

# Pathways to Oral Health Year 1 in Review

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## Communications

- New brand for Pathways to Oral Health & My Dental Care Passport
- New Pathways to Oral Health website with over 25,000 visits
- Third Edition of My Dental Care Passport with new sensitivities section
- Digital ad campaign designed for My Dental Care Passport with over 1.25 million impressions per month
- Lived Experience Advisory Group

## Education

- New educational video series for consumers
- New instructional video for caregivers
- 173 people registered for “Accessible Oral Health 2025 ECHO”
- 114 people registered for “Making Medicaid Work for You” webinar series
- Nine presentations of “Feeling Good About Your Smile”

## Medicaid Access

- \$10 million Medicaid dental rate increase
- Provider guidance on seven topics created
- Digital ad campaign featuring members of Lived Experience Advisory Group with over 475,000 impressions per month
- Administrative assistance program for dental offices
- Dental Provider Advisory Group

