



FIRST IMPRESSIONS

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

Delta Dental of Arizona
SUMMER 2019



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DENTIST SPOTLIGHT

Q&A with Dr. Jesse McGuire

of ProSmiles Orthodontics in Goodyear

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

A: I do! I'm an avid flosser and always aware if I have coffee breath or something along those lines. I floss after every single meal and I advise my patients to do the same.

Q: Which celebrity has the best smile?

A: Julia Roberts. She has always had a bright, wide smile, even when she was younger.

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

A: A faculty member at my dental school told me to treat all people as humans, instead of just another patient. As a dentist, you must take into consideration the whole person, not simply what issue they present. If you listen to the patient, address their anxiety, financial concerns and discover what their goals are then you can create a comprehensive treatment plan that will work for them.

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

A: From the business side, Delta Dental is easy to work with. There's a stigma that insurance companies slow things down and you have to chase payments, but with Delta Dental we don't experience any of that. They also provide a large pool of diverse patients for us to see.

Issues Submitting Electronic Claims Through Your EDI Platform?

Dental offices that have trouble submitting electronic claims are encouraged to use our online claims submission tool instead of a paper claim. Mailing a paper claim—which often contain the same errors causing issues with your electronic claim submission—will likely result in a longer claim processing time.

Log in to the Dentist Connection at deltadentalaz.com/dentist, click **Patient Information** in the top menu and then click **Submit a Claim** to use the online claims submission tool.

If your office regularly has issues submitting electronic claims to Delta Dental of Arizona, please contact our customer service team at 866.746.1834, option 6 to troubleshoot. We may be able to help!



CEO's CORNER

A Transformative Time to Work in Dentistry

In May, more than 200 new dentists graduated from the dental schools at Midwestern University in Glendale and A.T. Still University in Mesa. A handful went on to specialize in endodontics, pediatric dentistry, orthodontics and oral surgery. Some may have even entered military service. The majority started practicing general dentistry full-time, either on their own, as an associate or as a partner.

Here are some interesting facts about recently graduated dentists:

- The U.S. Bureau of Labor Statistics predicts employment growth of 19.4% nationally, which equates to 25,700 new dentist jobs through 2026.
- More women are becoming dentists. In 2017, 48.5% of dental school graduates were female.
- The median annual net income for general dentists who graduated 2014-2016 is \$120,000.
- New dentists have the highest levels of educational debt than ever before, averaging \$287,331 in 2017.
- 17.9% of dentists ages 21-34 are affiliated with a dental service organization (DSO).
- In Arizona, where 18.4% of dentists work in a DSO (more than in any other state), it's likely many new grads are too.

It's a transformative time to work in dentistry. The demand for dental services will continue to increase as Baby Boomers age and as research continues to link oral health to overall health. So too will the demand for affordable dental care. Large health insurers that also offer dental plans are responding to pressure from employers to lower costs by steeply discounting dental premiums. And individuals are questioning if the value of dental benefits is worth their hard-earned dollars. As the state of the industry changes, both dentists and dental carriers like Delta Dental must also evolve their products, services and pricing.

In September, Delta Dental of Arizona will be one of the promotional stops for the launch of the Delta Dental Institute. This new partnership among Delta Dental member companies is dedicated to advancing oral health through research, community investment and legislative advocacy. I invite you to learn more about this exciting initiative at deltadental.com/institute.

Warmest Regards,

R. Allan Allford
President & CEO



DIRECT DEPOSIT PIZZA PARTY GIVEAWAY WINNER

Congratulations to Dr. Steven Hofmann of Maryvale Dental Care for winning a pizza party for his office. He was one of 34 dentists to sign up for faster claims payments via direct deposit this past March.

