

Smiles for Life National Oral Health Curriculum Report on Trends, User Profile, and Satisfaction

January 1, 2014 – December 31, 2014

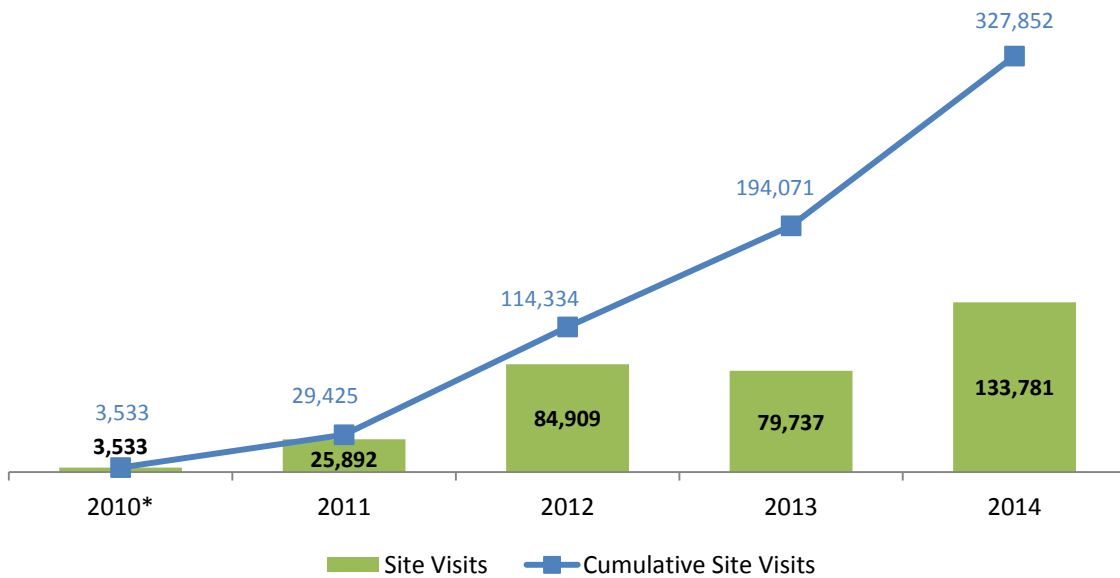
INTRODUCTION

This report provides the utilization statistics for the Smiles for Life Oral Health curriculum for 2014 (January 1, 2014 to December 31, 2014). 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 327,852 discrete site visits.¹ Exhibit 1 shows the number of site visits from 2010-2014. (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). 2014 had the largest number of annual site visits in the website's history, with 133,781 site visits.

**Exhibit 1. Discrete Site Visits²
2010-2014 (n=327,852)**



**Since the site didn't launch until mid-year in 2010, the 2010 data only include two quarters of data (Q3 and Q4).*

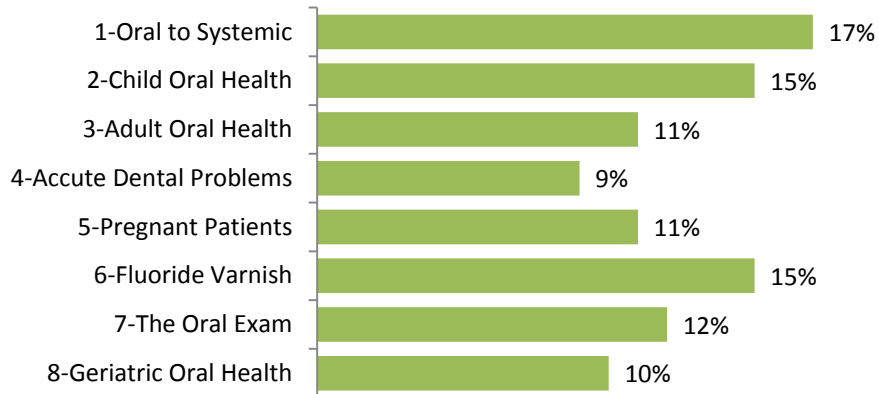
¹ A discrete site visit is defined as a visit to the website, regardless of the number of pages viewed.

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 2014 was 32,411 (see Exhibit 2). Course 1 (Oral to Systemic) was the most frequently completed course for CE credit (17%). Course 2 (Child Oral Health) and Course 6 (Fluoride Varnish) each represented 15% of the courses completed for CE credit, and Course 7 (The Oral Exam) represented 12%.

