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

INTRODUCTION

This report provides the utilization statistics for the Smiles for Life Oral Health Curriculum for Quarter 3 (Q3) of 2016 (July 1 to September 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 687,151 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 3 2016 had the largest number of quarterly site visits in the website's history, with 87,920 site visits.

Exhibit 1. Discrete Site Visits
Q1 2015 – Q3 2016
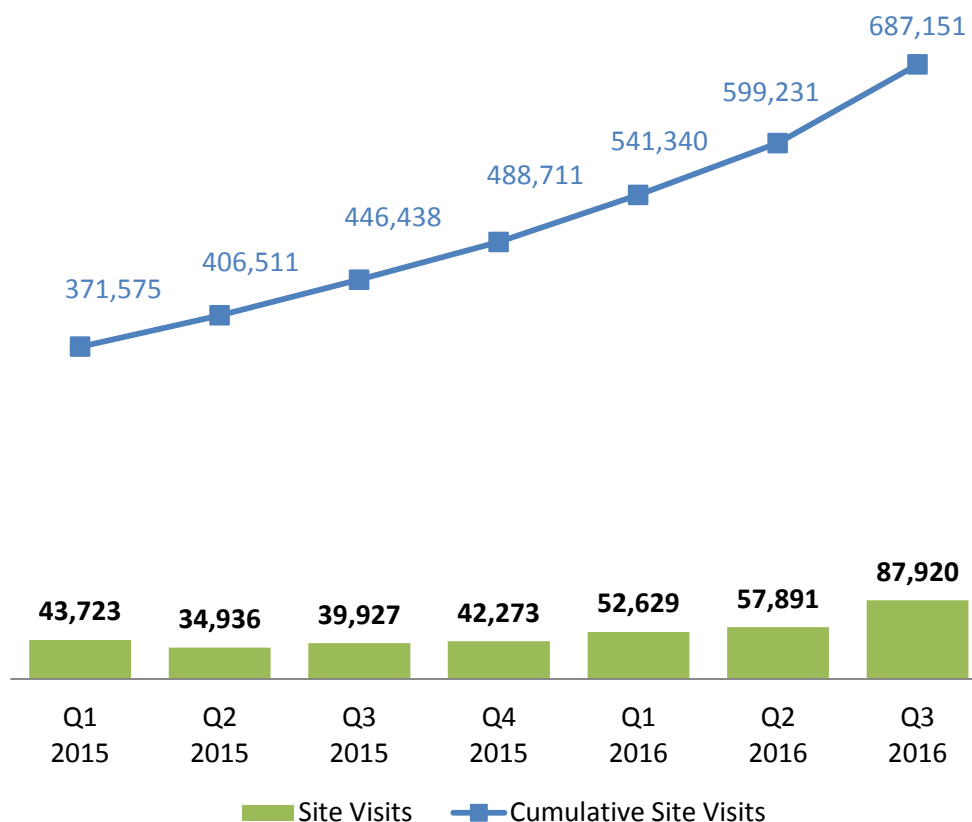
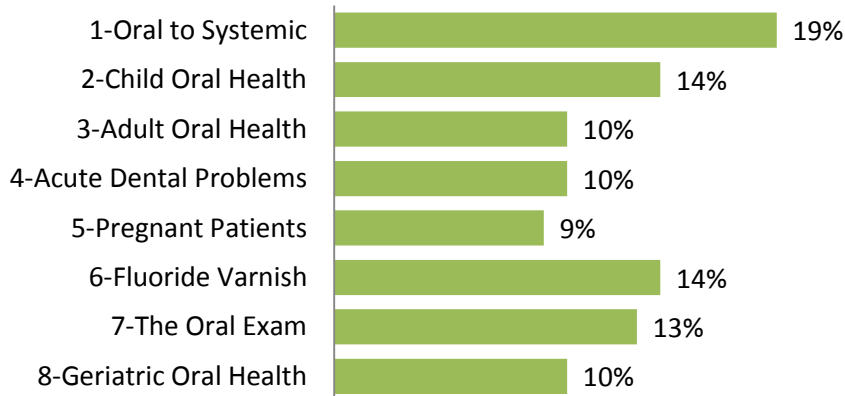[1] A discrete site visit is defined as a visit to the website, regardless of the number of pages viewed.

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COURSE COMPLETION FOR CE CREDIT

The total number of courses completed for Continuing Education (CE) credit in Q3 2016 was 19,482 (Exhibit 2).[2] Course 1 (Oral to Systemic) was the most frequently completed course for CE credit (19%). Course 2 (Child Oral Health) and Course 6 (Fluoride Varnish) were the next most commonly completed courses (14%), followed by Course 7 (The Oral Exam) at 13%.

