Smiles for Life National Oral Health Curriculum
Report on Trends, User Profile, and Satisfaction
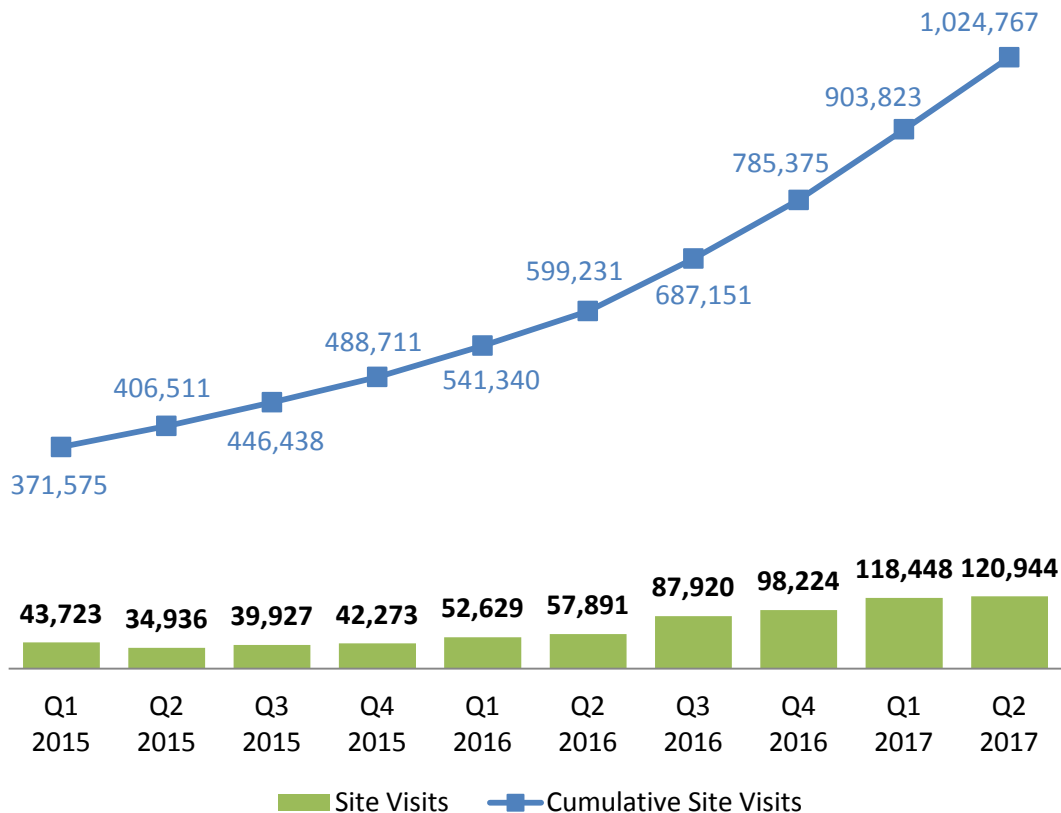April 1, 2017 – June 30, 2017

INTRODUCTION

This report provides the utilization statistics for the Smiles for Life Oral Health Curriculum for Quarter 2 (Q2) of 2017 (April 1 to June 30, 2017). 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 1,024,767 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). Quarter 2 2017 had the largest number of quarterly site visits in the website's history, with 120,944 site visits.