If your office is still getting paper checks, it's not too late to sign up for direct deposit. Just follow these 4 easy steps:

1. Go to deltadentalaz.com/dentist
2. Click **Forms and Documents**
3. Click **Electronic Funds Transfer/Direct Deposit** to download the fillable PDF form. Then fill it out, print and sign it
4. Submit your completed form, voided check or bank letter either by mail, fax or email

Mail: Delta Dental of Arizona Professional Relations Department
5656 W. Talavi Blvd.
Glendale, AZ 85306

Fax: 602.588.3910

Email: prelations@deltadentalaz.com

Create or Update Your CAQH ProView® Profile by September 1

Delta Dental of Arizona is now using the American Dental Association (ADA) credentialing service, CAQH ProView, to re-credential participating dentists. To ensure a smooth re-credentialing experience, participating dentists should sign up and complete their CAQH profile by September 1, 2019. Failure to do so could delay the re-credentialing process and affect your status as a Delta Dental dentist.

You will be receiving several emails from CAQH in the next few weeks if you have not yet registered with CAQH or re-attested and/or updated your information. CAQH may also reach out to some dentists by phone during this time.

Already registered with CAQH ProView?

If you have used CAQH ProView before, we recommend that you access your profile by visiting ADA.org/godigital. Take note of the important items below to ensure you successfully complete your profile:

- Add new documents to replace any expired ones.
- Leave no gaps in your work history for the most recent 5 years, or list the reasons for any gaps as appropriate; e.g., leaves of absence, maternity leaves, illness, etc.
- Ensure that a current copy of your liability insurance is attached to your CAQH profile.
- If you only authorize specific organizations access to your profile, please add Delta Dental of Arizona.
- Re-attest that your profile information and documents are current and up-to-date.

CAQH ProView Quick Start Guide

The CAQH ProView service is FREE for dentists and their practice managers to use. You do not have to be an ADA member to use the service or the credentialing paperwork process for your office.

These items are necessary to complete your credentialing application:

- | | |
|---------------------------------------------------------------------------|-----------------------------------------------|
| <input type="checkbox"/> A copy of your state license | <input type="checkbox"/> Practice information |
| <input type="checkbox"/> A copy of your professional insurance face sheet | <input type="checkbox"/> NPI Number |

You may also need the following:

- | | |
|---------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> Hospital affiliation information | <input type="checkbox"/> Medicare number |
| <input type="checkbox"/> A copy of your anesthesia license | <input type="checkbox"/> Medicaid number |
| <input type="checkbox"/> A copy of your DEA (Drug Enforcement Administration) license | <input type="checkbox"/> BLS (Basic Life Support) certification information |
| <input type="checkbox"/> A copy of your CDS (Controlled Dangerous Substances) license | <input type="checkbox"/> ACLS (Advanced Cardiovascular Life Support) certification information |

Here's how you complete your profile:

1. Go to ADA.org/godigital and log in using your 9-digit ADA user ID and password. (Call 800.621.8099 if you do not know this info.)
2. Your MyADA account page will load. Update your profile information.
3. Click **My Credentials** to begin the CAQH credentialing process. Review the list of necessary documents and ensure you have them on hand.
4. Click the **Submit Credentials** button.
5. The terms and conditions will load. Click the **checkbox** to accept the terms and conditions. Then click the **Proceed** button at the bottom of the page.
6. The CAQH ProView landing page will load. Click the **Get Started** button.
7. Complete the required form fields in each profile section.
8. Choose which organizations can receive your data and submit all required supporting documents. Once the profile is complete, you must attest to your information.

Need help with your CAQH ProView profile? Call the CAQH ProView Help Desk at 888.599.1771.

STOP INACCURATE PAPER CLAIMS! SUBMIT CLAIMS ONLINE FOR FREE!

