



In this photo:  
Dr. Alvin Matthews (left)

## Arizona Dental Mission of Mercy

Delta Dental of Arizona would like to thank the 1,561 dentists, hygienists and lay people who volunteered at the first-ever Arizona Dental Mission of Mercy. Together we made a difference in the lives of 1,659 patients and provided nearly \$1.3 million in patient care.

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## Reminder: Submit Your Fee Filings

In November, Delta Dental of Arizona lifted a 2009 moratorium and reinstated filed fees for preventative and diagnostic codes. In addition, targeted increases to Maximum Reimbursable Amounts (MRA) and PPO fees were announced. Those increases became effective January 1 and were limited to key procedures, so not every code was increased and not every dentist was affected.

If you haven't already submitted your fees filings for preventive and diagnostic procedure codes, please do so using our easy online submission form at [www.deltadentalaz.com/dentist](http://www.deltadentalaz.com/dentist). Fee submissions are limited to CDT D0100 – D1999 and can only be filed once every 12 months.

If you have questions or need more information, call the Professional Relations team at 866-746-1834, option 5.

### SNEAK PEEK

Allan Allford, CEO of Delta Dental of Arizona, assists the Foundation with some heavy lifting for a holiday surprise.

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## Delta Dental of Arizona Foundation Surprises Nonprofits with Dental Equipment

In December, the Delta Dental of Arizona Foundation teamed up with Santa Claus and the Tooth Fairy to surprise eight organizations across the state with a very special holiday gift: state-of-the-art dental equipment.

All of the recipients were 2012 Foundation grant recipients whose work serving the underprivileged is well-known and respected in within the oral health community.

“Safety net clinics in our state are challenged when budgeting for big-ticket equipment items like nitrous systems, Cavitrons and digital X-ray sensors and, in many cases, making these purchases may take years of planning and fundraising.

These donations allow the organizations to increase their service capacity and spend their time and expertise on

providing quality patient care instead of repairs and upgrades,” said Sandi Perez, Ph.D., vice president of communications and community benefit for Delta Dental of Arizona.

Valued at nearly \$100,000, the equipment will streamline operations, increase the number of patients served and move several of the organizations into the digital dental environment.

Special thanks go to Keith Gauzza, Foundation Board member and business development manager at Henry Schein Dental, who negotiated the purchase, delivery and installation of the equipment and Jon Blasdell from Accutron, Inc. for the donation of a nitrous system.

### RECIPIENTS

- Desert Mission Children’s Dental Clinic
- Dignity Health Children’s Dental Clinic
- St. Vincent de Paul Virginia G. Piper Medical & Dental Clinic
- Homeward Bound Tooth Town Clinic
- Midwestern University
- Native Health Center Dental Clinic
- Northern Arizona University’s Department of Dental Hygiene Dental Clinic
- The Legacy Foundation Christown YMCA Dental Clinic

*Micki Banks, affiliated practice dental hygienist at Homeward Bound, was thrilled to receive a nitrous system, a server for electronic records and a laptop.*

## Celebrate Children’s Dental Health Month

In honor of National Children’s Dental Health Month in February, we’re partnering with the Children’s Museum of Phoenix to teach good oral health habits to children.

During the month-long celebration, the Museum will host daily interactive activities related to the mouth, teeth and oral health. Activities include:

- Story time with dental related books
- Puppet shows by Sarabelle Toothington, the Tooth Fairy
- Tooth-themed arts and craft projects

Smile Bags featuring toothbrushes, toothpaste, floss and fun facts about dental health will also be distributed to Museum visitors.

In addition, Delta Dental of Arizona is offering FREE admission into the Museum for Delta Dental Days, February 22-24. To take advantage of this special offer, visitors must show their Delta Dental of Arizona ID card. Each member (subscriber) must show a valid ID card.

For more information on Delta Dental Days or for instructions on printing your ID card, visit [www.deltadentalaz.com/dentalhealthmonth](http://www.deltadentalaz.com/dentalhealthmonth).



FREE ADMISSION TO THE CHILDREN’S MUSEUM OF PHOENIX FOR DELTA DENTAL MEMBERS. FEBRUARY 22-24





## CEO'S CORNER YEAR IN REVIEW



As we enter the New Year, I want to provide you with an update on the ways in which Delta Dental of Arizona worked to enhance our member benefits, advance the company and serve our participating dentists better in 2012:

- 1 We took important steps to remain on the forefront of discussions regarding the Affordable Care Act and health care insurance exchanges.
- 2 We retained our contract with our largest employer group, the State of Arizona.
- 3 We reinstated fee filings for preventive and diagnostic codes.
- 4 We increased our member base and enhanced our focus on Individual and Family Plan sales.
- 5 We reaffirmed our commitment to provide oral health care to Arizona residents who cannot afford it.

I am proud and humbled by the hard work of the Delta Dental of Arizona staff, our dentists, brokers and the oral health community. It is with your support that

we continue to be the no. 1 ranked dental benefits carrier in the state year after year and I look forward to our continued success in 2013.

