

First Impressions

Delta Dental of Arizona Provider Newsletter

INSIDE: CEO's Corner | Patient Referrals | Social Media Resources | DDAZF Grant Cycle | ADA Report | New Groups



Q&A

Dr. Kelly Jorn Cook The Chandler Doc that Rocks

Q: Why did you open a rock and roll themed office?

Kids always get the fun themes—jungle, trains, etc. I'm just a grown-up kid when it comes down to it. Why do kids get to be the only ones with themed offices?

Q: Is there a band/artist that you wouldn't want people to know you like?

Hall and Oates. I love Hall and Oates. I always did. People laugh at me and I don't care. I love Hall and Oates.

Q: What is your favorite flavor floss?

Bacon. I've tried the bacon floss and I like it. I think it's trendy and it's cool.

Q: What is the best dental advice you've ever received?

Always be fair and honest and try to work with patients' fears. A guy told me back in Nebraska—he was the dentist in the town down the road—"You should always take into account that what you think the patients' fears are are probably much, much more than you're interpreting. There probably is true dental fear. Never underestimate how scared they really are." That was when I was heading into dental school. So I always do. I always try to talk them down from the ledge and be sympathetic towards them. Some of them really are terrible fears.

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

We get a lot of good patients. I think Delta Dental is really well received in the community of Arizona. It's huge. Being a Delta Dental dentist, you meet a lot of really good people. A lot of companies are signed up with you guys, so it's a must to be a Delta Dental dentist.

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

Health Care Reform: More than Half of Exchange Signups Previously Uninsured

Wondering if people who signed up for coverage in the Health Insurance Marketplace were previously uninsured? A study released in June by the Kaiser Family Foundation reveals that the 57% of people who enrolled in the new insurance exchanges were previously uninsured.

Most reported they had been without coverage for at least two years and

72% said they were uninsured because they couldn't afford health insurance or had no access to employer-sponsored coverage.

Nationally, 8.1 million people signed up for a health plan through a public exchange. Across Arizona, more than 120,000 people signed up for a health insurance plan and more than 15,500 people signed up for a stand-alone dental plan through the Marketplace.

Percentage of new insurance exchange enrollees that were previously uninsured.



Source: Survey of Non-Group Health Insurance Enrollees, Kaiser Family Foundation, June 2014



CEO's CORNER

Individual & Family Plan Sales Continue to Increase

It's been nearly a year since Delta Dental of Arizona re-launched its Individual & Family Plans. The re-launch introduced a new website at deltadentalcoversme.com, new plan designs and a new approach to marketing our dental benefits to the individuals most likely to buy. The result? Since August 2013, enrollment in our Individual & Family Plans has increased 24%.

This increase includes individual/family enrollments into our ACA-compliant plans sold on Healthcare.gov. As the Obama administration continues to refine and implement various components of the ACA, sales on Healthcare.gov are likely to increase. And we're ready.

Delta Dental of Arizona has simplified its offerings and filed new ACA-compliant plans for 2015 open enrollment on Healthcare.gov. These new plans are benefit-rich and continue to focus on the importance of preventive care while offering enrollees a lower out-of-pocket maximum in accordance with new regulations.

While the majority of Delta Dental's plans are sold to employer groups, there is no doubt that the number of patients you'll see with our Individual & Family Plan coverage will continue to increase. We look forward to the continued growth of these plans and promoting optimal oral health for all Arizonans.

Warmest Regards,

R. Allan Allford, President/CEO

Delta Dental of Arizona Foundation Opens Grants Cycle for Oral Health Funding

The Delta Dental of Arizona Foundation is pleased to announce the opening of its 2015 community grants program, which provides funding to organizations helping to improve the oral health of Arizonans.

Organizations have until September 4 to apply for one, two or three-year grants ranging from \$1,000 to \$25,000 to support oral health promotion and dental disease prevention and education programs. The Foundation will consider a wide range of preventive and educational oral health programs for families throughout Arizona.

For the complete guidelines and application materials, visit deltadentalaz.com/foundation/community-grants.



Foundation board member Kathy LaVoy (far right) presents a check to representatives from the University of Arizona Foundation for their Community Health Action on Wheels program.

American Dental Association Report to Congress Addresses Barriers to Access

The American Dental Association recently released its inaugural "Action for Dental Health: Report to Congress," which recognizes the one-year anniversary of the launch of the Action for Dental Health movement.

"Millions of Americans continue to face barriers to dental care, which is why the ADA launched Action for Dental Health," said ADA President Dr. Charles Norman. "While we have

accomplished much in the first year, there is still much to do. This Report to Congress serves as a continued call to action for elected officials, health policy organizations, community leaders and the dental community to come together to bridge the dental divide."

