

**INSIDE:**

CEO's Corner | Everseat | Processing Policy Changes | Fraud & Abuse | New Groups



**Q: What is your favorite flavor floss?**

**A:** Mint-flavored tape.

**Q: Electric or manual toothbrush?**

**A:** Electric. I prefer the latest Sonicare.

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

**A:** Stop neglecting proper home care. It is a great preventative measure.

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

**A:** If you don't have a toothbrush, use nature's own natural toothbrush—an apple!

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

**A:** Having Keisher Ballew as our professional relations representative. (Editor's Note: Each dental office has an assigned professional relations representative to answer questions and provide training on Delta Dental policies.)

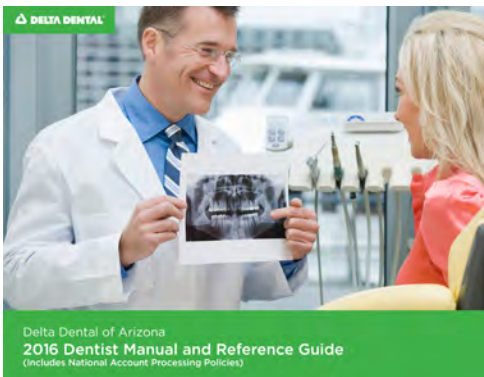
**Q: What is your favorite dental joke?**

**A:** What does the dentist of the year receive as an award? A little plaque.

**DENTIST SPOTLIGHT:**

**Q&A with Dr. Elahe Wissinger**  
E Dental Solutions in Tucson

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



**DOWNLOAD THE 2016 DENTIST MANUAL**

We've updated our Dentist Manual and Reference Guide with all the information your dental office staff need to know about Delta Dental of Arizona's standard claims processing guidelines and administrative policies.

Download a copy for your office today at [www.deltadentalaz.com/dentist](http://www.deltadentalaz.com/dentist).

**JOIN DELTA DENTAL AT THE WESTERN REGIONAL DENTAL CONVENTION**

Representatives from our Professional Relations team are looking forward to meeting with attendees at the Western Regional Dental Convention (WRDC), April 8-9, at the Phoenix Convention Center. Stop by booth #608 in the exhibit hall and say hi.

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



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 2015:

- We added more than 33,000 enrollees despite an increasingly competitive environment.
- We created new opportunities and partnerships to help participating dentists increase their patient base, which you can learn more about on pages 4-5.
- 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 2016.

Warmest Regards,

R. Allan Allford  
President & CEO

## CEO's CORNER

Year in Review

## DDAZ HELPS ARIZONA DENTAL MISSION OF MERCY PROVIDE NEARLY \$2 MILLION IN FREE CARE

Nearly 1,500 volunteers—including Delta Dental of Arizona Board members, executives, employees and network dentists—converged on the Arizona Veterans Memorial Coliseum on December 11 and 12 to participate in the Arizona Dental Mission of Mercy (AZMOM). Thanks in part to a \$17,000 donation from Delta Dental of Arizona and its Foundation, the annual event organized by the Central Arizona Dental Society Foundation provided free dental care to 1,825 adults and children who cannot access and/or afford dental treatment.

“Without the support of Delta Dental of Arizona, the AZMOM would never have been possible,” said Central Arizona Dental Society Foundation Board President Dr. Pat Rabot. “2015 was our biggest event to date, providing more than \$2 million in free dental care in just a two-day period. Our thanks and appreciation goes out to all of our sponsors, but most especially Delta Dental, our founding sponsor and biggest champion.”

The event also marked the debut of new portable dental chairs, digital X-ray equipment, laptop computers and software donated by the Delta Dental of Arizona Foundation for use by service organizations across the state. The new equipment, valued at \$40,000, is now housed at the Phoenix Community ToolBank and can be checked out by dental and healthcare organizations for community events for a minimal fee.

For more information on AZMOM or to find out how you can help, visit [www.azmom.org](http://www.azmom.org).