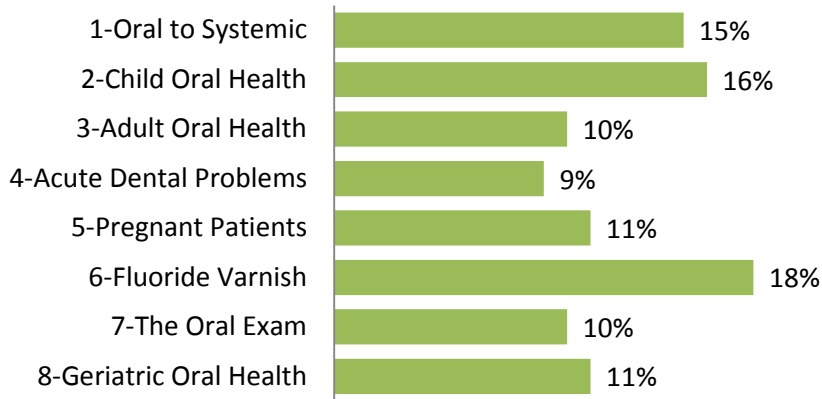**Exhibit 1. Discrete Site Visits**
Q1 2015 – Q2 2017

Cumulative Site Visits: 371,575; 406,511; 446,438; 488,711; 541,340; 599,231; 687,151; 785,375; 903,823; 1,024,767

Site Visits: 43,723; 34,936; 39,927; 42,273; 52,629; 57,891; 87,920; 98,224; 118,448; 120,944

| Q1 2015 | Q2 2015 | Q3 2015 | Q4 2015 | Q1 2016 | Q2 2016 | Q3 2016 | Q4 2016 | Q1 2017 | Q2 2017 |

Site Visits — Cumulative Site Visits

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

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COURSE COMPLETION FOR CE CREDIT

The total number of courses completed for Continuing Education (CE) credit in Q2 2017 was 14,252 (Exhibit 2).[2] Course 6 (Fluoride Varnish) was the most frequently completed course for CE credit (18%). Course 2 (Child Oral Health) was the next most commonly completed course (16%), followed by Course 1 (Oral to Systemic) at 15%.

Exhibit 2. Course Completion for CE Credit
Q2 2017 (percentages are out of the 14,252 courses completed for CE credit by 5,011 users)
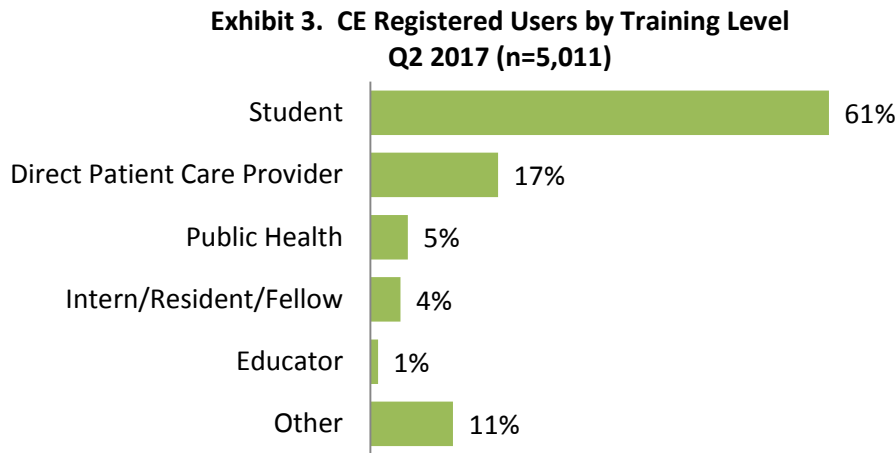
Course	Percentage
1-Oral to Systemic	15%
2-Child Oral Health	16%
3-Adult Oral Health	10%
4-Acute Dental Problems	9%
5-Pregnant Patients	11%
6-Fluoride Varnish	18%
7-The Oral Exam	10%
8-Geriatric Oral Health	11%

MODULE POWERPOINT DOWNLOAD

The eight Smiles for Life courses are made available as downloadable modules to educators registered on the site. There were 1,979 downloads in Q2 2017, with Module 1 (Oral to Systemic) representing 24% of the total downloads. In addition, Module 2 (Child Oral Health) represented 16% of all downloads, Module 6 (Fluoride Varnish) represented 15%, and Module 3 (Adult Oral Health) represented 13%.

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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.

