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DENTIST SPOTLIGHT:

Q&A with Dr. Timothy Wilson

Affiliated Pediatric Dentistry & Orthodontics in Scottsdale

Q: Do you brush and floss as much as recommended?

A: Yes, you've got to lead by example.

Q: What is your favorite flavor floss?

A: Bacon. Everything is better with bacon!

Q: Electric or manual toothbrush?

A: Sonicare DiamondClean Smart Sonic electric toothbrush. Manual brushes are great for archeological digs, cleaning under fingernails or hard to reach places in the car.

Q: If you could tell patients to stop doing one thing, what would it be?

A: Please stop sipping on energy drinks all day long. It rots your teeth at the gum line and makes your smile look bad. You will get less "likes" on your Instagram and YouTube channel. This is the reason why Snapchat pictures delete after five seconds.

Q: What is the best thing about being a Delta Dental dentist?

A: Delta Dental of Arizona supports cavity prevention. The Delta Dental of Arizona Foundation understands the impact that education can make on a child's health, growth and development.

If you'd like to be featured in First Impressions or the Delta Dental of Arizona Blog, email marketing@deltadentalaz.com.

We're Simplifying Reimbursement: No More Filed Fees

You asked, and we're listening. Based on feedback from our participating dentists, Delta Dental of Arizona is eliminating filed fees as of January 1, 2018.

What does this mean for you?

Starting in 2018, your reimbursement for services rendered will be the lesser of your submitted charges or Delta Dental's Maximum Reimbursable Amount (MRA). This may result in a higher reimbursement for patients with the Delta Dental Premier® plan. For your patients with the Delta Dental PPOSM plan, you will continue to be reimbursed per Delta Dental's current PPO fee schedule.

Will this change my reimbursement from all Delta Dental Member Companies?

Yes, this change will affect the way all Delta Dental Member Companies calculate your reimbursement for patients with the Delta Dental Premier plan. Regardless of which Member Company administers your Delta Dental patient's benefits, your reimbursement will be the lesser of your submitted charges or the MRA.

Why is Delta Dental of Arizona eliminating filed fees?

Under the current system, which is sometimes called three-way pricing, Delta Dental approves reimbursement for the lesser of submitted charges, filed fees or the MRA for any given procedure. If your filed fee was lower than your submitted fee or the MRA, you received that lower reimbursement rate.

With the new, two-way pricing system, Delta Dental no longer takes filed fees into consideration. Your reimbursement for Premier patients is only based on the lesser of the submitted charges or the MRA. Just submit your UCR and any outdated filed fees will no longer get in the way of reimbursement; you will receive the lesser of your submitted charges or Delta Dental's MRA.

Questions?

If you have questions, please do not hesitate to reach out to a member of our Professional Relations team at 602.588.3982, option 5 or email us prelations@deltadentalaz.com.



CEO's CORNER

Standing True to Our
Mission to Improve
Lives by Promoting
Optimal Oral Health

Forty-five years ago a few visionary dentists started Delta Dental of Arizona with a mission to provide greater access to oral health care by establishing a dental benefits company. Over those last 45 years our organization has transformed. Today we have about 3,500 dentists in our network providing dental services to over 1 million Delta Dental members across Arizona.

As our company continues to grow, so does our capacity to give back to the communities we serve. One of our core values is social responsibility: doing the right thing at the right time for the right reasons to benefit the communities we serve. And that's why we've also provided assistance to our extended communities—to the victims of the devastating earthquake in Mexico and to the families rebuilding their homes and lives in the wake of Hurricanes Harvey, Irma and Maria.

On November 17, we also announced a historic gift of \$1 million to the dental clinic at St. Vincent de Paul to support the delivery of quality, compassionate patient care at the Delta Dental Oral Health Center at the Virginia G. Piper Medical and Dental Clinic. It's important to note that every dollar of our \$1 million gift will be used directly for patient care over the next 10 years.

