

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

July 1, 2017 – September 30, 2017

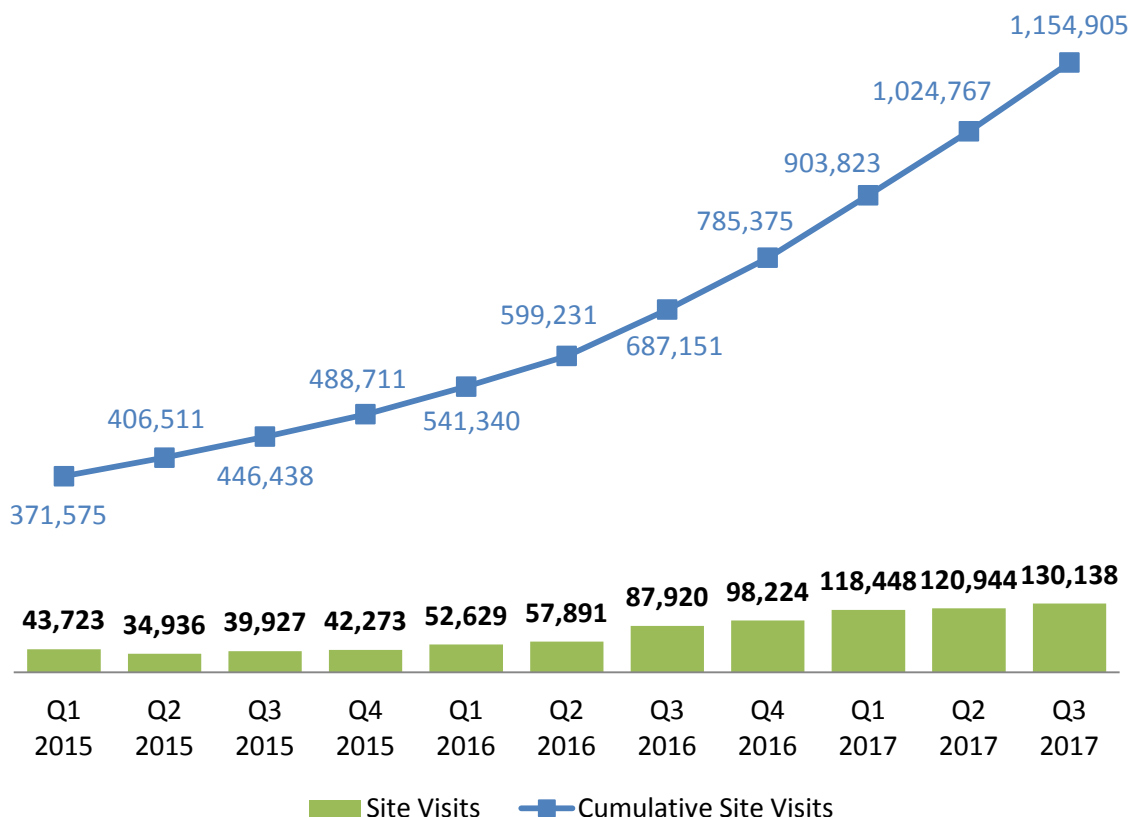
## INTRODUCTION

This report provides the utilization statistics for the Smiles for Life Oral Health Curriculum for Quarter 3 (Q3) of 2017 (July 1 to September 30, 2017). 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 website in June 2010, there have been 1,154,905 discrete site visits.<sup>1</sup> 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 2017 had the largest number of quarterly site visits in the website's history, with 130,138 site visits.

