



FIRST IMPRESSIONS

The Provider Pub: News, Trends and Insights
For You and About You

Delta Dental of Arizona
SPRING 2021



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DENTIST SPOTLIGHT

Q&A with Dr. Laila Hishaw

of Tucson Smiles Pediatric Dentistry in Tucson

Q: What brings you the most joy at work?

A: Hands down, the kids! In pediatric dentistry, we see kids early on in life before they develop poor oral health habits. We help them establish daily routines and oral hygiene regimens that will hopefully carry on throughout the rest of their lives.

Q: How do you find balance between work, family and serving your community?

A: In general, as dentists, we go into the field because we want to serve others. It's in my soul, so I stay involved in community programs that are important to me. My family often serves with me at events and I hope this shows them that we are all one community.

Q: What motivated you to write your book "Cavity Free Kids"?

A: The hardest part about being a pediatric dentist is when I have to tell a mom that her child has a cavity. And then it's even more difficult to tell them that it could've been prevented. If I could help prevent cavities inside and outside of my practice, I wanted to pursue that.

Enjoy a FREE YEAR of Amazon Business Prime Essentials

As a valued dentist in our network, we are excited to offer you a FREE YEAR of Amazon Business Prime Essentials (a \$179 value) as a value-added benefit from Delta Dental of Arizona (terms and conditions apply¹). With Business Prime Essentials, you and your team of up to 3 users will have access to many of the benefits you know and love from Amazon.

Amazon Business with Business Prime Essentials is as user-friendly as Amazon.com and offers increased selection, convenience and value to support your business needs. Additional benefits you will receive include:

- Business-specific pricing, including quantity discounts on eligible items
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¹This Amazon Business Prime Essentials limited time promotion is available to eligible Delta Dental of Arizona participating dentists. This offer is valid until 11:59:59 pm PST on May 25, 2021. If you are either (i) an existing Amazon Business Prime member or (ii) an existing Amazon Business account customer with more than 3 users on your account, you are not eligible for this offer. For detailed information about this promotion and an Amazon Business Prime account, please refer to the Business Prime Terms and Conditions and the Business Prime Promotional Terms and Conditions.





CEO's CORNER

Expanding Access to Oral Health Care With Medicare Advantage

The oldest Baby Boomers will turn 75 this year. By 2030, all 79 million Baby Boomers, or nearly 20% of the U.S. population, will be at least 65 years old. As they retire, Boomers will lose access to their employer-sponsored dental coverage and need to make some choices about how they'll continue to care for their oral health.

Their options? No dental insurance, private dental insurance or coverage through federally-funded programs like Medicare Advantage.

According to the Kaiser Family Foundation, approximately 40% of current Medicare beneficiaries—those age 65 and older—choose to enroll in Medicare Advantage plans. This represented nearly 24.1 million individuals in 2020, and at current growth rates, would represent nearly 37 million individuals by 2025. Over 74% of Medicare Advantage enrollees are enrolled in plans that provide access to dental care benefits.

We believe that encouraging older adults to continue their relationships with their existing dentists by offering comprehensive dental benefits via Medicare Advantage plans is integral to our mission to improve lives by promoting optimal oral health. And we want you to join us.

You are a critical partner in helping us fulfill our mission. Through our commercial programs, like our employer-sponsored and individual dental plans, we're able to work together to provide dental benefits and access to care for more than 1.2 million Arizonans. Additionally, our Foundation increases access to dental care for an estimated 350,000 Arizona families annually. But there's so much more we can do together. I encourage you to learn more about Medicare Advantage and the opportunity it provides your dental office by reading this issue's For Your Practice insert or speaking to your professional relations representative.

Warmest Regards,

R. Allan Allford
President & CEO

YOU CAN NOW EASILY FIND A PATIENT'S MEMBER NUMBER

When you asked us to make the patient member number easier to find, we heard you and updated the Dentist Connection. You can now quickly find a patient's member number by following these 4 easy steps:

- 1 Visit deltadentalaz.com/dentist and sign into the Dentist Connection.
- 2 In the **Patient Information** drop down in the top navigation, click **Patient Benefits**.
- 3 Search for the patient using their name and date of birth.
- 4 The next screen will display all the patient's information, including their member number.