I'd like to acknowledge and thank the vision and commitment of our Delta Dental of Arizona and Foundation board members, our network dentists across the state, and our employees who work so hard to create an Arizona where more citizens have access to affordable oral health care. We couldn't do it without your support.

Warmest Regards,

R. Allan Allford
President & CEO

DELTA DENTAL SELECTED TO ADMINISTER VA DENTAL INSURANCE PROGRAM

Delta Dental of California (DDCA) has been selected as an official dental benefits administrator for the U.S. Department of Veterans Affairs Dental Insurance Program (VADIP). This is the second time that Delta Dental has been selected as a dental benefits administrator for VADIP, following its initial selection as a provider for the 3-year pilot program.

With the new contract, current Delta Dental VADIP enrollees will be able to maintain their benefits under two plan options—the Enhanced and Comprehensive plans. A new plan option, Prime, is now available. Current enrollees in the Standard plan will need to upgrade to one of the other plans no later than December 31, 2017.

The VADIP is a national program sponsored by the U.S. Department of Veterans Affairs (VA). The program provides more than 8.6 million eligible Veterans enrolled in the VA health care program and beneficiaries of the VA's Civilian Health and Medical Program (CHAMPVA) the opportunity to purchase voluntary dental insurance for themselves and their family members. The program is supported by Delta Dental's national network of PPO providers.

Dental offices should continue to submit claims for VADIP patients to:

Delta Dental of California
Federal Government Programs
PO Box 537007
Sacramento, CA 95853-7007

Benefits and eligibility are available through an IVR fax-back at 844.825.8111 or online at www.ddfgptoolkits.com. For more information, visit deltadentalins.com/vadip.

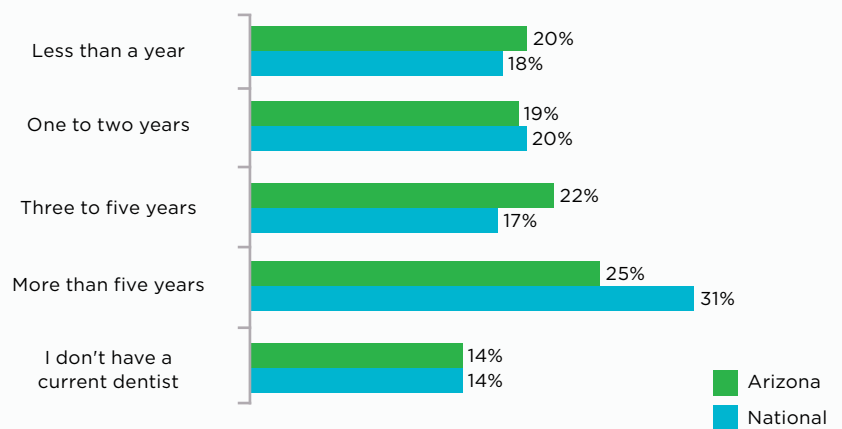
Note: Delta Dental administers several federal dental programs. Reimbursement for the VADIP program is based off the PPO fee schedule. Reimbursement for the federal TRICARE Retiree Dental Program (TDRP) are reimbursed according to the PPO fee schedule or the Legion Network Fee Schedule, depending on the patient's plan.

TENURE WITH CURRENT DENTAL OFFICE: PATIENTS WEIGH IN

In a recent national survey conducted by research firm Kelton Global for the Delta Dental Plans Association, 16,000 consumers who currently have dental insurance or plan to buy dental insurance were asked about their tenure with their dentist.

How long have you been visiting your current dentist/dental office?