Volunteer dental professionals provide treatment to patients at AZMOM.

# Benefit Enhancements for Small Employer Groups for 2016

Delta Dental of Arizona is pleased to announce several benefit enhancements for small employer group plans effective January 1, 2016, including:

- Implants no longer need to be bound by healthy teeth on either side to qualify as a covered benefit. In addition, the lifetime maximum per tooth has been removed.
- Periodontics and the treatment of gum disease is a covered non-surgical benefit once every 2 years and a covered surgical benefit once every 3 years. In addition, the lifetime periodontic maximum has been removed.

To ensure you are providing patients with the most up-to-date coverage information, we recommend checking their benefits via the Dentist Connection or the Faxback service.

# Changes to State of Arizona Benefit Plans in 2016

Delta Dental of Arizona is proud to be the dental benefits carrier of choice for State of Arizona employees for 23 years and counting. For State of Arizona employees with the Delta Dental PPO plus Premier plan, the following benefit changes were effective January 1, 2016:

1. An additional emergency evaluation or consultation visit has been added.
2. Bitewing X-rays will be covered once per benefit year. This change is based on recommendations from the American Dental Association.

To ensure you are providing State of Arizona employees with the most up-to-date coverage information, we recommend checking patient benefits via the Dentist Connection or the Faxback service.

## USING THE DELTA DENTAL NAME AND LOGO IN PROMOTIONAL MATERIALS

Delta Dental Plans Association (DDPA) allows participating dentists to use the Delta Dental name, logo and other service marks in the following promotional materials to reflect that they accept Delta Dental benefits:

- Internet websites, listings and advertisements
- Telephone directories and similar directories
- Interior displays in the participating dentist's office

Use of the Delta Dental name, logo and other service marks is subject to DDPA's terms, policies and conditions, which are available at [www.deltadental.com/Public/NewsMedia/LogoUsage.jsp](http://www.deltadental.com/Public/NewsMedia/LogoUsage.jsp).

Delta Dental of Arizona highly encourages participating dentists to contact the Marketing/Communications team at [marketing@deltadentalaz.com](mailto:marketing@deltadentalaz.com) to ensure use of the Delta Dental name, logo and other service marks complies with DDPA guidelines. The Marketing/Communications team can also provide the most current version of the Delta Dental logo and answer any questions you have.

## DELTA DENTAL IS MAKING DIRECT DEPOSIT EASIER FOR DENTAL OFFICES

In order to better serve participating dentists, Delta Dental Member Companies are working together to simplify direct deposit. Dentists will have the option to submit one direct deposit authorization to sign up for electronic payments from Delta Dental of Arizona and other member companies. Arizona dentists will submit their direct deposit authorization to Delta Dental of Arizona and, once authorization is received, will receive payment from all Delta Dental Member Companies via direct deposit.

This change will go into effect around April 1, 2016, and is intended to make claims payment easier and more expedient for participating dentists. More information will be sent to those dentists who already participate in direct deposit.

# DDAZ PROGRAMS TO HELP DENTISTS MARKET THEIR PRACTICES

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. We are pleased to offer you several opportunities to help you increase your patient base. More information on our most popular programs for network dentists is on pages 4-5.

## FILL SCHEDULE GAPS WITH EVERSEAT

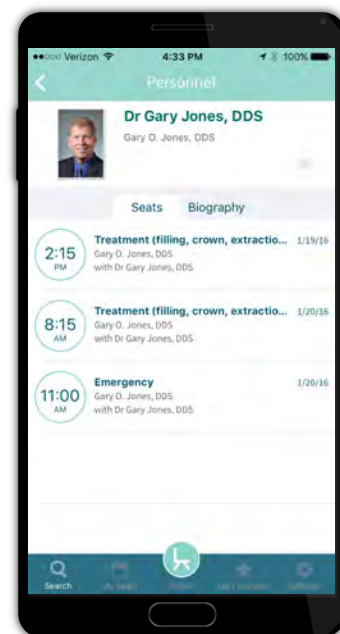
For prospective patients, the biggest challenge with seeing a dentist is scheduling the appointment. Delta Dental of Arizona has discovered a new way to make that the easiest part—with Everseat. Everseat is an appointment-scheduling tool that current and prospective patients can download for free. With it, they can schedule appointments in the future or find same-day openings. They can search by provider, by date, or by next available opening.

