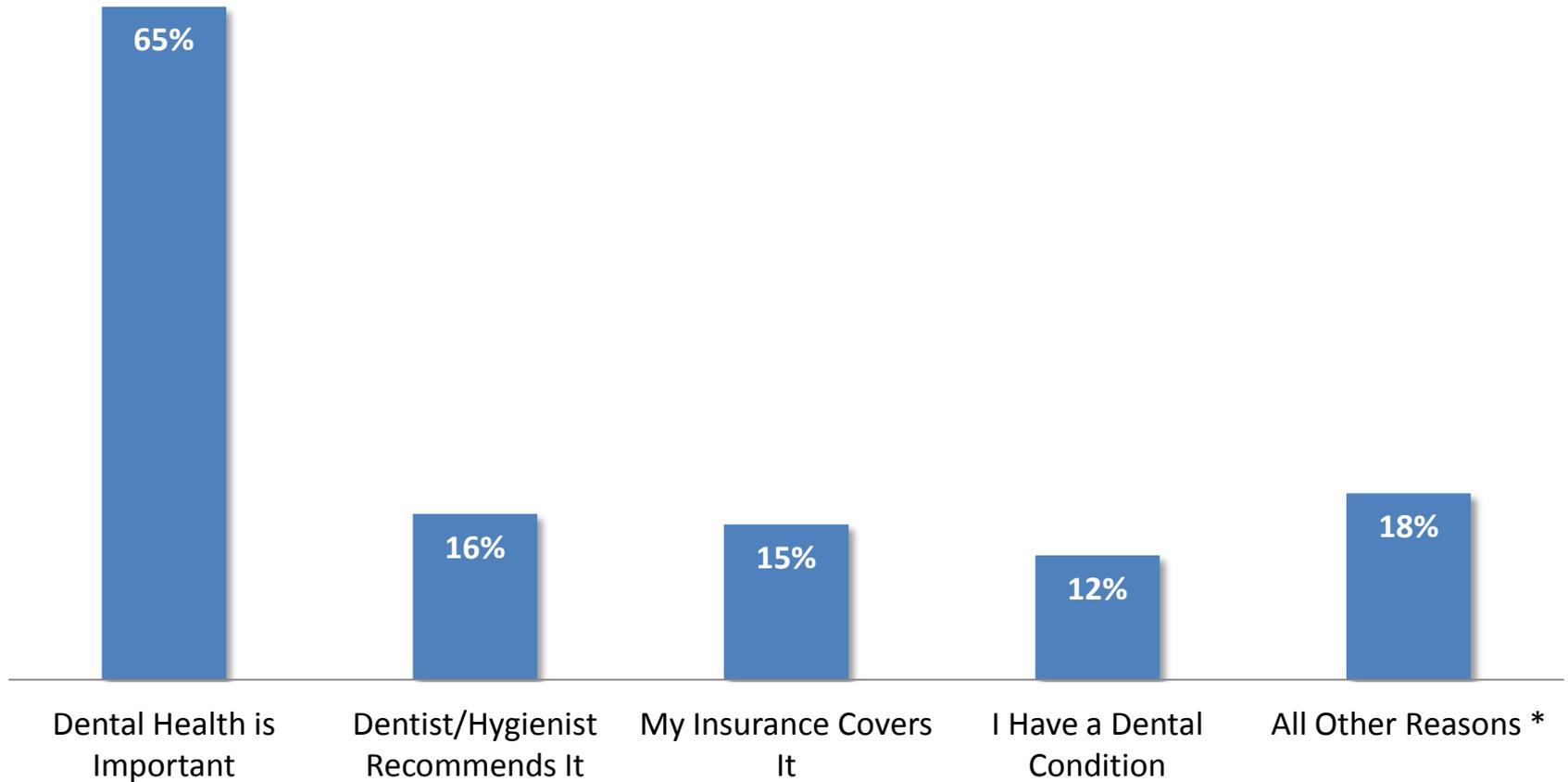
1 IN 5 ADULTS HAS NOT SEEN A DENTIST IN MORE THAN THREE YEARS; 35% HAVE NOT IN ONE YEAR OR MORE

When was the last time you, yourself went to a dental office or dental clinic for an appointment?



TWO THIRDS OF WEST VIRGINIANS MAKE REGULAR DENTAL VISITS PRIMARILY BECAUSE OF THE IMPORTANCE THEY PLACE ON DENTAL CARE

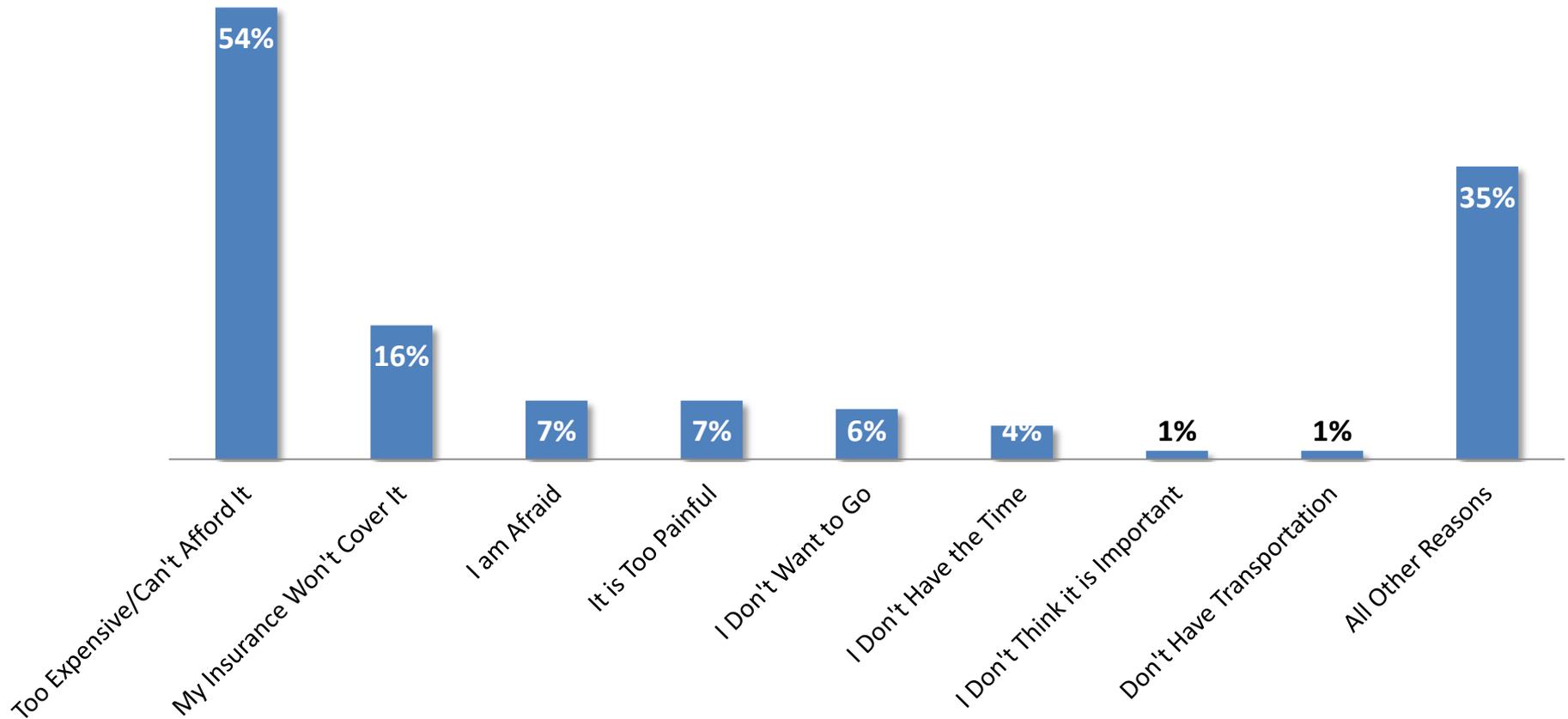
What are the primary reason you make regular visits to a dental office or dental clinic for care?



* All Other reasons include checkup/teeth cleaning/routine exam/care (23 mentions).

COST & LACK OF INSURANCE ARE THE PRIMARY REASONS THAT WEST VIRGINIANS DO NOT MAKE REGULAR DENTAL VISITS

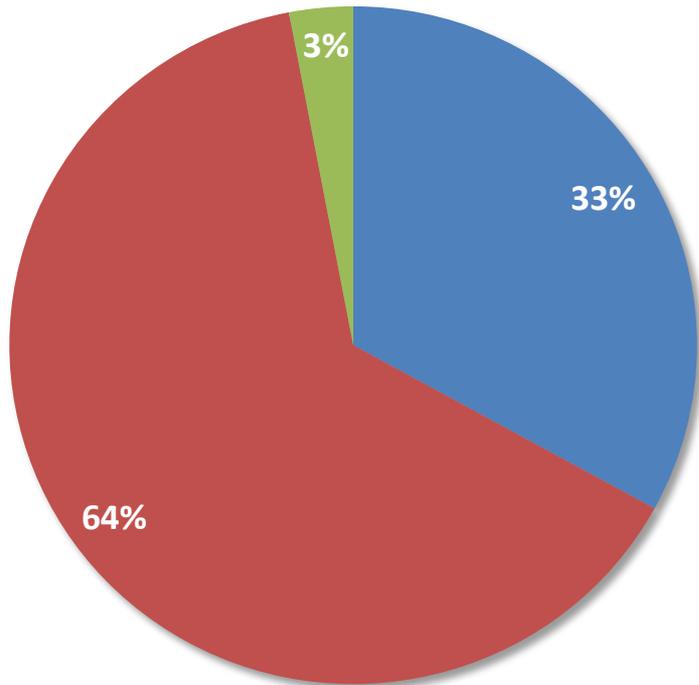
What are the primary reasons that you do not frequently visit a dentist office or dental clinic for care?



* All Other reasons include having dentures (20 mentions), having no teeth (10), or having no insurance (4).

ONE IN THREE WEST VIRGINIANS NEEDED DENTAL CARE, BUT WERE UNABLE TO GET IT

Have you ever needed dental care but you were unable to get it?



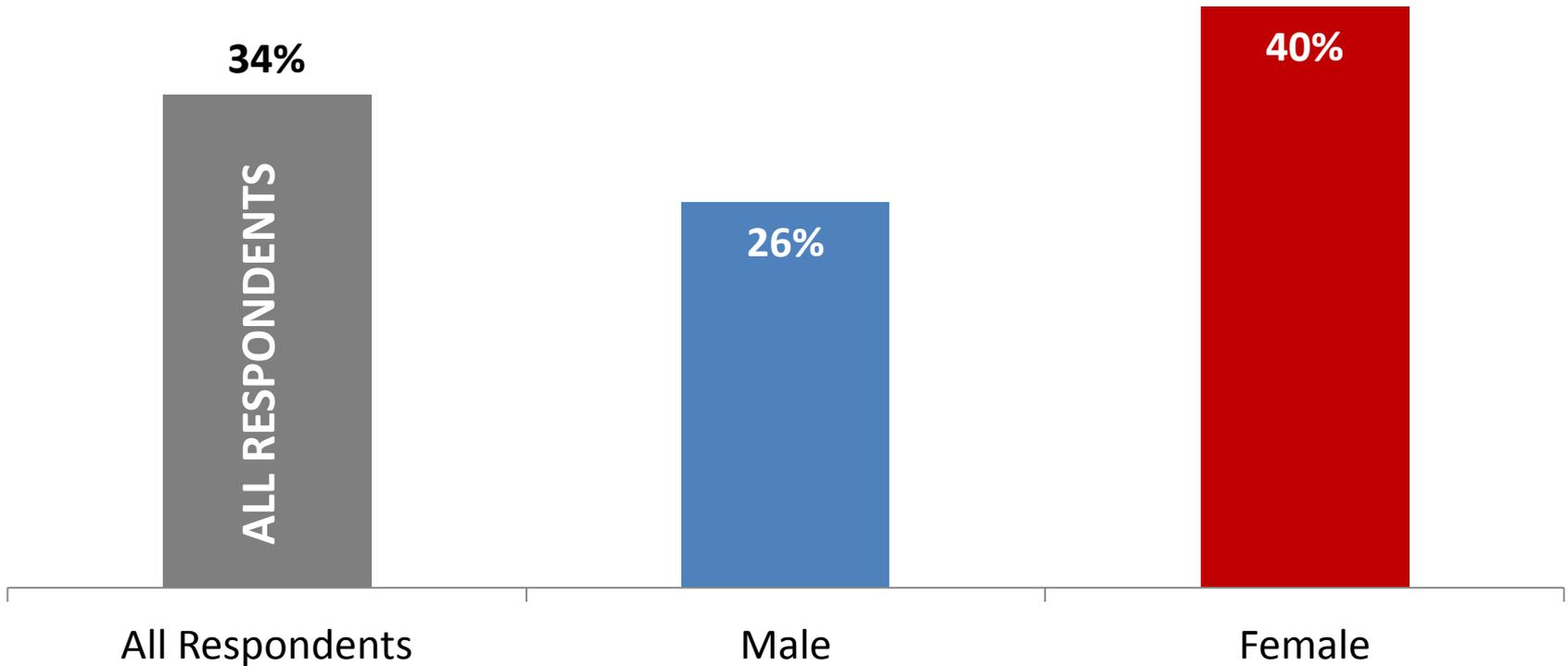
■ Yes ■ No ■ Don't Know

- Females and younger respondents were more likely to have needed dental care and not gotten it.

FEMALES ARE MORE LIKELY THAN MALES TO HAVE NEEDED BUT NOT GOTTEN DENTAL CARE

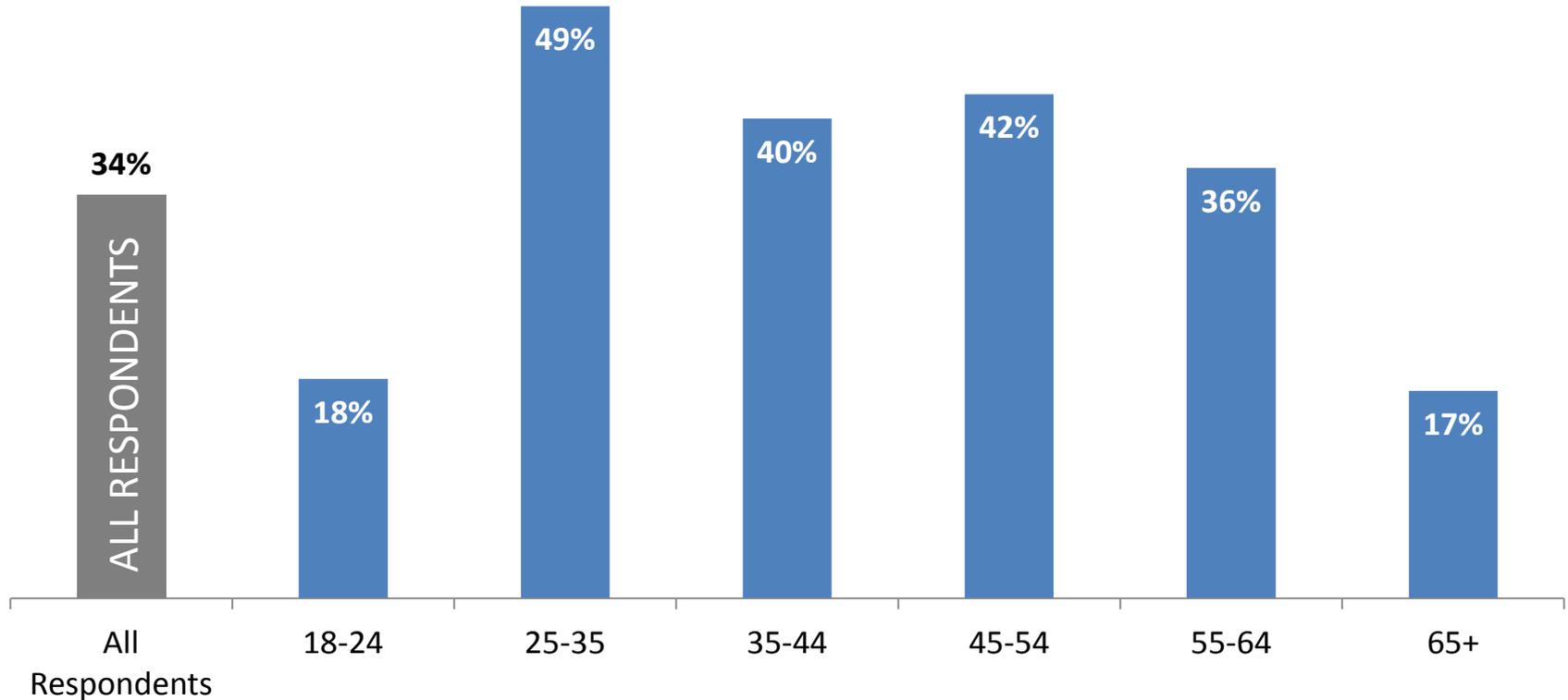
Have you ever needed dental care but you were unable to get it?