Exhibit 2. Course Completion for CE Credit
Q3 2016 (percentages are out of the 19,482 courses completed for CE credit by 6,357 users)

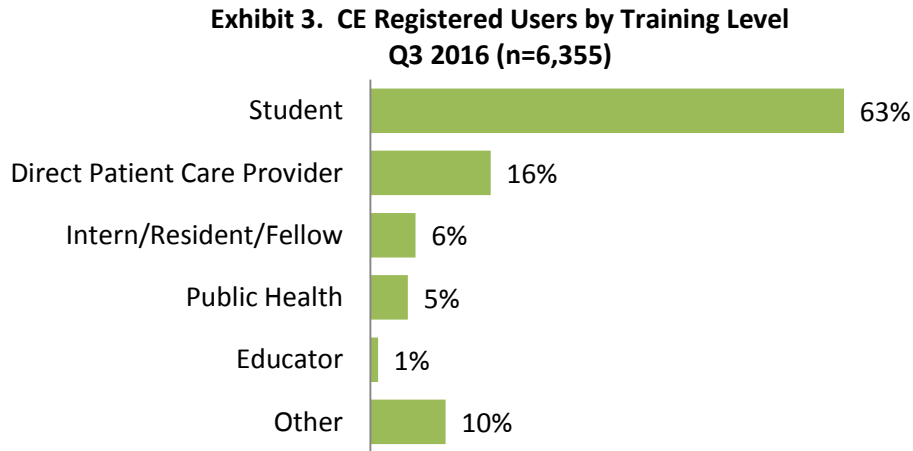| Course	Percentage
1-Oral to Systemic	19%
2-Child Oral Health	14%
3-Adult Oral Health	10%
4-Acute Dental Problems	10%
5-Pregnant Patients	9%
6-Fluoride Varnish	14%
7-The Oral Exam	13%
8-Geriatric Oral Health	10%

MODULE POWERPOINT DOWNLOAD

The eight Smiles for Life courses are made available as downloadable modules to educators registered on the site. There were 2,937 downloads in Q3 2016, with Module 1 (Oral to Systemic) representing 36% of the total downloads. In addition, Module 2 (Child Oral Health) and Module 6 (Fluoride Varnish) each represented 14% of all downloads, and Module 7 (The Oral Exam) represented 10%.

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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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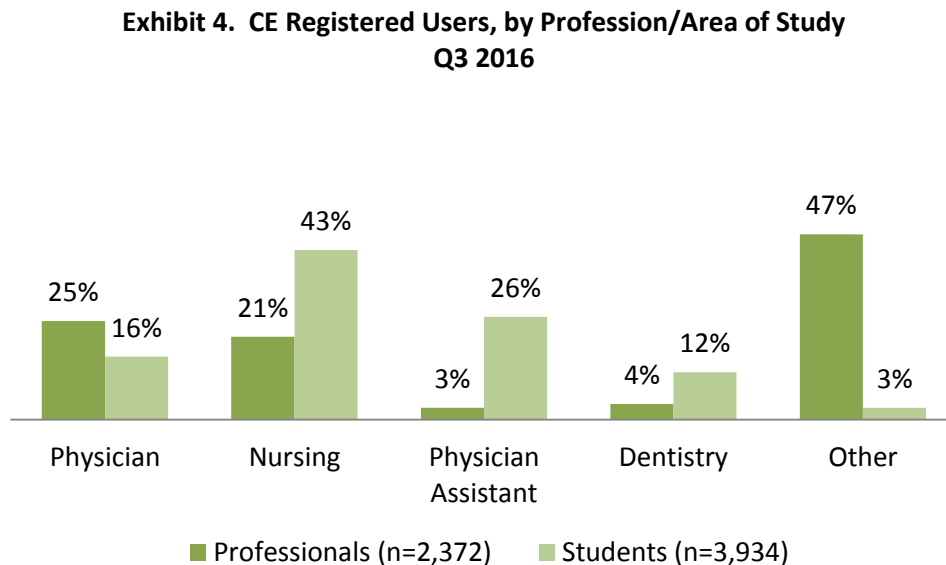
CE REGISTERED USERS BY TRAINING LEVEL

Exhibit 3 shows that CE registered users were most commonly students (63%), followed by direct patient care providers (16%).

Exhibit 3. CE Registered Users by Training Level
Q3 2016 (n=6,355)

Training Level	Percentage
Student	63%
Direct Patient Care Provider	16%
Intern/Resident/Fellow	6%
Public Health	5%
Educator	1%
Other	10%

CE REGISTERED USERS, BY PROFESSION/AREA OF STUDY

Exhibit 4 shows the profession/area of study of CE registered users in Q3 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 in a non-identified profession (47%), following by those who were physicians (25%) and nurses (21%). The majority of *students* were studying to become nurses (43%), physician assistants (26%), or physicians (16%). 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 program (data not shown).

Exhibit 4. CE Registered Users, by Profession/Area of Study
Q3 2016

	Physician	Nursing	Physician Assistant	Dentistry	Other
Professionals (n=2,372)	25%	21%	3%	4%	47%
Students (n=3,934)	16%	43%	26%	12%	3%

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CE REGISTERED USERS BY INSTITUTION

A total of 6,243 CE registered users reported their institution in Q3 2016. Exhibit 5 provides a list of institutions with 50 or more CE registered users (in order from largest number of users to smallest). With 533 CE registered users, New York University was the institution reported most frequently.

