Smiles for Life National Oral Health Curriculum
Report on Trends, User Profile, and Satisfaction
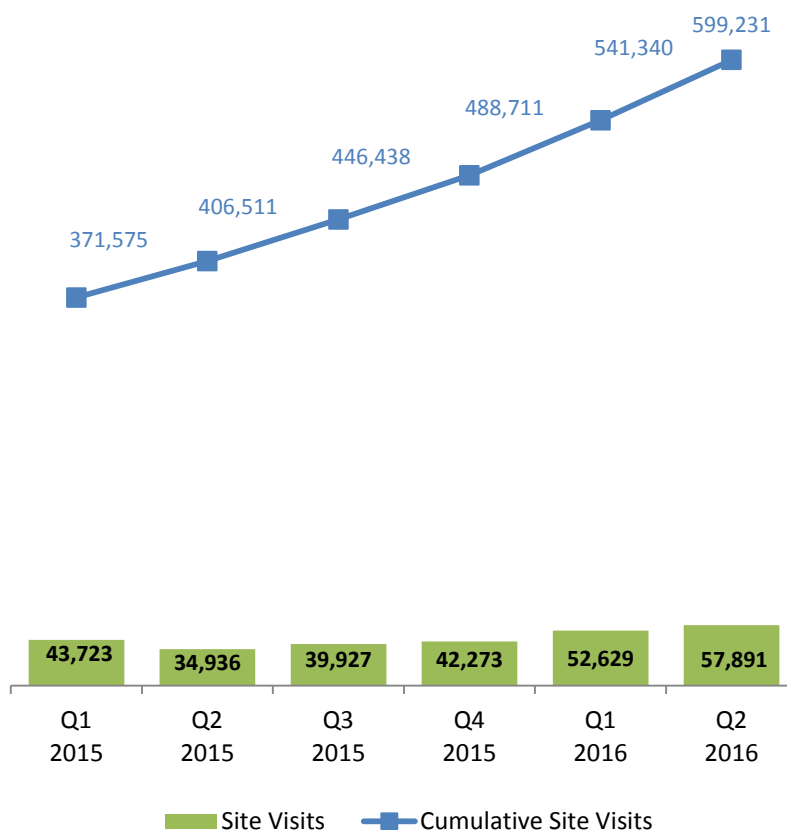### April 1, 2016 – June 30, 2016

INTRODUCTION

This report provides the utilization statistics for the Smiles for Life Oral Health Curriculum for Quarter 2 (Q2) of 2016 (April 1 to June 30, 2016). This data is collected from the Smiles for Life website (www.SmilesForLifeOralHealth.org).

DISCRETE SITE VISITS

Since the launch of the website in June 2010, there have been 599,231 discrete site visits.[1] Exhibit 1 shows the number of site visits since Q1 2015 (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). There was an increase in the number of site visits in Q2 2016 compared to the previous four quarters (n=57,891).

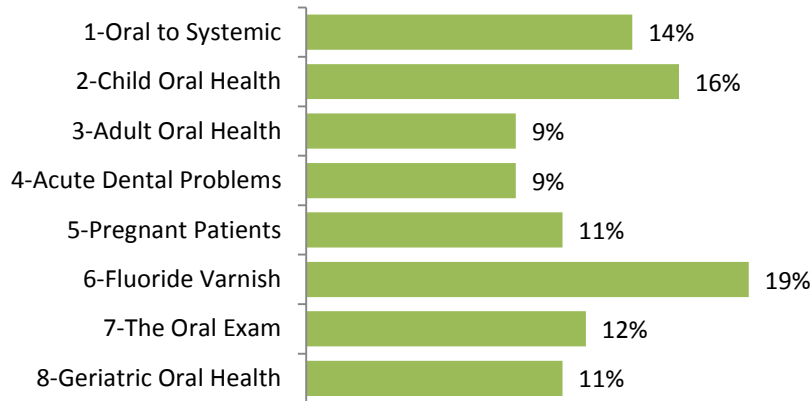**Exhibit 1. Discrete Site Visits**
Q1 2015 – Q2 2016

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

COURSE COMPLETION FOR CE CREDIT

The total number of courses completed for Continuing Education (CE) credit in Q2 2016 was 10,806 (Exhibit 2).[2] Course 6 (Fluoride Varnish) was the most frequently completed course for CE credit (19%). Course 2 (Child Oral Health) was the next most commonly completed course (16%), followed by Course 1 (Oral to Systemic) at 14% and Course 7 (The Oral Exam) at 12%.