% Needed Care But Not Gotten It



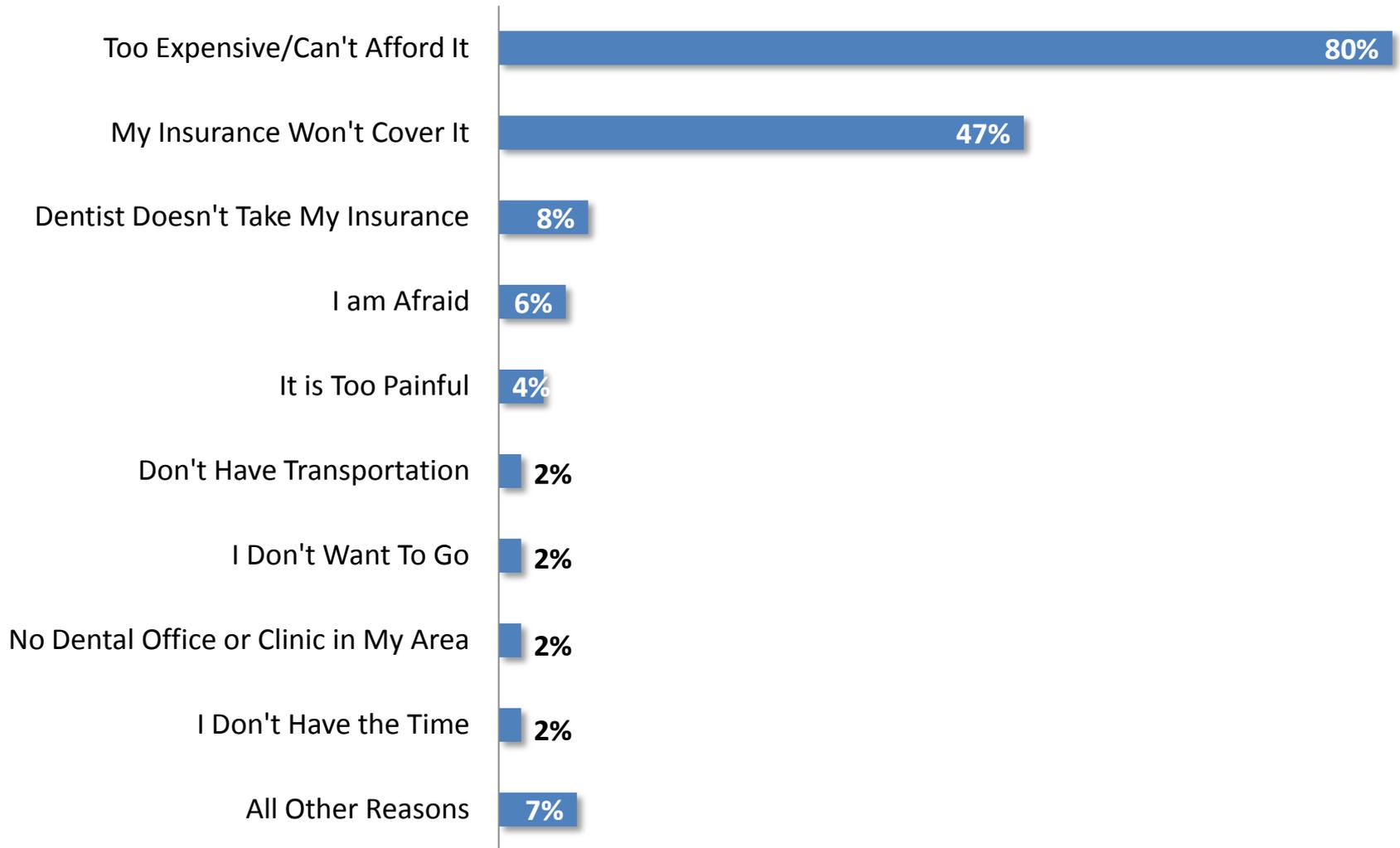
WEST VIRGINIANS AGES 25-54 ARE MOST LIKELY TO HAVE NEEDED BUT NOT GOTTEN DENTAL CARE

Have you ever needed dental care but you were unable to get it?



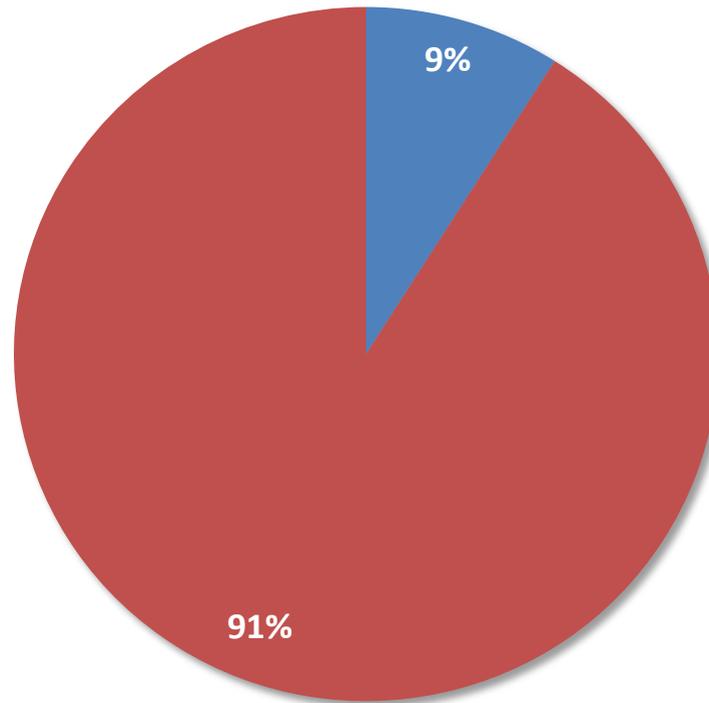
COST & INADEQUATE INSURANCE COVERAGE ARE THE PRIMARY REASONS WEST VIRGINIANS WERE NOT ABLE TO GET THE DENTAL CARE THEY NEEDED

What are the reasons you were unable to get the dental care you needed?



1 IN 10 WEST VIRGINIANS HAVE GONE TO AN EMERGENCY ROOM FOR DENTAL CARE

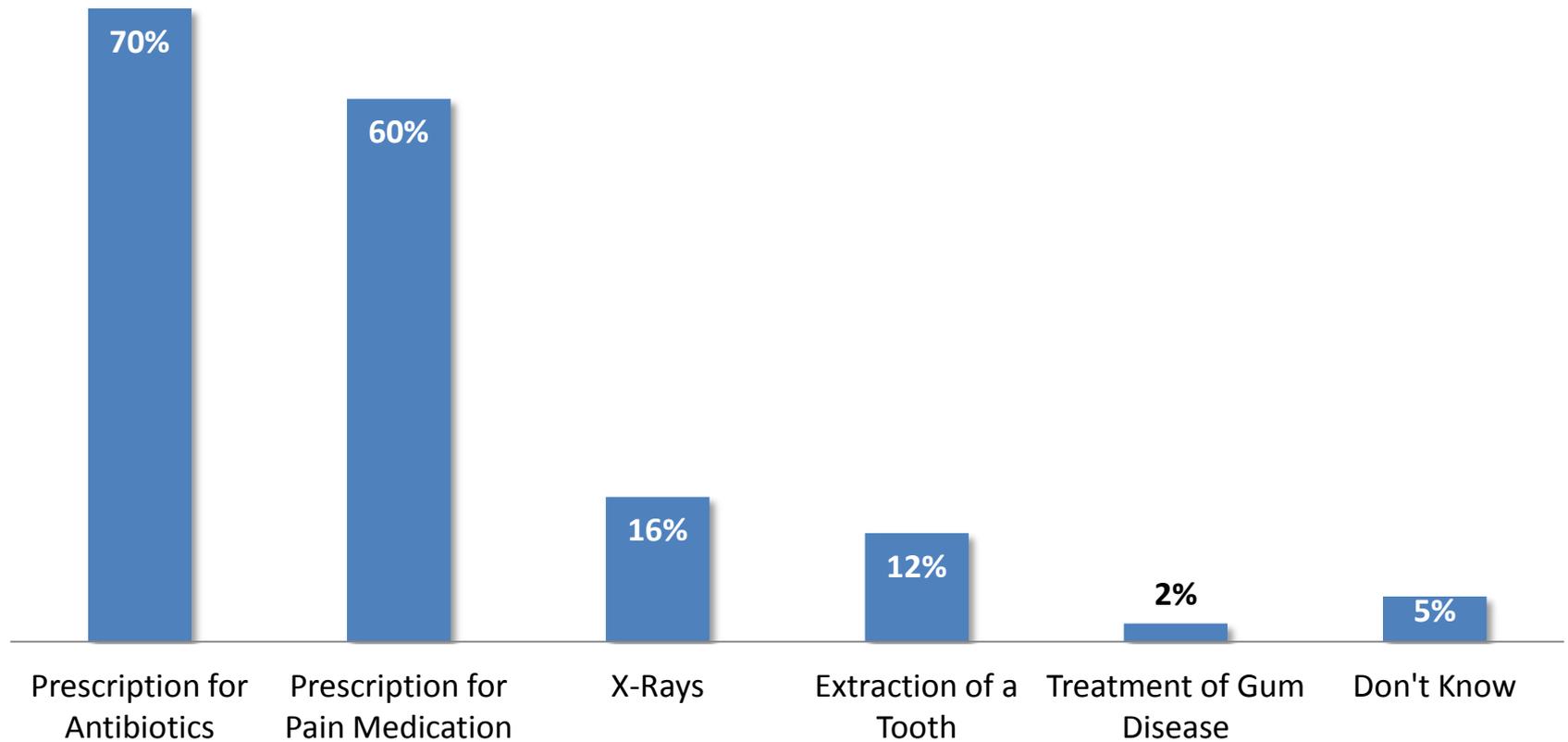
Have you ever gone to the Emergency Room of a hospital for Dental Care?



■ Yes ■ No

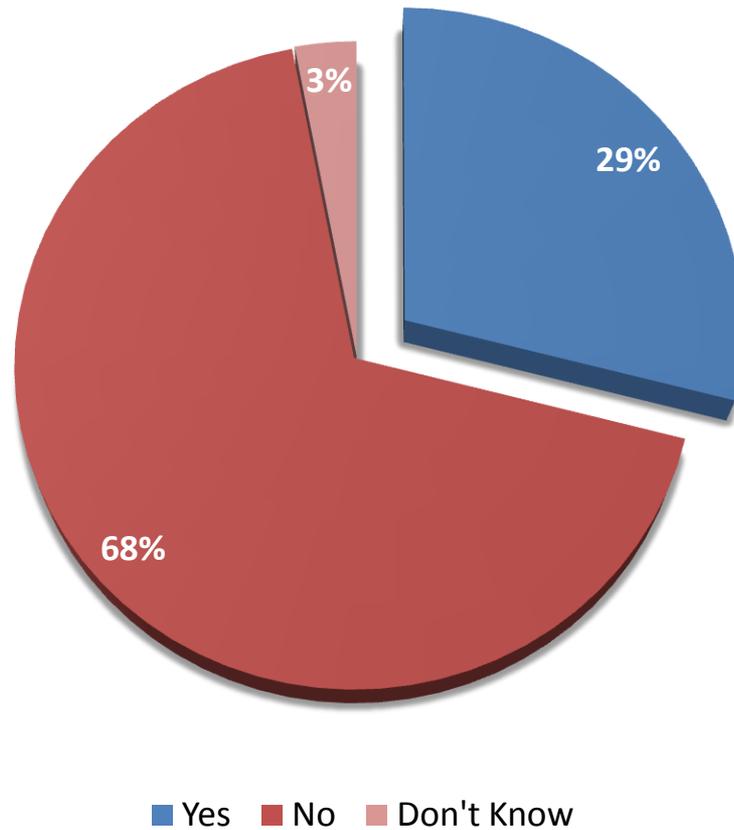
PRESCRIPTIONS FOR ANTIBIOTICS OR FOR PAIN WERE THE MAIN SERVICES RECEIVED DURING ER VISITS FOR DENTAL ISSUES

What were the dental services you received at the Emergency Room?



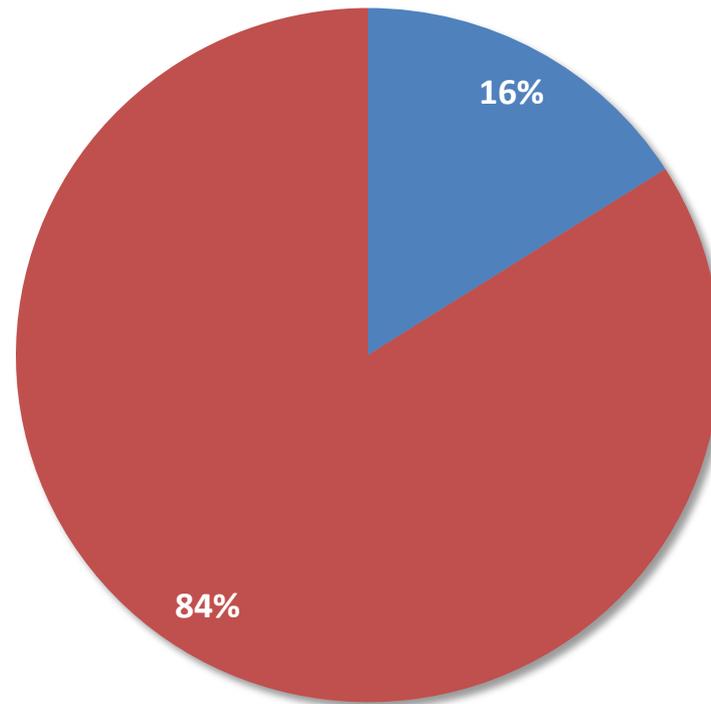
7 IN 10 WEST VIRGINIANS HAVE NOT HAD A DOCTOR OR NURSE EXAMINE THEIR MOUTH OR TEETH

Has any doctor or nurse, excluding dentists and hygienists, ever examined your mouth or teeth?