Warmest Regards,

R. Allan Allford  
President & CEO

## 1 JDA Software Group

EMPLOYEES: 2,344

LOCATION: Scottsdale

INDUSTRY: Supply Chain Management

PLAN: Enhanced Premier/PPO

## Top of the List: New Groups

Groups acquired since July 2012 with 75+ employees.

### 2. Truly Nolen of America, Inc.

EMPLOYEES: 662

LOCATION: Tucson & Phoenix

PLAN: Passive

### 3. Iridium Satelittle

EMPLOYEES: 209

LOCATION: Tempe

PLAN: Passive



### 4. The Mahoney Group

EMPLOYEES: 165

LOCATION: Casa Grande, Coolidge, Phoenix,

Superior & Tucson

PLAN: Enhanced Premier/PPO

### 5. San Tan Ford

EMPLOYEES: 150

LOCATION: Gilbert

PLAN: Enhanced Premier/PPO

### 6. Christ's Church of the Valley

EMPLOYEES: 130

LOCATION: Phoenix

PLAN: Passive

### 7. Pink Jeep Tours, Inc.

EMPLOYEES: 125

LOCATION: Sedona

PLAN: Enhanced Premier/PPO

### 8. Dillon Precision Products, Inc.

EMPLOYEES: 107

LOCATION: Scottsdale

PLAN: Enhanced Premier/PPO; Passive

### 9. State Bar of Arizona

EMPLOYEES: 102

LOCATION: Phoenix

PLAN: Passive

### 10. Suntech Arizona, Inc.

EMPLOYEES: 75

LOCATION: Tempe

PLAN: Enhanced Premier/PPO

## Personal Disability Insurance: What Every Dentist Should Know

### Delta Dental PPO Network Update

Many of Delta Dental's new employer groups, including JDA Software (4,500+ enrollees), have made the PPO network part of their dental benefit plan.

Already more than 47% of Premier dentists in Arizona have joined the PPO network. If you would like to learn more about the PPO network and how you can maximize your access to PPO patients, please call the Professional Relations team at 866-746-1834, option 5.

**MOST DENTISTS SAY  
THEIR MOST VALUABLE  
ASSET IS THEIR HOME OR  
THEIR PRACTICE.**

If you ask most dentists what their most valuable asset is, they will usually talk about their home or their practice. Occasionally, there might be an investment or retirement account that is mentioned. However, the investment in time and dollars made in their education is always overlooked. The ability to earn money working as a dentist through your professional career is worth many millions. If you use a future value calculator with the number of years it is possible to work, current earnings, a percentage figure for increases in salaries over time, and that every dollar earned can earn money, the future value is many, many millions of dollars.

In a recent article in DentalTown Magazine, Dr. Ivan Kirshner discusses the basics of what to look for in a personal disability insurance policy. Read the full story at <http://goo.gl/IvdpT>.

We are excited to bring this important costs saving opportunity to our members, as disability income insurance is a cornerstone of a smart financial plan. This is a plan we endorse and know you will find valuable. Underwritten by Principal Financial Group, this plan features an own-occupation definition and it is non-cancelable and guaranteed renewable. The company has negotiated a substantial premium discount for Delta Dental Dentists. Depending on your age, dental specialty, and gender, discounts range from 20-40% off the standard rates.

Interested in a quote or have questions about this special program? Contact Kirshner & Klarfeld Financial Group at 480-588-6356 or visit [www.kkfg.net](http://www.kkfg.net).

### WEBSITE TIP: FIND OUT IF A CDT CODE IS COVERED

Did you know that you can easily find out if a specific procedure code is covered by your patient's dental benefits? Here's how:



- 1 Go to [www.deltadentalaz.com/dentist](http://www.deltadentalaz.com/dentist).
- 2 Log in to the Dentist Connection using your username and password.
- 3 Click **Patient Information**.
- 4 Click **Patient Benefits**.
- 5 Enter the patient search criteria and click **Search**. The patient's benefits will display.
- 6 Click **Procedure Code Search**.
- 7 Enter the procedure code and click **Search**. The results page will indicate if the code is covered and the applicable benefit level.



Dr. Falk

*If you'd like to be featured in  
Impressions or the Dentist Connection,  
email [marketing@delta-dental.com](mailto:marketing@delta-dental.com)*





# Q&A with Dr. Bradford Allen & Dr. Charles Falk of All West Family in Peoria

## Q: DO YOU BRUSH AND FLOSS AS MUCH AS YOU RECOMMEND?

Dr. Falk: Ouch! I brush as much as I recommend and floss regularly.  
Dr. Allen: Yes, I brush 3-4 times a day and floss 3-4 times a week.

## Q: WHAT IS YOUR FAVORITE TOOTH-FRIENDLY VALENTINE'S CANDY?

Dr. Falk: Sugar-free Werthers.  
Dr. Allen: Oh, that sounds good!

## Q: WHAT IS THE BEST DENTAL ADVICE YOU'VE EVER RECEIVED?

Dr. Falk: "Do good work and the rest will come." That was from an instructor in dental school.  
Dr. Allen: "The decay is mine; the tooth is theirs." Try to preserve as much tooth structure as I can.

