

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

January 1, 2015 – December 31, 2015

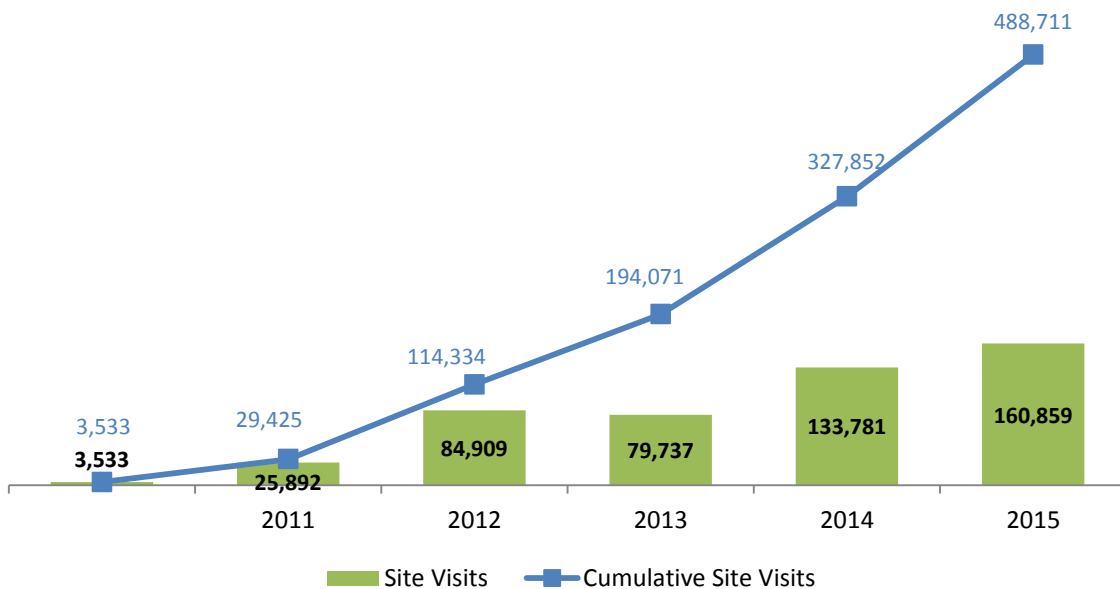
## INTRODUCTION

This report provides the utilization statistics for the Smiles for Life Oral Health curriculum for 2015 (January 1, 2015 to December 31, 2015). This data is collected from the Smiles for Life website ([www.SmilesForLifeOralHealth.org](http://www.SmilesForLifeOralHealth.org)).

## DISCRETE SITE VISITS

Since the launch of the site in June 2010, there have been 488,711 discrete site visits.<sup>1</sup> Exhibit 1 shows the number of site visits from 2010-2015. (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). 2015 had the largest number of annual site visits in the website's history, with 160,859 site visits.

**Exhibit 1. Discrete Site Visits<sup>2</sup>  
2010-2015 (n=488,711)**



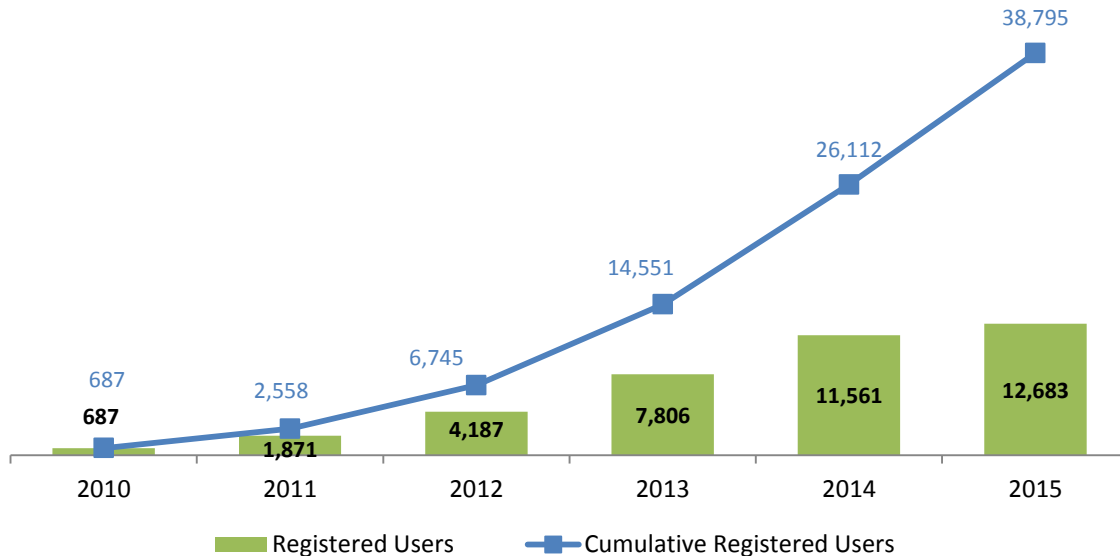
<sup>1</sup> A discrete site visit is defined as a visit to the website, regardless of the number of pages viewed.