ABOUT 1 IN 6 WEST VIRGINIANS HAVE HAD A DOCTOR OR NURSE RECOMMEND A DENTAL VISIT

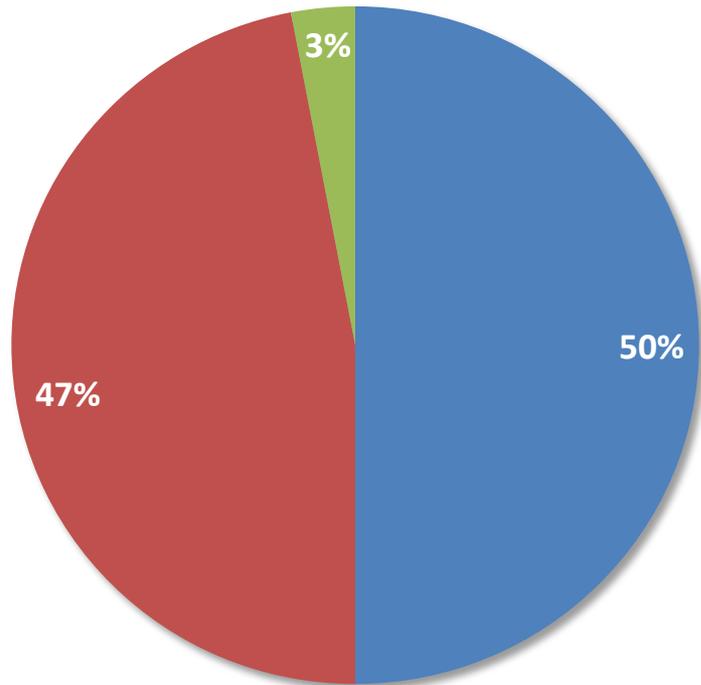
Has a doctor or nurse ever recommended that you go to a dentist?



■ Yes ■ No

ALMOST HALF OF WEST VIRGINIANS HAVE NO DENTAL INSURANCE

Do you have insurance coverage for dental care, or are you eligible for any programs that pay at least some of the cost of dental care for you?



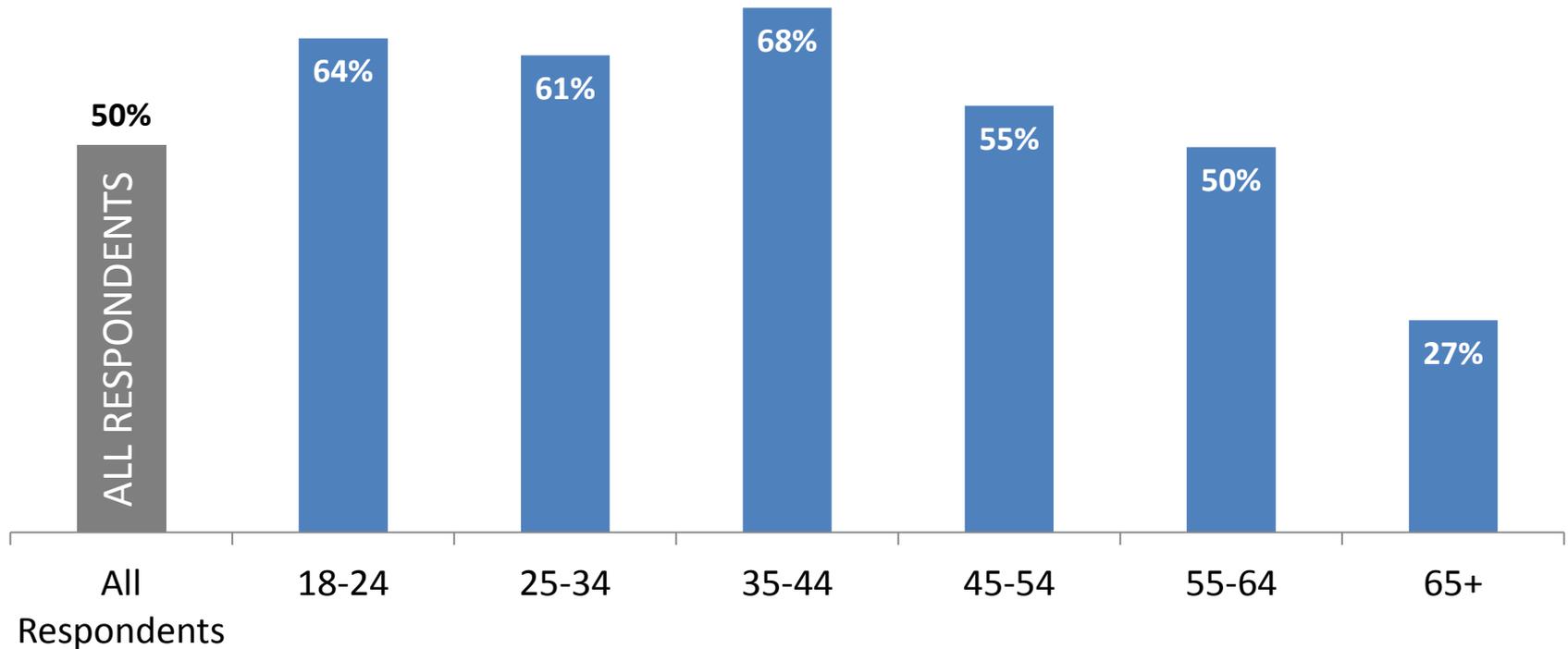
■ Yes ■ No ■ Don't Know

- Respondents with lower education levels are less likely to have dental insurance
- Respondents ages 65 and over are least likely to have dental insurance

THOSE 65 AND OVER ARE LEAST LIKELY TO HAVE DENTAL INSURANCE

Do you have insurance coverage for dental care, or are you eligible for any programs that pay at least some of the cost of dental care for you?

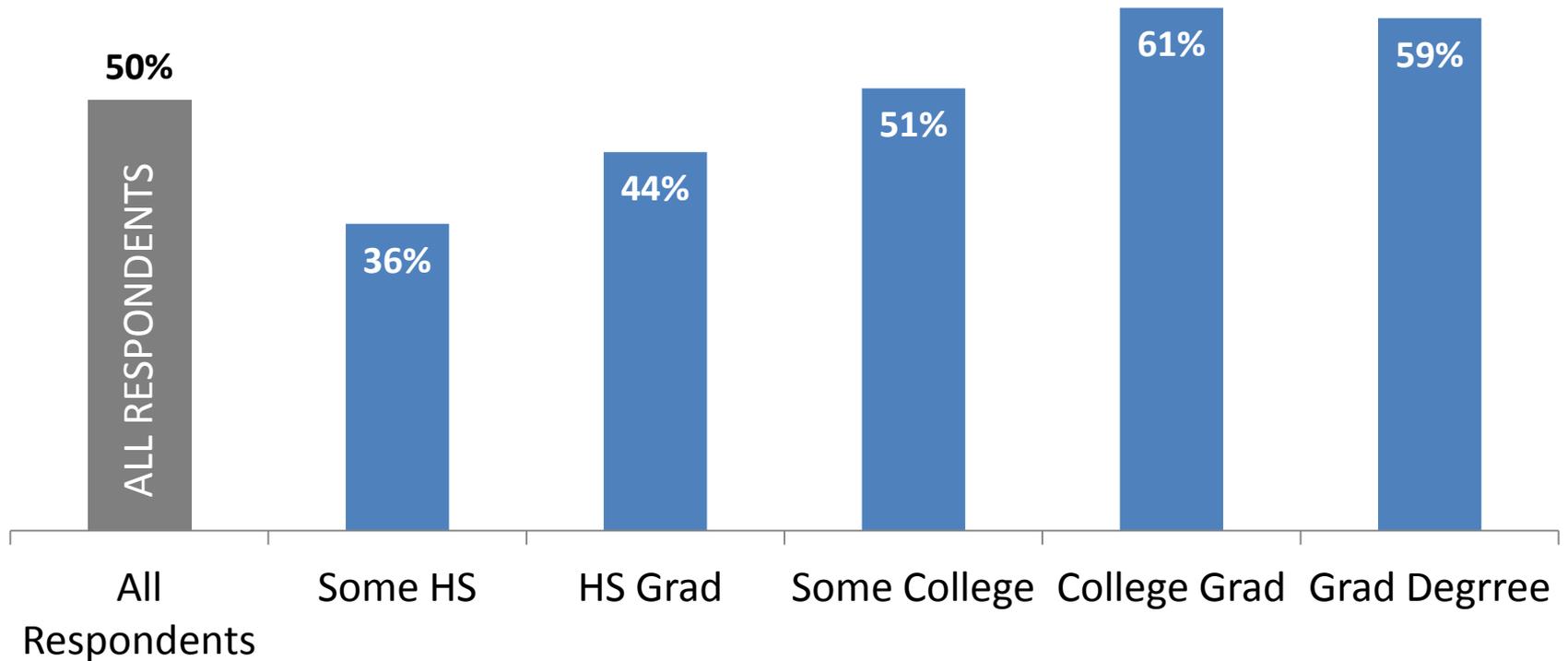
% Have Dental Insurance



THOSE WITH LESS EDUCATION ARE LESS LIKELY TO HAVE DENTAL INSURANCE

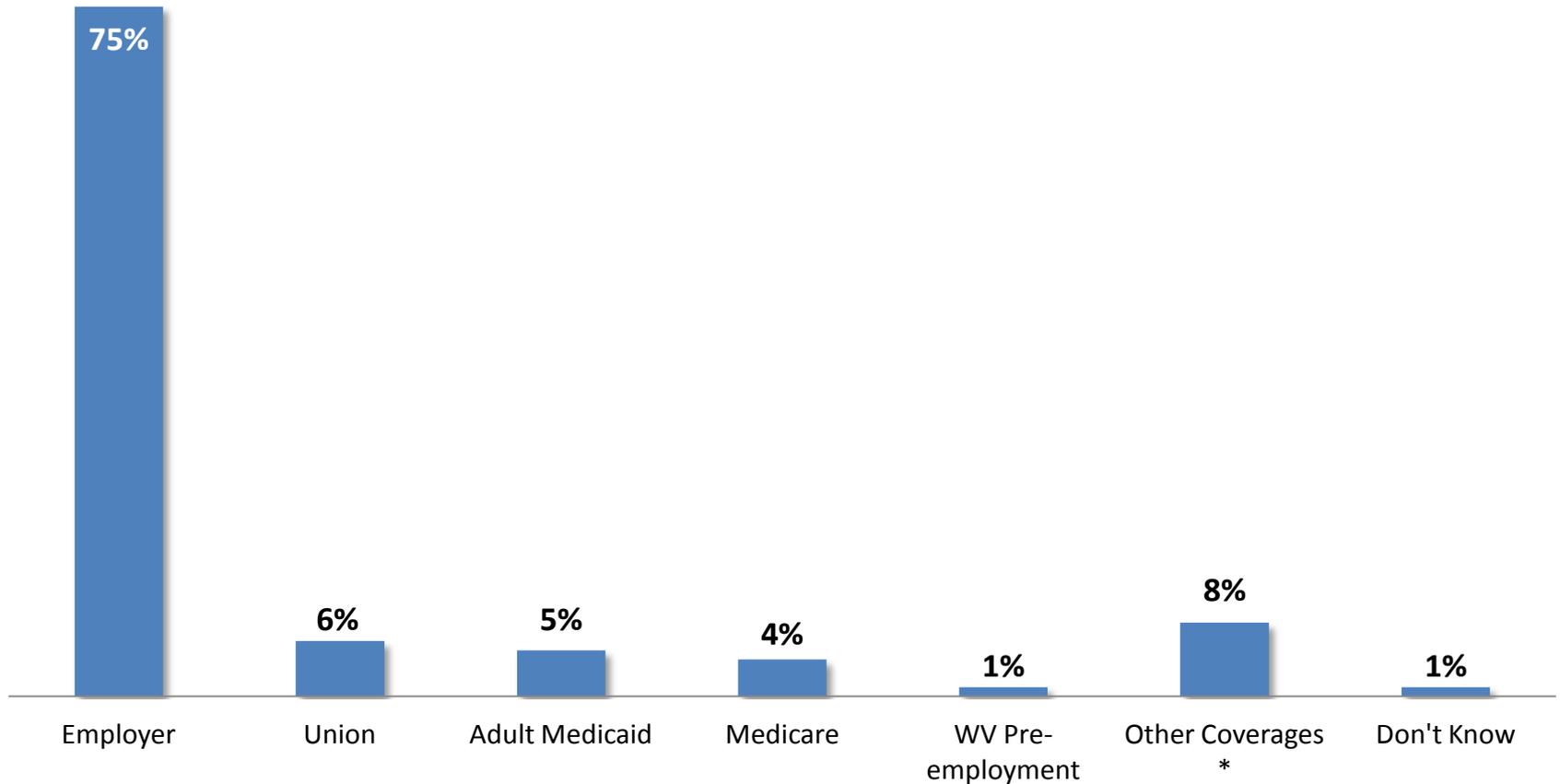
Do you have insurance coverage for dental care, or are you eligible for any programs that pay at least some of the cost of dental care for you?

% Have Dental Insurance



MOST DENTAL INSURANCE IS PROVIDED THROUGH EMPLOYERS

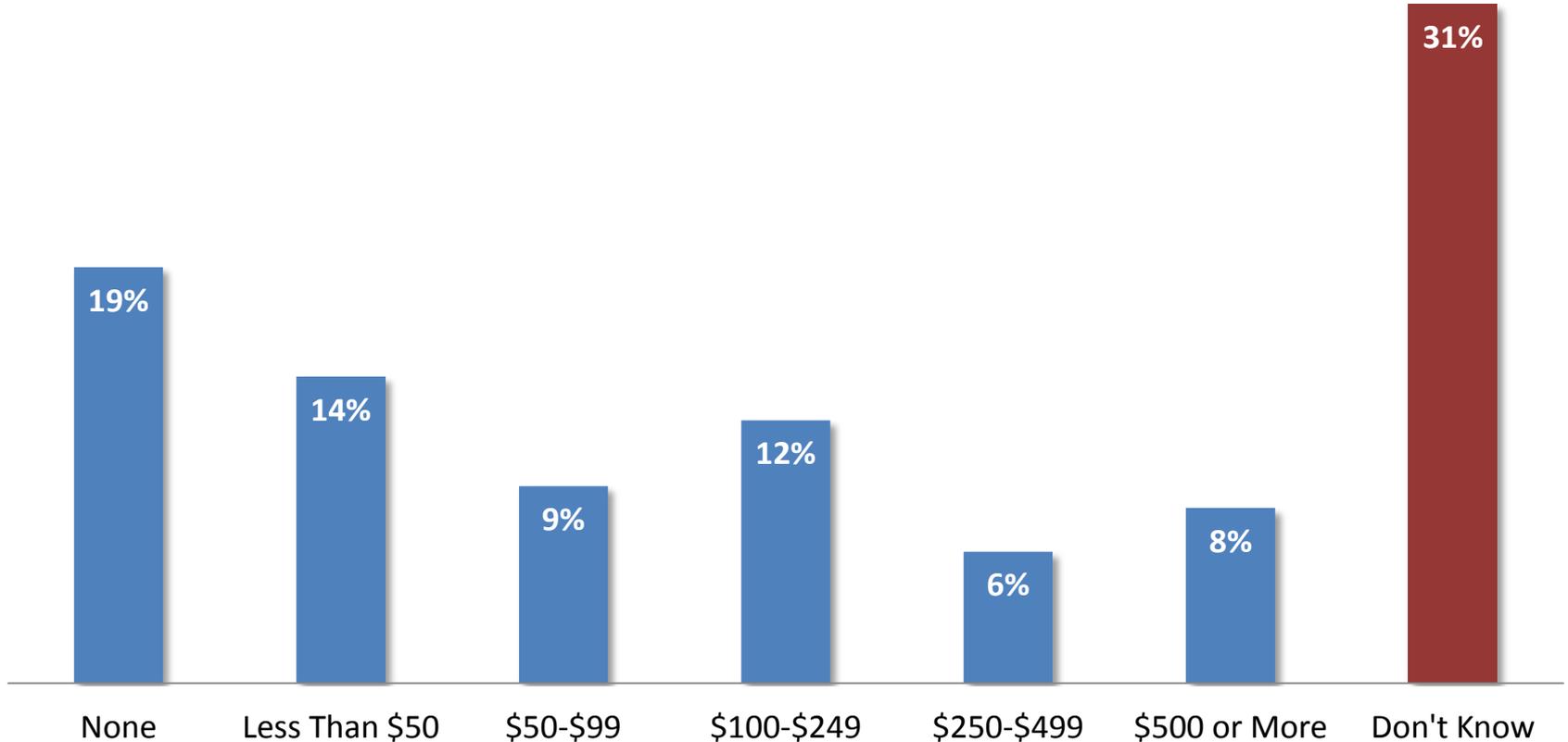
Which of the following best represents the type of dental coverage you currently have?



