MangusCards for Patient-Centered Optimization of Dental Visits

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Objectives

• Review the formation, purpose, and features of MagnusCards™
• Describe the MagnusCards™ mobile phone application and its oral health features
• Discuss an emerging collaboration with the 4C Initiative to extend the MagnusCard™ mobile phone application
Background

• US-wide survey has shown that most dental and medical students and residency program graduates report inadequate experience and comfort with treating the population

• Medical → Social model of care

• Community-based access to preventive and therapeutic services remains a challenge

• DSP/Support Agencies’ expertise is underutilized
  - High turnover
Background

- Context of need for the development of MagnusCards™
- Barriers/facilitators to independence for I/DD
  - How narrative stories help individuals with IDD become more independent
Development of MagnusCards™

• History
• Partnership with Colgate,
• Functions/aims
Development of MagnusCards™

- Components/features
- Implementation/testing
- Outcomes
Free APP for people with IDD

Experience MagnusCards

**DISCOVER**
What Is MagnusCards?

**LEARN**
How Does MagnusCards Work?

**EXPLORE**
Where Do People Use MagnusCards?

**PARTICIPATE**
Who Uses MagnusCards?

What Is MagnusCards?
MagnusCards is a free app that combines a proven method of instruction (Social Stories) with elements of game design to help people learn life skills. With Magnus as your guide, you can collect and create digital Card Decks, which provide step-by-step instructions for various social interactions, situations, behaviours, and activities. For example: grocery shopping, doing laundry, and taking the bus.
MagnusCards™

• an iOS, Android and web app that is designed based on research that indicates people with cognitive special needs have a proclivity for collection games, mobile technology, repetitive instruction and character-based learning.

• A memorable character named Magnus guides users to collect corporate branded, step-by-step guides for navigating places such as malls, banks, restaurants, transit, etc. (for example, ordering food at Tim Hortons).

• Rewards the user for completing and repeating activities. The combination of these elements creates an easy to learn, simple to use, and visually engaging experience.
Available at Mobile
The problem

In the US, over 15 million patients* reported having a cognitive disability.¹

Recommendations

Preventive care strategies should be applied for children in this population.¹

- Fissure sealants
- Fluoride gel
- Varnishes
- Regular clinical checkups
Know someone who could benefit from MagnusCards? Click here.

Jamie keeps her smile healthy for a bright future.

Jamie uses MagnusCards to organize her morning routine, including brushing her teeth. Her smile stays bright and healthy. MagnusCards is a fun and engaging app that makes it easier for those living with autism to learn new life skills. Download it free today.
• Multicategory (in the life of people with cognitive special needs)

• Colgate exclusivity for Oral Care

• High level of engagement (user & caregiver)
5 sets of cards developed

Available in English, Spanish and French

- Brushing
- Brushing with Braces
- Flossing
- Using Mouthwash
- Visiting the dentist
Visiting the dentists, Brushing, Brushing with braces examples

El higienista vendrá a explicarte lo que van a hacer durante tu chequeo. Tú puedes hacerle preguntas y decirle si hay algo que te hace sentir nervioso. ¡El higienista está ahí para ayudarte!

Asegúrate de cepillar la parte interior de los dientes de la misma manera. Empieza con los dientes de arriba seguido por los de abajo.

Repite esto con todos los dientes de arriba y luego con los de abajo.
Cards decks in Spanish other includes BSBF characters
Comprehensive Engagement Plan

- Employee Engagement
- PR
- Colgate
- Magnusmode
- Prof. Outreach
- Digital

Holly Robinson Peete

Colgate Can! Abilities Network

Special Care Dentistry Association

Project Accessible Oral Health

Quality Services for the Autism Community (QSAC)

Serving New York City and Long Island
Holly Robinson Peete – Advocate & Caregiver

Who Is HRP?

Holly Robinson Peete is an American actress and autism advocate, whose 21-year-old son R.J. was diagnosed with autism at an early age and who is verbal and high-functioning.

She supported the Colgate x MagnusCards launch in 2017 and is former Colgate Total spokeswoman.

Why Are We Partnering?

She is an authentic, timely and relevant voice for the MagnusCards program during Autism Awareness Month 2018 and beyond.

Her new TV show, Meet the Peetes, debuted in Feb. 2018 and features R.J., making her particularly timely for news media.
QSAC x Colgate Change Maker Award

• The Colgate/Magnusmode partnership won QSAC’s 2018 Change Maker Award!

