

As a part of the NC Dental Society's ongoing advocacy efforts to increase Medicaid reimbursement rates for dental care, we are collecting patients' stories to support our campaign, and need your help. Below is a guide to help you identify stories from patients and/or guardians of patients and what to do once you have identified these stories.

### Talking Points for Asking Patients for their Stories

*These talking points are intended to help you identify compelling patient stories and to help them understand how their story may be used.*

- Have you experienced any of the following:
  - Missed school or work due to pain or dental treatment
  - Traveled more than an hour to receive treatment
  - Visited the emergency room due to pain and/or other issues related to oral health
  - Worsening of other health issues (diabetes, high blood pressure, etc.)
- Thank you for sharing your story. Your story is important and shows the challenges you and others face when seeking dental care in North Carolina.
- Stories like yours resonate with lawmakers and can help show the impact their decisions have on actual people.
- I'd love to connect you with the NC Dental Society's communications partner, Eckel & Vaughan (E&V). They are helping with our campaign to increase Medicaid reimbursement funding for dental care.
- E&V can share more information, but as a part of this campaign, we are hoping to share stories like yours online, in the news and directly with elected officials to better define the problem and push for change.
  - *If they ask for more details, below are some of the ways we may use their story:*
    - *Online: social media, NCDS website*
    - *In the news: letters-to-the-editor, op-eds, or interviews with reporters.*
    - *Legislator outreach: direct letters with accompanying calls to action to protect Medicaid and increase reimbursement rates.*
- If you are comfortable signing this consent form to share your name, image, and likeness, I will send E&V your contact information to set up a time to speak with you – just to get to know you, at first.

**Once providers have connected with patients or guardians willing to share a story, they should ensure that the provided consent form has been signed. Afterwards, they should introduce the patients/guardians to E&V via email using the following alias: [NCDS@eandvgroup.com](mailto:NCDS@eandvgroup.com)**

**Providers, if you feel you have a personal anecdote that would provide a unique perspective on this issue, please connect with E&V directly and share your story! This could include:**

- Higher patient wait times/appointment backlog
- Regional or small offices closing due to lack of revenue
- Distances your patients are traveling to your office for an appointment

Patients, providers, and/or guardians can contact E&V directly via the QR code to express interest in participating and sharing more about their personal experiences with Medicaid.

- The provided consent form **MUST** be signed and delivered to [NCDS@eandvgroup.com](mailto:NCDS@eandvgroup.com) before participating in an interview.
- Please contact [NCDS@eandvgroup.com](mailto:NCDS@eandvgroup.com) if you have trouble accessing the QR code or sharing your signed consent form.



Scan with smartphone camera to send email.