Exhibit 2. Course Completion for CE Credit
2014 (percentages are out of the 32,411 courses completed for CE credit by 11,127 users)



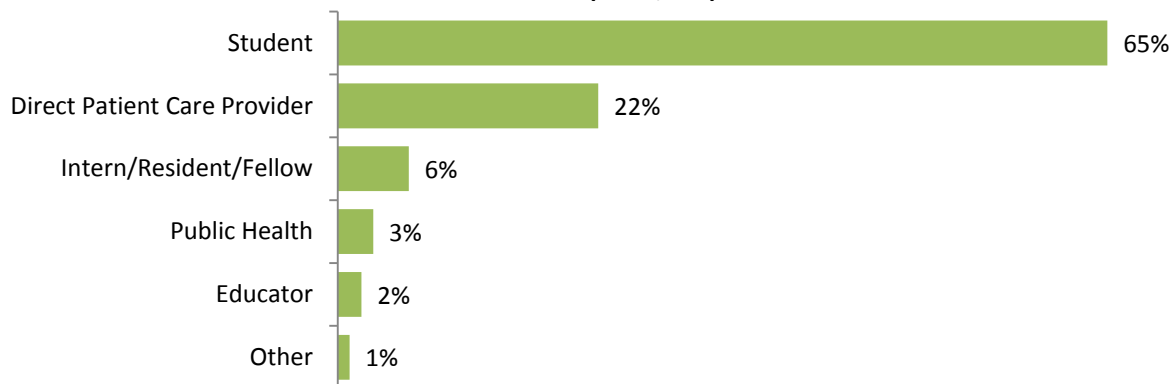
MODULE POWERPOINT DOWNLOAD

Course modules are made available to educators registered on the site. There were 7,147 downloads in 2014, which was higher than the number of downloads in 2013 (5,526). Module 1 (Oral to Systemic) represented 31% of the total downloads, Module 2 (Child Oral Health) represented 17% of all downloads, and Module 6 (Fluoride Varnish) represented 13%.

CE REGISTERED USERS BY TRAINING LEVEL

Two-thirds of all CE registered users were students (65%). In addition, 22% of CE registered users were direct patient care providers and 6% were intern/resident/fellows.

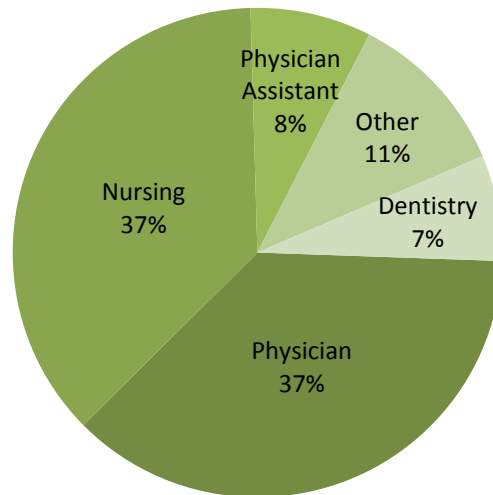
Exhibit 3. CE Registered Users by Training Level
2014 (n=11,087)



CE REGISTERED USERS IN A PROFESSIONAL SETTING, BY PROFESSION

Exhibit 4 shows the professions of CE registered users who were working in a professional setting (i.e., users who were not students) in 2014.³ The majority of these professionals were Nurses and Physicians (37% each). Physician Assistants accounted for 8% of professional CE registered users, and those in the Dentistry field accounted for 7%. In addition, 11% of professional CE registered users reported another profession (e.g., Medical Assistant, Pharmacist, Nutritionist, Therapist, Program Administrator, etc.).

**Exhibit 4. CE Registered Users in a Professional Setting, by Profession
2014 (n=3,857)**



³ In previous reports, this exhibit included data for both professionals and students. However, in this SFL report and all future reports, it will only display information for those CE registered users who are actually working in a professional setting.

CE REGISTERED USERS BY ORGANIZATION

A total of 10,985 CE registered users reported their organization in 2014. Exhibit 5 provides a list of organizations with more than 75 CE registered users (in order from largest number of users to smallest). With 853 CE registered users, New York University was the organization reported most frequently.

**Exhibit 5. Organizations with More than 75 CE Registered Users
2014**

Organization	Number of Registered Users
New York University	853
West Virginia University	662
State University of New York	445
Northeast Ohio Medical University	299
University of Colorado	287
University of West Florida	272
University of Alabama	242
Medical University of South Carolina	240
University of Florida	218
Northeastern University	204
Texas A&M Health Science Center	199
Florida International University	188
Albany Medical College	175
University of Louisville	170
Frontier Nursing University	133
University of Texas	127
University of Ottawa	116
Western University	102
Yukon Kuskokwim Health Corporation	100
Barry University	95
Wichita State University	94
Midwestern University	91
Shenandoah University	91
University of Toledo	86
Toronto College of Dental Hygiene	83
Emory University	80
Saint Christopher's Hospital for Children	79
University of Cincinnati	77
Idaho State University	76

