Smiles for Life National Oral Health Curriculum
Report on Trends, User Profile, and Satisfaction
### January 1, 2013 – December 31, 2013

INTRODUCTION

This report provides the utilization statistics for the Smiles for Life Oral Health curriculum for 2013 (January 1, 2013 to December 31, 2013). This data is collected from the Smiles for Life website (www.SmilesForLifeOralHealth.org).

DISCRETE SITE VISITS

Since the launch of the site in June 2010, there have been 194,071 discrete site visits.[1] Exhibit 1 shows the number of site visits from 2010-2013. (The green bars illustrate the number of site visits in each year, and the blue line illustrates the cumulative number of site visits by year). Similar to 2012, there continues to be a large number of discrete site visits to the Smiles for Life curriculum website (84,909 in 2012 and 79,737 in 2013).

Exhibit 1. Discrete Site Visits[2]
2010-2013 (n=194,071)
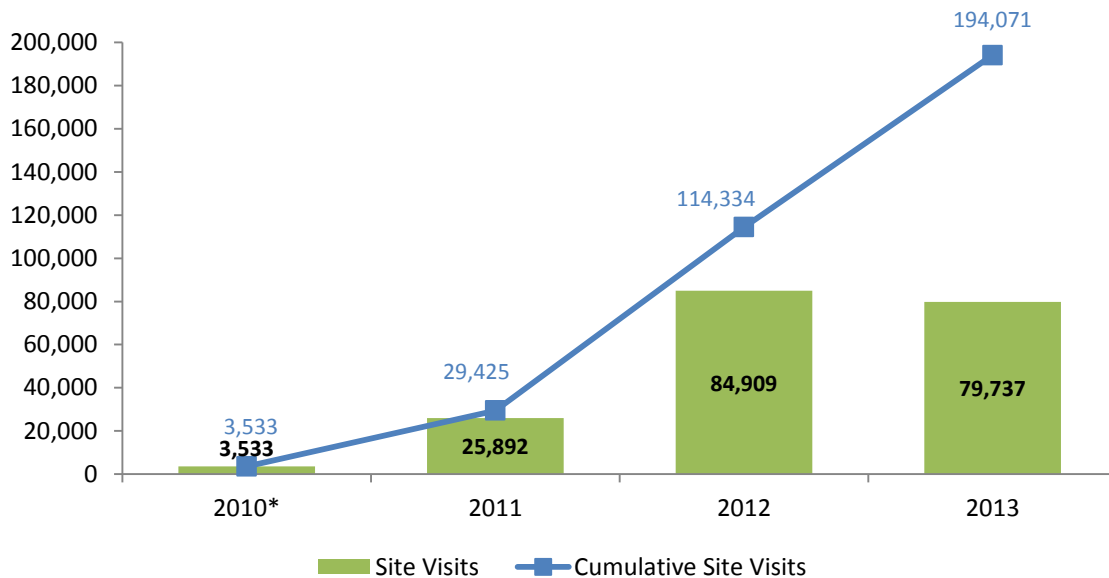
*Since the site didn't launch until mid-year in 2010,
the 2010 data only include two quarters of data (Q3 and Q4).*

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[1] A discrete site visit is defined as a visit to the website, regardless of the number of pages viewed.

[2] Site visit data may include a small number of search engine inquiries/bots. From July 2012 to May 2013, search engine inquiries/bots were removed from the data, which may account for any decreases in visits during that time.

COURSE COMPLETION FOR CE CREDIT

The total number of courses completed for Continuing Education (CE) credit in 2013 was 23,393 (see Exhibit 2). Course 1 (Oral to Systemic) was the most frequently completed course for CE credit (18%). Course 2 (Child Oral Health) represented 15% of the courses completed for CE credit, and Course 6 (Fluoride Varnish) and Course 7 (The Oral Exam) each represented 13%.

