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DENTIST SPOTLIGHT:

Q&A with Dr. Haleh Bazargan
Haleh Bazargan of Verde Smiles in Camp Verde

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

A: Yes, I do.

Q: Electric or manual toothbrush?

A: Electric. [I love] Oral B [because] the smaller attachment will allow you to reach the small nooks and crannies.

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

A: Tooth stain prevention starts with swishing your mouth immediately after having teeth-staining liquids such as red wines, coffee, tea, etc.

Q: Your office runs on solar power. Tell us more about how and why you decided to go green.

A: My home is also solar-powered; I really try my best to set a good example for our community/environment by going green. A solar-powered business is a good way to do that.

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

A: Delta Dental makes it very easy and convenient to verify benefit information through the website, which allows the provider to treat the patient in a timely manner.

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

DENTAL OFFICE DEALS: EXCLUSIVE 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.

Dani Dental

Delta Dental of Arizona has negotiated discounted rates for dental laboratory services from Dani Dental. Dentists who use Dani Dental also have the opportunity to attend Lunch & Learns where you can eat, learn and earn CEs from the comfort of your own office. For more information, visit danidental.com/deltadentalaz.

Dental Office Deals (DDPA)

Sign up at dentalofficedeals.com 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!

Everseat

Discover Everseat, a tool that boosts profits by reducing the number of unfilled appointments in your schedule while shortening the amount of time your staff spends attempting to fill openings. Visit everseat.com/deltadentalaz to learn more and to schedule a demo today.



Before we get too far into 2017, I want to thank our dentists, brokers and Delta Dental of Arizona staff for the hard work they do to ensure greater access to dental care within our community. We couldn't have had a successful 2016 without your support.

Despite an increasingly competitive environment, we were able to enhance our member benefits, advance the company and serve our participating dentists better in 2016. Notable highlights include:

- We welcomed 167 new dentists to Delta Dental, increasing the size of our network by 5%.
- We added more than 38,500 enrollees while retaining 97% of our group clients.
- We reaffirmed our commitment to provide oral health care to Arizona residents who cannot afford it. This included giving more than \$600,000 in grants statewide to 33 clinics, organizations and schools through Delta Dental of Arizona Foundation and generous support of the Arizona Dental Mission of Mercy.

As the nation acclimates to a new president and a rapidly changing political environment, it's difficult to predict what the future holds. Will legislators repeal and replace the Affordable Care Act? Will pediatric dental care remain an essential health benefit? How will the State of Arizona promote access to dental care for AHCCCS patients? Experts aren't sure. One thing is certain though—Delta Dental will continue to vocalize the importance of preventive oral health care on overall health and wellness and we'll do what we can to ensure dental benefits remain a part of the conversation.

Warmest Regards,

R. Allan Allford
President & CEO

CEO's CORNER Year in Review

DENTISTS CAN HELP FIGHT OPIOID EPIDEMIC

Prescription opioid abuse has been steadily rising over the years, with Arizonans among the hardest hit by the epidemic. According to a Cronkite News report, more than 2 million grams of oxycodone came into the state in 2015—putting Arizona at the third-highest total per capita in the country. And since 2010, more than 3,600 people have overdosed and died from opioids in Arizona.

Last fall, the American Dental Association issued a statement on the use of opioids in the treatment of dental pain. When considering prescribing opioids, the ADA advised dentists to:

- Conduct a medical and dental history to determine current medications, potential drug interactions and history of substance abuse
- Follow CDC and state licensing board recommendations for safe opioid prescribing
- Use a prescription drug monitoring program
- Teach patients about proper storage and disposal of medications and how to prevent misuse and abuse
- Consider nonsteroidal anti-inflammatory analgesics as the first-line therapy for acute pain management
- Recognize multimodal pain strategies for management for acute postoperative pain
- Seek continuing education in addictive disease and pain management

For more information and recommendations from the ADA on preventing prescription opioid abuse, visit ada.org/opioids.



ARIZONA INVESTIGATIVE REPORT

Watch "Hooked Rx: From Prescription to Addiction," a 30-minute investigative report about Arizona's opioid epidemic at hookedrx.com.

