

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

April 1, 2015 – June 30, 2015

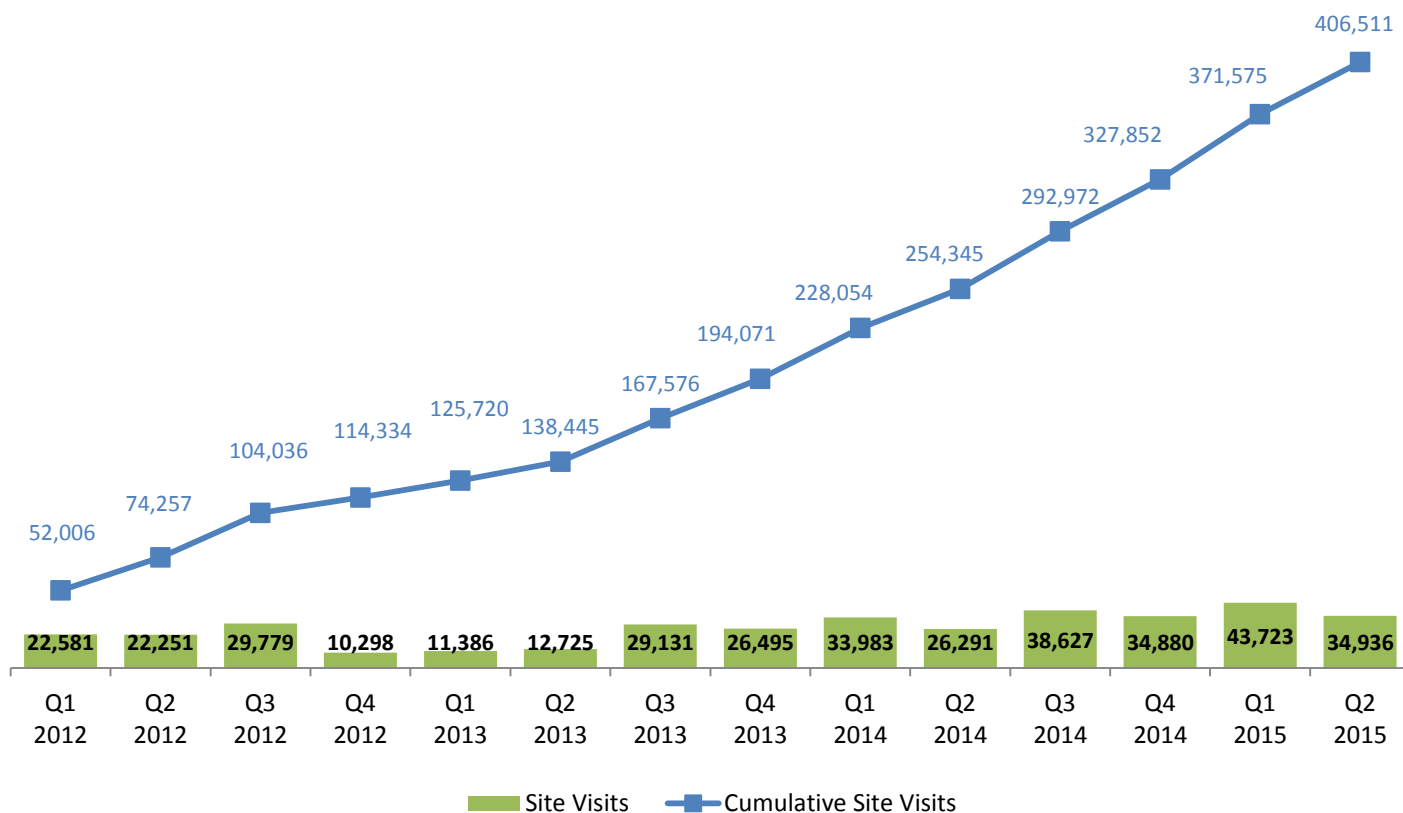
## INTRODUCTION

This report provides the utilization statistics for the Smiles for Life Oral Health Curriculum for Quarter 2 (Q2) of 2015 (April 1, 2015 to June 30, 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 406,511 discrete site visits.<sup>1</sup> Exhibit 1 shows the number of site visits since 2012 (the green bars illustrate the number of site visits in each quarter, and the blue line illustrates the cumulative number of site visits by quarter). Q2 2015 remained fairly consistent with the previous three quarters, with 34,936 site visits.