Exhibit 2. Course Completion for CE Credit
2013 (percentages are out of the 23,393 courses completed for CE credit by 7,738 users)
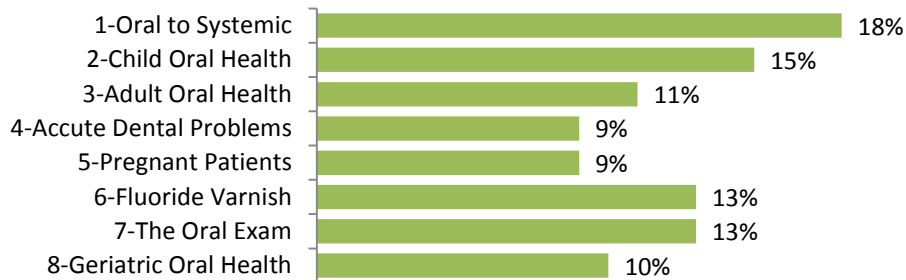

MODULE POWERPOINT DOWNLOAD

Course modules are made available to educators registered on the site. There were 5,526 downloads in 2013, which was slightly higher than the number of downloads in 2012 (5,496[3]). Module 1 (Oral to Systemic) represented 31% of the total downloads, Module 2 (Child Oral Health) represented 17% of all downloads, and Module 6 (Flouride Varnish) represented 13%.

REGISTERED USERS BY PROFESSION

Exhibit 3 shows the percentage of total registered users, by profession, for 2013. The majority of registered users were Nurses (32%), followed by Physicians (21%) and Physician Assistants (21%). In addition, 16% of registered users either did not report a profession or reported another profession (e.g., Pharmacist, Nutritionist, Medical Assistant, Therapist, Program Administrator, etc.). These percentages remained fairly consistent from 2012. However, there was an increase in the proportion of registered users who were Nurses (25% in 2012 vs. 32% in 2013) and a decrease in the proportion who were Physician Assistants (27% in 2012 vs. 21% in 2013).

**Exhibit 3. Registered Users by Profession**
2013 (n=8,737)

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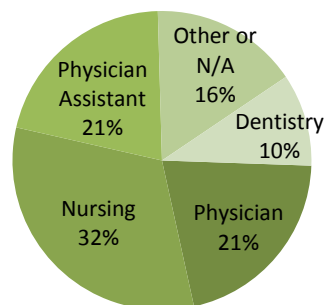
[3] The number of downloads for 2012 that was reported in the previous Annual Report (January 2013) was higher than the one reported here, due to data cleaning. The number included in this report reflects only users who downloaded modules after registering on the SFL website.

REGISTERED USERS WHO COMPLETED COURSES FOR CE CREDIT, BY PROFESSION

Exhibit 4 compares the number of registered users who completed courses for CE Credit to the number of total registered users, by profession. Of all of the registered users (dark bars) in the Physician, Physician Assistant, and Nursing professions, nearly all completed courses for CE credit (light bars). However, among the Dentistry and Other professions, a smaller proportion of the registered users completed courses for CE credit. Overall, 89% of the 8,737 total registered users completed courses for CE credit.

Exhibit 4. CE Registered Users Compared to Total Registered Users, by Profession 2013

Legend: ■ Total Registered Users (n=8,737) ■ CE Registered Users (n=7,738)
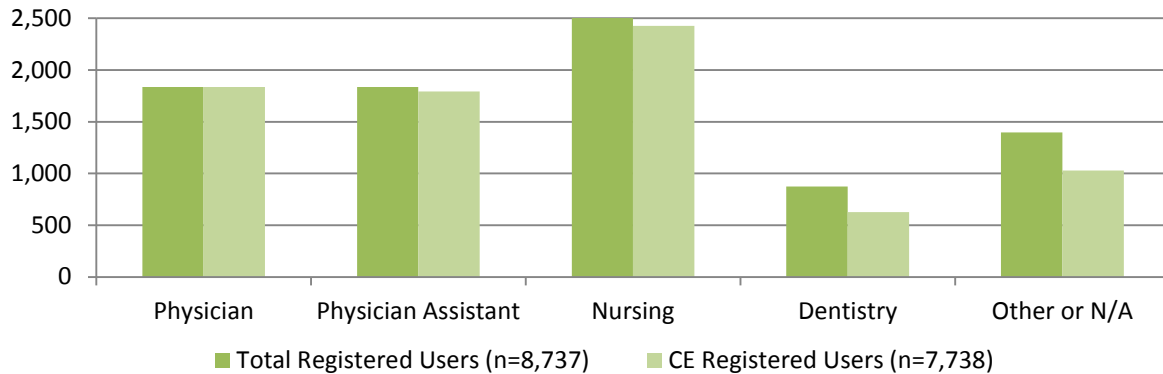
REGISTERED USERS BY TRAINING LEVEL

More than half of all registered users were students (60%). In addition, 20% of registered users were in clinical practice and 6% were an intern/resident/fellow.