**Exhibit 1. Discrete Site Visits  
Q1 2015 – Q3 2017**

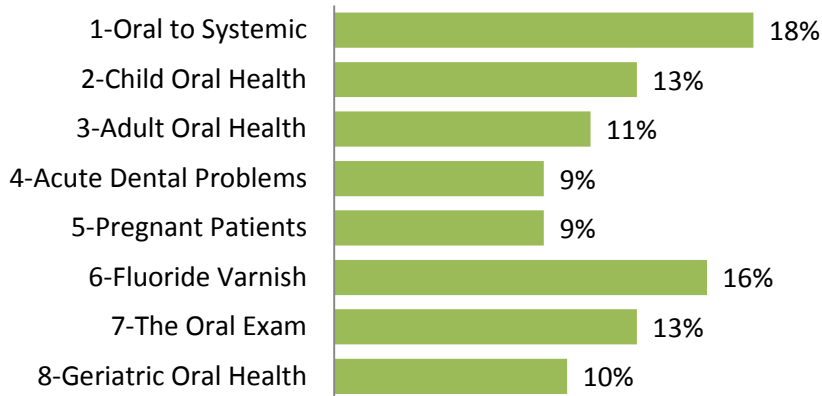


<sup>1</sup> A discrete site visit is defined as a visit to the website, regardless of the number of pages viewed.

## COURSE COMPLETION FOR CE CREDIT

The total number of courses completed for Continuing Education (CE) credit in Q3 2017 was 16,855 (Exhibit 2).<sup>2</sup> Course 1 (Oral to Systemic) was the most frequently completed course for CE credit (18%). Course 6 (Fluoride Varnish) was the next most commonly completed course (16%), followed by Course 2 (Child Oral Health) and Course 7 (The Oral Exam) at 13%.

**Exhibit 2. Course Completion for CE Credit**  
**Q3 2017 (percentages are out of the 16,855 courses completed for CE credit by 6,264 users)**



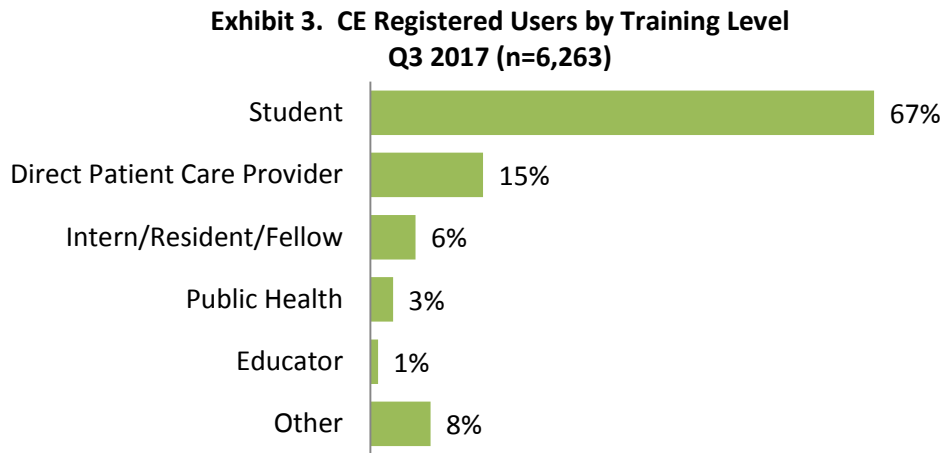
## MODULE POWERPOINT DOWNLOAD

The eight Smiles for Life courses are made available as downloadable modules to educators registered on the site. There were 1,832 downloads in Q3 2017, with Module 1 (Oral to Systemic) representing 25% of the total downloads. In addition, Module 2 (Child Oral Health) represented 18% of all downloads, Module 6 (Fluoride Varnish) represented 15%, and Module 7 (The Oral Exam) represented 11%.