<sup>2</sup> Since the site didn't launch until mid-year in 2010, the 2010 data only include two quarters of data (Q3 and Q4).

## REGISTERED USERS

Since the launch of the site in June 2010, there have been 38,795 registered users. Exhibit 2 shows the number of registered users from 2010-2015. (The green bars illustrate the number of registered users each year, and the blue line illustrates the cumulative number of registered users by year). 2015 had the largest number of annual registered users in the website's history, with 12,683 registered users.

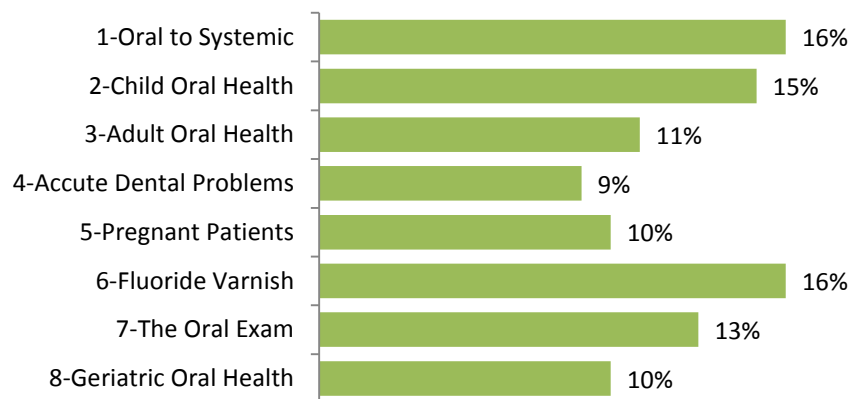
**Exhibit 2. Registered Users<sup>3</sup>  
2010-2015 (n=38,795)**



## COURSE COMPLETION FOR CE CREDIT

The total number of courses completed for Continuing Education (CE) credit in 2015 was 39,091 (see Exhibit 3). Course 1 (Oral to Systemic) and Course 6 (Fluoride Varnish) were each the most frequently completed courses for CE credit (16%). Course 2 (Child Oral Health) represented 15% of the courses completed for CE credit, and Course 7 (The Oral Exam) represented 13%.

**Exhibit 3. Course Completion for CE Credit  
2015 (percentages are out of the 39,091 courses completed for CE credit by 12,683 users)**



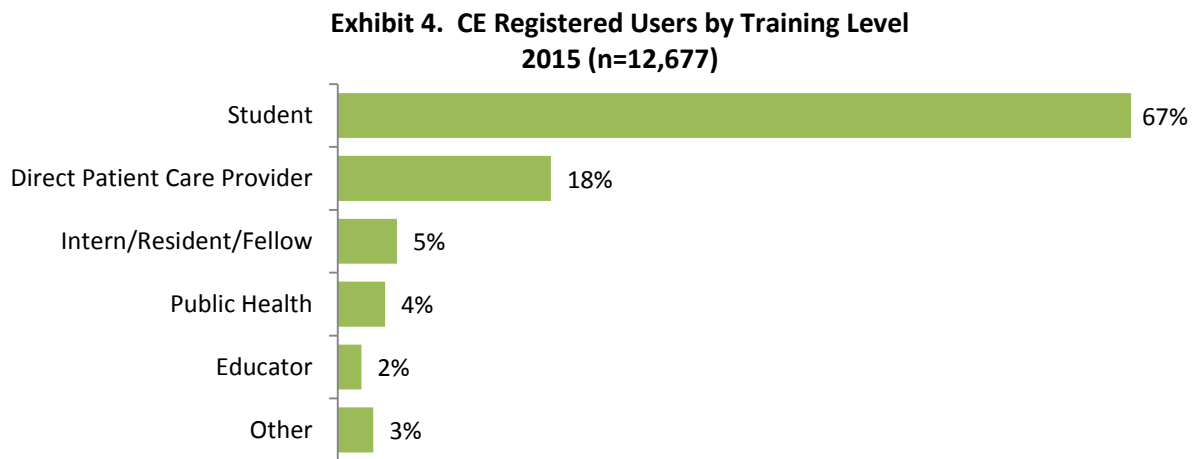
<sup>3</sup> Since the site didn't launch until mid-year in 2010, the 2010 data only include two quarters of data (Q3 and Q4).