* Other Coverage includes: Through Spouse (5), Humana (3) and Blue Cross (2)

DENTAL INSURANCE PLANS INCLUDE A WIDE VARIETY OF DEDUCTIBLE AMOUNTS; NEARLY ONE-THIRD DON'T KNOW WHAT THEIR DEDUCTIBLE IS

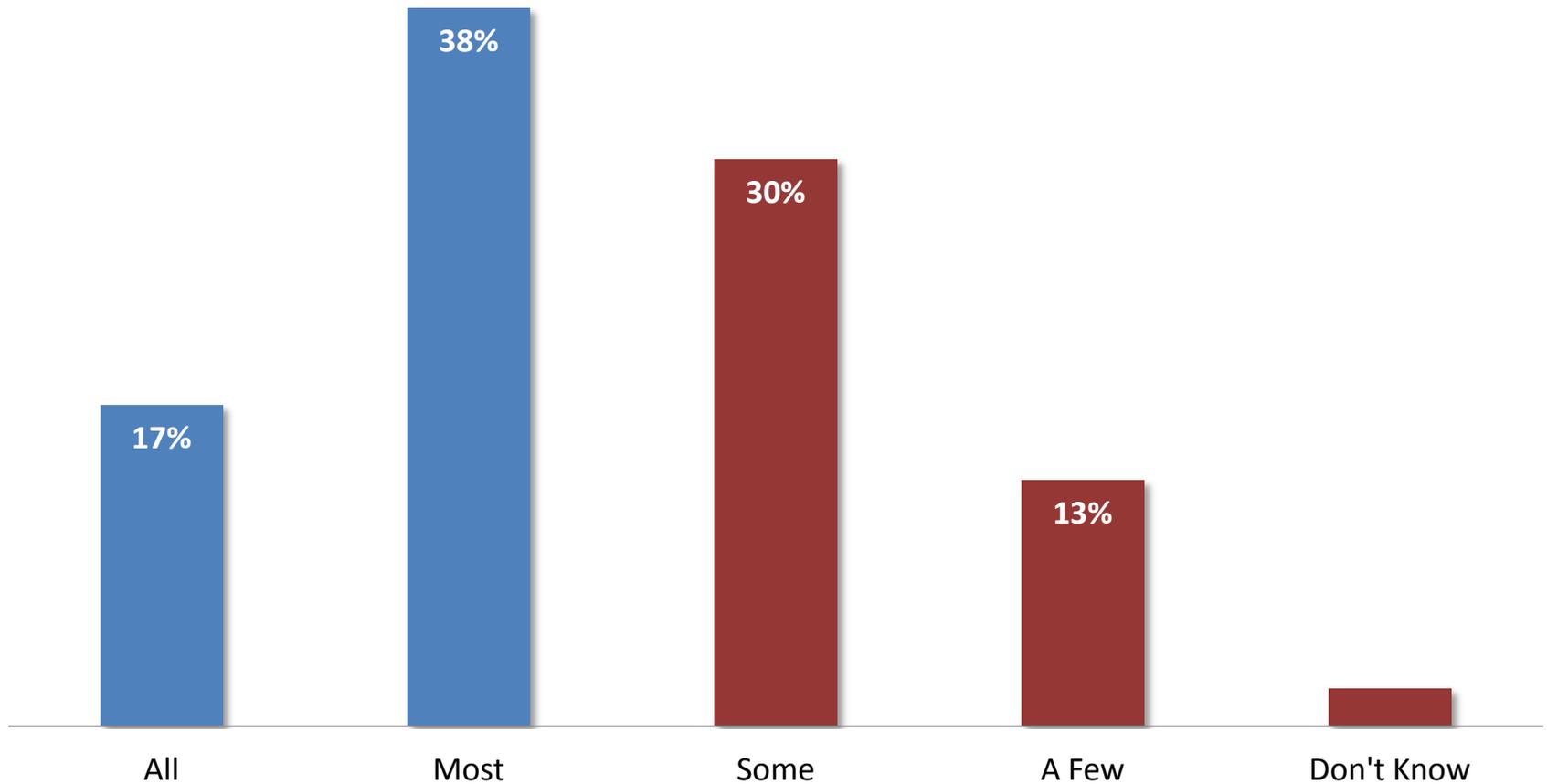
How much is the annual insurance deductible for your dental services?



The median Annual Insurance Deductible is \$58.

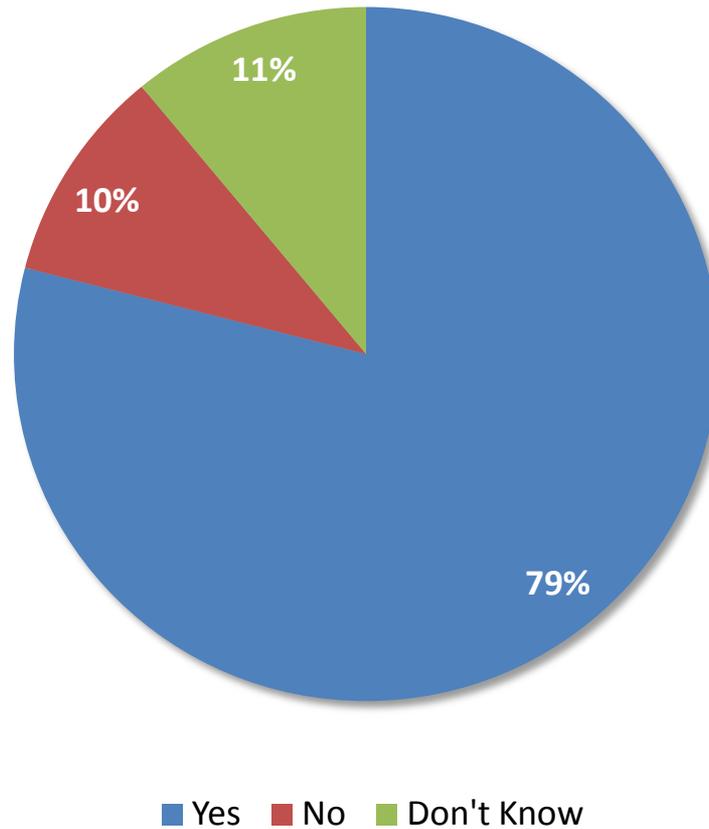
MORE THAN 4 IN 10 ADULTS BELIEVE THEIR DENTAL INSURANCE ONLY COVERS “SOME” OR “A FEW” OF THEIR DENTAL NEEDS

Would you say that the dental insurance you have covers ___ of your dental needs?



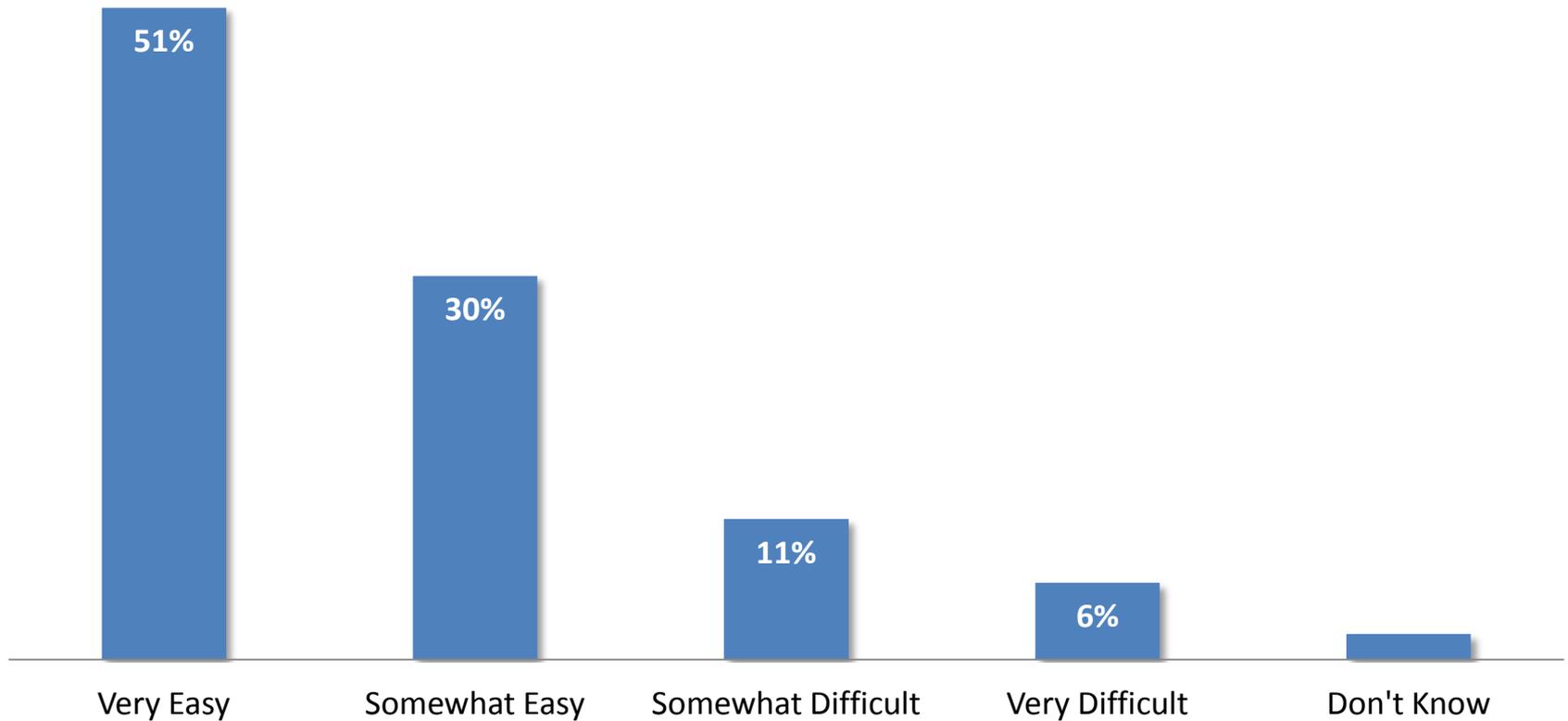
THE VAST MAJORITY SAY THEIR DENTAL INSURANCE COVERS PREVENTIVE SERVICES; 1 IN 5 SAY “NO” OR “DON’T KNOW”

Does your dental insurance cover preventative services for adults?



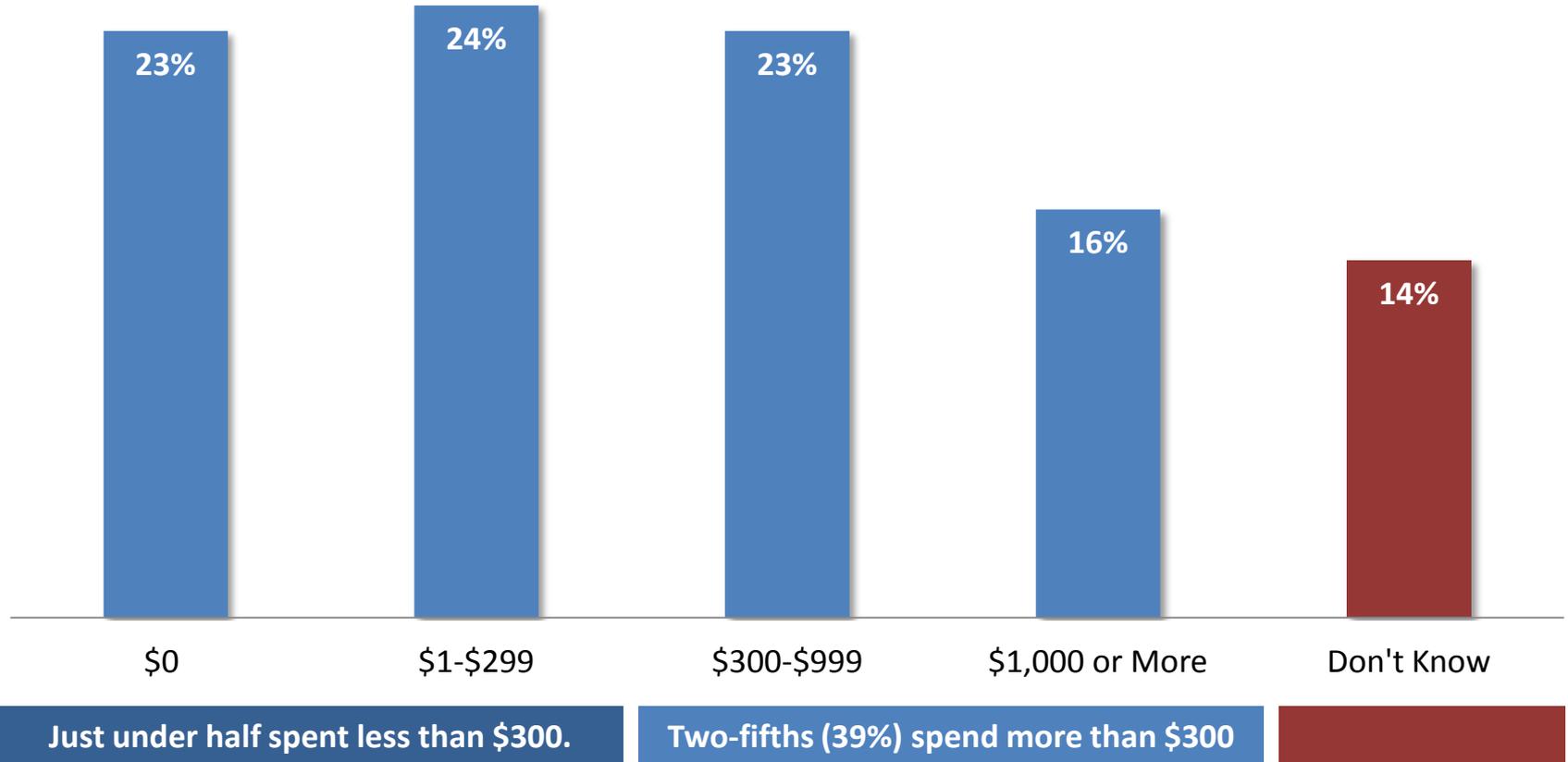
THE VAST MAJORITY OF RESPONDENTS SAY THAT IT IS NOT DIFFICULT TO FIND A DENTIST WHO ACCEPTS THEIR INSURANCE

How easy or difficult is it for you to find a dentist who will accept your insurance plan?