Current Tenure with Dentist



Recommended Reading: Building Patient Loyalty in Your Practice

Looking for ways to improve the tenure of your patients? Check out these articles on building patient loyalty within dental offices:

Earning Patient Loyalty in the Age of Consumerism

<http://www.dentaleconomics.com/articles/print/volume-104/issue-4/practice/earning-patient-loyalty-in-the-age-of-consumerism.html>

Creating Patient Loyalty

<http://www.dentaltown.com/Images/DentalTown/magimages/1007/DTOct07pg80.pdf>

Community Involvement Rewarding, Builds Loyalty

<https://www.cda.org/news-events/community-involvement-rewarding-builds-loyalty>

Making Your Dental Practice's Marketing & Patient Loyalty Efforts Work Together

<http://www.dentistryiq.com/articles/2015/07/making-your-dental-practice-s-marketing-and-patient-loyalty-efforts-work-together.html>

2018 CDT Code Changes

The Code on Dental Procedures and Nomenclature (commonly known as CDT) is updated annually to reflect changes in dental procedures accepted by the dental community. The 2018 version of the CDT incorporates a significant number of procedure code changes with 18 new codes, 16 revised codes and 3 deleted codes.

Accurate coding promotes faster claim processing and fewer errors, so Delta Dental recommends that each dental office have a current copy of the Code. To order a copy, call 800.947.4746 or visit www.adacatalog.org. You can also purchase the CDT Code Check mobile app for iOS via the Apple Store and Android via Google Play.

With all the code changes, dental offices are encouraged to verify covered services for patients before providing treatment.

X-RAY PROCESSING POLICY CHANGE GOES INTO EFFECT IN 2018

Dental offices should take note of the following updated National Processing Policies that go into effect January 1, 2018:

- **D0270 Bitewing, single radiographic image:** Benefits for bitewing radiographs are limited to no more than two images for children under the age of 10. An alternate benefit is given of D0272, bitewings, two radiographic images. The difference in fees is disallowed.
- **D0273 Bitewings, three radiographic images:** Benefits for bitewing radiographs are limited to no more than two images for children under the age of 10. An alternate benefit is given of D0272, bitewings, two radiographic images. The difference in fees is disallowed.
- **D0274 Bitewings, four radiographic images:** Benefits for bitewing radiographs are limited to no more than two images for children under the age of 10. An alternate benefit is given of D0272, bitewings, two radiographic images. The difference in fees is disallowed.
- **D0277 Vertical bitewings, 7 - 8 radiographic images:** Benefits for bitewing radiographs are limited to no more than two images for children under the age of 10. An alternate benefit is given of D0272, bitewings, two radiographic images. The difference in fees is disallowed.

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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 **5** Professional Relations - DDS contracts/appeals
- press **6** Customer Service - Claims status/benefits/eligibility



Delta Dental of Arizona
5656 W. Talavi Blvd.
Glendale, AZ 85306



NOT ALL PATIENT BENEFITS RESET JANUARY 1

As a reminder, patient benefits may run on a calendar-year or a benefit-year:

- **Calendar-year:** Patient benefits and eligibility dates are January 1 to December 31.
- **Benefit-year:** Patient benefits and eligibility cycle mid-year and can vary depending on the plan's renewal date.

Dental offices are encouraged to verify benefits and covered services for patients before providing treatment.

TOP OF THE LIST

Groups acquired since August 2017
with 75+ employees

Axon

671 employees

Location: Scottsdale

Plan: PPO plus Premier

San Carlos Apache Healthcare Corporation

426 employees

Location: Peridot

Plan: PPO plus Premier

Offerpad, LLC

155 employees

Location: Gilbert

Plan: PPO

Hopi Grant School Trust

128 employees

Location: Hotevilla

Plan: PPO plus Premier

Noah Webster Schools

114 employees

Location: Mesa

Plan: PPO plus Premier

Mohave State Bank

113 employees

Location: Lake Havasu City

Plan: PPO

Boys & Girls Club of Metro Phoenix

89 employees

Location: Phoenix

Plan: PPO plus Premier

Arbor Medical Partners

82 employees

Location: Scottsdale

Plan: PPO

Delta Dental Makes Historic \$1 Million Donation to SVdP Dental Clinic *Dental Clinic Renamed Delta Dental Oral Health Center*

Delta Dental's CEO, Allan Allford, proudly announced a \$1 million gift to the St. Vincent de Paul (SVdP) Dental Clinic on November 17 during SVdP's annual "Restoring Hope" fundraising breakfast. These funds will help ensure both preventive and emergency oral health care for underserved children and adults for the next 10 years.