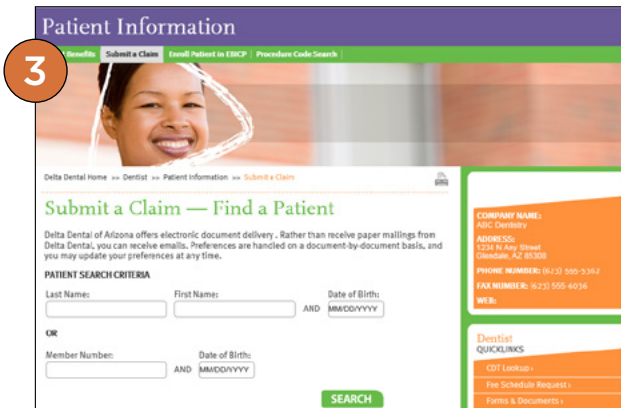
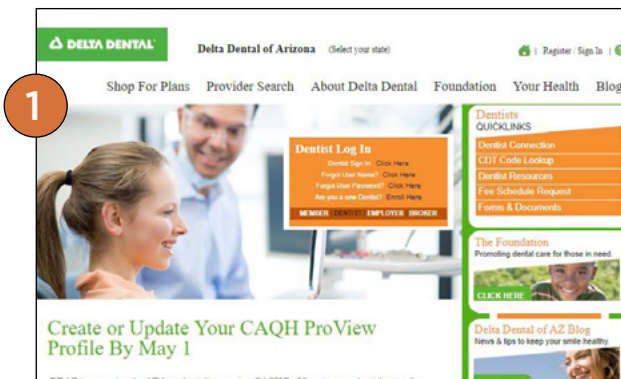
You can lower the risk that a claim is denied or delayed because of incomplete or inaccurate information with our online claims submission tool. It's secure and automatically checks if key claim information is correct, such as:

- Patient name, DOB and relationship to employee/subscriber
- Primary subscriber name, address and DOB
- Group number and member ID
- Treating provider name
- Treating provider license and tax ID numbers
- NPI Type 1 and NPI Type 2
- Treating office location
- Current CDT codes

Follow these steps to use the online claims submission tool:

1. Log in to the Dentist Connection at deltadentalaz.com/dentist
2. Click **Patient Information** in the top menu and then click **Submit a Claim**
3. Enter the appropriate information to find your patient
4. Choose the correct dentist and office location. Then choose the patient the claim is for
5. Complete the on-screen claim form

This service is offered at no charge to network dental offices.



Make Sure Claims with These Codes Include X-rays or Documentation

Claims for some procedure codes require X-rays or documentation before they can be processed. To expedite claims processing and get paid faster, make sure your staff knows which codes require additional information.

Procedures Requiring X-ray Submission

Delta Dental requires X-rays to be submitted with claims/pre-treatment estimates for the following procedure codes:

D2410-D2794	All inlays/onlays and single restoration crowns
D2950-D2957	Core buildup, including pin retention or post and core procedures
D6010-D6199	All implant surgical and supported prosthetics
D6205-D6252	Fixed partial denture (bridge) pontics
D6545-D6634	Fixed partial denture retainers—inlays/onlays
D6710-D6792, D6794	Fixed partial denture (bridge) retainers—crowns

Procedures Requiring X-ray Submission AND Periodontal Charting

Delta Dental requires X-rays and periodontal charts to be submitted with claims/pre-treatment estimates for the following procedure codes:

D4341 & D4342	Periodontal scaling and root planing
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Note: Submitting X-rays for procedure codes not listed in the charts above will delay processing. Do not submit X-rays for other procedure codes unless Delta Dental makes a special request for them.

Procedures Requiring Documentation

Delta Dental requires documentation clarifying the service or verifying the need for treatment for the following procedure codes:

DXX99	All unspecified procedure codes (examples: D0999, D2999, D3999, D4999, D5899, etc.)
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It is important to note that all procedure codes are subject to review. Upon selection, the following documentation may be requested to determine the correct benefit: narratives, chart notes, lab slips, sedation records or other documentation.

Questions? Contact our customer service team at 866.746.1834, option 6.

Patients Cannot Be Billed for GentleWave®

Delta Dental of Arizona provides benefits based on the procedure code performed—not the technology or technique used to perform the procedure. For example, if root canal treatment is performed using GentleWave, the procedure code is D3320 or D3330. You cannot use an unspecified procedure code.