• QSAC Partnership Provides:
  • Opportunity to continue Colgate’s narrative within Autism community post Autism Awareness Month
  • Increased recognition via QSAC’s partnership outreach
  • QSAC will raise awareness of Colgate/Magnusmode partnership prior to the June 12 annual gala:
    • QSAC communications materials, including press release and social media posts
    • Regional media outreach
    • Autism influencers dinner/gala attendance
Community Outreach via Dental Professionals

Special Olympics Partnership: Special Smiles

- 50th Anniversary Event with 3,000-5,000 participants (athletes/parents/guardians)
- Inclusion in key communications and outreach

Project Accessible Oral Health (Advocacy)

- Sponsorship of conference, task-force, and to be publish a white paper aimed at raising awareness for enhancement of special needs oral healthcare

Gift From The Heart

- 200+ independent hygienists participate in a community service day on April 7th, including a special needs focus
Professional reach

Partnership with Special Care Dentistry Association

• 30th Anniversary event & round table discussion (April 27-29)

Peer-Reviewed Journal Integration (3 articles)

• *Dimensions of Dental Hygiene & Decisions in Dentistry*

Inter-Professional Continuing Education Courses

• BSBF van volunteers, including special needs (TBC)
• *Special Care Dentistry Association* course at 30th anniversary even

CDA Oasis Discussions

• MagnusCard’s content posted across digital channels to 19,000 members
Colgate Bright Smiles Bright Futures Van Visit

- Close collaboration between BSBF and CAN! to visit school specializing in children with special needs
  - 11/21 PG Chambers School (NJ)
  - Free dental screenings for over 150 students
  - In-classroom education
  - Extremely positive feedback with more schools contacting the BSBF team to schedule visits
Colgate and MagnusCards Partnership

• MagnusCards: Free app that provides easy-to-use step-by-step guidance around daily tasks for people living with cognitive special needs
  ▪ Founded by Nadia Hamilton whose brother Troy has autism

• 5 digital card decks created to empower users to shape healthy oral care habits
  ▪ Colgate as exclusive Oral Care partner for North America

• Outreach over delivering on set goals
  ▪ 95MM+ impressions
  ▪ Video completion and share rates above industry benchmarks
  ▪ Colgate selected by QSAC* for their “2018 Change Maker Award”
  ▪ 75,000+ Dental Professionals reached
  ▪ Extremely positive feedback received from support networks, dental professionals and employees

Nadia and her brother Troy

*Quality Services for the Autism Community: Non profit organization that supports people with autism
Merging with 4C Initiative

Customized Care Communication Cards

A continuity of care quality improvement initiative for individuals with intellectual/developmental disability

Customized Care Communication Card

Bill Smith
Medical Provider: Nurse: Dental Provider:
Phone Numbers:

In-Office Communication Strategies

- Environmental: Use of mobility devices, room size/lighting considerations, trigger objects
- Behavioral: Elopement, waiting/exam room considerations, behavioral expressions/signals, effective response to disruptions, staff intervention cues
- Tactile: Aversion or soothing with physical touch, staff assistance with passive restraint, distraction object, blanket/jacket preferences
- Verbal: Trigger words, favorite conversational topics, preferences for addressing staff, aversion to high-pitched voices, etc
- Procedural: Specific strategies/medication regimens for eye exams, dental cleanings, lab tests, etc

At-Home Care Strategies

- Diet: Strategies for encouraging healthy food choices (not keeping soda pop available, etc)
- Exercise: Routines to encourage physical movement (after-dinner neighborhood walk, weekly park visit, indoor bicycle use twice weekly, Special Olympics soccer practice weekly, etc)
- Oral Care: Independent brushing with supervision (twice daily with fluoride toothpaste), flossing nightly after dinner, monthly oral health check by staff (absence of ulcers/chipped teeth)
- Management of specific conditions: Weekly blood pressure and daily blood sugar checks, limited salt intake, etc
"Optimizing my Dental Appointment"

- Novel MagnusCard Card Deck
- Walking user through a customizable story for their ideal dental visit
- Encourages patient to identify preferences/needs that can be met during dental appointment
- Goal: successful dental visit
Engaging the provider

• Add on a direct line of communication with the provider
• Export client needs/preferences for optimizing visit

• An additional expansion would allow providers to create their own card deck templates
  - Customizable depending on treatment plan
  - Adapted to individual patients
  - Sent to patients in preparation for procedure
Vision

• Positive, fully engaged dental visit experience

• Long-term goal: MagnusCards™ for healthcare visits beyond dentistry
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Thank you!

- Questions and suggestions are welcome

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