The historic gift exemplifies Delta Dental of Arizona's mission to improve the lives of Arizonans by promoting optimal oral health.

"We trust, and know, St. Vincent de Paul will execute our vision to provide improved oral health for Arizonans and are pleased to be able to participate in the delivery of additional quality dental care to more patients in need," said Delta Dental of Arizona President and CEO Allan Allford. "A gift of this magnitude is unprecedented in our 45-year history — it's a first for us and the right thing for us to do."

Last year, SVdP embarked on a capital campaign to double the size of the dental clinic to better serve the needs of their clients. By 2019, the dental clinic will expand to 18 chairs and provide dental services to over 10,000 patients a year. The \$1 million gift will be used to help sustain the operations of the dental clinic through 2027. This clinic will be renamed the Delta Dental Oral Health Center.

"Thanks to the generosity of Delta Dental of Arizona, St. Vincent de Paul will be able to continue to deliver state-of-the-art care at our dental clinic to Arizonans who have nowhere else to turn for help," said St. Vincent de Paul Executive Director Steve Zabilski.



Delta Dental of Arizona executives Allan Allford, Brad Clothier and board chair, Dr. Brien Harvey, present an \$1 million check to SVdP's CEO Steve Zabilski and Dental Director, Dr. Ken Snyder.

Delta Dental Helps CPLC Support Victims of Earthquake in Mexico

Delta Dental of Arizona partnered with Chicanos Por La Causa (CPLC) to support victims of the devastating earthquake in Mexico by donating nearly 1,200 toothbrushes and over 3,000 tubes of toothpaste.

CPLC worked with the state of Sonora, Mexico to gather much needed items to be trucked down to impacted communities in central Mexico. Clothes, nonperishable food, toys and personal hygiene items were gathered throughout the month of October and trucked to Mexico City numerous times.



Mark Anderson, chief financial officer at Delta Dental of Arizona, along with a number of employees, helped load trucks at CPLC. "We are excited to partner with Chicanos Por La Causa to help with effort to send supplies to the earthquake victims. We know basic essentials are hard to come by after a disaster like this — water, toothbrushes, toothpaste. We're proud to help," said Anderson.

Mark Anderson, chief financial officer of Delta Dental of Arizona, along with a number of CPLC and Delta Dental employees, take a break from loading trucks heading to Mexico City.

DELTA DENTAL DONATES OVER \$700,000 TO HURRICANE RELIEF EFFORTS

In the wake of Hurricanes Harvey, Irma and Maria, individuals, families and companies are focused on rebuilding their homes, businesses and lives. To help those impacted by these catastrophes, Delta Dental of Arizona donated \$25,000 and 444 Smile Bags of toothbrushes and toothpaste directly to the American Red Cross to provide shelter, food and basic dental hygiene products to victims.

Across the nation, Delta Dental Member Companies have stepped up to help. The nation's largest dental insurance firm has collectively donated nearly \$715,000 to assist with relief efforts.

"As natural disasters continue to ravage our nation and world, it is heartening to see the outpouring of support to help families as they struggle to get their lives back to normal," said Allan Allford, president and CEO of Delta Dental of Arizona.

"Delta Dental of Arizona is humbled to be a small part in efforts to provide basic comforts to those who were affected and hopefully bring a moment of comfort and a smile to their faces amidst the turmoil," Allford said.

Red Cross employees accept hygiene supplies and a donation to provide food and shelter to victims of Hurricanes Harvey, Irma and Maria.



ARIZONA CHARITABLE TAX CREDIT

Your donation makes a difference.

100% of your donation to Delta Dental of Arizona Foundation goes directly to oral health programs in Arizona (not administrative costs). You benefit on your tax return and nonprofits throughout the state providing oral health services benefit too. Arizona allows tax payers to make donations to charitable tax credit programs, plus BOTH public and private school tax credit programs each year.

To donate and learn more, please visit:
deltadentalaz.com/foundation

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DELTA DENTAL OF ARIZONA
FOUNDATION