This means that dentists cannot file a separate fee for the GentleWave Procedure. This policy is based on the ADA'S Code on Dental Procedures and Nomenclature (CDT), which defines the GentleWave System as an instrument or a tool.

THINKING ABOUT WAIVING A CO-PAY?

THINK AGAIN.

Some dental offices may naively waive co-pays and deductibles to be “good guys” and help patients or to save the expense and hassle of chasing the funds after service. However, a patient’s co-pay and deductible are important pieces to the cost structure of a patient’s contract with the dental carrier. Waiving one of these can encourage higher than normal plan usage, skew this balanced cost structure, and is in violation of your Delta Dental participating provider agreement.

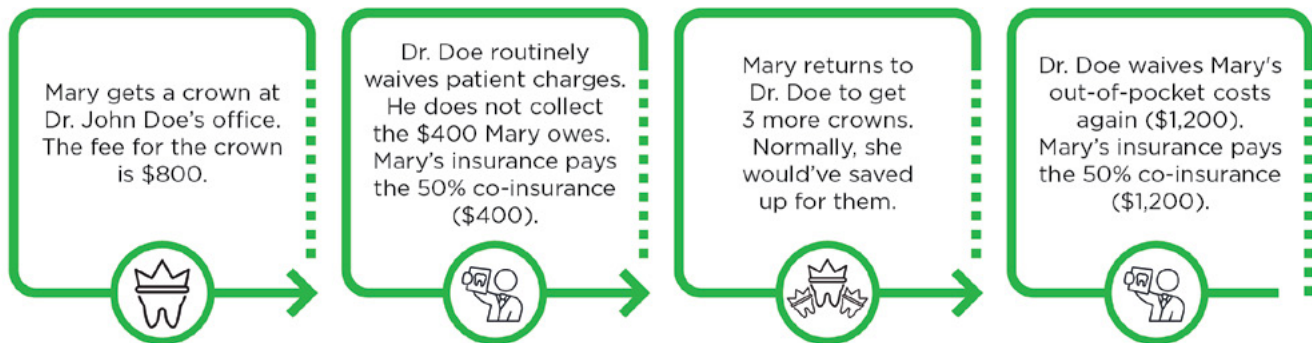
Routinely waiving co-pays, co-insurance and deductibles for patients is insurance fraud because your office is claiming the wrong amount for service when they make insurance claims. Arizona Revised Statute §32-1201.14 defines “irregularities in billing” as:

An abrogation of the co-payment provisions of a dental insurance contract by a waiver of all or part of the co-payment from the patient if this results in an excessive or fraudulent charge to a third party or if the waiver is used as an enticement to receive dental services from that provider.