For your office, this is revolutionary. Cancelled appointments and unexpected schedule gaps can be frustrating, and those unclaimed openings in your schedule can take a financial toll. Everseat virtually eliminates the frustration.

When you have a gap in your schedule, the open slot is immediately blasted to interested patients nearby. If a patient wants the appointment, she pushes a button on her phone to “grab the seat.” Your staff confirms the appointment and the transaction gets completed within minutes. Nobody ever talks on the phone.

Everseat boosts profits by reducing the number of unfilled appointments in your schedule and by shortening the amount of time your staff spends on attempting to fill openings. It's fast, efficient and very practical.

Delta Dental of Arizona dentists and hygienists are eligible for a complimentary 1-year license to Everseat. This offer is available to the first 500 dentists and hygienists who sign up at [www.everseat.com/deltadentalaz](http://www.everseat.com/deltadentalaz).



## SAVE ON SUPPLIES AND SERVICES WITH DENTAL OFFICE DEALS

Delta Dental network dentists can sign up for Dental Office Deals 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!

For more information or to enroll in Dental Office Deals, visit [www.deltadental.com](http://www.deltadental.com) and log in to your account through the Dentist portal on the top bar. Select Dental Office Deals at the bottom of the left column to access the Dental Office Deals portal.

# BECOME A SUBJECT MATTER EXPERT

Are you a dentist or hygienist who is passionate about a specific oral health topic? DDAZ is always looking for experts to assist with media interviews and oral health events.

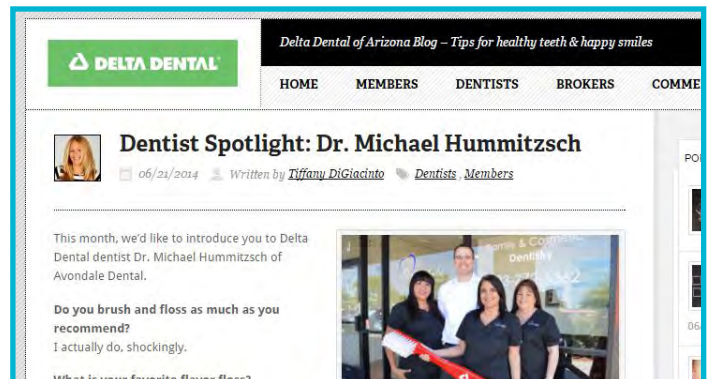
Popular areas of expertise include:

- Diabetes
- Senior oral health
- Children's oral health
- Pregnancy and oral health
- Nutrition and diet
- Mouthguards
- Dental anxiety
- Adult and child braces

If you'd like to serve as a subject media expert on any of these topics or another dental-related topic, please email [marketing@deltadentalaz.com](mailto:marketing@deltadentalaz.com).

## Spotlight Your Practice in First Impressions or the DDAZ Blog

We're seeking participating dentists to feature in upcoming issues of First Impressions or online at the Delta Dental of Arizona Blog. The Dentist Spotlight feature of our blog is a reader favorite and exposes your practice to thousands of Arizonans who may be looking for a new dentist. Interested in being profiled? Email [marketing@deltadentalaz.com](mailto:marketing@deltadentalaz.com) with your name and contact information.