## MODULE POWERPOINT DOWNLOAD

Course modules are made available to educators registered on the site. There were 7,039 downloads in 2015, which was similar to the number of downloads in 2014 (7,147). Module 1 (Oral to Systemic) represented 29% of the total downloads, Module 2 (Child Oral Health) represented 21% of all downloads, and Module 6 (Flouride Varnish) represented 14%.

## CE REGISTERED USERS BY TRAINING LEVEL

Two-thirds of all CE registered users were students (67%). In addition, 18% of CE registered users were direct patient care providers and 5% were intern/resident/fellows.

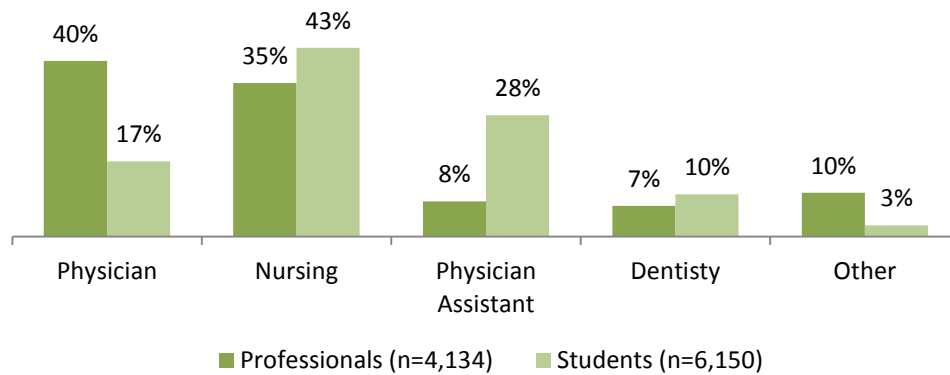


## CE REGISTERED USERS, BY PROFESSION/AREA OF STUDY

Exhibit 5 shows the profession/area of study of CE registered users in 2015. (The dark green bars illustrate the profession of CE registered users who were working in a professional setting, and the light green bars illustrate the area of study of CE registered users who were students).

The majority of *professionals* were Physicians (40%) or Nurses (35%). The majority of *students* were studying to become Nurses (43%) or Physician Assistants (28%). Of the student CE registered users, 69% were in a graduate program, 29% were in an undergraduate program, and 2% were in a non-degree seeking program (data not shown).

**Exhibit 5. CE Registered Users, by Profession/Area of Study  
2015 (n=10,280)**



## CE REGISTERED USERS BY ORGANIZATION

A total of 12,558 CE registered users reported their organization in 2015. Exhibit 5 provides a list of organizations with more than 90 CE registered users (in order from largest number of users to smallest). With 793 CE registered users, West Virginia University was the organization reported most frequently.

**Exhibit 6. Organizations with More than 90 CE Registered Users  
2015**

Organization	Number of Registered Users
West Virginia University	793
New York University	776
Colorado Permanente Medical Group	409
University of Colorado Denver	341
State University of New York Brockport	322
Northeast Ohio Medical University	303
University of West Florida	301
University of Alabama Birmingham	250
Northeastern University	209
Tufts University	206
Wichita State University	187
Florida International University	185
Texas A&M University	182
University of Louisville	161
State University of New York Stony Brook	155
University of Florida	153
The Medical University of South Carolina	135
Toronto College of Dental Hygiene & Auxiliaries	123
Edward Via College of Osteopathic Medicine	109
University of Wisconsin Eau Claire	108
Western University of Health Sciences	105
University of Rochester	95
Duke University	94
Children's Hospital of Philadelphia	94
Western Michigan University	93
University of Michigan	92
Barry University	92

## CE REGISTERED USERS BY STATE

A total of 12,635 registered users reported their state in 2015. Exhibit 7 provides a list of states with more than 300 CE registered users in 2015 (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=1,759), followed by West Virginia (n=923), and Colorado (n=817). While not shown in Exhibit 7, there was also a large number of registered users from other countries in 2015 (n=359).<sup>4</sup>