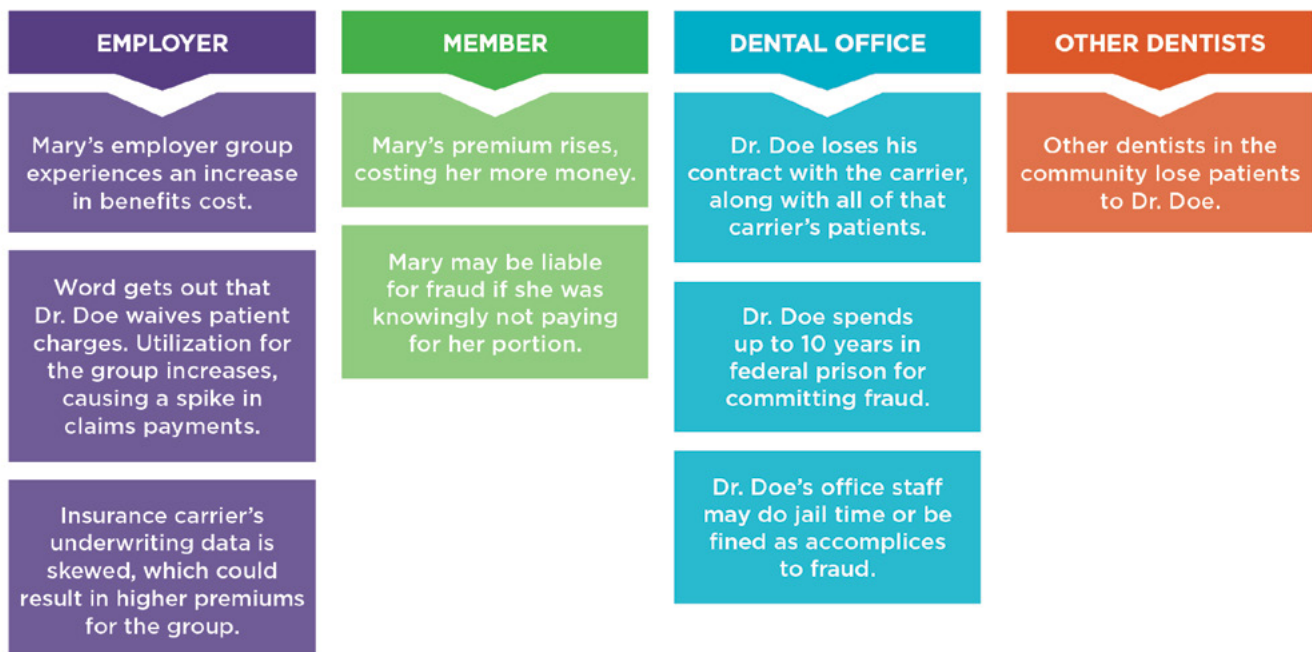
Under the Health Insurance Portability and Accountability Act of 1996 (HIPAA), insurance fraud and abuse is considered a federal criminal offense. The most basic instances of fraud can land a dentist in jail for up to 10 years along with significant fines.

Many states require health insurers to meet certain standards of fraud detection and investigation. To meet these standards, Delta Dental of Arizona conducts compliance reviews with each network dentist at least once every 3 years. Practices that have committed fraud are at risk of losing their contract with Delta Dental, in addition to any applicable legal consequences.

Fraud Example¹: Waiving Patient Co-payments



Who is Affected by This Case of Fraud?¹



¹Example scenario is for illustrative purposes only and assumes the patient has a \$2,000 annual maximum and 50% co-insurance for crowns and chart of possible consequences.

HOW TO HANDLE PATIENT DISCOUNTS & COUPONS

You may offer patients discount coupons for services or procedures. However, the claims submitted must reflect the discounted fees.

The proper way to apply discounts is to discount both the patient's co-pay and Delta Dental's portion. For example, if the dentist wants to provide a discount by reducing the fee from \$400 to \$200, the dentist should claim a submitted fee of \$200. Delta Dental will pay its portion from the reduced submitted fee and the patient gets a discount, paying a lower co-pay of \$100 instead of the full co-payment of \$200 on a \$400 allowance. While the dental office isn't passing on the full discount they'd like to the patient, the patient's co-payment amount is discounted, and so is the amount that is Delta Dental's responsibility.

Any discounts should be clearly disclosed on the claim form (box 31) or in the notes field of the electronic claim.

Regularly offering discounts or coupons can affect your usual fee. Failure to disclose discounts or the use of coupons is one of the unacceptable billing practices reviewed during the claim verification process. Failure to disclose discounts or coupons can result in overpayments that are recoverable. If a claim form is intentionally submitted without disclosing discounts or coupon use, it can be considered a fraudulent attempt to gain overpayment of benefits.

If you have questions regarding this policy, please refer to Arizona Revised Statute §32-1201.14.

Does HB2494 Affect Your Dental Practice? *Network Leasing, Virtual Credit Cards Focus of New Law*

Earlier this year, Governor Doug Ducey signed House Bill 2494 (HB2494). Sponsored by dentist and State Representative Regina Cobb (R-Kingman), the bill addresses two items that could affect your dental practice: virtual credit cards and network leasing.