Exhibit 5. Institutions with 50 or More CE Registered Users
Q3 2016

Institution	Number of Registered Users
New York University	533
West Virginia University	390
Florida International University	264
American Associates of Medical Assistants	237
Texas A&M University	194
Tufts University	194
University of West Florida	152
State University of New York	116
University of Alabama	109
Emory University	106
Western University	91
University of Nebraska	88
Samuel Merritt University	85
Midwestern University	81
Toronto College of Dental Hygiene	80
University of Texas	72
Louisiana State University	65
Northeastern University	65
Western Michigan University	63
Arcadia University	60
Wichita State University	60
University of Illinois	57
University of Manitoba	57
Harding University	56
Barry University	55
Wayne State University	53
Parkside Pediatrics	52

CE REGISTERED USERS BY STATE

A total of 6,345 registered users reported their state in Q3 2016. Exhibit 6 provides a list of states with more than 125 CE registered users in Q3 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 Q3 2016 (n=768), followed by Florida (n=528) and West Virginia (n=402). The states with the largest relative change in the number of registered users from Q2 2016 to Q3 2016 were New York, Florida, West Virginia, Massachusetts, Michigan, and Colorado.

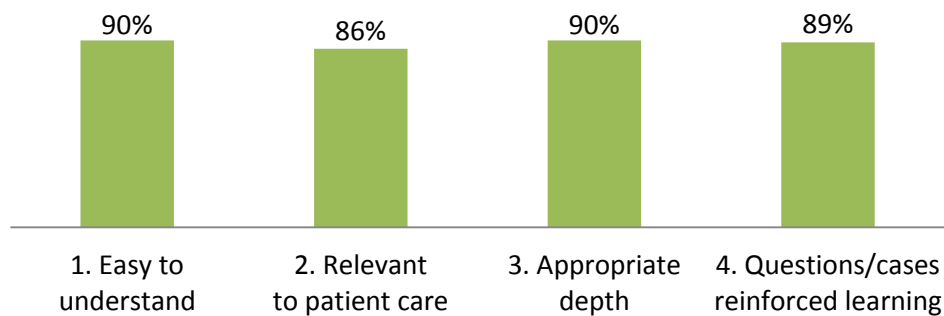**Exhibit 6. States with More Than 125 CE Registered Users in Q3 2016**

State	Q4 2015	Q1 2016	Q2 2016	Q3 2016
New York	571	657	594	**768**[3]
Florida	145	312	235	**528**
West Virginia	153	378	208	**402**
Massachusetts	88	328	217	**374**
Michigan	213	418	214	**364**
Texas	143	168	190	**322**
Pennsylvania	109	214	249	**281**
California	150	200	123	**249**
Ohio	236	194	114	**219**
Arkansas	45	217	160	**176**
Georgia	15	30	39	**174**
Minnesota	78	213	91	**162**
South Carolina	77	111	47	**145**
Kansas	49	108	27	**138**
Colorado	73	118	273	**131**
Arizona	104	88	40	**129**

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[3] Of the CE registered users from New York in Q3 2016, 65% reported that their institution was New York University, 16% reported their institution was State University of New York, and the remaining percentage of users reported other institutions.

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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 Q3 2016, 17,830 surveys were completed by 6,022 registered users. As shown in Exhibit 7, respondents reported very high levels of satisfaction (about 89% agreed or strongly agreed) across all four survey questions, although at 86%, relevance to patient care (Question 2) was rated slightly lower compared to past quarters (in Quarters 1 and 2, respectively, 90% and 91% agreed or strongly agreed that the materials were relevant to their patient care).

Exhibit 7. Survey Results: Questions 1-4 (Strongly Agree and Agree)
Q3 2016 (17,830 surveys were completed by 6,022 registered users)

90%	86%	90%	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 Q3 2016 are provided in Exhibit 8.

Exhibit 8. Sample of Survey Results: Questions 5-7
Q3 2016

Question	Sample Responses
5. What did you like about the module?	"The topics are very interesting and the flow of the discussion was organized." "Great introduction and easy to understand. I really like the layout." "I really liked the repetition of the material throughout the course. I also liked the promotion of patient-centered care and teamwork." "I enjoyed learning with the help of the visuals."
6. How could we improve this module?	"An interactive video module would be an amazing plus." "More case studies! I learn the most from those." "Define unfamiliar dental terms." "Have a couple more videos explaining the content. It gets to be a lot to read, especially if you practice with the cases."
7. What changes will you make to your clinical practices?	"Implement varnish more frequently." "Refer and collaborate with other professionals, as appropriate." "Re-evaluate how to approach geriatric patients." "Improve my oral care assessment on patients and pay particular attention to those patients at an increased risk of dental disease due to their comorbidities."

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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