**Exhibit 1. Discrete Site Visits<sup>2</sup>  
Q1 2012 – Q2 2015**



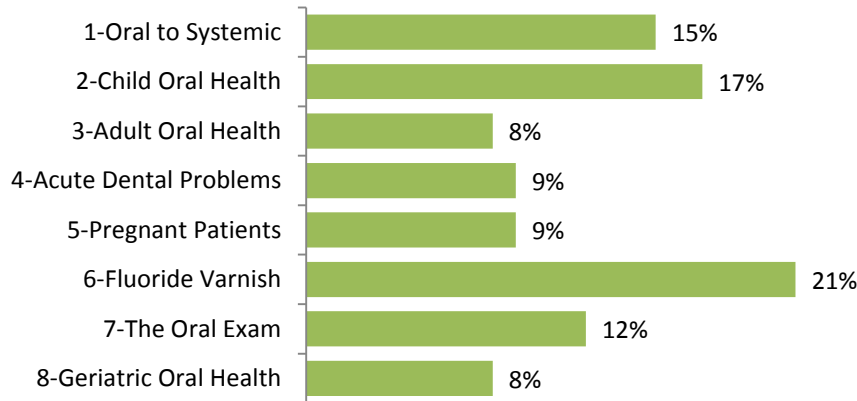
<sup>1</sup> A discrete site visit is defined as a visit to the website, regardless of the number of pages viewed.

<sup>2</sup> 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 Q2 2015 was 7,925 (see Exhibit 2). Course 6 (Fluoride Varnish) was the most frequently completed course for CE credit (21%). Course 2 (Child Oral Health) was the next most commonly completed course (17%), followed by Course 1 (Oral to Systemic) with 15% and Course 7 (The Oral Exam) with 12%.

**Exhibit 2. Course Completion for CE Credit**  
Q2 2015 (percentages are out of the 7,925 courses completed for CE credit by 3,175 users)



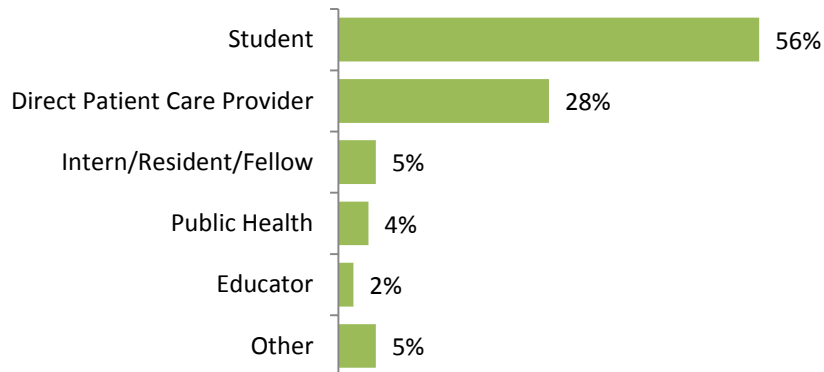
## MODULE POWERPOINT DOWNLOAD

Course modules are made available to educators registered on the site. There were 1,475 downloads in Q2 2015, with Module 2 (Child Oral Health) representing 27% of the total downloads. In addition, Module 1 (Oral to Systemic) represented 21% of all downloads, and Module 6 (Fluoride Varnish) represented 18%.

## CE REGISTERED USERS BY TRAINING LEVEL

The majority of CE registered users were students (56%). In addition, 28% of CE registered users were direct patient care providers, 5% were an intern/resident/fellow, 4% were in public health, and 2% were educators.

**Exhibit 3. CE Registered Users by Training Level**  
Q2 2015 (n=3,169)

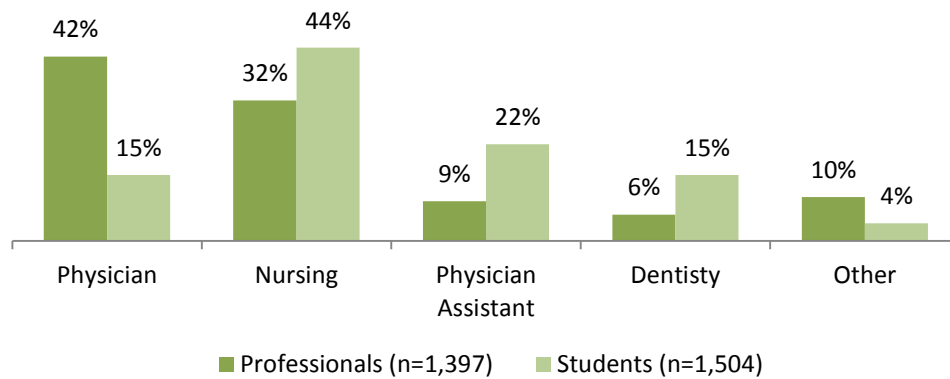


### CE REGISTERED USERS, BY PROFESSION/AREA OF STUDY<sup>3</sup>

Exhibit 4 shows the profession/area of study of CE registered users in Q2 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 (42%) or Nurses (32%). Similarly, the majority of *students* were studying to become Nurses (44%) or Physician Assistants (22%). Of the student CE registered users, 69% were in a graduate program and 31% were in an undergraduate program (data not shown).

**Exhibit 4. CE Registered Users, by Profession/Area of Study  
Q2 2015**



<sup>3</sup> This section includes new data collected on the SFL website. As of March 27, 2015, students were asked to provide their area of study and their type of study program when registering on the website. This data will be included in all future reports.