Virtual Credit Cards

HB2494 amends A.R.S. §20-241 to clarify health insurer payment processes. Under the revised statute, health care provider contracts issued, amended or renewed on or after January 1, 2020, cannot include a provision that requires payments by credit card only. In addition, if a health insurer initiates or changes payments to a health care provider using electronic funds transfer (EFT)—including virtual credit card payments—the health insurer must:

- Notify the provider if there is a fee associated with the payment method
- Advise the provider of the available methods of payment and provide clear instructions on how to select an alternative form of payment
- Remit or associate each payment with an Explanation of Benefits

See the new law for additional provisions related to electronic fund transfers made pursuant to federal law.

Network Leasing

HB2494 also amends A.R.S. §20-242 to address leased networks. Under the revised statute, if a health insurer acquires the provider network of another health insurer, the health insurer that holds the acquired provider contract must notify the affected health care provider(s).

The law also states that health care providers can:

- Continue the provider relationship with the health insurer that acquired the provider network
- Terminate the provider relationship with the health insurer that acquired the provider network per the termination provisions in the provider contract
- Contract directly with the health insurer that acquired the provider network

It's important to note that this new law does not apply to terms that are disclosed in a provider contract that has already been agreed to. In other words, the provider's original contract may allow the health insurer to sell or lease the provider network without notification. HB2494 goes into effect August 27, 2019.

(Delta Dental of Arizona does not use virtual credit cards or lease its networks. This article is provided for informational purposes only.)

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



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



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

TOP OF THE LIST

Groups acquired since
March 2019 with 75+ employees

Company	Number of Employees	Location	Plan
City of Surprise	763 employees	Surprise	PPO plus Premier
Casa Grande Elementary School District #4	678 employees	Casa Grande	PPO plus Premier
Nogales Unified School District	390 employees	Nogales	PPO plus Premier
Corbins Electric	350 employees	Phoenix	PPO plus Premier
Town of Oro Valley	296 employees	Oro Valley	PPO plus Premier
Window Rock Unified School District #8	258 employees	Fort Defiance	PPO plus Premier
Chiricahua Community Health Center Inc.	256 employees	Douglas	PPO plus Premier
Arvato BPS	203 employees	Chandler	PPO plus Premier
City of Tolleson	199 employees	Tolleson	PPO plus Premier
NJoy LLC	108 employees	Scottsdale	PPO plus Premier
Superstition Fire & Medical District	97 employees	Apache Junction	PPO plus Premier
Phoenix-Mesa Gateway Airport Authority	91 employees	Mesa	PPO
Natural Medical Center	78 employees	Scottsdale	PPO plus Premier
Soltera Team Services Natural Medical Centers of Arizona dba Envita	78 employees	Scottsdale	PPO plus Premier

PATIENT ORAL HEALTH KIT GIVEAWAY WINNERS

Congratulations to the first 25 dentists who created/updated their CAQH ProView® profile and authorized DDAZ access to their data. Each dentist received a patient oral health kit consisting of 100 toothbrushes and 100 toothpaste tubes for their dental office.

- | | | | | |
|-------------------|-------------------|-------------------|-------------------|--------------------|
| Amy M. Okun | Chad F. Fine | Jason P. Acuff | Lon D. Lawrenz | Parvin S. Dhaliwal |
| Anna N. Vu | Charisma L. Luat | Jeffrey B. Goates | Marco Guerrero | Scott E. Nuessle |
| Anthony O. Rao | Gary W. Pulsipher | Jon G. Sabol | Maryam N. Mahmood | Terry Berkley |
| Bjorn O. Melander | Hedayat Harsini | Larry J. Fink | Michael M. Grousd | Terry D. Peterson |
| Bruce L. Herr | James F. Myers | Laura P. Robison | Pamela A. McMahon | William C. Fulcher |



FOR YOUR PRACTICE

Z DENTAL PROGRAM HELPS PRACTICES BUILD PATIENT LOYALTY

Looking for new ways to grow your dental practice? Z Dental is offering Delta Dental network dentists a unique opportunity to increase patient loyalty, attract new patients and boost revenue—all while improving oral health!