## PARTNER WITH DDAZ ON ITS DENTIST BY 1 CAMPAIGN

On average, Arizona children do not visit the dentist until they are almost 3 years old. That's two years too late. Become a part of our Dentist By 1 public service campaign and help us encourage parents to take their children for their first dental checkup by age 1. As part of the campaign, Delta Dental of Arizona has created a website ([www.DentistBy1.com](http://www.DentistBy1.com)) and educational materials on the importance of visiting the dentist at an early age to establish good oral health habits. To find out how you can help, email [deltafoundation@deltadentalaz.com](mailto:deltafoundation@deltadentalaz.com).

## Individual & Family Plan Dental Office Kits Available

Looking to promote a quality dental benefits plan to patients who don't have dental insurance? Delta Dental of Arizona has dental office kits available with information on Delta Dental Individual & Family plans. Call 866.746.1834, option 5, to request a kit for your office!

# 2016 Processing Policy Changes: Periodontal Scaling and Root Planing

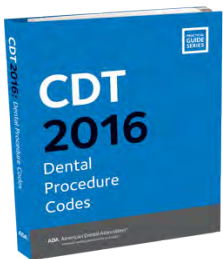
Delta Dental will no longer benefit more than two quadrants of scaling and root planing on the same date of service. More than two quadrants performed will be disallowed. (Individual consideration may be considered when accompanied by adequate documentation of extraordinary circumstances.)

Periodontal scaling and root planing involves instrumentation of the crown and root surfaces of the teeth to remove plaque and calculus from these surfaces. It is indicated for patients with periodontal disease and is therapeutic, not prophylactic, in nature. Root planing is the definitive procedure designed for the removal of cementum and dentin that is rough, and/or permeated by calculus or contaminated with toxins or microorganisms. Some soft tissue removal occurs. This procedure may be used as a definitive treatment in some stages of periodontal disease and/or as a part of pre-surgical procedures in others.

As a reminder, the clinical criteria for D4341: Scaling and Root Planing is:

- Teeth must have at least 4-5mm probing pocket depths
- There must also be loss of periodontal attachment, including radiographic evidence of alveolar bone loss
- Evidence of calculus deposits on the root surfaces
- At least four teeth must be affected in quadrant for D4341; if less than four teeth, the appropriate code is D4342

Periodontal charting and diagnostic quality X-rays are required.



## 2016 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 2016 version of the CDT incorporates a significant number of procedure code changes with 19 new codes, 12 revised codes and 8 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](http://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.

## Oral Surgery Policy Change for Codes D7210-D7999

In order to process claims more efficiently, a detailed narrative that supports the treatment provided are now required, including diagnostic X-rays or photos for oral surgery codes D7210-D7999.

Questions? Call the Professional Relations team at 866.746.1834, option 5.

## Authentication for Dedicated Dentist Phone Line

To ensure the security of members' personal health information, Delta Dental of Arizona has implemented an authentication process for the dedicated dentist phone line. As part of this process, dentists and office staff are required to enter their office's 9-digit tax identification number.



# WHAT IS DENTAL INSURANCE FRAUD?

Many dentists and staff have questions regarding billing practices and insurance. While each insurance carrier may have its own requirements for paying claims, these typically are contract rules that refer to the specific company and contract. A dentist may be in violation of a contract with a third-party carrier, such as Delta Dental, without actually committing fraud.

The following situations commonly constitute actual insurance fraud:

1. **Billing for services not performed** – This can also include billing for a more extensive procedure than actually provided to gain a higher reimbursement.
2. **Upcoding** – This refers to coding a procedure as having a more extensive degree of difficulty than actually performed. For example: A patient receives a standard prophylaxis (O1110), but the insurance carrier is billed for periodontal scaling and root planing (O4341).
3. **Waiver of co-payments or deductibles** – Patient co-payments and deductibles are an essential element to the cost structure of the contract between an insurance carrier and whoever is purchasing the coverage (such as an employer for employees). Waiving co-payments may encourage more usage of the coverage than would normally occur, skewing the original cost structure.
4. **Altering dates of service** – The correct date a procedure is performed is important for determining coverage due to patient eligibility requirements and waiting periods. It is fraudulent to send in a claim for a treatment using a date other than the actual date of service.
5. **Unbundling or improper use of codes** – It is considered fraud to use several codes (unbundling) to describe a service on a claim where one code is sufficient.
6. **Misrepresenting patient identities** – Performing treatment on one patient and sending in a claim for a person as someone else is fraud.
7. **Not disclosing existence of additional or primary coverage** – Patients who are covered by more than one dental plan or a medical and dental plan may receive benefits from all plans, provided each plan knows about the others. Sending in multiple claims to different carriers as if they were each the primary carrier is fraudulent.

