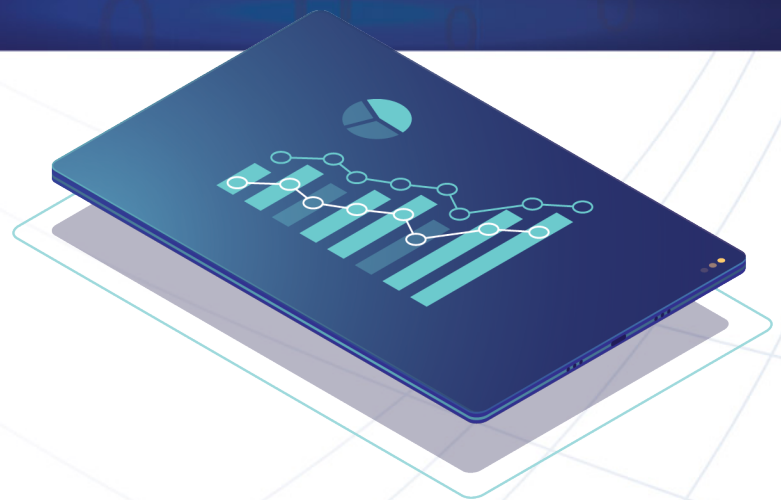


# Eye on the Industry™

## Use of Teledentistry in Commercial Dental Treatments

P&R Dental Strategies® |  
DentalMarketIQ®  
Market Analysis

March 27, 2020



**P&R**  
DENTAL  
STRATEGIES®

*The Authority on Dental Quality®*



**DentalMarketIQ®**

*A division of P&R Dental Strategies*

# Eye on the Industry™ Market Analysis

## Use of Teledentistry in Commercial Dental Treatments

### Overview

Throughout the COVID-19 Crisis, P&R Dental Strategies®, and our DentalMarketIQ® division, will be marshaling our entire arsenal of dental data and analytical firepower, and deep dental domain expertise, to help all dental market stakeholders better understand what’s happening, what to consider, and to answer specific questions we’ve been asked by our clients and colleagues in the market. We plan to produce and share other Coronavirus Impact Insights analyses as the situation develops.

P&R and DentalMarketIQ’s data-driven insights are derived from our various data resources, including DentaBase®, our ever-expanding proprietary multi-payer database, which contains over 3.5 billion dental procedure records from 66 national and regional commercial dental insurance payers. DentaBase contains statistically significant utilization, financial and claim review data on over 190,000 US dentists covering 70+ million commercial insurance members and enables us to provide keen, actionable insights that are not available from other sources.

### Question: What are the implications of the developing COVID-19 state mandates on the use of Teledentistry in Commercial Dental Treatments?

Our Chief Dental Officer, Dr. Michael Fiorenza, in collaboration with the P&R Dental Strategies clinical team, has evaluated the types of services that might be delivered through Teledentistry in the current situation.

<p><b>D9995 – teledentistry – synchronous:</b> real-time encounter</p>	<p>The scope of services will generally be limited in one-on-one direct communications between the dental office and the patient to some form of exam/consultation.</p>
<p><b>D9996 – teledentistry – asynchronous:</b> information stored and forward to dentist for subsequent review</p>	<p>The scope of services are generally limited to triage, exam, and diagnostics. Traditionally, this is used either for oversight of mobile field teams or consultation support and involves additional mobile treatment and diagnostic capabilities.</p>

*“Telehealth is not a specific service; it refers to a broad variety of technologies and tactics to deliver virtual medical, health, and education services.”*

— Source: D9995 and D9996 ADA Guide – Version 1 – July 17, 2017 ©2017 American Dental Association (ADA). All rights reserved

The Teledentistry procedure codes are “*reported in addition to other procedures (e.g., diagnostic) delivered to the patient on the date of service*”.

**The most likely companion CDT code is D0140 - limited oral evaluation – problem focused.**

**D9995**

The scope of services will generally be limited in one on one direct communications between the dental office and the patient to some form of exam/consultation.

*D9995 is the Teledentistry code most commonly not covered in traditional commercial dental plans, with no benefits paid in 2018 or 2019.*

**D9996**

The scope of services are generally limited to triage, exam, and diagnostics. Traditionally, this is used either for oversight of mobile field teams or consultation support and involves additional mobile treatment and diagnostic capabilities.