This year alone, more than 181 million Americans won't visit a dentist, even though nearly half of

people over 30 suffer from some form of gum disease and nearly one in four children under the age of 5 already have cavities. Nationally, more than 2.1 million people showed up in emergency rooms with dental pain in 2010 – that's double the number just a decade prior.

For more information or to download the "Action for Dental Health: Report to Congress," visit ADA.org/action.

Be Sure to Refer Patients to In-network Specialists

It's not uncommon to refer a patient to another dentist or specialist, but are you checking to make sure that office is contracted with Delta Dental first? Here's what it means to your patients when they visit an out-of-network dentist:

- The dental office may require the patient to submit the claim for service.
- The patient will pay the full cost of treatment directly to the dentist. Delta Dental of Arizona will then reimburse the patient for the amount covered by

the benefits plan. *Please note: Other Delta Dental companies may reimburse differently in accordance with state law.*

- The payment for the treatment will be based on the lesser of the billed charges of the Non-Participating Dentist Table of Allowance. This may be less than 50% of the Delta Dental participating allowance for the same services.
- The patient must pay the difference between any amount billed by the

dentist and the Non-Participating Dentist Table of Allowance. This usually results in a reduced benefit when compared to the benefit paid for the same service to a participating dentist.

- In some cases, the patient's benefit plan may have no out-of-network coverage. If that happens, the patient will not be reimbursed for the cost of service.

The bottom line? In most cases, your patients will pay less if services are provided by a participating Delta Dental dentist. For this reason, please think twice before referring your patients to a non-participating dentist!

Are You Using the Latest PPO Fee Schedule?

Delta Dental of Arizona updated the PPO fee schedule, effective July 1. Please log in to the Dentist Connection at deltadentalaz.com/dentist to download the current version.

Social Media Resources for Your Practice

Today it seems like everyone has a Facebook page or Twitter account. Social media is a great opportunity for you to connect with your patients and promote good oral health. But to be successful, you need more than a "build it and they will come" approach.



Delta Dental of Arizona uses a variety of social media outlets and websites to engage our members, brokers, groups and dentists. Feel free to use these resources to share oral health content with your patients:

- **DDAZ Blog** – Articles on dental health are published 2-3 times a week. Check out the blog at deltadentalazblog.com.
- **Facebook.com/DeltaDentalAZ** – Updates on what is happening at DDAZ and fun facts about oral health.
- **Twitter.com/DeltaDentalAZ** – Daily tips for maintaining a healthy smile and mouth.
- **Pinterest.com/DeltaDentalAZ** – Links to articles on oral health, fun crafts to do with kids, and healthy recipes.
- **Youtube.com/DeltaDentalAZ** – Videos on oral health, the Tooth Fairy and DDAZ news and events.
- **GRIN!** – Mini-magazine produced by Delta Dental Plans Association that provides healthy living tips, mouth-friendly recipes and other general interest content focused on oral health. Download a copy at <http://ddaz.grinmag.com>.

Another social media resource for dental offices is the American Dental Association's e-book "The ADA Practical Guide to Social Media Planning." To purchase and download a copy of the e-book, visit ADAcatalog.org or call 1.800.947.4746.

Ad Council Launches Toothsaunders Gaming App



In an effort to inspire children to brush their teeth for two minutes, twice a day, the Ad Council and the Partnership for Healthy Mouths, Healthy Lives created the new mobile gaming app Toothsaunders.

To win the game, children must rescue fairy tale characters from an evil, cavity-creating sorceress who cast a wicked teeth-rotting spell on a fairy tale kingdom. Geared toward children ages 3 to 6, Toothsaunders is available for free in the App Store and Google Play for Android and iOS devices.



Apple
App Store



Google
Play

Connect With Us



facebook.com/deltadentalaz



@deltadentalaz



pinterest.com/deltadentalaz



youtube.com/deltadentalaz



deltadentalazblog.com

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

TOP OF THE LIST

Groups acquired since
May 2014 with
75+ employees

1

Glendale Union High School District

1,424 Employees

Location: Glendale

Plan: PPO plus Premier

2

Glendale Elementary School District #40

968 Employees

Location: Glendale

Plan: PPO plus Premier

3

Santa Cruz County School Consortium

325 Employees

Location: Rio Rico

Plan: PPO plus Premier

4

Casa Grande Union High School District

288 Employees

Location: Casa Grande

Plan: PPO plus Premier; PPO

5

Valle del Sol

193 Employees

Location: Phoenix

Plan: PPO plus Premier

6

Miraval Resort Tucson, LLC

169 Employees

Location: Tucson

Plan: PPO

7

Town of Queen Creek

166 Employees

Location: Queen Creek

Plan: PPO

8

ASU Preparatory Academy

92 Employees

Location: Tempe

Plan: PPO

9

L'Auberge Newco, LLC

76 Employees

Location: Sedona

Plan: PPO plus Premier