



Happy patients are referring patients - they grow dental practices.

Insurance Coding for DentaSEAL® Products

Patient discussion points for DentaSEAL® products:

- developed by a dentist, PhD chemist
- forms an extremely strong chemical/covalent bond without the need for:
 - etching
 - bonding agents
 - curing
- extremely hydrophobic resulting in:
 - less biofilm adherence and buildup
 - mitigation of sensitivity pain
 - little to no staining
- biologically safe, silicate protectant
- made from an inert, medical-grade silicone oil
- safe for application on natural or synthetic substrates
- highly durable and can protect for ~one year; regular checkups are still necessary
- could extend the life of restorations
- could extend the life of removable appliances
- can make hygiene visits faster and easier for the patient and the hygienist

Offices can submit to dental insurance carriers with these codes:

D1330 Oral hygiene instructions. Patients must be informed how the negative role bacteria and microbiota play in disease and dental support breakdown. Addressing that subject via a proper explanation of home care and follow-up therapy will help control this uphill battle.

D4381 is the code for "localized delivery of antimicrobial agents via a controlled release vehicle into diseased crevicular tissue, per tooth," according to the American Dental Association Code on Dental Procedures and Nomenclature (CDT) as shared by Practice Booster. DentaSEAL Protect® is delivered as a medicament for sustained contact with the gingiva, alveolar mucosa, and into the periodontal sulcus or pocket.

D4921 reports periodontal pocket irrigation using medicinal agents, e.g., chlorhexidine, per quadrant. We have been recommending using D4921 for full-mouth DentaSEAL Protect® application. However, payers typically consider gingival irrigation a part of the global D4910. PPO contracts may limit reimbursement for the use of gingival irrigation in periodontal maintenance. Using language like the following can assist insurance carriers with the understanding of why these applications should be covered:

- custom-fabricated, processed delivery carrier that places the polymer directly onto the teeth or prosthesis in direct contact with the alveolar mucosa
- used as a vehicle to deliver prescribed medicaments for sustained contact with the gingiva, alveolar mucosa, and into the periodontal sulcus or pocket
- can be placed onto teeth or prosthetics directly

When submitting a claim for **D1330** and **D4381**, it may be important to document the rationale for periodontal medicament delivery. This documentation could include the periodontal diagnosis, pocket probing depth charts, the extent of tissue ulceration in the form of bleeding points, patient health history of systemic diseases, and/or a brief description of prior periodontal treatment history.

DentaSEAL Protect® application can be submitted as:

D0140 Limited examination if evaluating and diagnosis root sensitivity as a separate appointment

D9110 Palliative mitigation treatment for pain, per tooth in root sensitivity situations

Talking to Patients about DentaSEAL®

There is no guarantee of payment with any insurance plan. Many patients, especially those with complete treatment plans will maximize their insurance benefits and still have some out-of-pocket expenses. It is important to discuss this with patients and explain the importance of their treatment. Patients must understand that dental insurance pays only a percentage of the fees charged and only until the maximum annual benefit has been exhausted.

Listed below are ideas to help you talk to patients:

Patients need to know how important dental care and the management of oral health are to their systemic wellness. Chronic infections and inflammation of the gingival tissues can make it harder for Type 2 diabetics to manage blood sugar, can lead to inflammation in cells lining the arteries, and appear to speed up the progression of dementia.

Gum disease is also associated with other chronic systemic inflammatory conditions like cancer, stroke, heart attack, ED, pulmonary diseases, rheumatoid arthritis, and pregnancy complications.

Be sure to refer to the patient's health history when submitting a claim. Be explicit when explaining why your patient's disease should be treated by **DentaSEAL Protect®**. Gum disease is caused by a chronic infection and is the leading cause of tooth loss and can impact a person's smile, appearance, and ability to chew and enjoy food.

As time goes by, untreated oral disease will get progressively worse. Addressing the disease and improving health now can save a carrier substantial costs in the future, so be sure to present treatment plans showing the long-term savings an insurance company will experience with **DentaSEAL Protect®**. The goal is to avoid periodontal infections or bone loss.

For fearful patients, you can emphasize the uniquely non-invasive delivery technique offered by the **DentaSEAL Protect®**. Dental fear and phobia are the leading causes of patients not going to the dentist. Use of this product will minimize the complications and should reduce a patient's fear factor in returning to the dentist regularly.

The possible lack of insurance coverage should not discourage anyone from performing a procedure that is known to provide a highly positive result. With or without reimbursement, **DentaSEAL Protect®** provides preventive therapy at a modest cost to the patient. Most practices charge between \$100-200 per application depending on the demographics of your patient base.

You may also want to explain that new therapeutic concepts are not readily accepted by insurance carriers until the procedure becomes so prevalent it can no longer be ignored. As an example, you may remind patients that dental implants were being performed for more than 20 years before the first insurance carriers began to provide coverage for them. Other forms of coverage are through Medical Flexible Spending Accounts (FSA) and Health Savings Accounts (HSA). For patients with a medical FSA or HSA, the use of **DentaSEAL Protect®** will often apply.

Full details are available here: http://www.irs.gov/publications/p502/ar02.html#en_US_2012_publink1000178851. If there are any questions, be sure to have patients check their account plans or ask your CPA.