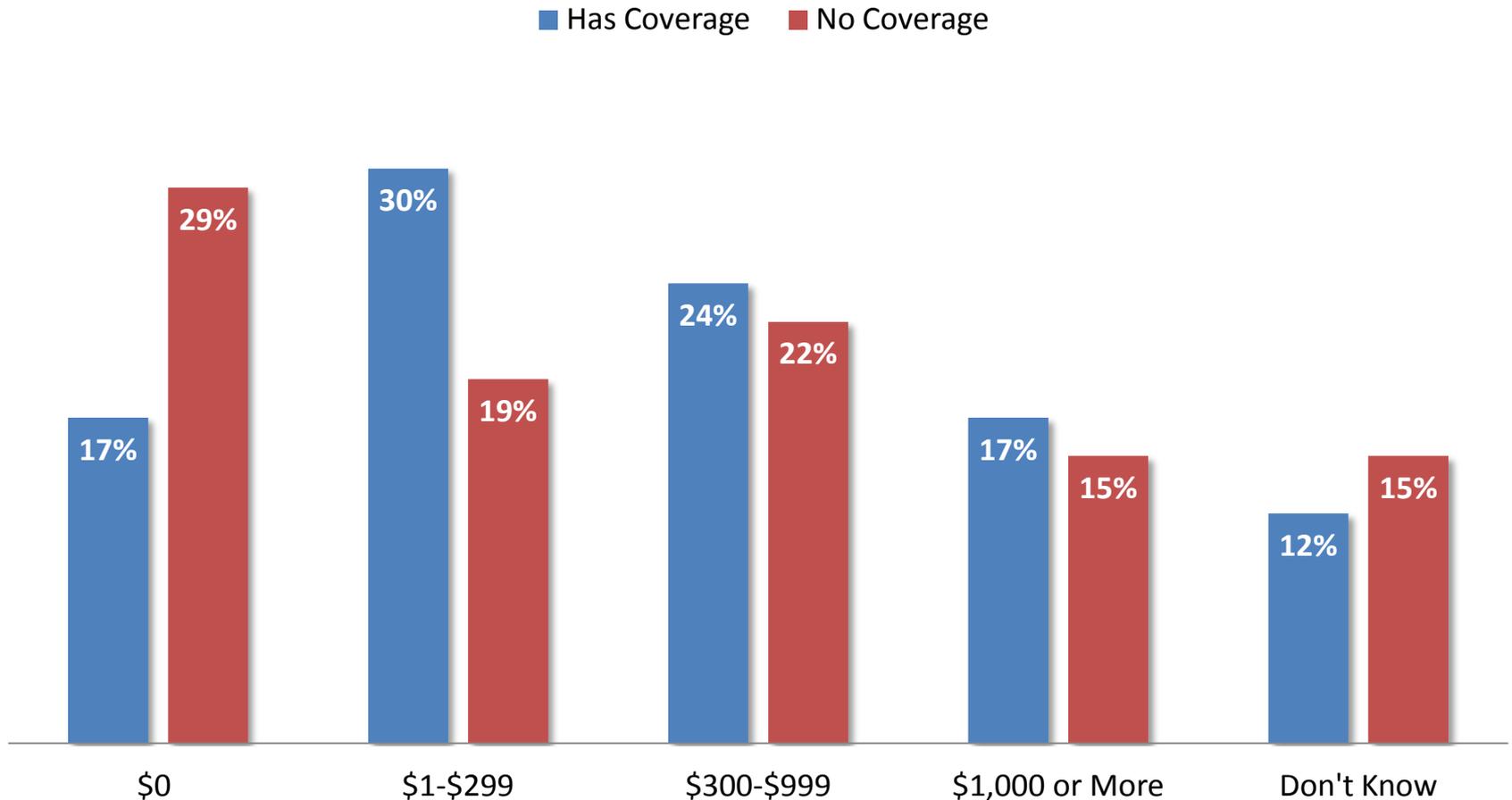
ABOUT ONE-FOURTH OF WEST VIRGINIANS SPENT NOTHING ON DENTAL SERVICES IN THE PAST 12 MONTHS

Approximately how much did your household spend on dental care during the past 12 months (not including the cost of dental insurance)?



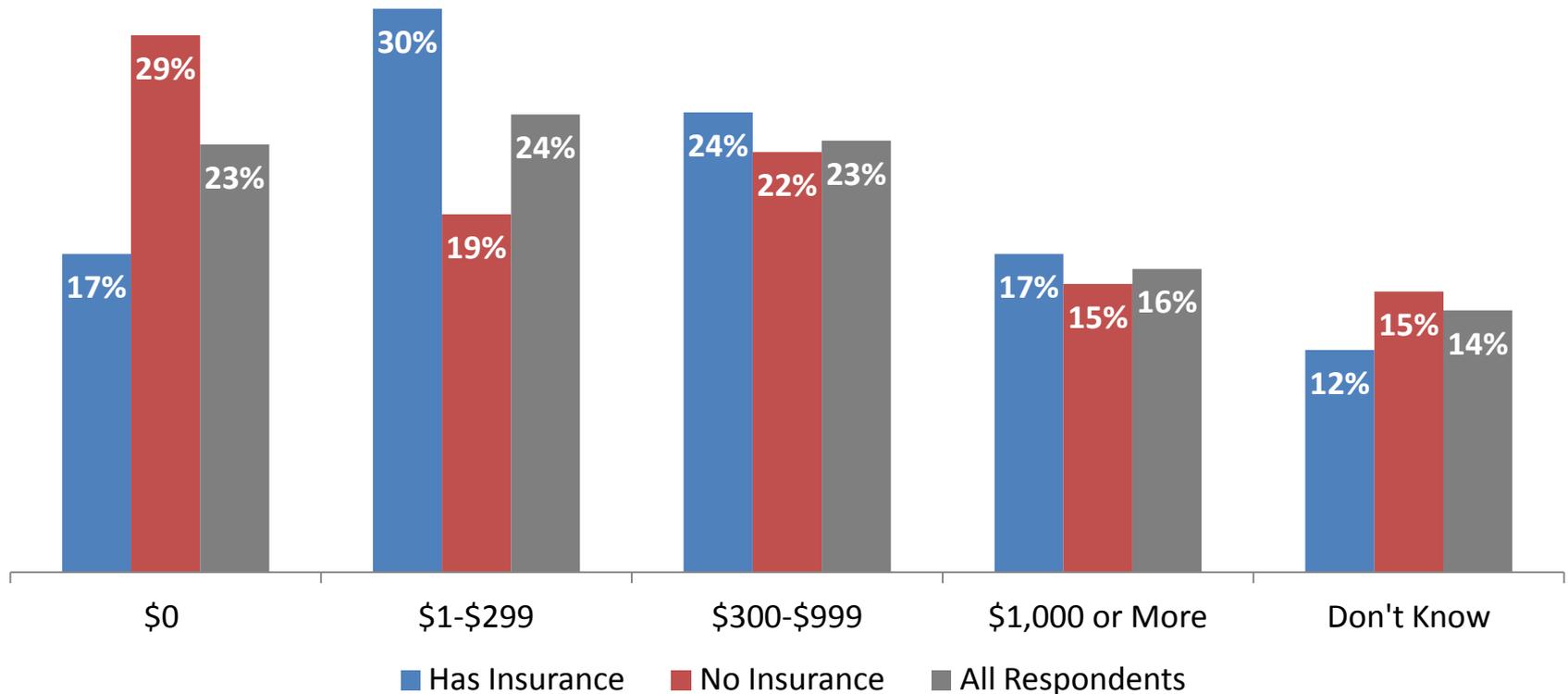
THOSE WITHOUT DENTAL INSURANCE ARE MORE LIKELY HAVE NO OUT-OF-POCKET SPENDING ON DENTAL CARE IN THE PAST YEAR

Approximately how much did your household spend on dental care during the past 12 months (not including the cost of dental insurance)?



THOSE WITHOUT DENTAL INSURANCE ARE MORE LIKELY TO HAVE SPENT NOTHING ON DENTAL CARE

Approximately how much did your household spend on dental care during the past 12 months (not including the cost of dental insurance)?



THOSE WHO DESCRIBE THEIR ORAL HEALTH AS “FAIR” OR “POOR” ARE MORE LIKELY TO HAVE SPENT NOTHING ON DENTAL CARE

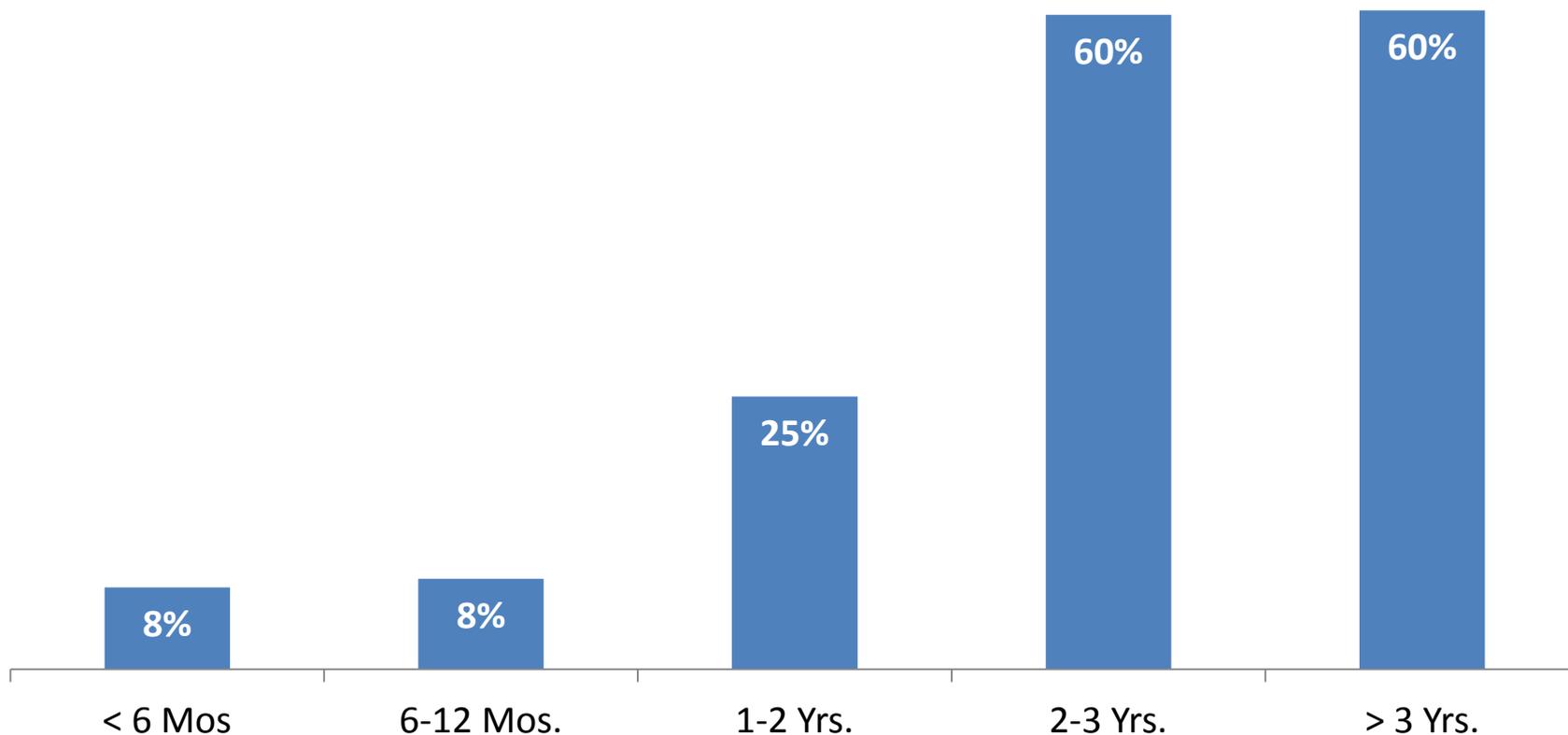
Approximately how much did your household spend on dental care during the past 12 months (not including the cost of dental insurance)?



ZERO DENTAL SPENDING COINCIDES WITH LESS FREQUENT DENTAL VISITS

Approximately how much did your household spend on dental care during the past 12 months (not including the cost of dental insurance)?

% of Respondents with No Dental Spending by Most Recent Dental Visit



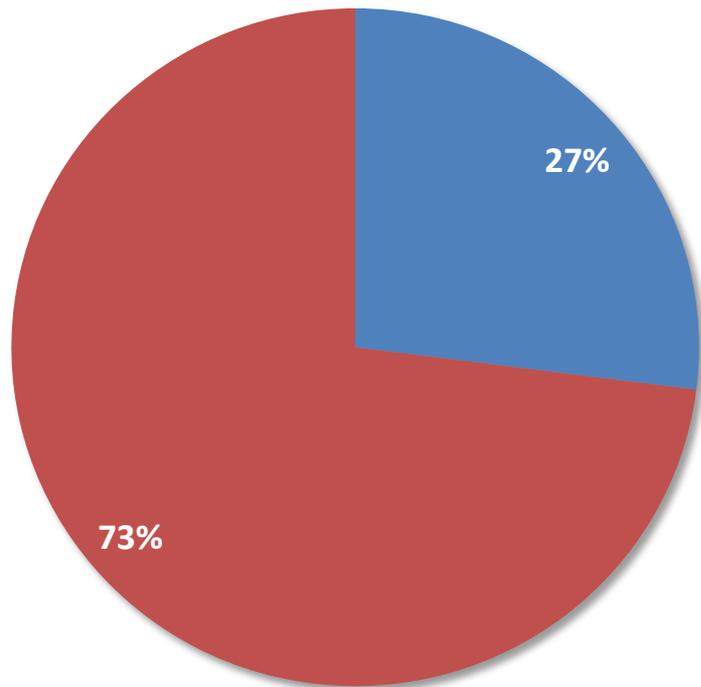
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Children's Dental Care



JUST OVER ONE FOURTH OF RESPONDENTS HAVE CHILDREN UNDER 18 LIVING IN THE HOUSEHOLD

Are there any children age 18 and under living in your household?