<sup>2</sup> 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

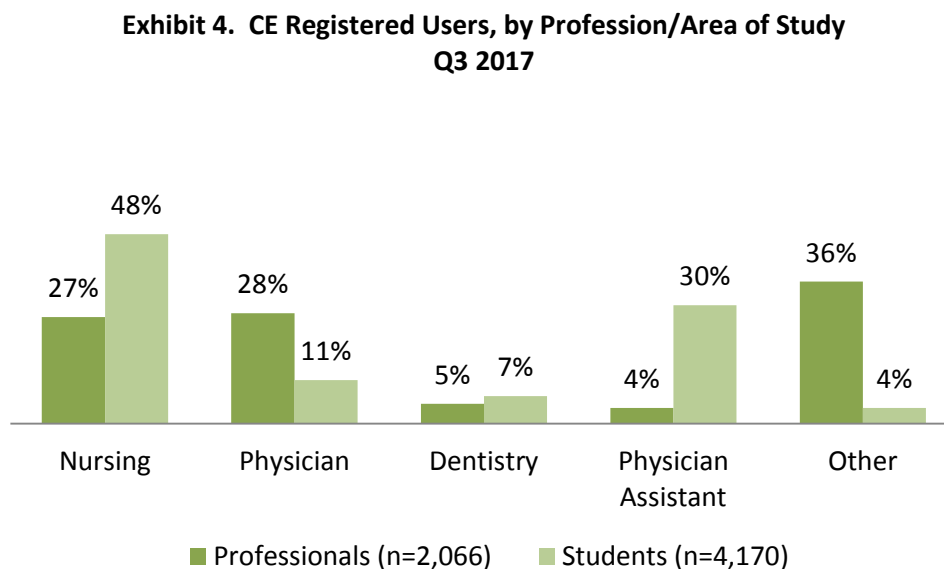
Exhibit 3 shows that CE registered users were most commonly students (67%), followed by direct patient care providers (15%).



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

Exhibit 4 shows the profession/area of study of CE registered users in Q3 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 (36%), following by those who were physicians (28%) and nurses (27%). The majority of *students* were studying to become nurses (48%), physician assistants (30%), or physicians (11%). Of the student CE registered users, 67% were in a graduate program, 31% were in an undergraduate program, and 2% were in a non-degree program (data not shown).



## CE REGISTERED USERS BY INSTITUTION

A total of 6,144 CE registered users reported their institution in Q3 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 425 CE registered users, West Virginia University was the institution reported most frequently.

**Exhibit 5. Institutions with 50 or More CE Registered Users  
Q3 2017**

Institution	Number of Registered Users
West Virginia University	425
New York University	423
University of West Florida	214
University of Alabama	145
Florida International University	143
University of Colorado	134
Emory University	125
State University of New York	113
American Association of Medical Assistants	105
Midwestern University	88
Arcadia University	84
Marquette University	75
Wichita State University	73
Samuel Merritt University	72
Western University of Health Sciences	72
Idaho State University	71
University of California	70
Long Island University	68
University of North Texas Health Science Center	68
George Washington University	65
Massachusetts College of Pharmacy and Health Sciences	65
Western Michigan University	62
Gardner-Webb University	60
Mercer University	60
Bethel University	52
Essentia Health	51
University of Manitoba	51
Marywood University	50

## CE REGISTERED USERS BY STATE

A total of 6,258 registered users reported their state in Q3 2017. Exhibit 6 provides a list of states with more than 100 CE registered users in Q3 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 Q3 2017 (n=671), followed by West Virginia (n=463) and Florida (n=446). The states with the largest relative change in the number of registered users from Q2 2017 to Q3 2017 were New York, West Virginia, California, Minnesota, Michigan, and Georgia. While not shown in Exhibit 6, there was also a large number of registered users from other countries in Q3 2017 (n=79).<sup>3</sup>