Exhibit 4. Registered Users by Training Level 2013 (n=8,737)

Student: 60%
Clinical Practice: 20%
Intern/Resident/Fellow: 6%
Educator: 5%
Public Health: 4%
Other: 4%

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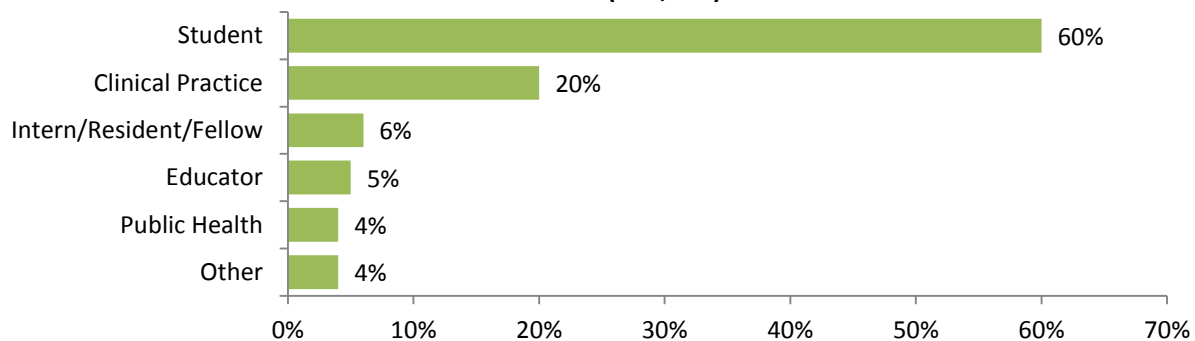
CE REGISTERED USERS BY ORGANIZATION

Data on registered users' organization were collected beginning in February 2013. A total of 6,353 CE registered users reported their organization in 2013. Exhibit 5 provides a list of organizations with more than 50 CE registered users (in order from largest number of users to smallest). With over 500 CE registered users, New York University was the organization reported most frequently.

Exhibit 5. Organizations with More than 50 CE Registered Users
2013 (n=6,353)

Organization	Number of Registered Users*
New York University	500+
Northeastern University	250+
West Virginia University	
University of Louisville	125-199
Florida International University	
Albany Medical College	
University of Alabama	
Western University	
Northeast Ohio Medical University	
Wichita State University	
University of California, San Francisco	
Idaho State University	50-124
University of Ottawa	
Frontier Nursing University	
Emory School of Nursing	
Medical University of South Carolina	
Midwestern University	
Massachusetts College of Pharmacy and Health Science	
University of West Florida	
Lincoln Memorial University	
University of Colorado	
Western Michigan University	
University of North Dakota	
George Washington University	
University of Maryland	
University of Florida	
Shenandoah University	
University of Texas at Pan American	
State University of New York at Brockport	
University of Pittsburgh	
Georgia Regents University	

Users manually enter their organization name; therefore, exact numbers are not available due to a large volume of ambiguous acronyms and inconsistent reporting of organization name.

CE REGISTERED USERS BY STATE

Data on registered users' state were collected beginning in February 2013. A total of 6,441 registered users reported their state in 2013. Exhibit 6 provides a list of states with more than 200 CE registered users (in order from largest number of total users to smallest), and provides quarterly data to compare the number of registered users over time. New York was the state reported most frequently (n=819), followed by Massachusetts (n=522), and California (n=386).

Exhibit 6. States with More than 200 CE Registered Users
**Quarter 1 – Quarter 4 2013 (n=6,441)**

State	Quarter 1*	Quarter 2	Quarter 3	Quarter 4	TOTAL
New York	74	163	400	182	**819**
Massachusetts	73	21	105	323	**522**
California	14	8	209	155	**386**
Florida	46	45	259	32	**382**
West Virginia	17	64	184	99	**364**
Michigan	59	45	107	145	**356**
Colorado	68	60	30	97	**255**
Kentucky	116	60	30	13	**219**
Ohio	6	11	40	157	**214**
Kansas	56	5	88	63	**212**
Pennsylvania	21	62	43	75	**201**

* Quarter 1 only includes data from February and March 2013. Thus, the numbers may underestimate the actual number of visits in Quarter 1.