Exhibit 2. Course Completion for CE Credit
Q2 2016 (percentages are out of the 10,806 courses completed for CE credit by 4,214 users)

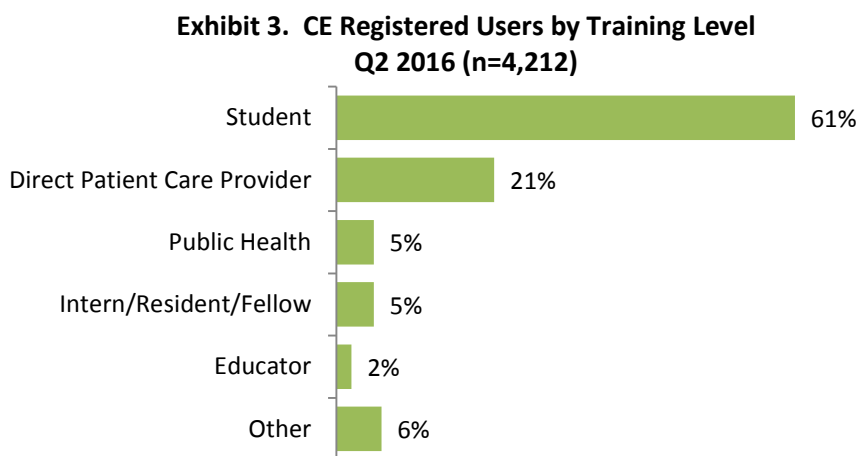| Course	Percentage
1-Oral to Systemic	14%
2-Child Oral Health	16%
3-Adult Oral Health	9%
4-Acute Dental Problems	9%
5-Pregnant Patients	11%
6-Fluoride Varnish	19%
7-The Oral Exam	12%
8-Geriatric Oral Health	11%

MODULE POWERPOINT DOWNLOAD

The eight Smiles for Life courses are made available as downloadable modules to educators registered on the site. There were 2,204 downloads in Q2 2016, with Module 1 (Oral to Systemic) representing 24% of the total downloads. In addition, Module 6 (Fluoride Varnish) represented 20% of all downloads, and Module 2 (Child Oral Health) represented 16%.

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[2] To be eligible for Continuing Education credit, a Smiles for Life user must complete the online registration form, score 80% or higher on the post-course assessment, complete a brief post-course Smiles for Life survey, and click "Submit" to view or download a certificate of completion. In this report, the term "CE Registered Users" refers to those who have completed all of these steps.
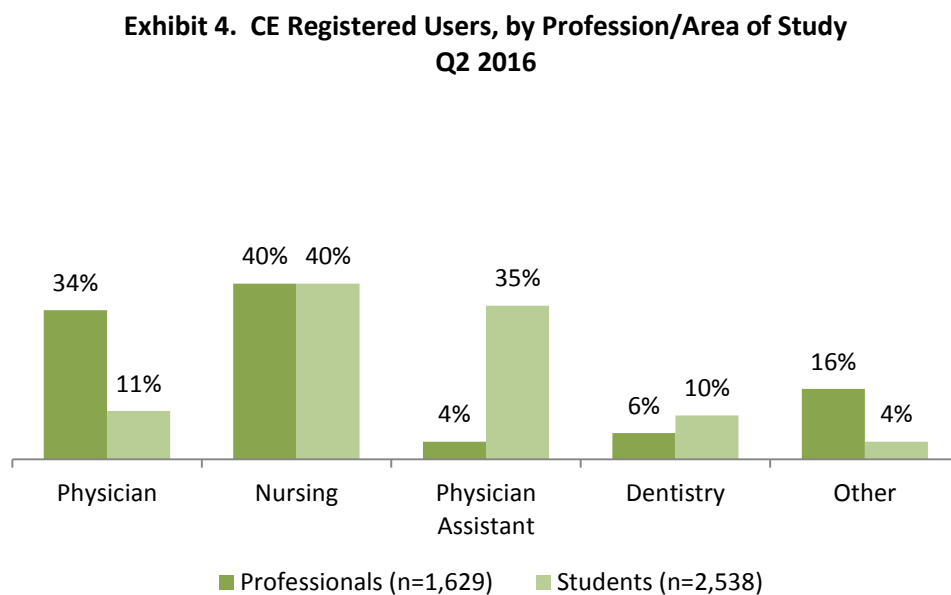
CE REGISTERED USERS BY TRAINING LEVEL

Exhibit 3 shows that CE registered users were most commonly students (61%), followed by direct patient care providers (21%).

Exhibit 3. CE Registered Users by Training Level
Q2 2016 (n=4,212)

Training Level	Percentage
Student	61%
Direct Patient Care Provider	21%
Public Health	5%
Intern/Resident/Fellow	5%
Educator	2%
Other	6%

CE REGISTERED USERS, BY PROFESSION/AREA OF STUDY

Exhibit 4 shows the profession/area of study of CE registered users in Q2 2016. 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 nurses (40%) or physicians (34%). The majority of *students* were studying to become nurses (40%), physician assistants (35%), or physicians (11%). Of the student CE registered users, 70% were in a graduate program, 28% were in an undergraduate program, and 2% were in a non-degree program (data not shown).

Exhibit 4. CE Registered Users, by Profession/Area of Study
Q2 2016

Profession/Area of Study	Professionals (n=1,629)	Students (n=2,538)
Physician	34%	11%
Nursing	40%	40%
Physician Assistant	4%	35%
Dentistry	6%	10%
Other	16%	4%

CE REGISTERED USERS BY Institution

A total of 4,145 CE registered users reported their institution in Q2 2016. Exhibit 5 provides a list of institutions with 40 or more CE registered users (in order from largest number of users to smallest). With 285 CE registered users, New York University was the institution reported most frequently.