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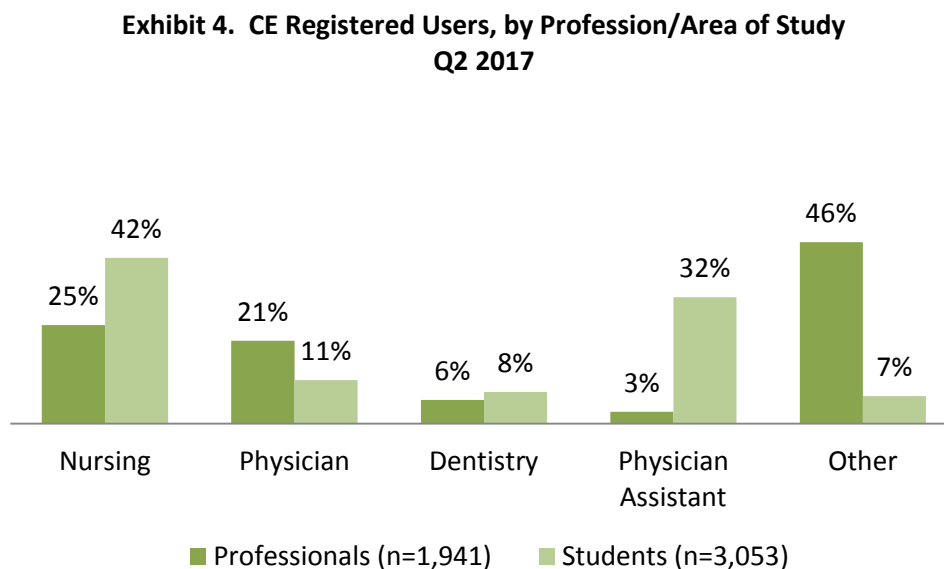
CE REGISTERED USERS BY TRAINING LEVEL

Exhibit 3 shows that CE registered users were most commonly students (61%), followed by direct patient care providers (17%).

Exhibit 3. CE Registered Users by Training Level
Q2 2017 (n=5,011)

Training Level	Percent
Student	61%
Direct Patient Care Provider	17%
Public Health	5%
Intern/Resident/Fellow	4%
Educator	1%
Other	11%

CE REGISTERED USERS, BY PROFESSION/AREA OF STUDY

Exhibit 4 shows the profession/area of study of CE registered users in Q2 2017. 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 in a non-identified profession (46%), following by those who were nurses (25%) and physicians (21%). The majority of *students* were studying to become nurses (42%), physician assistants (32%), or physicians (11%). Of the student CE registered users, 63% were in a graduate program, 32% were in an undergraduate program, and 5% were in a non-degree program (data not shown).

Exhibit 4. CE Registered Users, by Profession/Area of Study
Q2 2017

Profession/Area of Study	Professionals (n=1,941)	Students (n=3,053)
Nursing	25%	42%
Physician	21%	11%
Dentistry	6%	8%
Physician Assistant	3%	32%
Other	46%	7%

CE REGISTERED USERS BY INSTITUTION

A total of 4,899 CE registered users reported their institution in Q2 2017. Exhibit 5 provides a list of institutions with 50 or more CE registered users (in order from largest number of users to smallest). With 232 CE registered users, New York University was the institution reported most frequently.

Exhibit 5. Institutions with 50 or More CE Registered Users
Q2 2017

Institution	Number of Registered Users
New York University	232
University of West Florida	200
University of Colorado	187
University of Washington	174
Kaplan University	140
West Virginia University	133
University of Texas	124
State University of New York	120
American Association of Medical Assistants	118
Geisinger Commonwealth Medical College	105
Duke University	92
DeSales University	78
Toronto College of Dental Hygiene & Auxiliaries	78
Fairfield Medical Center	77
University of Alabama	71
Barry University	64
Mayo Clinic	63
Western Michigan University	54