**Exhibit 6. States with More Than 100 CE Registered Users in Q3 2017**

State	Q4 2016	Q1 2017	Q2 2017	Q3 2017
New York	602	604	478	<b>671<sup>4</sup></b>
West Virginia	125	375	181	<b>463</b>
Florida	184	359	364	<b>446</b>
California	178	228	164	<b>420</b>
Minnesota	183	182	258	<b>417</b>
Michigan	286	201	182	<b>311</b>
Pennsylvania	138	169	317	<b>297</b>
Colorado	72	143	262	<b>251</b>
Georgia	79	124	84	<b>222</b>
Texas	156	282	241	<b>222</b>
Arizona	37	36	56	<b>170</b>
Alabama	16	191	90	<b>161</b>
North Carolina	73	181	168	<b>152</b>
Ohio	281	263	142	<b>149</b>
Wisconsin	120	125	131	<b>135</b>
Massachusetts	111	226	88	<b>118</b>
Kansas	89	131	34	<b>109</b>
New Jersey	40	56	57	<b>105</b>

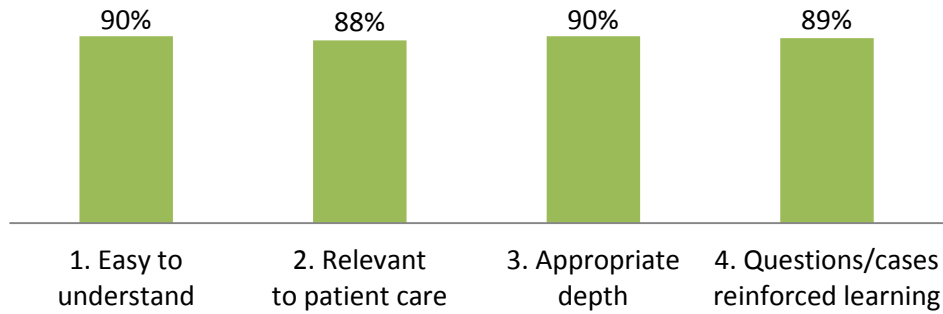
<sup>3</sup> Other locations reported by CE registered users included the United States Virgin Islands, Belgium, Ireland, India, and Canada.

<sup>4</sup> Of the CE registered users from New York in Q3 2017, 63% reported that their institution was New York University, 17% 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 Q3 2017, 15,843 surveys were completed by 5,996 registered users. As shown in Exhibit 7, respondents reported high levels of satisfaction across all four survey questions.

**Exhibit 7. Survey Results: Questions 1-4 (Strongly Agree and Agree)  
Q3 2017 (15,843 surveys were completed by 5,996 registered users)**



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 2017 are provided in Exhibit 8.

**Exhibit 8. Sample of Survey Results: Questions 5-7  
Q3 2017**

Question	Sample Responses
5. What did you like about the module?	<p>“I appreciated all the photographic examples provided – this made it easier to distinguish periodontal disease from mere gingivitis.”</p> <p>“This course was very informative in reference to the oral health of the elderly. I would not have thought about all the things that affect their oral health.”</p> <p>“Great information on the negative effects of poor oral health in this population – much of this I didn't even know so it was very worthwhile. Thank you!”</p> <p>“I liked how the course was organized. It was easy to understand. I liked how it was broken down into examining a child's oral cavity versus examining an adult's oral cavity.”</p>
6. How could we improve this module?	<p>“Have audio files reading the information. Some people are audio learners and hearing it registers better than reading.”</p> <p>“Have a video demonstration of primary care providers doing an assessment. Have a video demonstration of how caregivers should brush a child's teeth at different ages.”</p> <p>“Spread the quiz questions throughout the module. After 41 pages, it can be hard to remember the content.”</p> <p>“It would be useful to learn more about abnormal findings during oral health assessment.”</p>
7. What changes will you make to your clinical practices?	<p>“I'll pay more attention to patients' oral health assessment.”</p> <p>“Work collaboratively with dentists and free dental clinics to provide better access to care, especially with ER patients.”</p> <p>“I will be aware to check pregnant patients for dental issues and be better at informing them of the importance of oral health during pregnancy and motherhood.”</p> <p>“I will make sure that I take extra time to examine cancer-prone areas in my patients' oral cavities so that I won't miss anything.”</p>

Please feel free to contact Michelle Duval, Harder+Company Community Research, at mduval@harderco.com with any questions regarding this report.