

Racine's iDental Launches Back-to-School Orthodontic Initiative with Saturday Appointments

First 100 qualifying patients ages 6 to 20 can receive an Oral-B electric toothbrush; twice-monthly Saturday appointments help children avoid missing school

RACINE, WI, UNITED STATES, August 11, 2026 /EINPresswire.com/ -- [iDental](#) Orthodontics and Family Dentistry has launched its Back-to-School Smile Access Initiative to help Racine-area families determine whether children and young adults covered by Wisconsin [Medicaid](#) or BadgerCare Plus qualify for medically necessary [orthodontic](#) treatment.

Unlike many dental practices that limit orthodontic care to weekdays, iDental currently offers orthodontic appointments on two Saturdays each month. The schedule helps children avoid missing class and reduces the need for parents to leave work for weekday appointments.



iDental's Saturday schedule helps children avoid missing class

"Families should not have to choose between their child's orthodontic care, school attendance and a parent's work schedule," said Vivek Vasudeva, founder and CEO of iDental. "Our Saturday appointments give families another option, while our team helps them understand Medicaid requirements and navigate the authorization process."

Through August 31, families can call iDental at (262) 223-0280 to schedule an orthodontic assessment. The first 100 patients ages 6 through 20 who schedule through the initiative and subsequently receive the required prior authorization for covered orthodontic treatment will receive an Oral-B Vitality rechargeable electric toothbrush, an approximately \$30 retail value,

while supplies last.

Wisconsin Medicaid may cover comprehensive braces, limited orthodontic treatment and early interceptive treatment when the patient is under age 21, the treatment is medically necessary and prior authorization is granted. Cosmetic orthodontic treatment is not covered.

“Many parents hear that Medicaid can cover braces but do not know whether their child qualifies or how to navigate the process,” Vasudeva said. “Our team can evaluate the child, explain whether the case appears likely to meet the criteria, prepare the documentation and submit the prior-authorization request. Families do not have to figure out the system by themselves.”



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Coverage decisions are made by ForwardHealth or the patient’s Medicaid health plan, not by iDental. Based on iDental’s internal tracking, approximately seven out of ten prior-authorization requests submitted by the clinic have been approved. Vasudeva attributes that rate partly to

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*Vivek Vasudeva, CEO of
iDental*

screening patients before submission and being candid with families when a case is unlikely to qualify. Previous results do not predict whether an individual patient will receive authorization.

For qualifying patients whose treatment is authorized and covered by Medicaid, traditional orthodontic treatment may be available without an out-of-pocket treatment charge, subject to continued eligibility and applicable plan requirements.

“Access is not only about accepting someone’s insurance,” Vasudeva said. “It also means offering appointments at practical times, helping families with the paperwork and giving them a clear answer about what happens next.”

The initiative also connects orthodontic patients with iDental’s pediatric and preventive services. The Racine practice has dedicated dental hygienists who provide cleanings, preventive care and

oral-health education for children. Eligible services for Medicaid members may be covered without an out-of-pocket charge, depending on the patient's plan and benefits.

Patients who receive an electric toothbrush through the initiative can also receive a complimentary replacement brush head when they return to iDental for their regular six-month hygiene visit, while supplies last.

"The toothbrush is more than a giveaway," Vasudeva said. "We want it to help children start a routine and then keep that routine through regular cleanings and new brush heads. The real goal is to help families address dental problems before discomfort or an emergency forces the issue."

The Children's Health Alliance of Wisconsin reports that more than half of Wisconsin children experience dental disease by age nine. It also estimates that nearly 100,000 Medicaid-enrolled children under age five visit a physician each year without visiting a dentist.

Racine's need for participating dental providers has existed for years. When the former Racine Community Health Center closed in 2015, approximately 6,000 patients had been relying on it annually for dental services, including many Medicaid and BadgerCare members and uninsured residents.

Founded in 2015, iDental currently serves approximately 800 to 900 children per month, according to internal clinic data. Its Racine



Free Oral-B Vitality electric toothbrush while supplies last



iDental has been named to the Top 3 by BusinessRate

location brings pediatric dentistry, orthodontics, general dentistry, emergency services and other dental specialties together in one practice.

Families interested in the Back-to-School Smile Access Initiative should call (262) 223-0280 by August 31 and mention the initiative. Assessments, treatment and promotional items remain subject to appointment availability, clinical evaluation, insurance eligibility, prior authorization and supplies.

About iDental Orthodontics and Family Dentistry:

Located at 1320 S. Green Bay Road in Racine, iDental is a multi-specialty dental practice providing pediatric dentistry, orthodontics, preventive and general dentistry, emergency care, oral surgery, endodontics and comprehensive denture services. The practice accepts Wisconsin Medicaid and BadgerCare Plus and offers sliding-fee assistance for qualifying patients. Walk-ins are currently welcomed Monday, Tuesday and Thursday from 8 a.m. to 11 a.m.; other weekday and Saturday visits are available by appointment. Learn more at www.identalwi.com.

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