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National *Interprofessional Initiative* on Oral Health *engaging clinicians eradicating dental disease*

USER SURVEY RESULTS

The Smiles for Life Oral Health Curriculum includes a satisfaction survey of seven questions available to each user after completion of a module. Questions 1-4 ask about the ease of use, relevance to patient care, opinion of appropriate depth of material, and whether the content (cases and questions) helps reinforce learning. In 2013, 21,286 SFL course surveys were completed by 6,986 registered users. As shown in Exhibit 7, there were very high levels of satisfaction (approximately 90% agreed or strongly agreed) across all four survey questions. These results are consistent with past years.

Exhibit 7. Survey Results: Questions 1-4 (Strongly Agree and Agree)
2010-2013

Legend: 2010 (n=501) 2011 (n=1,654) 2012 (n=3,814) 2013 (n=6,986)
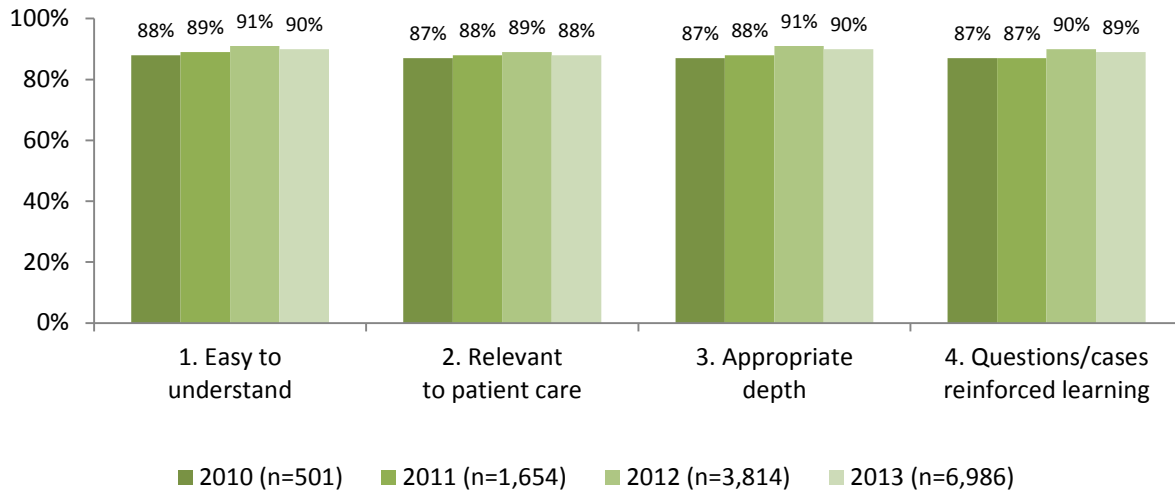
Questions 5-7 (open-ended) of the satisfaction survey ask what users liked about the module, how the module could be improved, and what changes they will make in their clinical practice. A sample of representative responses (excluding non-substantive responses) to these open-ended questions from 2013 are provided in Exhibit 8.

Exhibit 8. Sample of Survey Results: Questions 5-7
2013 (n=3,273)

Question	Sample Responses
5. What did you like about the module?	"I liked being able to work at my own pace." "The images really helped to clarify exam techniques." "I appreciate the interactive PowerPoint with case studies and videos. All of it was really helpful." "It was outlined in a clear and concise way." "It allowed me to fully understand the correlation between health and oral health."
6. How could we improve this module?	"Add a study PowerPoint that users can download and review prior to the exam." "The module could use more details on abnormalities and things that prompt further attention." "Make the modules available for printing so we can refer back to it." "Define more of the terms. I had to google certain terms throughout the module." "Provide correct answers, along with an explanation, on the exams so I can learn from my mistakes."
7. What changes will you make to your clinical practices?	"Be more prepared dealing with pediatric patients." "Perform a thorough oral, face, and neck exam in my future primary care practice." "Always recommend kids and parents to seek dental care at a young age." "Screen all patients for dental caries." "I will conduct more thorough oral exams and complete an immediate referral for any problems."

Please feel free to contact Michelle Duval, Harder+Company Community Research, at mduval@harderco.com with any questions regarding this report.

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