For the fastest way to get paid, always include the patient's member number when you submit a claim.

Benefits:

SUBSCRIBER NAME: _____
 MEMBER NUMBER: _____
 GROUP NAME: _____

COVERAGE TYPE:
 GROUP NUMBER:
 ELECTRONIC CLAIMS PAYER ID: _____

New Patient Search
 Special Cond.
 Benefits & Eligibility as of: 03/26/2021

Delta Dental of Arizona Names Dr. Heather Schneider as Dental Director

Dr. Heather Schneider has joined Delta Dental of Arizona as dental director, bringing a dentist's perspective to the management team of the state's top dental insurance carrier. Dr. Schneider previously served the organization in a part-time consulting role, assisting with dental claims reviews. In her new role, Schneider now oversees Delta Dental of Arizona's dental consultants and the utilization management program, a key tool in controlling the cost of dental benefits. She will also focus on strengthening relationships with network dentists and assist with product development. In addition, Dr. Schneider will work closely with the Delta Dental of Arizona Board of Directors and serve on its Dental Policy Committee.



“Dr. Schneider brings a fresh perspective, energy and invaluable first-hand knowledge of patient care and dental practice management to our day-to-day business,” said Allan Allford, president/CEO at Delta Dental of Arizona. “Her work in the industry, first as a dental assistant and then as a dentist, as well as her extensive training and experience in dental administration, dental education and clinical dentistry, gives her invaluable insight and makes her uniquely qualified to ensure we continue to provide evidence-based benefits coverage, serve our stakeholders well and grow our membership.”

Dr. Schneider earned her Doctor of Dental Medicine Degree from the Arizona School of Dental and Oral Health at A.T. Still University, followed by an Advanced Education in General Dentistry (AEGD) residency through NYU Lutheran Hospitals in Mesa, Ariz., extending her surgical and specialty skill set. With a special interest in dental education, Dr. Schneider serves as an adjunct instructional dentist at A.T. Still University, guiding student doctors toward their own clinical and procedural success. She is also involved with the American Institute of Dental Assisting, where she supports the education of dental assisting students. Dr. Schneider is an active member of national and state dental organizations including the American Dental Association, the Arizona State Dental Association, the Central Arizona Dental Society, the Academy of General Dentists and the American Dental Education Association. In addition, she has served on several committees at the Arizona School of Dentistry and Oral Health including Admissions, Student Success, Faculty Development and Faculty Learning.

“Dr. Schneider is known by our team as well as by her patients, students and colleagues for her genuine ability to care for, uplift, support and connect with people,” said Allford. “We are excited to welcome her to our team as we work together with our network dentists, brokers and group clients to improve Arizonans' oral health.”

We're Sending Patients Your Way Through Our Advertising Campaigns

We know you're still taking extra precautions to keep patients safe as we head toward the light at the end of the COVID-19 tunnel. To support Delta Dental dentists and encourage our members to keep up with their oral health, we created an entire ad campaign about going back to the dentist.

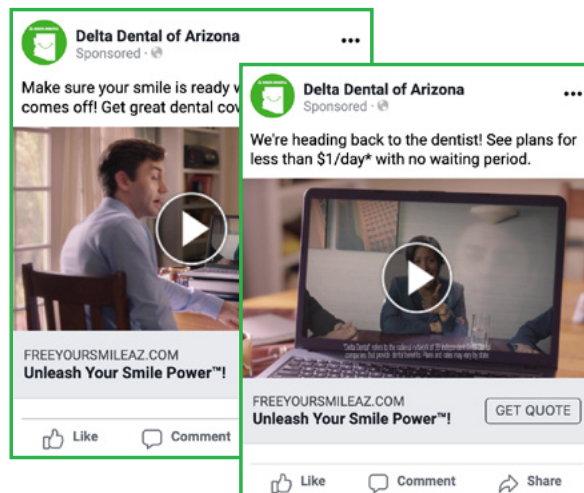
Radio Ads

Our radio ads are reaching people across Arizona through platforms like Pandora and Spotify. They are sending an important message:

“When that mask comes off, make sure you're ready to unleash that smile again. That's right, we're heading back to the dentist! Take that 2020.”