*D9996 has an equally small volume with a small percentage of services with any level of benefits paid in 2018 or 2019.*

Since the Coronavirus Crisis began, our GroupPracticeIQ® research team has reviewed a sample of websites of individual dentist offices across the country this week for developing trends.

Our teams will be monitoring this more closely and we’ll provide additional insight as it becomes available.

**As of Friday, March 27, 2020,** many dental office websites are now specifically promoting Teledentistry options for patient consultations for diagnosis and dental advice over phone and video chat as an alternative to coming to the office. *These dental practices are all over the country.*

**What does the historical utilization of Teledentistry look like?**

Teledentistry services represented **less than 1%** of claims volume for commercially insured patients nationally in 2019

Our Chief Analytics Officer, Tim Downey, analyzed all procedures in DentaBase in 2019 and determined that claims relating to Teledentistry submitted to commercial dental plan treatments in 2019 represented **far less than 1%** of the overall treatments submitted in 2019.

- **Less than 1% of treated commercial patients had one or more Teledentistry services**
- **~1% of active dentists submitted any fees for Teledentistry services.**


**P&R Dental Strategies/DentalMarketIQ will continue to monitor and report on the volume of Teledentistry services being delivered during the Crisis.**

\*Note: Current Dental Terminology© American Dental Association

## HISTORICAL VOLUME

Teledentistry codes D9995 and D9996 were “limited volume,” for commercially insured patients nationally in 2019 — **meaning there were fewer than 5,000 procedures overall.**

*Public dental benefit programs are not included in this review and the role of Teledentistry in public programs varies by state. There is evolving federal guidance on the use of Teledentistry and the American Dental Association issued an update brief on March 25, 2020: COVID-19 Coding and Billing Interim Guidance.*

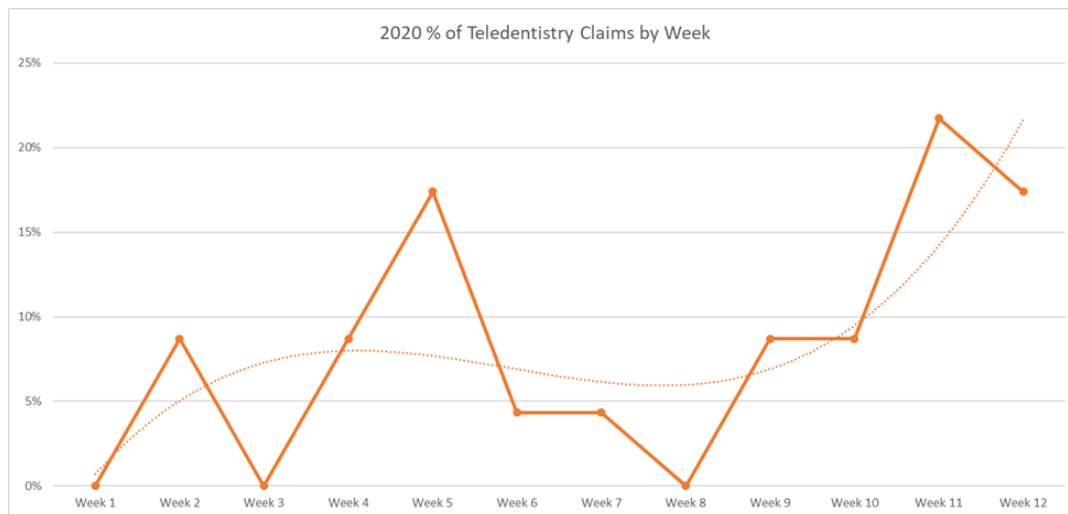


**Quick Insight: YTD 2020 claims for Teledentistry services have remained very low prior to the current crisis but 39% of the YTD Teledentistry treatments have dates of service in the last two weeks.**