HOW IT WORKS

Delta Dental dentists who participate in the ZANA program are given Z Sonic Professional Series toothbrushes to sell at a discounted price in their office. The Z Sonics will be branded with your practice name and contact information. This means patients who purchase a Z Sonic will see your name each time they brush their teeth, reminding them to schedule their next appointment and spread the word about your practice!

When a patient purchases a Z Sonic at your office, they will also receive replacement brush heads for life (at no cost to you)! Z Dental will keep your office well-stocked on brush heads so patients can receive their replacements at their preventive visits. This will help drive retention—your patients will be more likely to schedule their routine cleanings and exams so they can pick-up two new brush heads for their Z Sonic.

As a Delta Dental of Arizona dentist, you are invited to participate in this program for FREE!

ATTRACT NEW PATIENTS

As a participating ZANA dentist, each time your office sells a Z Sonic you will receive a free Z Sonic Mini. Your office can choose how to best use the Z Sonic Minis. A great strategy is to offer all new patients a free Z Sonic Mini on their first visit to your office. This will help attract new patients and increase business!

EMPOWER YOUR DENTAL OFFICE STAFF

If you choose, your staff can participate and benefit from the ZANA program too! Each time one of your staff members sells a Z Sonic to a patient, Z Dental will compensate them.

Employees can also take advantage of a discounted price on the Z Sonic and free brush heads for life.

SIGN UP TODAY

Interested in participating? Onboarding your practice is easy. Visit myzana.com/ddaz to learn more and sign up!

HOW DO Z DENTAL PRODUCTS STACK UP?



Z SONIC PROFESSIONAL SERIES TOOTHBRUSH

The Z Sonic is a premium sonic toothbrush that helps to eliminate plaque and improve gum health. The sleek design features low vibration noise and pulsates 31,000-48,000 pulses per minute.



Z SONIC MINI

This mini sonic toothbrush delivers great in-home and travel care. Users can freshen up and remove plaque anytime, anywhere. The Z Sonic Mini has two settings: 16,000 or 28,000 pulses per minute.



VALUABLE OFFERS FOR NETWORK DENTISTS

As a Delta Dental of Arizona dentist, you are part of a highly valued network of dental providers and enjoy our superior customer service, ease of administration and programs designed exclusively for participating dentists. You can also take advantage of deeply discounted products and services your dental office uses daily—a perk only available to Delta Dental dentists.

BRIGHTER

Delta Dental Plans Association has partnered with Brighter to make it easier for our participating dentists to attract Delta Dental patients to their practice and maximize growth. Network dentists can activate Brighter Verification™ and Brighter Schedule™ for FREE. Just visit brighter.com/deltadental or call 888.328.5414 to speak with a Brighter Provider Success Specialist.

MEDIX

Find out how to protect sensitive patient information with a free IT security assessment from Medix Dental. There is no cost and no obligation to take advantage of this exclusive offer for Delta Dental dentists. Once the assessment is complete, you'll receive a detailed report that outlines your practice's risks for a data breach. You'll also receive information on how you can fix issues identified in the report. Sign up at medixdental.com/deltadentalaz.

DENTAL OFFICE DEALS (DDPA)

Sign up to receive discounts on many common dental practice needs, such as dental instruments, defibrillators, shipping service, cell phone service, drinking water, office supplies, payroll services and continuing education. Enrolled practices receive an average discount of 33% off retail prices!

There is no cost to register for the Dental Office Deals program. Just follow these steps to sign up and save up to 60% on supplies and services for your practice:

1. Go to dentalofficedeals.com
2. Click the **Register for Free** button
3. Enter your information in the form and click **Submit Form** to complete your registration

Questions? Dental Office Deals are available through a partnership with United Dental Alliance (UDA), the largest group purchasing organization focused on dentistry. Contact UDA at 800.768.2715, ext. 101.