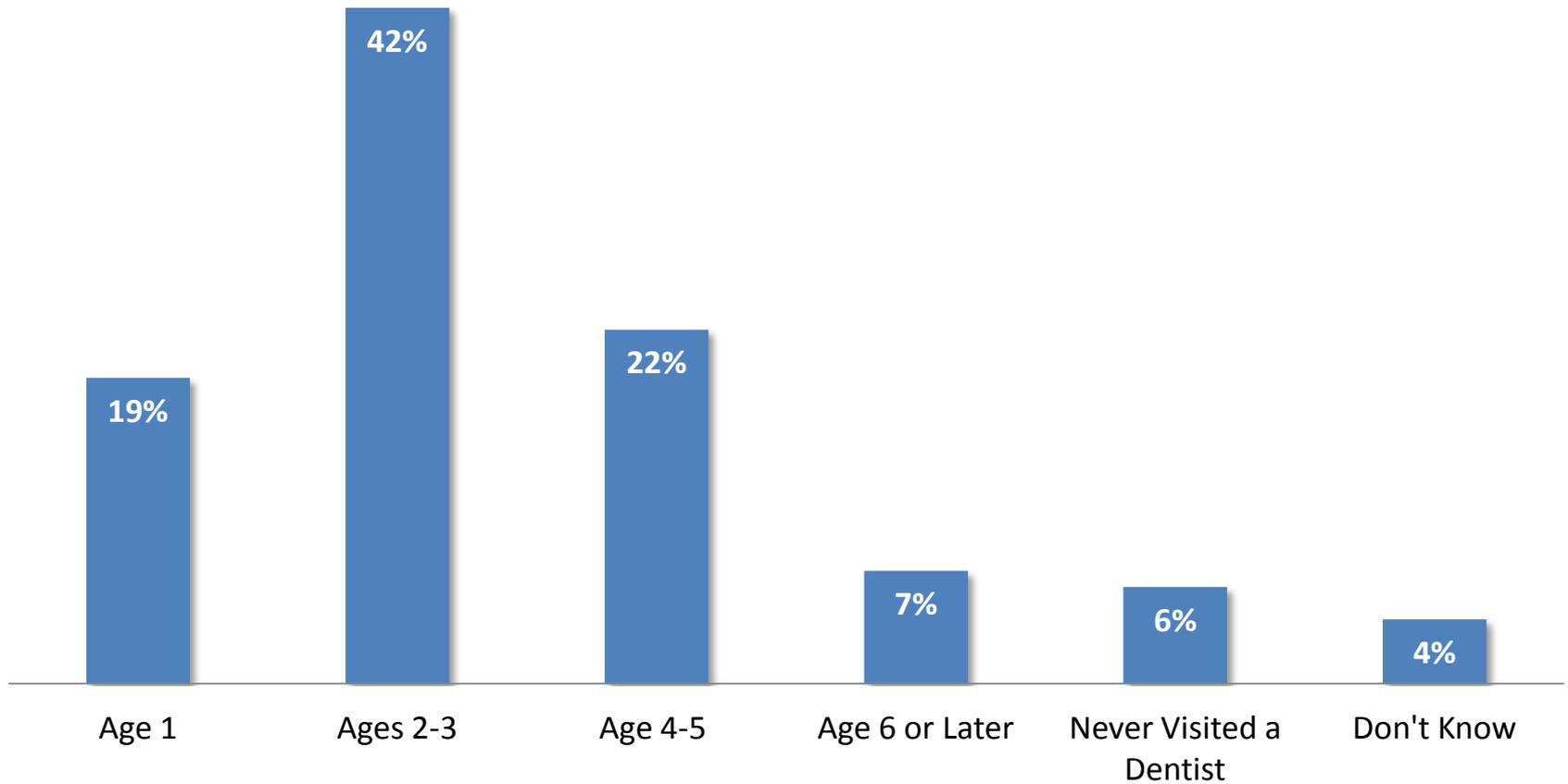


■ Yes ■ No

- Female respondents are more likely to have children in the household

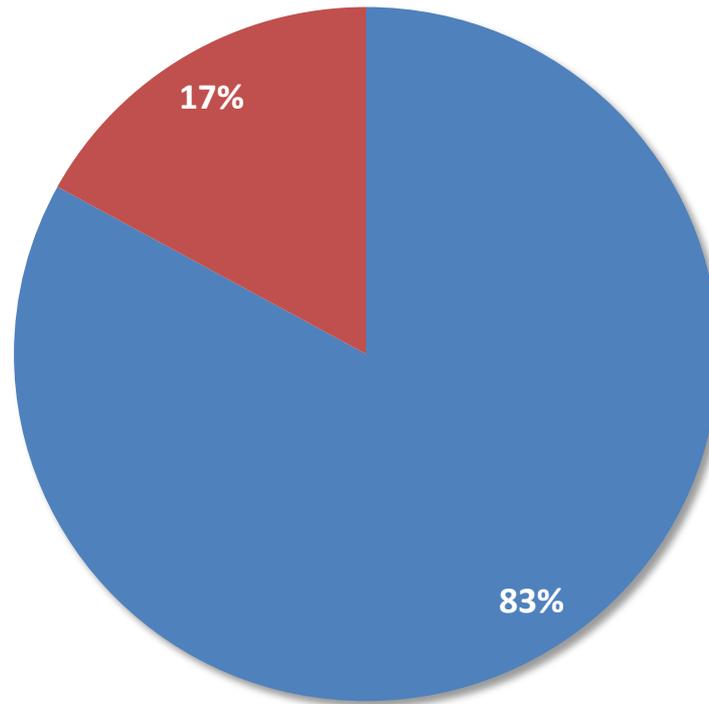
ONLY 1 IN 5 CHILDREN FIRST VISITED THE DENTIST BY THE RECOMMENDED AGE OF ONE

At what age did your children first visit a dentist?



ROUTINE DENTAL VISITS ARE COMMON FOR MANY CHILDREN, YET NEARLY 2 IN 10 DO NOT RECEIVE REGULAR PREVENTATIVE CARE

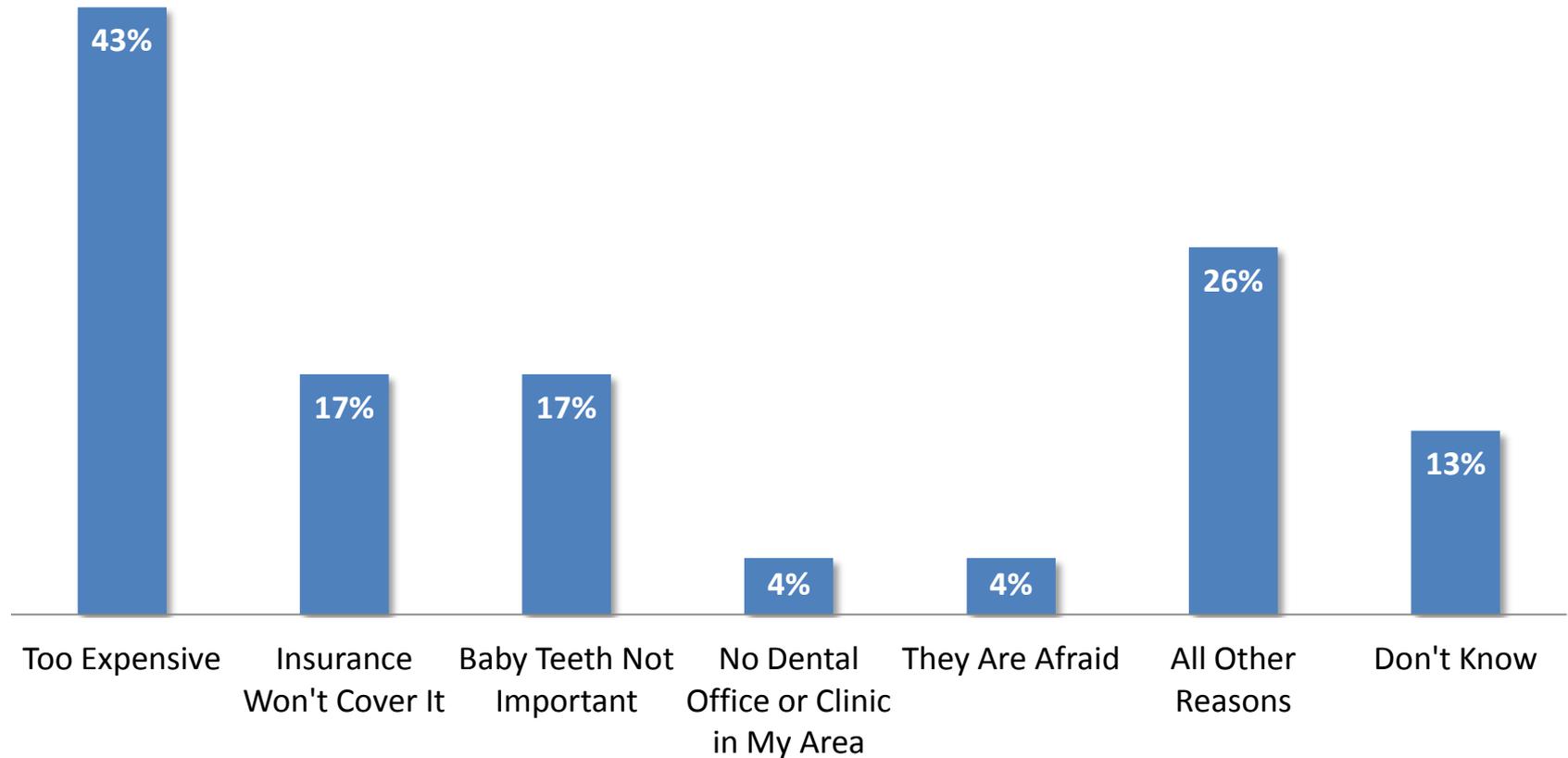
Do your children receive routine preventative dental care every 6 months?



■ Yes ■ No

COST AND INADEQUATE INSURANCE COVERAGE ARE THE PRIMARY REASONS FOR CHILDREN NOT RECEIVING ROUTINE DENTAL CARE

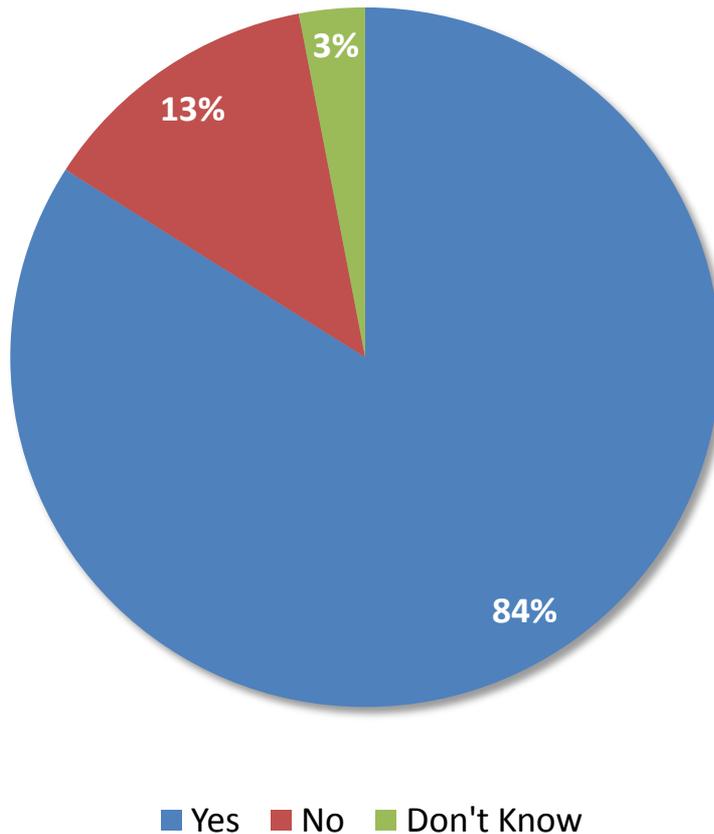
What are the primary reasons that your children do not routinely visit a dentist office or dental clinic for preventative care?



All other reasons include: The child is too young to need a dentist (4 mentions); No dental insurance (1 mention) and Hard to find a dentist who takes Medicaid (1 mention).

MORE THAN ONE IN EIGHT CHILDREN IN WEST VIRGINIA HAVE NO DENTAL INSURANCE

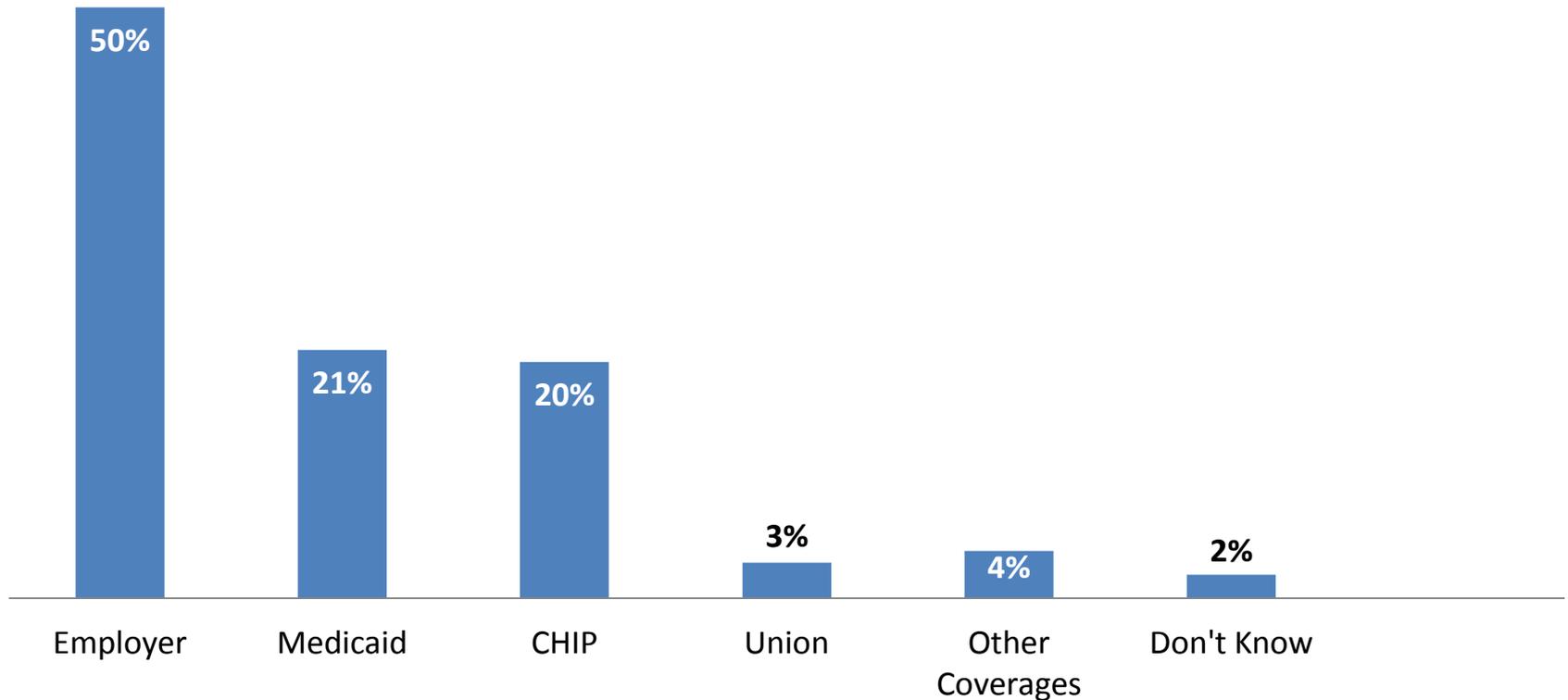
Do your children have insurance coverage for dental care, or are they eligible for any programs that pay at least some of the cost of their dental care?



Parents whose children have no Dental Insurance are primarily white; include both males and females; are spread across all age groups (except 65+); and are spread across all education levels (except those who did not finish high school).

DENTAL INSURANCE FOR CHILDREN IS PROVIDED THROUGH BOTH EMPLOYERS & GOVERNMENT PROGRAMS

Which of the following best represents the dental coverage your children receive?