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Exhibit 5. Institutions with 40 or More CE Registered Users
Q2 2016

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Institution	Number of Registered Users
New York University	285
State University of New York	249
University of Colorado	180
West Virginia University	153
University of Texas	107
Commonwealth Medical College	104
University of Washington	101
Duke University	89
Wake Forest University	88
University of West Florida	85
Arkansas Department of Health	75
Children's National Medical Center	66
Western Michigan University	56
Florida International University	47
University of Michigan	47
Western University of Health Sciences	47
DeSales University	45
University of Toledo	45
Oregon Health & Science University	43
University of North Dakota	41
Northeast Ohio Medical University	41
Cumberland Family Medical Center	40

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

CE REGISTERED USERS BY STATE

A total of 4,214 registered users reported their state in Q2 2016. Exhibit 6 provides a list of states with more than 80 CE registered users in Q2 2016 (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. New York was the state reported most frequently in Q2 2016 (n=594), followed by Colorado (n=273) and Pennsylvania (n=249). The states with the largest relative change in the number of registered users from Q1 2016 to Q2 2016 were Colorado, West Virginia, Michigan, and Minnesota.

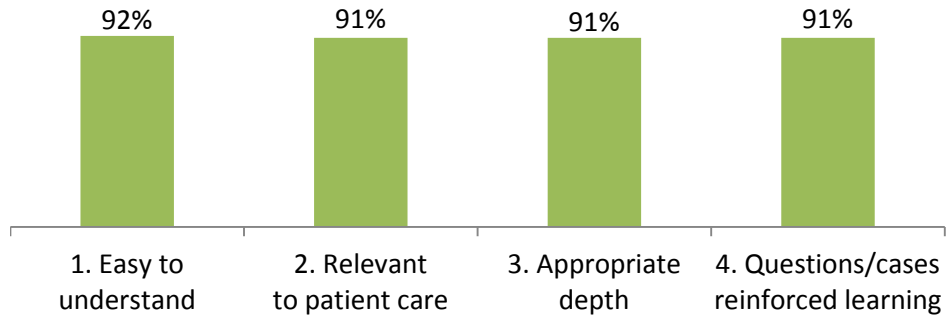**Exhibit 6. States with More Than 80 CE Registered Users in Q2 2016**

State	Q3 2015	Q4 2015	Q1 2016	Q2 2016
New York	610	571	657	**594**[3]
Colorado	143	73	118	**273**
Pennsylvania	229	109	214	**249**
Florida	325	145	312	**235**
Massachusetts	122	88	328	**217**
Michigan	138	213	418	**214**
West Virginia	442	153	378	**208**
Texas	132	143	168	**190**
North Carolina	42	17	105	**185**
Arkansas	67	45	217	**160**
Washington	21	38	34	**149**
California	216	150	200	**123**
Ohio	127	236	194	**114**
Tennessee	31	10	78	**94**
Minnesota	75	78	213	**91**
Oklahoma	36	50	105	**89**
Kentucky	89	21	39	**86**

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[3] Of the CE registered users from New York in Q1 2016, 48% reported that their institution was New York University while another 42% reported their institution was State University of New York.

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 2016, 10,068 SFL course surveys were completed by 3,973 registered users. As shown in Exhibit 7, there were very high levels of satisfaction (about 91% 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 2016 (10,068 surveys were completed by 3,973 registered users)

92%	91%	91%	91%
1. Easy to understand	2. Relevant to patient care	3. Appropriate depth	4. Questions/cases reinforced learning

Questions 5-7 of the satisfaction survey are open-ended and 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 2016 are provided in Exhibit 8.

Exhibit 8. Sample of Survey Results: Questions 5-7
Q2 2016

Question	Sample Responses
5. What did you like about the module?	"Case studies were effective in correlating the slides to real life scenarios." "everything!! The illustrations and videos very helpful. [I've] updated my old information." "Good depth. I felt I had appropriate information to answer parents' questions and concerns when they arise." "I liked the case questions at the end-very helpful in assessing my knowledge in a dynamic way." "Lots of pictures so we can tell normal from abnormal."
6. How could we improve this module?	"A required activity such as a matching activity would have been helpful." "Be able to review the course material after the quiz." "Give more of an intro to general dental anatomy at the start of the modules." "It was a lot of text to read if there was some way to reduce the amount of text to read and increase the user interaction I think that would make the course more engaging." "More concise; less repeating with other courses."
7. What changes will you make to your clinical practices?	"After learning that dental care is not included in most insurance coverage I will make sure to always evaluate the oral health of my patients and ensure close follow-up dental care." "Become an expert on this information and provide education to all patients of all ages on the importance of dental health." "Collaborate more effectively with local dentists. Discuss oral health more comprehensively with my patients." "Encourage more parents to obtain dental care for themselves and their children." "Promote oral hygiene to pregnant women."

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

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on Oral Health engaging clinicians
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