CE REGISTERED USERS BY STATE

A total of 11,039 registered users reported their state in 2014. Exhibit 6 provides a list of states with more than 300 CE registered users in 2014 (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=1,685), followed by Florida (n=839), and West Virginia (n=744). While not shown in Exhibit 6, there was also a large number of registered users from other countries in 2014 (n=376).⁴

Exhibit 6. States with More than 300 CE Registered Users
Quarter 1 – Quarter 4 2014

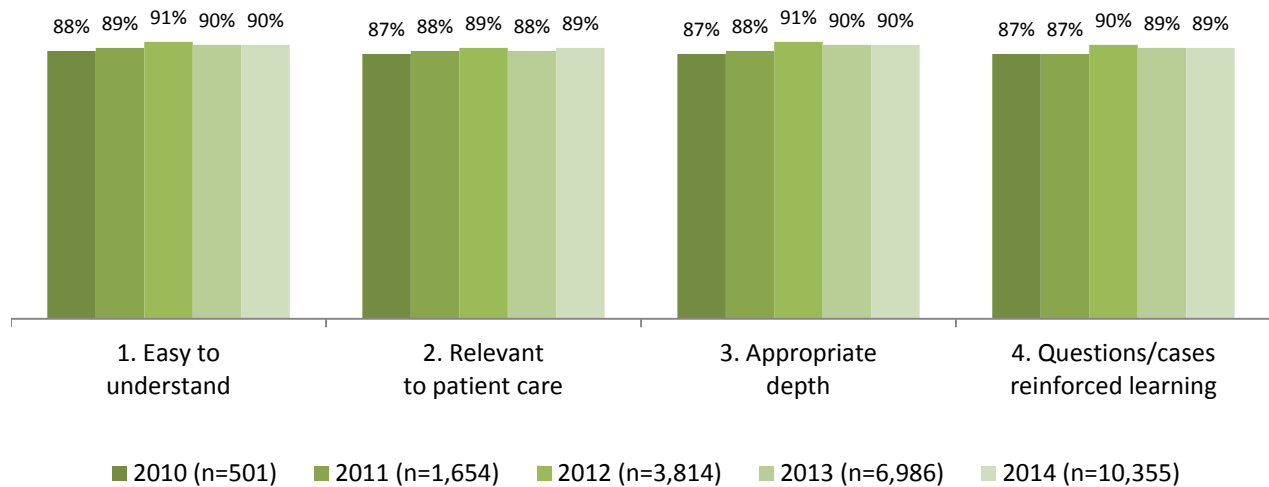
State	Quarter 1	Quarter 2	Quarter 3	Quarter 4	TOTAL
New York	313	368	515	489	1,685
Florida	234	118	226	261	839
West Virginia	191	81	352	120	744
Michigan	138	105	173	126	542
California	202	47	121	128	498
Ohio	140	68	53	220	481
Texas	286	29	31	86	432
Arizona	22	66	191	142	421
Massachusetts	140	119	97	55	411
Pennsylvania	85	55	153	82	375
Colorado	78	200	39	49	366
South Carolina	94	72	38	101	305

⁴ Other locations reported by registered users included Australia, Nova Scotia, British Columbia, Manitoba, Ontario, Sri Lanka, Uganda, and Qatar.

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 2014, 29,477 SFL course surveys were completed by 10,355 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)
2010-2014**



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 2014 are provided in Exhibit 8.

**Exhibit 8. Sample of Survey Results: Questions 5-7
2014**

Question	Sample Responses
<p>5. What did you like about the module?</p>	<p>“I’m a visual learner so I enjoyed the videos, and the pictures were very helpful.”</p> <p>“There was a nice repeat of some of the topics that we have already gone over to more permanently commit them to memory.”</p> <p>“I liked being able to do it online at my own pace.”</p> <p>“I really enjoyed the cases. It helped to keep the module interactive and gave these concepts a practical foundation.”</p> <p>“I liked the combination of teaching tools – case studies, videos, and text.”</p>
<p>6. How could we improve this module?</p>	<p>“I would have liked an audio component, so that I could listen and read at the same time.”</p> <p>“Add resources/bibliography for future reading and reference.”</p> <p>“Make the modules available for printing so we can refer back to it.”</p> <p>“Define more of the terms. I had to Google certain terms throughout the module.”</p> <p>“Provide correct answers, along with an explanation, on the exams so I can learn from my mistakes.”</p>
<p>7. What changes will you make to your clinical practices?</p>	<p>“My cancer screenings will be more thorough.”</p> <p>“Perform a thorough oral, face, and neck exam in my future primary care practice.”</p> <p>“I will give fluoride treatment during every well child visit, and provide education to parents.”</p> <p>“I will be able to recognize certain serious conditions and know when to make a referral.”</p> <p>“We plan to start providing varnish to our patients.”</p>

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