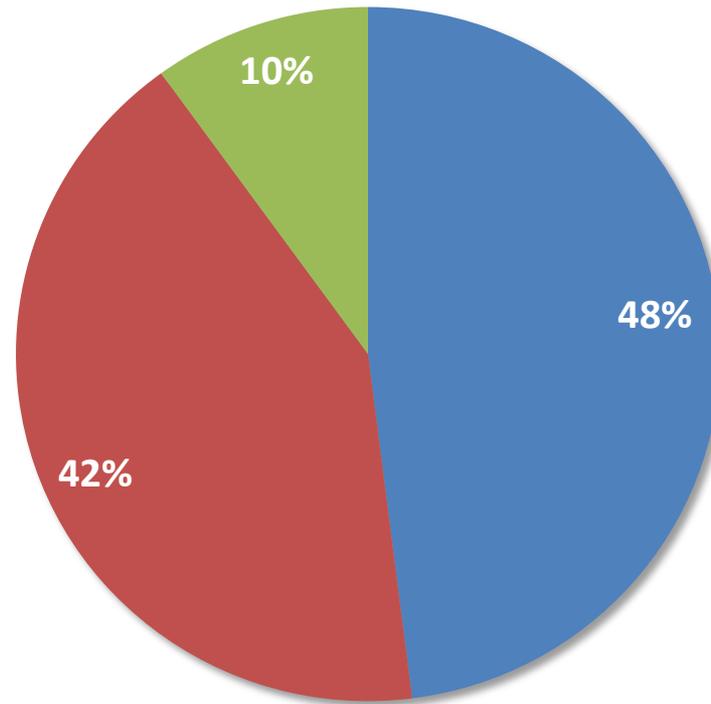


NOTE: State census data, provided by the client, indicates that 50% of children are covered by Medicaid or CHIPS

BASE: Asked only of those whose children have dental coverage

ABOUT HALF OF THE CHILDREN HAVE HAD DENTAL SEALANTS APPLIED

Have dental sealants been applied to any of your children's teeth?



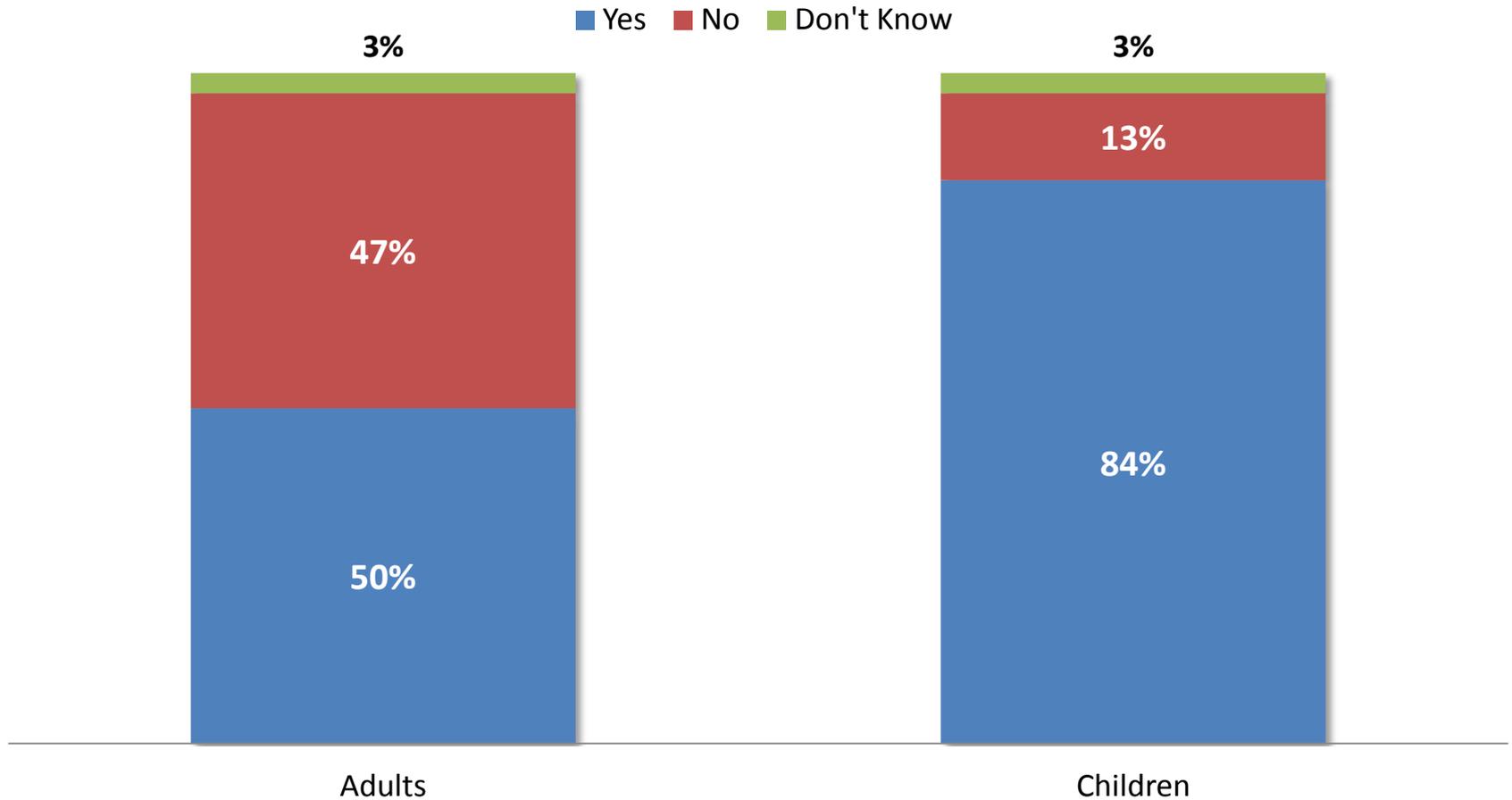
■ Yes ■ No ■ Don't Know

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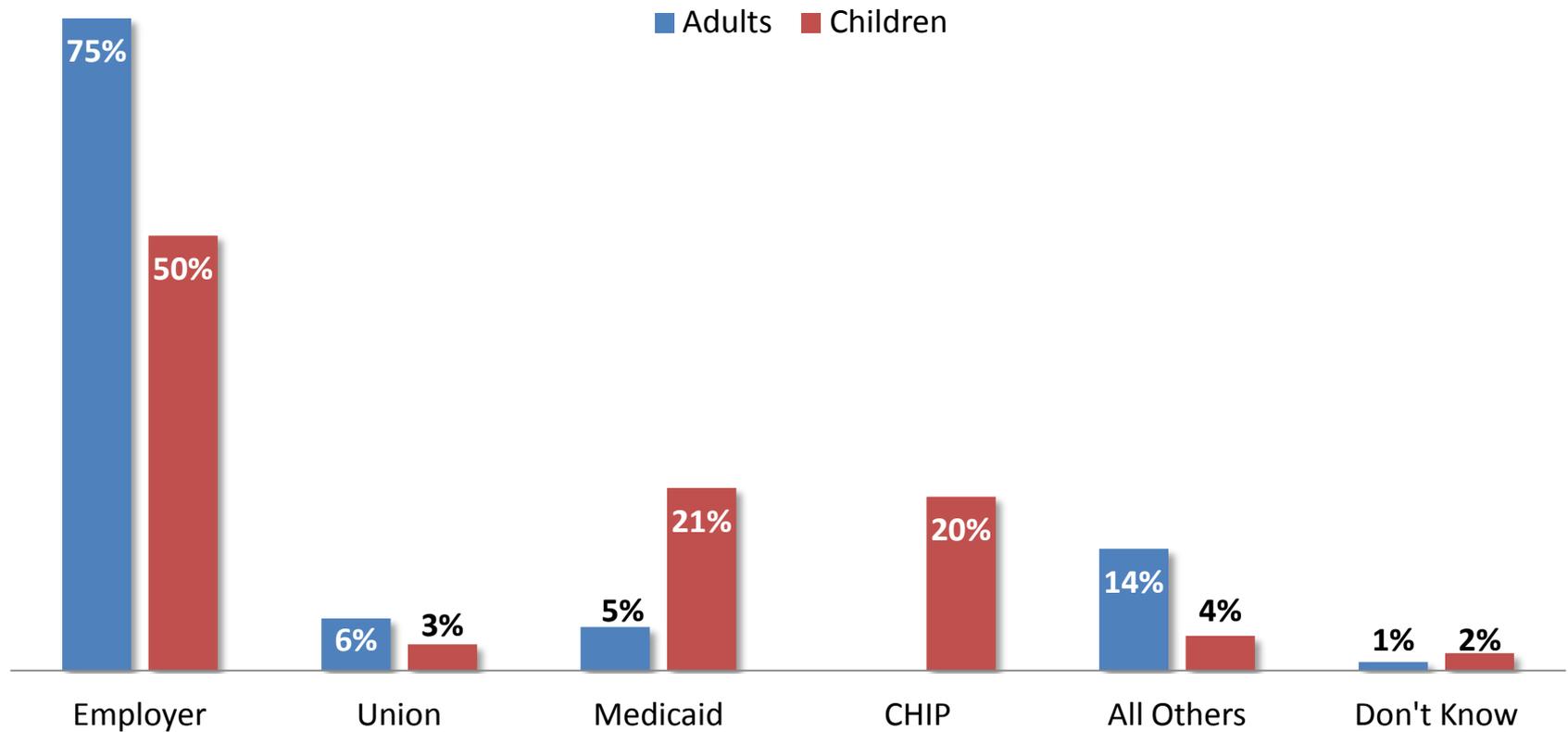
Adult/Child Comparisons



CHILDREN ARE MORE LIKELY TO HAVE DENTAL COVERAGE THAN ARE ADULTS

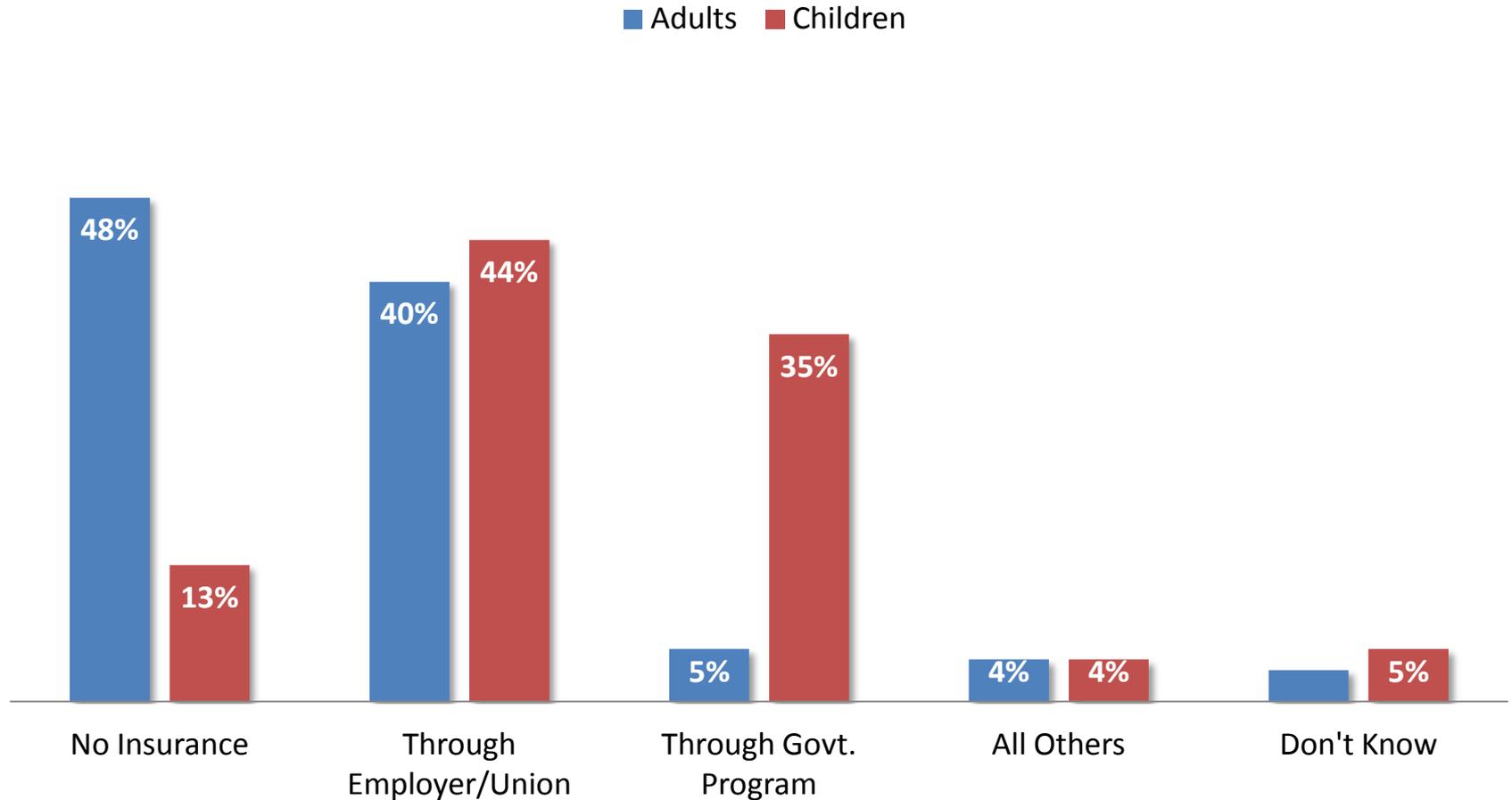


EMPLOYERS ARE THE MAIN SOURCE OF DENTAL COVERAGE FOR ADULTS; MEDICAID AND CHIP PLAY A SIGNIFICANT ROLE FOR CHILDREN



CHILDREN ARE MORE LIKELY THAN ADULTS TO HAVE DENTAL COVERAGE (THE DIFFERENCE IS GOVERNMENT PROGRAMS)

Summary of all respondent's dental coverage status and source of insurance.



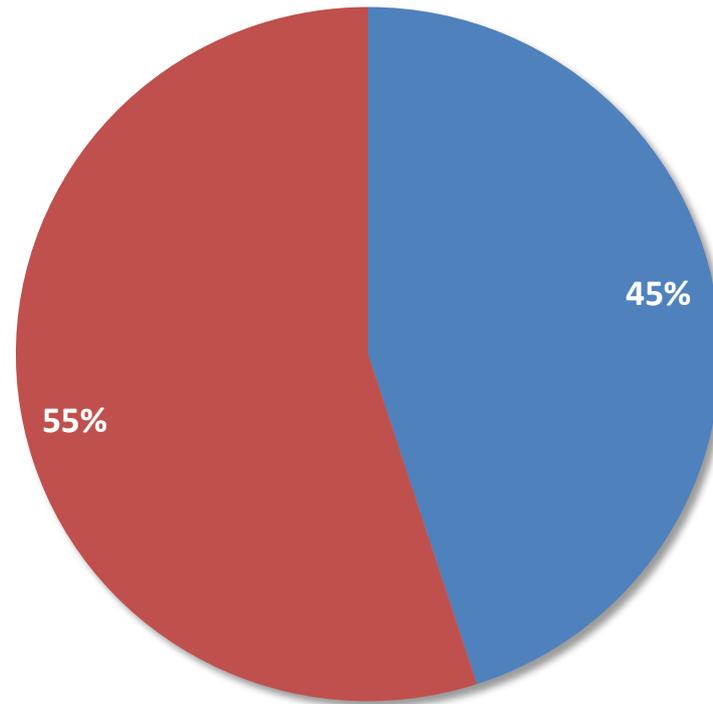
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Respondent Demographics