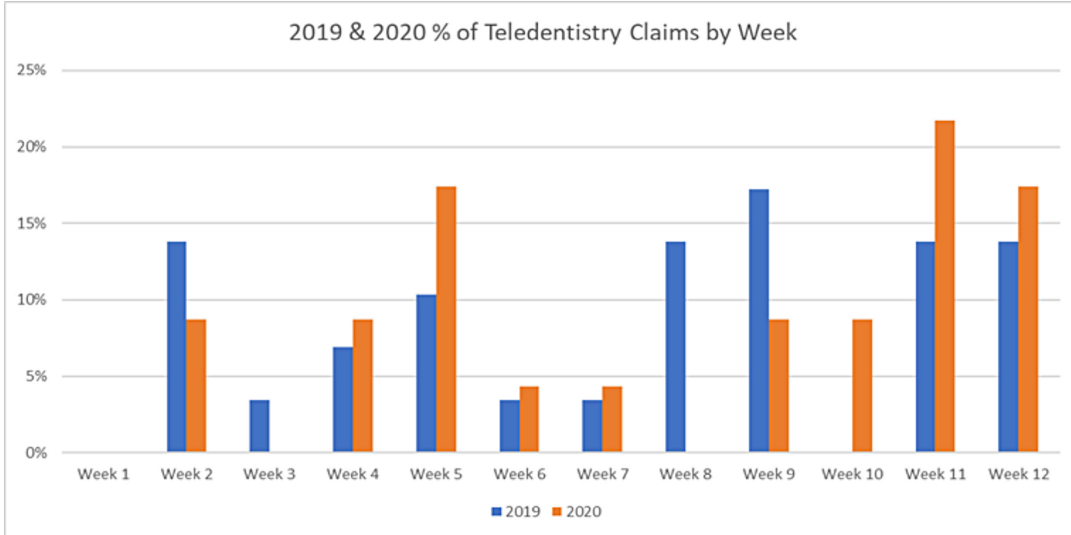
## THE VOLUME IN 2020 REMAINS VERY LOW

- The volume of Teledentistry services was higher in 2018 following the release of the Teledentistry codes but dropped in 2019.
- YTD 2020 Teledentistry services have remained very low (even lower than 2019) prior to the current Crisis.
- **13%** of the submitted dollars were paid overall across DentaBase in 2019. Benefits were paid on 13% of the submitted fees for Teledentistry overall across DentaBase® in 2019.
- **39% of the 2020 YTD Teledentistry treatments have dates of service in the last two weeks** (March 9, 2020 thru March 20, 2020).

Based on DentaBase, the national average of unique commercial patients receiving Teledentistry services in 2019 **was less than 100 per month.** The monthly average for unique commercial patients receiving Teledentistry services in January and February 2020 is even less.