## CE REGISTERED USERS BY ORGANIZATION

A total of 3,144 CE registered users reported their organization in Q2 2015. Exhibit 5 provides a list of organizations with more than 30 CE registered users (in order from largest number of users to smallest). With 404 CE registered users, Kaiser Permanente was the organization reported most frequently.

**Exhibit 5. Organizations with More than 30 CE Registered Users  
Q2 2015**

Organization	Number of Registered Users
Kaiser Permanente	404
New York University	207
University of Colorado	187
West Virginia University	171
University of Louisville	147
State University of New York	144
Tufts University	78
Edward Via College of Osteopathic Medicine	67
Barry University	66
Grand Valley State University	54
Northern Arizona University	46
Northeastern University	41
University of Toledo	41
Western Michigan University	41
Essentia Health	40
Angelo State University	38
Touro University	38
Northland District Health Board	34
University of North Dakota	33
Albany Medical College	32

## CE REGISTERED USERS BY STATE

A total of 3,162 registered users reported their state in Q2 2015. Exhibit 6 provides a list of states with more than 100 CE registered users in Q2 2015 (in order from largest number of total users to smallest), and provides data from the three previous quarters to compare the number of registered users over time. Colorado was the state reported most frequently in Q2 2015 (n=525), followed by New York (n=465) and West Virginia (n=224). There was a large increase in the number of users from Colorado, New York, and Kentucky from Q1 2015 to Q2 2015.

**Exhibit 6. States with More than 100 CE Registered Users  
Q2 2015**

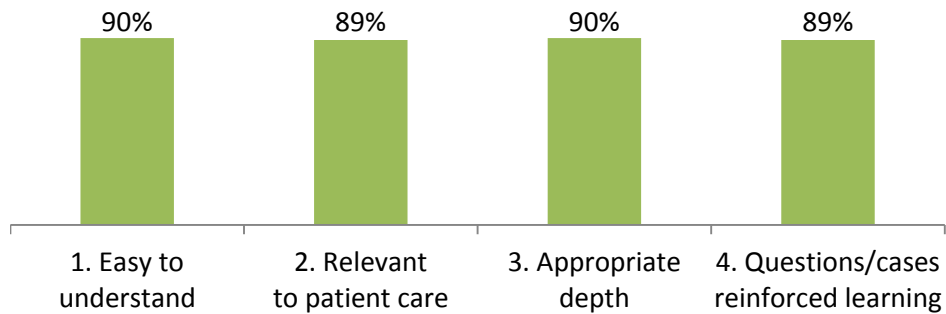
State	Q3 2014	Q4 2014	Q1 2015	Q2 2015
Colorado	41	49	87	<b>525<sup>4</sup></b>
New York	571	504	360	<b>465</b>
West Virginia	381	149	374	<b>224</b>
Michigan	178	130	140	<b>204</b>
Kentucky	137	15	23	<b>163</b>
Massachusetts	101	59	289	<b>131</b>
Minnesota	51	23	40	<b>113</b>
Pennsylvania	157	87	68	<b>111</b>
Arizona	191	143	59	<b>108</b>

<sup>4</sup> Of the CE registered users from Colorado in Q2 2015, 62 percent reported that their organization was Kaiser Permanente.

## 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 Q2 2015, 7,100 SFL course surveys were completed by 2,933 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 quarters.

**Exhibit 7. Survey Results: Questions 1-4 (Strongly Agree and Agree)  
Q2 2015 (7,100 surveys were completed by 2,933 registered users)**



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 in Q2 2015 are provided in Exhibit 8.

**Exhibit 8. Sample of Survey Results: Questions 5-7  
Q2 2015**

Question	Sample Responses
5. What did you like about the module?	<p>“It was a nice format, and there were excellent pictures to reinforce the content.”</p> <p>“I liked the multiple types of learning that were involved (e.g., haptic, visual, auditory).”</p> <p>“The questions helped to reinforce my understanding of the material.”</p> <p>“I enjoyed the video showing how to apply dental varnish.”</p> <p>“The diagrams and charts were helpful to organize the information.”</p>
6. How could we improve this module?	<p>“Show a video of how to do an oral exam on children.”</p> <p>“A lot of the information was repeated.”</p> <p>“More ‘check-point’ questions to make sure we retain the information for the module quiz.”</p> <p>“A better description of normal teeth anatomy for those non-dental professionals.”</p> <p>“Less wording per page.”</p>
7. What changes will you make to your clinical practices?	<p>“I will include an oral health assessment as part of my overall health assessment.”</p> <p>“I will inspect my elderly patients’ mouths.”</p> <p>“I will counsel pregnant women on improving their dental care.”</p> <p>“I will collaborate more with dentists.”</p> <p>“I will talk to parents about preventative oral health measures.”</p>

Please feel free to contact Lindsey Padjen, Harder+Company Community Research, at [lpadjen@harderco.com](mailto:lpadjen@harderco.com) with any questions regarding this report.