Social Media and Online Video Ads

We are also circulating a similar message through social media and online video ads. By promoting our low monthly rate and no waiting periods, we hope Delta Dental dentists see a new wave of patients who may have put off dental care during the COVID-19 pandemic.



Dentist Direct Phone Numbers

Toll-free: 866.746.1834 | Local: 602.588.3982

- press **1** Faxback of eligibility & benefit information
- press **2** Automated claim information
- press **3** Customer Service - Benefits & eligibility
- press **4** Customer Service - Claims
- press **5** Professional Relations - DDS contracts/credentialing



-  facebook.com/deltadentalaz
-  [@deltadentalaz](https://twitter.com/deltadentalaz)
-  pinterest.com/deltadentalaz
-  youtube.com/deltadentalaz
-  [@deltadentalaz](https://instagram.com/deltadentalaz)
-  deltadentalazblog.com



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Glendale, AZ 85306

NONPROFITS LOOKING FOR VOLUNTEER DENTISTS TO HELP THOSE IN NEED

Many Arizonans across the state can't access the oral health care they need because they are medically fragile, elderly, disabled or unable to afford necessary dental care—and this is greatly impacting their overall health. Delta Dental of Arizona provides grants to two nonprofit organizations that match each qualifying patient in need with a generous dentist to help improve the patient's oral health.

Dental Lifeline Network and HNC Living Foundation are nonprofit organizations that connect qualified patients to no-cost dental care to make an immediate impact on their overall health. The dental coordinators at these organizations determine patient eligibility, recruit dentists/labs, refer patients to nearby dentists, monitor progress and arrange for lab and specialist services. Treatment is provided on a pro bono basis by volunteer dentists and labs in Arizona who agree to treat one or two patients a year and provide all services in their offices using their own staff and equipment.

There are long wait lists at each organization and both organizations need more volunteer dentists to help provide this life-changing dental care. These patients need these services to continue or start medical treatment, eat nutritious foods again, rejoin the workforce and live pain-free.

"It's amazing how much of a difference this dentist and her staff have made in my life," said Marie, a Dental Lifeline Network patient and survivor of domestic abuse and a car accident.

Are you able to take on one pro bono patient a year? You can sign up for Dental Lifeline Network at dentallifeline.org or help head and neck cancer patients through HNC Living Foundation at hncliving.org. You are responsible for smiles every day, but by taking a patient from one of the wait lists, you can change a life.



HOW PARTICIPATION IN MEDICARE NETWORKS CAN HELP GROW YOUR PATIENT BASE

Over the last few years, health care delivery has changed dramatically, and dental plans are shifting from primarily commercial plans to government-sponsored plans at an increasing rate. This is the result of a number of factors, including the implementation of the Affordable Care Act and the Baby Boomer generation transitioning into Medicare and Medicare Advantage programs. Medicare Advantage, specifically, can present a great opportunity to increase and retain your patient base.

MEDICARE IS NOT MEDICAID

They may have similar sounding names, but the two health care programs are very different. Ultimately, Medicare is a program meant to provide health care to Americans age 65 or older, as well as Americans younger than 65 who have a qualifying disability, while Medicaid's focus is on providing health care coverage to low-income Americans, regardless of age. The Arizona Health Care Cost Containment System (AHCCCS) is Arizona's Medicaid agency, and Medicaid within Arizona is often referred to as "AHCCCS."

| | Medicare | Medicaid |
|-------------------------|--|---|
| What is it? | A federally administered system of health insurance | A state administered health insurance program that follows federal guidelines |
| Who's covered? | Age 65+ People with disabilities or end-stage renal disease | Low-income individuals and families |
| How's it funded? | Payroll taxes and other sources like income taxes paid on Social Security benefits | Jointly funded by the federal government and states |

HOW DOES MEDICARE WORK?