**Exhibit 7. States with More than 300 CE Registered Users**  
**Quarter 1 – Quarter 4 2015**

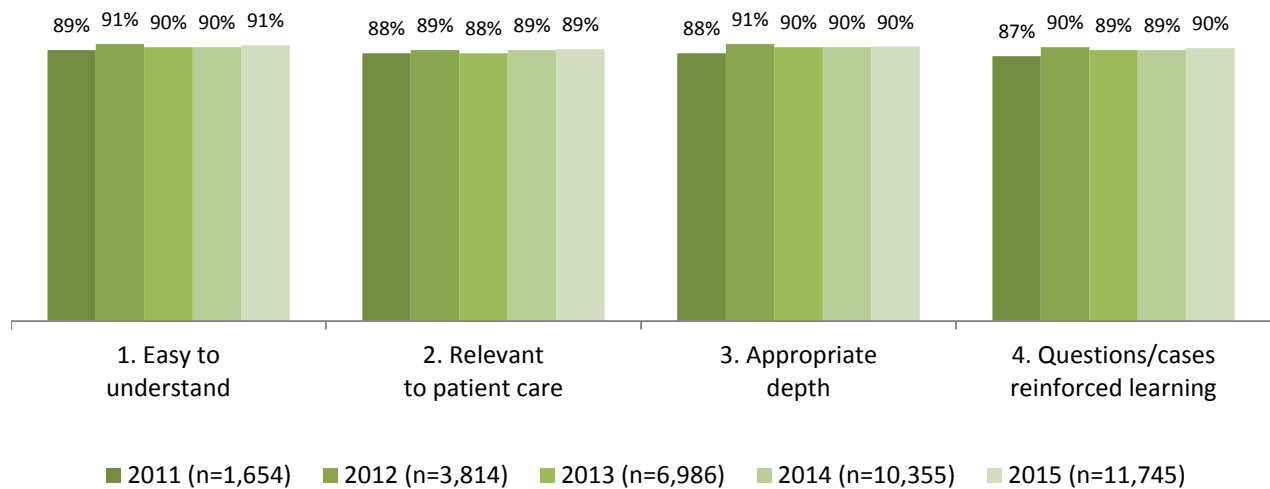
State	Quarter 1	Quarter 2	Quarter 3	Quarter 4	TOTAL
NEW YORK	299	385	568	507	1759
WEST VIRGINIA	283	202	334	104	923
COLORADO	87	514	143	73	817
FLORIDA	256	86	291	132	765
MICHIGAN	104	197	131	203	635
MASSACHUSETTS	289	102	121	82	594
TEXAS	260	80	97	120	557
PENNSYLVANIA	63	109	223	104	499
CALIFORNIA	103	43	212	138	496
OHIO	122	53	95	222	492
ARIZONA	58	96	76	100	330
KANSAS	151	7	127	37	322
MINNESOTA	39	112	75	78	304

<sup>4</sup> Other locations reported by registered users included Australia, Alberta, Nova Scotia, British Columbia, Manitoba, Ontario, Saskatchewan, Bermuda, Armenia, Fiji, Philippines, New Zealand, Nigeria, and Lebanon.

## 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 2015, 34,905 SFL course surveys were completed by 11,745 registered users. As shown in Exhibit 8, 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 8. Survey Results: Questions 1-4 (Strongly Agree and Agree)  
2011-2015**



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 2015 are provided in Exhibit 9.

**Exhibit 9. Sample of Survey Results: Questions 5-7  
2015**

Question	Sample Responses
<p>5. What did you like about the module?</p>	<p>“I liked the case study questions.”</p> <p>“[I liked that it] presented information with visuals and realistic information for patients with limited resources.”</p> <p>“I thought that the pictures were very well described and vivid enough to see the problems being discussed with teeth.”</p> <p>“I really liked how it gave ideas on what physicians could do rather than just saying they needed to help with the issue of dental health. “</p> <p>“[I liked] how it was broken down into relevant sections. I could easily navigate to the things I wanted to see.”</p>
<p>6. How could we improve this module?</p>	<p>“Including more videos to help explain oral assessments.”</p> <p>“Include links to some of the medical terms and provide definitions.”</p> <p>“A summary of the high yield facts and take-away points would be very helpful.”</p> <p>“[Include] more multimedia, for example, animations and short video clips.”</p> <p>“Offer the chance to go through the course again before retaking the quiz.”</p> <p>“A few interactive activities would make it even more engaging.”</p>
<p>7. What changes will you make to your clinical practices?</p>	<p>“[I will] know when an emergent dental referral is indicated.”</p> <p>“I will be better able to recognize decay and decide when to use varnish.”</p> <p>“[I will] start a fluoride varnish program in my practice.”</p> <p>“I will do an oral exam at every well visit. “</p> <p>“I will start talking to both the children and the parents about ECC [including] how to improve their child's oral health and recommendations on healthy foods to eat. “</p>



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