

CompDent Texas Quality Improvement Program Project Proposal

Project Name: Health Promotion/Outreach 2004

Project Type: Quality of Care/Preventive Health

Project Sponsors: CompBenefits and DFW International Airport

Background:

As part of its 2004 Community Outreach efforts, CompBenefits partnered with DFW International Airport to target members for health education and prevention. The health fair consisted of approximately 1700 adults. Over the course of the day, this group of individuals was provided consultation regarding oral health care and literature (American Dental Association (ADA) brochures) regarding the importance of regular oral examinations and basic dental care. In addition, CompBenefits provided to the participants a dental kit consisting of a toothbrush, toothpaste, dental floss and other oral health care items. The overarching goal continues to be one of making this an annual event, with CompBenefits coordinating and sponsoring the education of these individuals throughout the scheduled project day.

Objectives:

- Patient education regarding the prevention of oral disease and oral hygiene to a target population.

Methods/Materials:

- Free samples of the following will be distributed to all participants:
 - Preventive Health Education Brochures/handouts
 - Dental Kit {soft-bristled toothbrush, toothpaste and dental floss}

Outcome/

Gains Achieved:

The project was successfully completed on October 14, 2004. The goals and objective of the project were reached. The health fair received an overwhelming response with an estimated 1000 participants. The stock of educational brochures and dental kits were depleted. CompBenefits representatives were on hand to answer basic questions regarding dental care and insurance related services.