CE REGISTERED USERS BY STATE

A total of 5,007 registered users reported their state in Q2 2017. Exhibit 6 provides a list of states with more than 100 CE registered users in Q2 2017 (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 2017 (n=478), followed by Florida (n=364) and Pennsylvania (n=317). The states with the largest relative change in the number of registered users from Q1 2017 to Q2 2017 were New York, Pennsylvania, Colorado, Washington, West Virginia, and Ohio. While not shown in Exhibit 6, there was also a large number of registered users from other countries in Q2 2017 (n=143).[3]

Exhibit 6. States with More Than 100 CE Registered Users in Q2 2017

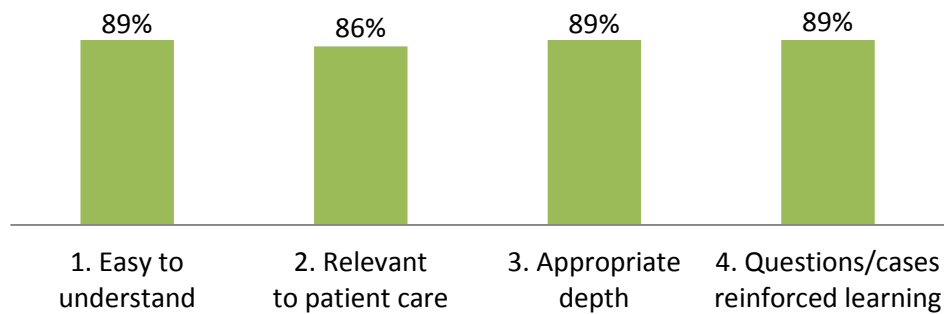| State	Q3 2016	Q4 2016	Q1 2017	Q2 2017
New York	768	602	604	**478[4]**
Florida	528	184	359	**364**
Pennsylvania	281	138	169	**317**
Colorado	131	72	143	**262**
Minnesota	162	183	182	**258**
Washington	54	44	29	**253**
Texas	322	156	282	**241**
Michigan	364	286	201	**182**
West Virginia	402	125	375	**181**
North Carolina	99	73	181	**168**
California	249	178	228	**164**
Ohio	219	281	263	**142**
Wisconsin	111	120	125	**131**
Arkansas	176	85	174	**129**
Oregon	31	19	57	**120**

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[3] Other locations reported by CE registered users included New Zealand, Ireland, India, and Canada.
[4] Of the CE registered users from New York in Q2 2017, 44% reported that their institution was New York University, 25% reported their institution was State University of New York, and the remaining percentage of users reported other institutions.

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 2017, 13,553 surveys were completed by 4,833 registered users. As shown in Exhibit 7, respondents reported high levels of satisfaction (approximately 88% agreed or strongly agreed) across all four survey questions.

Exhibit 7. Survey Results: Questions 1-4 (Strongly Agree and Agree)
Q2 2017 (13,553 surveys were completed by 4,833 registered users)

89%	86%	89%	89%
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 2017 are provided in Exhibit 8.

Exhibit 8. Sample of Survey Results: Questions 5-7
Q2 2017

Question	Sample Responses
5. What did you like about the module?	"The presented information was straightforward and relevant to my scope of practice." "The module pointed out very important information that will be beneficial in my practice. I also loved the case studies and assessment test at the end – great for reinforcing knowledge." "The slides weren't too crowded and had good supporting pictures." "I learned so much new information about oral hygiene and diseases."
6. How could we improve this module?	"Feedback on the questions when one is answered incorrectly." "If you are not in the dental field, some of the terms were not clearly defined. Therefore, this made some sections a little more difficult to understand." "More case studies." "I am a visual learner, so I would have appreciated more pictures related to content."
7. What changes will you make to your clinical practices?	"Ensuring that patients receive good dental care while in the hospital." "Pay more attention to dental health in pregnant women." "Include a more in-depth oral assessment and provide oral health promotion to patients." "I will start applying fluoride varnish in my office."

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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