## Q: WHAT IS THE BEST THING ABOUT BEING A DELTA DENTAL DENTIST?

Dr. Falk: The sense of community.  
Dr. Allen: Delta Dental has a good product for patients and dentists. There will be dentists out there that say we can't raise our fees etc., but for the most part, Delta Dental is reasonable.

## Q ANY FUNNY STORIES FROM THE DENTAL CHAIR?

**DR. FALK:** Hundreds! How about the time when Brad (Dr. Allen) went to do an exam and the patient had a plastic cockroach in her mouth?

**DR. ALLEN:** I jumped and there might have been a few choice words. LOL.



Dr. Allen

Featured in First Delta Dental AZ Blog, [delta.dentalaz.com](http://delta.dentalaz.com).





## PROFESSIONAL RELATIONS



Office  
of Dr.  
Spencer  
Archibald

Office of Dr. Jay Lopez

Office of  
Dr. John H. Upton Jr.



Office of  
Dr. Bruce  
F. Okun

## Provider Survey Raffle Winners Announced

Many thanks to the 603 dental offices that completed the Delta Dental of Arizona Provider Survey. As an added incentive to complete the survey, participants were invited to enter to win a \$200 American Express gift card. The winners of the random drawing were:

- Office of Dr. Spencer Archibald
- Office of Dr. Jay Lopez
- Office of Dr. John H. Upton Jr.
- Office of Dr. Theodore J. Jenal
- Office of Dr. Bruce F. Okun

Congratulations to all of our winners!

## Join Delta Dental at the Western Regional Dental Convention

Representatives from our Provider Relations team are looking forward to meeting with attendees at the Western Regional Dental Convention (WRDC), March 7-9 at the Phoenix Convention Center.

Wondering how you'll find them? You'll have plenty of opportunities:

- Stop by the exhibit hall and say hi. We'll be at booth #628.
- Join us for the course "Learning in the Round for Dental Office Administrators" on March 7.
- We invite new dentists to join us for a luncheon sponsored by Delta Dental of Arizona on March 8.

For more information or to register for WRDC, visit [www.westernregional.org](http://www.westernregional.org).



## 2013 CDT Code Changes

Effective January 1, the American Dental Association (ADA) updated the CDT procedure codes to keep in tune with dental practice. Both dentists and dental benefits companies, like Delta Dental of Arizona, must use the most current set of procedures codes and nomenclature to submit and process claims. Beginning in 2014, these CDT updates will occur on an annual basis. For a complete list of changes that became effective January 1, visit [www.ada.org/3827.aspx](http://www.ada.org/3827.aspx).

The ADA has also issued a CDT Code Check mobile app for iOS via the Apple Store and Android via Google Play. The CDT Code Check 2013 app contains all of the CDT codes and is an especially handy practice management tool for dentists and dental staff who travel between offices. It is also ideal for working on claim forms and looking up procedure codes when the CDT manual is unavailable.



Catch us at  
*Learning in the Round for  
Dental Office Administrators*  
at the WRDC!

Thursday, March 7

Take away new ideas to  
improve your practice.

Register online:  
[www.westernregional.org](http://www.westernregional.org)

## Delta Dental Employees Help Make AZMOM a Success

There's no question Delta Dental of Arizona employees are passionate about oral health. The latest evidence? Twenty-eight Delta Dental employees visited Veteran's Memorial Coliseum December 7-8 to lend a hand at the inaugural Arizona Dental Mission of Mercy event.

Among the volunteers were Professional Relations staff members Cindy Hobbs, Kathy Morrow, Keisher Ballew, Naira Chavez, and Wendy Parr. Board members Dr. Alvin Matthews, Dr. Brian Wilson, Dr. Dale Hallberg, Dr. Frederick Olsen, Dr. Joyce Rosenthal, Dr. Jason Dittberner, and Dr. Phillip Santucci also volunteered during the two-day event.

To learn more about AZMOM, why it was needed and what it meant to both patients and volunteers, watch Delta Dental of Arizona's videos from the event at [www.youtube.com/DeltaDentalAZ](http://www.youtube.com/DeltaDentalAZ).



*Dr. Joyce Rosenthal at  
Az Dental Mission of  
Mercy.*

## Patients Cannot Be Billed for Laser Treatment

Delta Dental of Arizona provides benefits based on the procedure code for the treatment performed, not the technology or technique used to perform the procedure. For example, if a gingivectomy is performed using a laser or a scalpel, the procedure code is the same: 4211.

This means that dentists cannot file a separate fee for laser treatment or bill the patient for laser treatment. This policy is based on the ADA's CDT Dental Codes, which defines the laser as an instrument or tool.

**BENEFITS ARE BASED ON THE  
PROCEDURE CODE FOR THE  
TREATMENT PERFORMED,  
NOT THE TECHNOLOGY  
OR TECHNIQUE USED TO  
PERFORM THE PROCEDURE.**





# 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



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Glendale, AZ 85306



## 8<sup>TH</sup> ANNUAL **GOLF4SMILES TOURNAMENT** FRIDAY, MAY 10, 2013

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