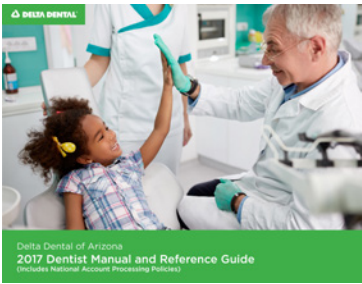
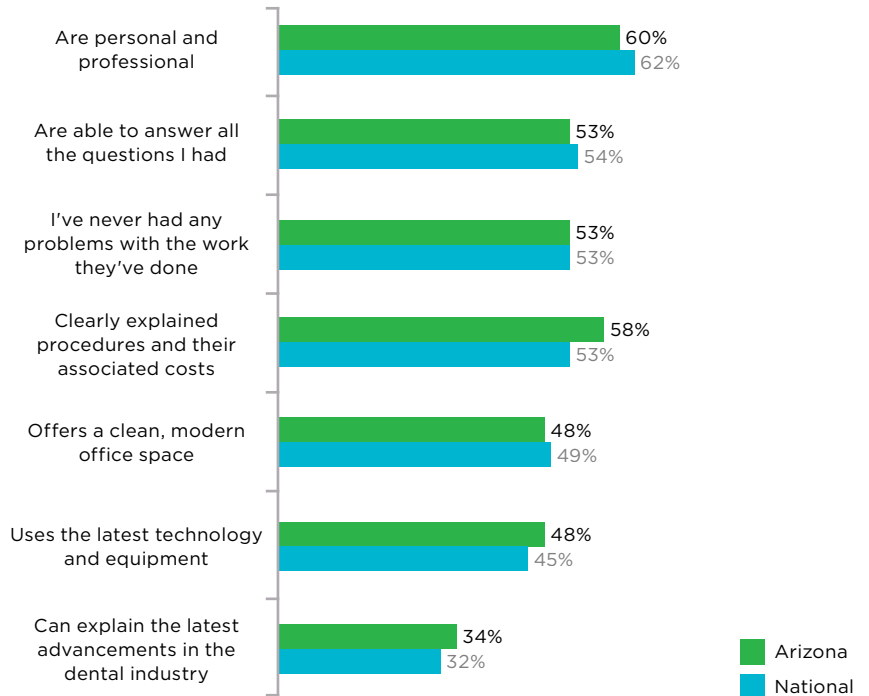
DEFINING QUALITY CARE IN DENTISTRY:

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 to define quality care in dentistry.

Editor's Note: Be sure to check out the Fall 2016 issue of First Impressions for CEO Allan Allford's discussion on defining and measuring quality care in dentistry.

The word quality is used a lot in health care. Thinking about your dental health and your general dentists, how do you define quality?



DOWNLOAD THE 2017 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.

Delta Dental of Arizona Named Top Dental Insurance Company

For the 18th consecutive year, the Phoenix Business Journal named Delta Dental of Arizona the top dental insurer in the state.

Insurer name / 2016 Rank Website	Current # of Arizona enrollees (primary and secondary)	Current # of participating provider locations
1 Delta Dental of Arizona ① deltadentalaz.com	1,024,404	7,900
2 Cigna ② cigna.com	458,600	NA
3 Blue Cross Blue Shield of Arizona ③ azblue.com	190,314	6,550
4 Humana Inc. ④ humana.com	189,000	6,984
5 Employers Dental Services ⑤ mydentalplan.net	75,010	2,756
6 Principal ⑥ principal.com	53,325	15,377
7 SecureCare Dental ⑦ securecaredental.com	21,100	3,700

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 6-8, at the Phoenix Convention Center. Stop by booth #711 in the exhibit hall and say hi. For more information or to register for WRDC, visit www.westernregional.org.

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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

TOP OF THE LIST

Groups acquired since December
2016 with 75+ employees

Great Hearts Academies

1,030 employees
Location: Phoenix
Plan: PPO plus Premier

El Rio Santa Cruz Neighborhood Health Center

891 employees
Location: Tucson
Plan: PPO plus Premier

AzMT - City of Maricopa

240 employees
Location: Kingman
Plan: PPO plus Premier

Northwest Fire District

217 employees
Location: Tucson
Plan: PPO plus Premier

Laser Masters dba LMI Solutions

184 employees
Location: Phoenix
Plan: PPO plus Premier

Sunstreet Mortgage LLC

135 employees
Location: Tucson
Plan: PPO

Tuft & Needle (Fosbrooke Inc.)

130 employees
Location: Phoenix
Plan: PPO

SheKnows Media Holdings

126 employees
Location: Scottsdale
Plan: PPO plus Premier

Global Water Management LLC dba FATHOM

111 employees
Location: Phoenix
Plan: PPO plus Premier

Market Enginuity

106 employees
Location: Phoenix
Plan: PPO plus Premier; PPO

Recreation Centers of Sun City Inc.

94 employees
Location: Phoenix
Plan: PPO

Annual Meeting Reminder



Delta Dental of Arizona's annual membership meeting is 8:30 a.m. on April 21 at 5656 W. Talavi Blvd. in Glendale.

All contracted dentists are encouraged to attend.