Medicare enrollees have lots of options regarding their coverage. Original Medicare includes Medicare Part A benefits (hospital insurance) and Medicare Part B benefits (medical insurance). Original Medicare pays for much, but not all, of the cost for covered health care services and supplies. A Medigap policy can help pay for some of the remaining health care costs, like copays, coinsurance and deductibles, or services that Original Medicare doesn't cover. Enrollees can add a separate drug plan, called Medicare Part D, if they want benefits to help cover the cost of prescription drugs. It's important to note that Original Medicare does not include dental coverage, so enrollees are on their own if they need dental procedures like cleanings, fillings, tooth extractions or dentures.

Medicare Advantage is an "all in one" alternative to Original Medicare that bundles Part A, Part B and usually Part D benefits into a single plan. Most Medicare Advantage plans also offer extra benefits that Original Medicare doesn't cover—like vision, hearing, dental and more.

| | Original Medicare (Parts A and B) | Medigap (Medicare Supplement Insurance) | Medicare Advantage (Part C - Includes Parts A and B, and often Part D) |
|-----------------|---|--|---|
| Available From | Federal government | Private companies | Companies that contract with Medicare |
| Cost | Premium for Part B only; no cap on out-of-pocket expenses | Premium | Premium; capped out-of-pocket costs |
| Coverage | Hospital and medical care | Copayments, coinsurance and deductibles | Hospital, medical, dental, vision, hearing and prescriptions ¹ |
| Dental Included | No (except when a dental procedure is related to a hospital stay) | No | Usually yes |

WHY SHOULD MY PRACTICE CARE ABOUT MEDICARE ADVANTAGE?

As your patients with employer-sponsored dental plan coverage retire, many will look to Medicare Advantage plans offering similar benefits and dental network access to ensure a continued relationship with their current dentist. In fact, Medicare Advantage enrollment is growing at a rapid rate, with nearly 4 out of 10 Medicare beneficiaries choosing a Medicare Advantage plan.² This represented nearly 24.1 million Americans in 2020, and at current growth rates, would represent nearly 37 million Americans by 2025.² Plus, 74% of Medicare Advantage enrollees are enrolled in plans that provide access to dental care benefits.² Many of these plans provide comprehensive dental coverage such as diagnostic, restorative, endodontics, periodontics, extractions, prosthodontics, oral surgery and other services. As Medicare Advantage plans continue to grow, your practice has a great opportunity to find new patients and retain existing patients into their golden years!

ARE YOU JOINING THE DELTA DENTAL MEDICARE ADVANTAGE™ NETWORK?

Earlier this month, we sent a packet with information, including a Medicare Advantage addendum to your Participating Dentist Agreement, to our contracted PPO dental offices. If you're still reviewing the materials, consider this: Every day for the next decade, about 10,000 people will turn 65. And by 2030, approximately 18% of the nation's population will be 65 or older, according to Pew Research Center population projections.³

Today, nearly 1.2 million people nationwide have a Medicare Advantage plan through Delta Dental. And as Medicare Advantage plans continue to expand, your practice has a great opportunity to find new patients. The advantages of joining our Medicare Advantage dentist network include:

- Your practice will be listed in our Medicare Advantage network direct
- You'll retain current Medicare Advantage patients, whose fee-for-service plans require that they visit a Medicare Advantage dentist
- You'll acquire new Medicare Advantage patients looking for an in-network dentist

To learn more about the Delta Dental Medicare Advantage network, visit brainshark.com/deltadentalaz/manetwork.

¹Medicare Advantage plans always cover hospital and medical benefits, but coverage for dental, vision, hearing, prescription and other services varies by plan.

²<https://www.kff.org/medicare/issue-brief/a-dozen-facts-about-medicare-advantage-in-2020/>

³<https://www.pewresearch.org/social-trends/2010/12/20/baby-boomers-approach-65-glumly/>