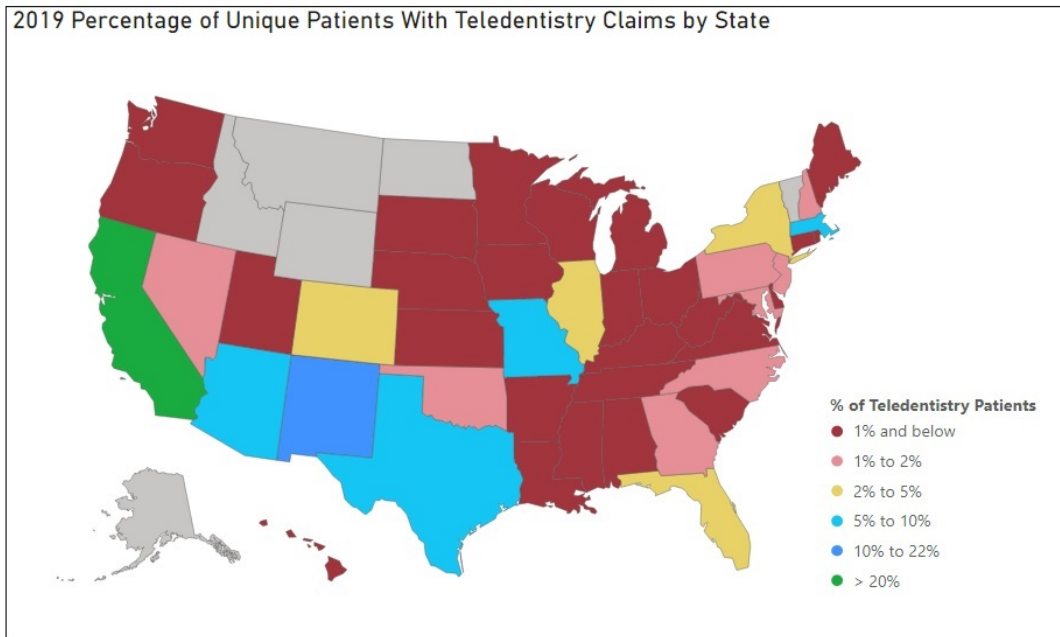




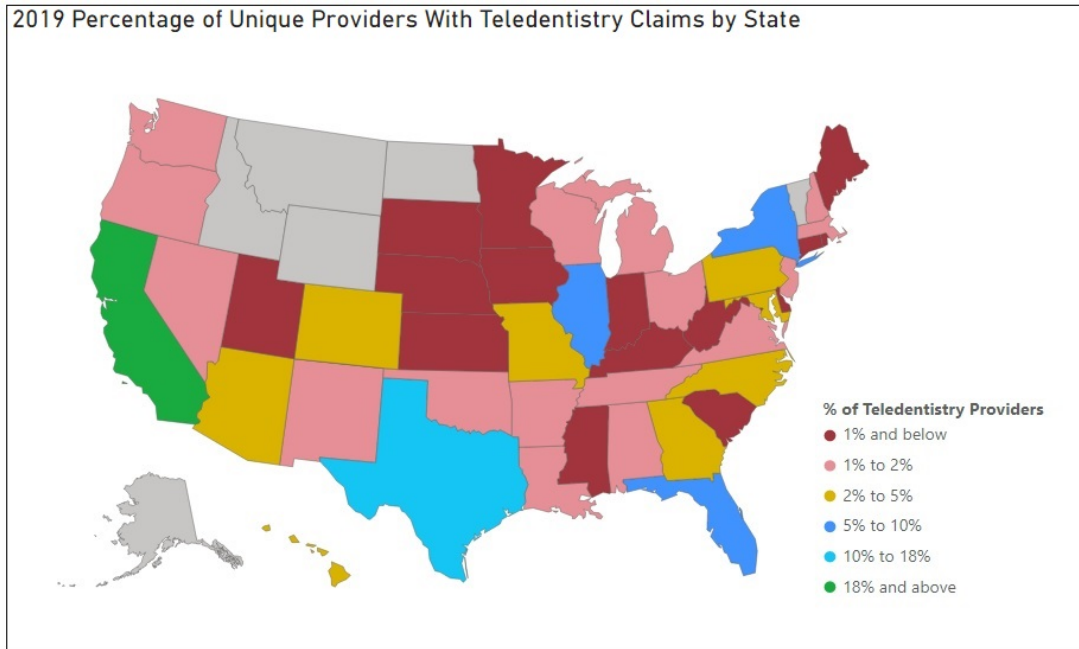


### GEOGRAPHICAL DISTRIBUTION IN 2019

Based on DentaBase, the patients receiving Teledentistry services in 2019 originated from virtually every state in the US. Only six states have no 2019 commercial Teledentistry services: **Alaska, Idaho, Montana, Wyoming, North Dakota, and Vermont**. Every other state has at least one. **The highest percentage of the patients were in California.**



Similarly, at least one dentist provided Teledentistry services in all but six US states. However, the greatest number of unique dental providers submitting claims for teledentistry services YTD in 2020 are in **California, Texas, Florida, Illinois and New York.**



*If you have any questions or would like to discuss in more detail, please contact us at [insights@pandrdenal.com](mailto:insights@pandrdenal.com) or [insights@dentalmarketiq.com](mailto:insights@dentalmarketiq.com)*

## ABOUT P&R DENTAL STRATEGIES

P&R Dental Strategies is the premier dental insights company delivering customized, actionable business intelligence and objective dental quality measurement. The power of DentaBase, our national multi-payer claims database and our industry-leading team of dentists, consultants and statisticians makes P&R Dental Strategies the authority on dental quality and data analysis. Our flexible, cutting-edge technology platform provides an enterprise-level suite of quality measurement, claim review and utilization management, provider profiling, fraud and abuse prevention and network development solutions to customers seeking to contain costs and maximize efficiency across their businesses. We aim to recognize and promote continued innovation, improved quality of care and analytical thinking in the dental industry.

## ABOUT DENTALMARKETIQ

DentalMarketIQ is the leading provider of business intelligence and data for dental equipment and merchandise suppliers. Maintaining the most comprehensive dentist location and dental claims database in the country, DentaBase, DentalMarketIQ provides suppliers with a trusted, single source of truth on nearly all active U.S. dentists to guide suppliers to the highest-potential sales targets and support their future growth strategies. Through data and analytics, engagement and execution support and consulting services, we help dental suppliers acquire new customers, keep and grow existing customers, introduce new products and enter new markets. With these powerful data solutions and a team of dental market and analytics experts to help suppliers better understand their markets, DentalMarketIQ is the authority on dental industry trends, developments and business optimization solutions. DentalMarketIQ is a division of P&R Dental Strategies, LLC, the premier dental insights company.