GENDER

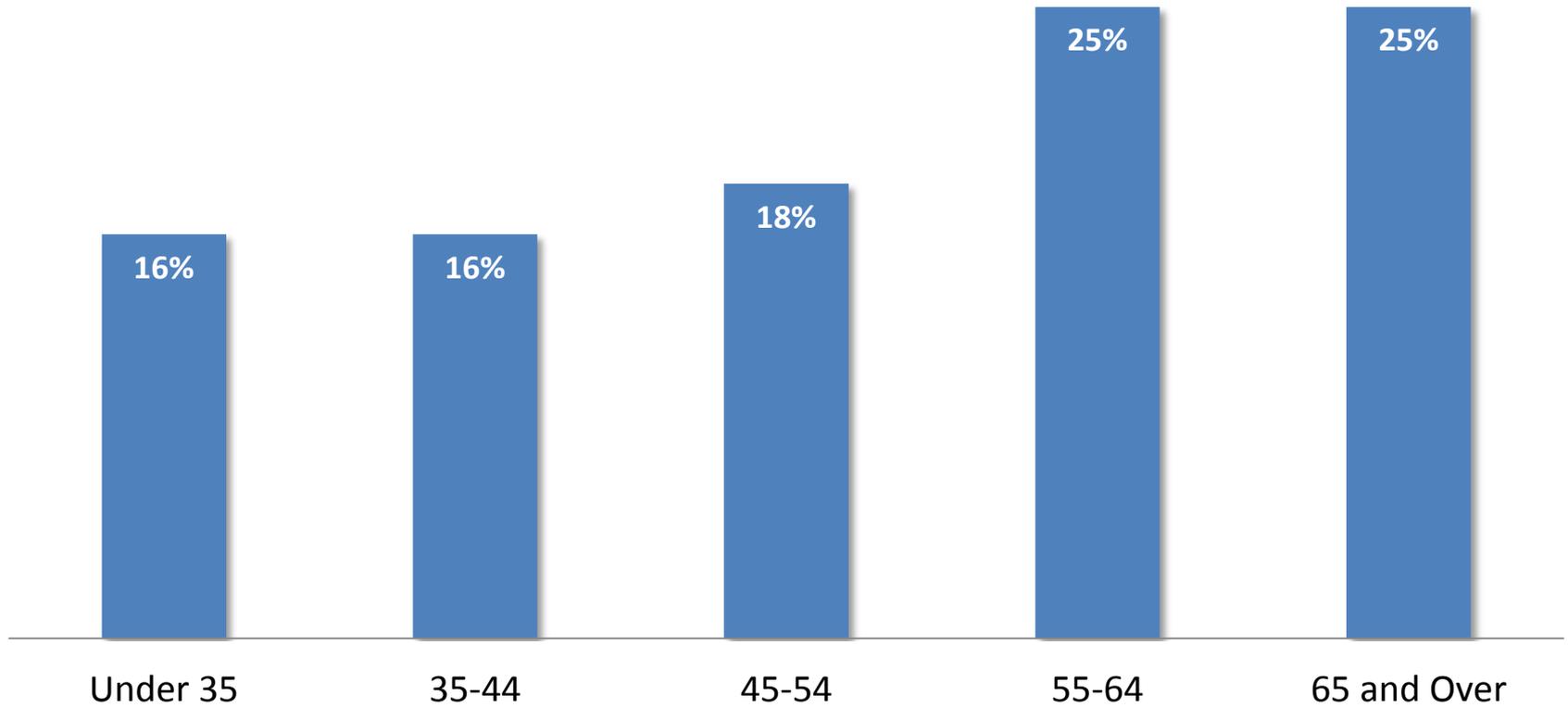
What is your gender?



■ Male ■ Female

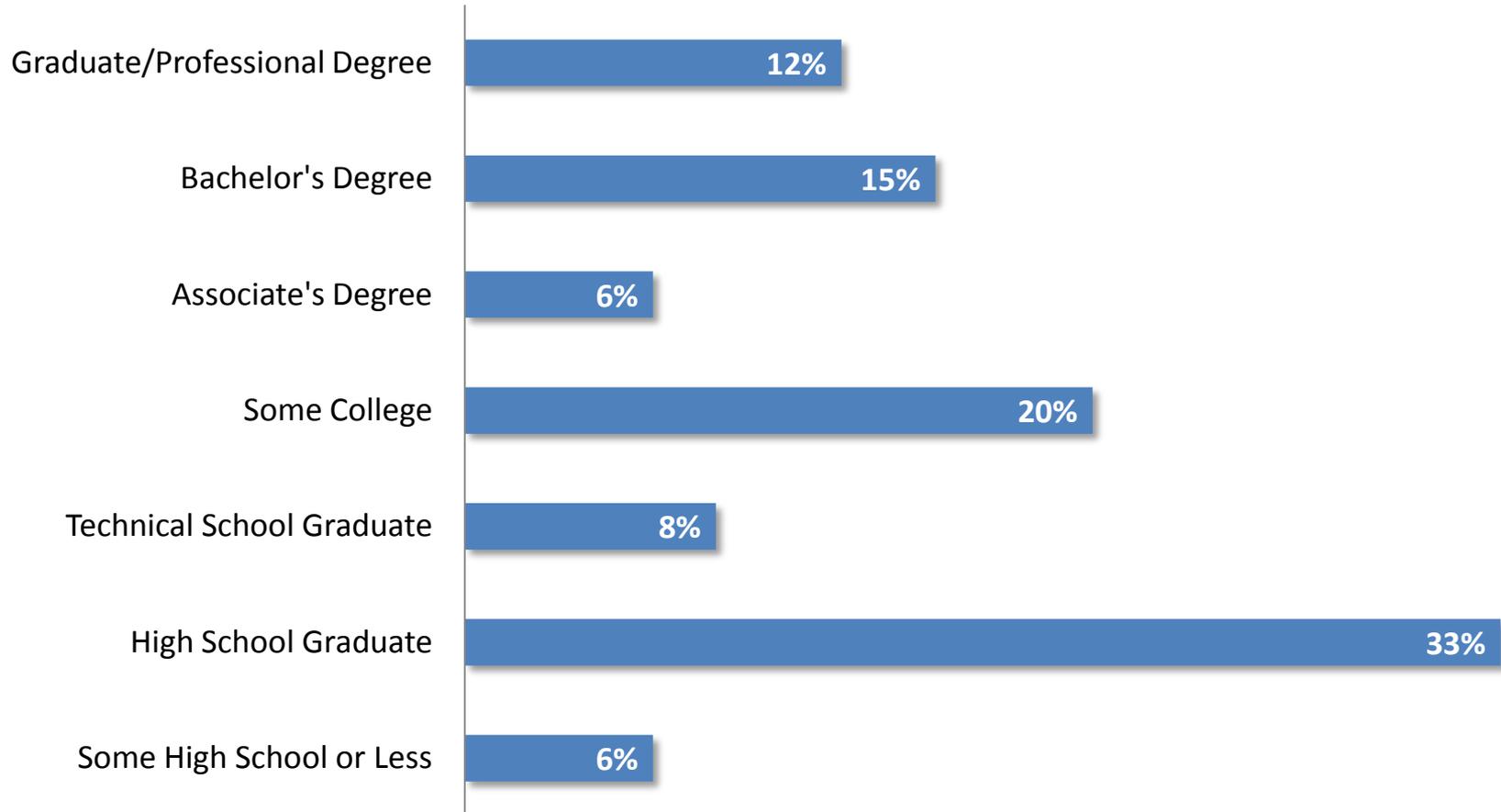
AGE

Into which of the following categories does your age happen to fall?



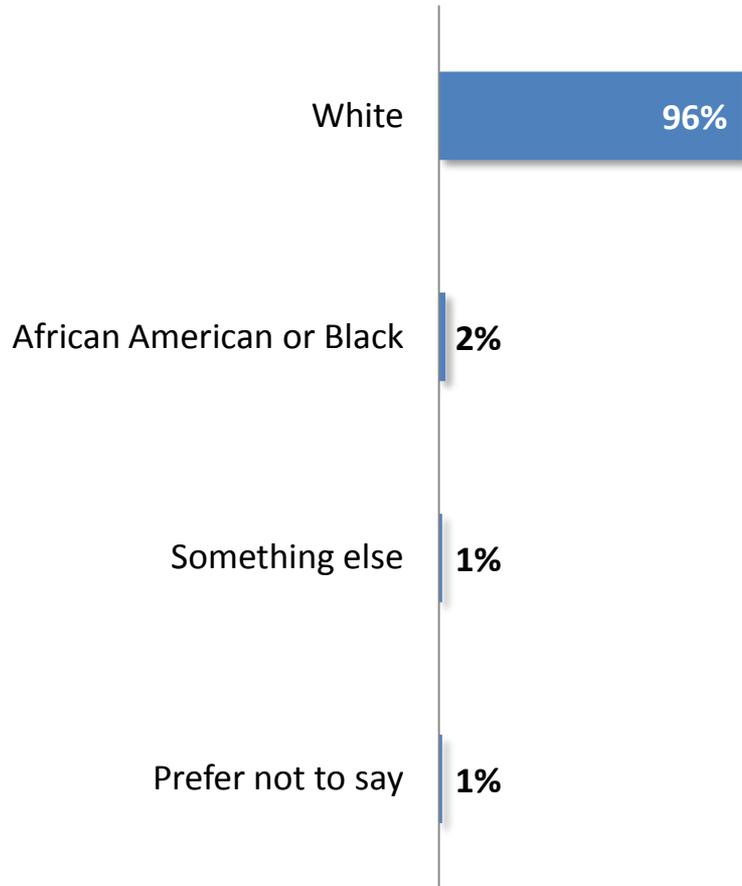
EDUCATION

Which of the following best describes your level of education?

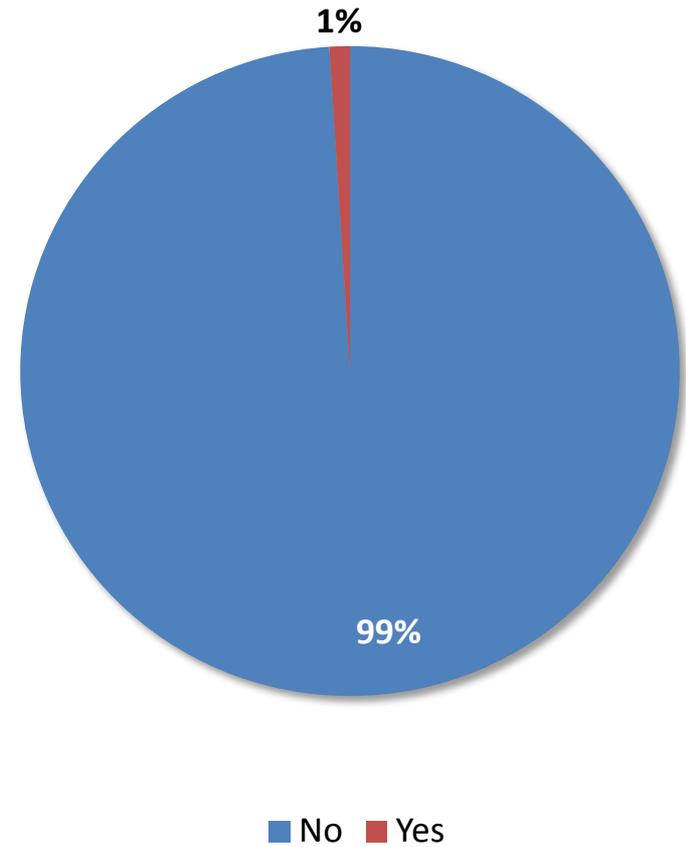


RACE AND HISPANIC ORIGIN

Which of the following best describes your race or ethnic origin?

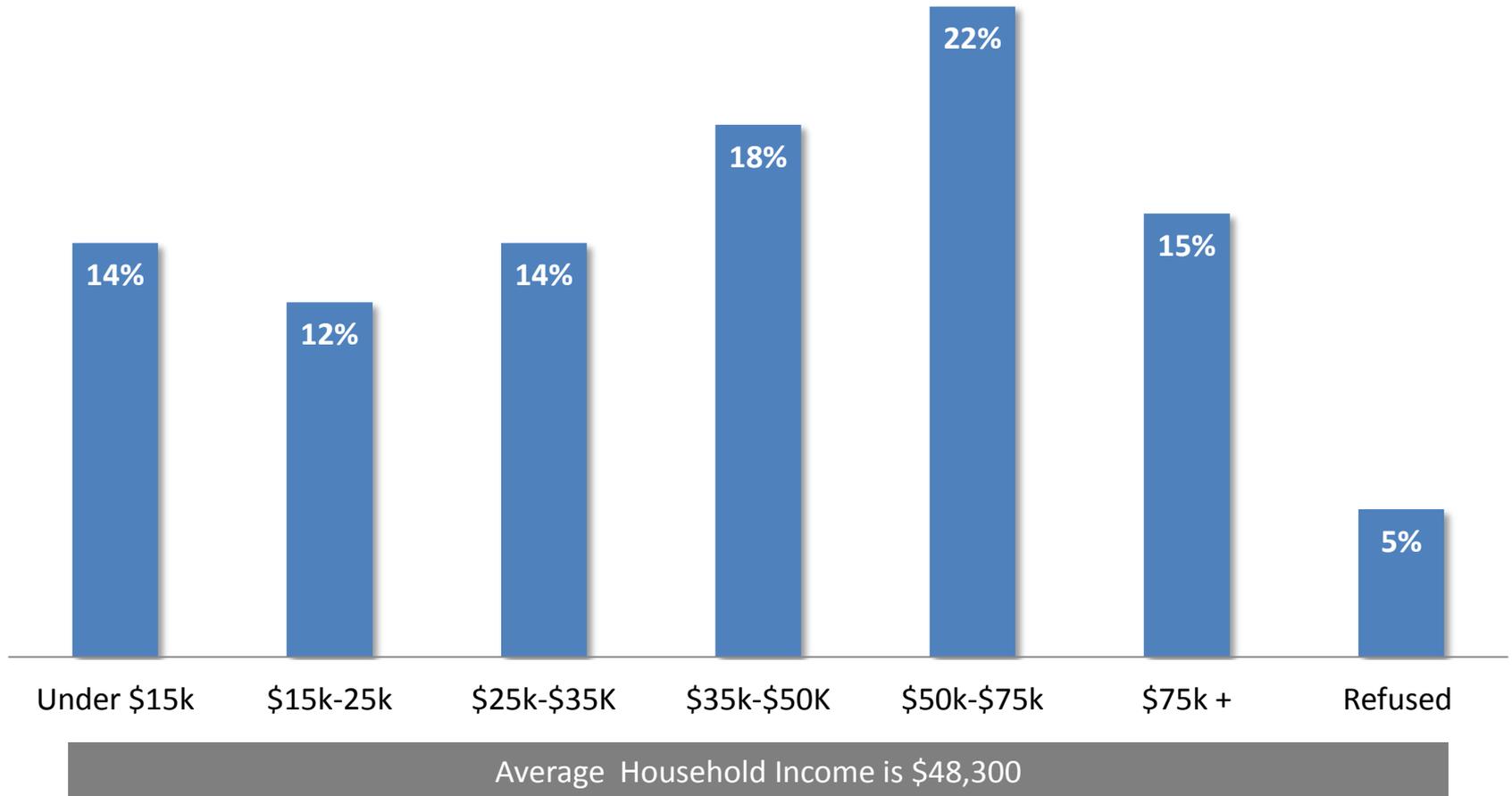


Are you of Spanish or Hispanic origin?



INCOME

Into which of the following categories does your total annual household income happen to fall?



REGIONS

In what county do you reside?

	Counties Included
1	Calhoun, Clay, Jackson, Kanawha, Putnam, Roane, Wood
2	Brooke, Doddridge, Hancock, Harrison, Marion, Marshall, Monongalia, Ohio, Preston, Taylor, Tyler, Wetzel
3	Berkeley, Hardy, Hampshire, Jefferson, Mineral, Morgan
4	Barbour, Braxton, Gilmer, Lewis, Pendleton, Pocahontas, Randolph, Tucker, Upshur, Webster
5	Fayette, Greenbrier, McDowell, Mercer, Monroe, Nicholas, Raleigh, Summers, Wyoming
6	Boone, Cabell, Lincoln, Logan, Mason, Mingo, Wayne