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## 10 TIPS FOR SUBMITTING CLAIMS FOR COORDINATION OF BENEFIT

Follow these tips to ensure timely and accurate processing of Coordination of Benefit (COB) claims:

1. When you prepare a claim for COB, indicate on the claim form that the patient has other dental coverage. It is important to include the other dental coverage information.
2. Submit a claim to the primary carrier first and wait to receive payment. Then submit a claim to the secondary carrier with a copy of the Explanation of Benefits (EOB) from the primary carrier. This EOB will show the secondary carrier the amount that has already been paid.
3. When a patient is covered for a dental service by both the medical carrier and Delta Dental, the medical carrier is primary. This includes limited preventive dental plans offered by HMOs.
4. When a patient has double Delta Dental coverage (i.e., both husband and wife have Delta Dental coverage), you can submit for benefits from both on one claim form.
5. If there is no medical coverage for a surgical procedure, please note this on the claim.
6. If the patient is no longer covered by another plan, indicate the date of termination so we can update our records prior to processing the claim.
7. Delta Dental's secondary EOB will reflect the accurate Delta Dental payment. However, the patient balance and office write-off will be incorrect, so do not use them to calculate patient payment.
8. Never record the primary claim adjustment until after the secondary payment. The secondary payment will sometimes cover the adjusted amount.
9. When submitting claims electronically for secondary processing, the comments section is not captured. This means that Delta Dental will not receive any primary payments noted in this section.
10. Not all COB claims will result in your office being entitled to receive reimbursement up to your submitted fee.

If you have additional questions on COB or the patient responsibility is not clear, please call our Customer Service team at 866.746.1834, option 6, for assistance.

# 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  
June 2015 with 75+ employees

### **Knight Transportation, Inc.**

**2,718 employees**  
Location: Phoenix  
Plan: PPO plus Premier

### **AzMT - Pinal County**

**1,464 employees**  
Location: Kingman  
Plan: PPO plus Premier

### **Western Alliance Bancorporation**

**1,254 employees**  
Location: Phoenix  
Plan: PPO plus Premier

### **TPI Composites, Inc.**

**755 employees**  
Location: Scottsdale  
Plan: PPO plus Premier

### **Matrix Absence Management**

**630 employees**  
Location: Phoenix  
Plan: PPO plus Premier

### **Kitchell Corporation**

**549 employees**  
Location: Phoenix  
Plan: PPO

### **Pima Community College**

**544 employees**  
Location: Tucson  
Plan: PPO plus Premier

### **Eastern Arizona College**

**158 employees**  
Location: Thatcher  
Plan: PPO plus Premier

### **Credit Union West**

**151 employees**  
Location: Glendale  
Plan: PPO plus Premier; PPO

### **PopHealthCare, LLC**

**150 employees**  
Location: Tempe  
Plan: PPO

### **Spectrum Healthcare Group**

**143 employees**  
Location: Cottonwood  
Plan: PPO

### **Make-A-Wish Foundation of America**

**141 employees**  
Location: Phoenix  
Plan: PPO plus Premier

### **Edupoint Educational Systems**

**132 employees**  
Location: Mesa  
Plan: PPO

### **Sahuarita Unified School District No. 30**

**122 employees**  
Location: Sahuarita  
Plan: PPO plus Premier

### **Wickenburg Unified School District No. 9**

**104 employees**  
Location: Wickenburg  
Plan: PPO plus Premier