

Access

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Delta Dental of Colorado Foundation's Infant Oral Health Campaign Recognized for Success

PR News, a national trade publication for communication executives, named Delta Dental of Colorado Foundation's Infant Oral Health Public Education campaign a finalist in the Nonprofit PR Awards competition.

"This campaign has really elevated the importance of infant oral health in our community," said Barbara Springer, Executive Director of the Delta Dental of Colorado Foundation. "It's an honor to be recognized for the strides we're making with parents and so many members of the dental and healthcare profession."

Follow up research on the campaign has shown that awareness of the mother/child oral health connection has increased from 26 percent to 69 percent among survey respondents.

Now in its third year, the campaign has specifically focused on preventing transmission of bacteria from parent to child.

Now in its third year, the campaign has specifically focused on preventing transmission of bacteria from parent to child. Many of you may have heard the radio ads, seen print ads in local parenting magazines or even seen news segments encouraging preventive behaviors. The campaign has also worked with local dental and medical professionals to help spread the word. To date, more than 200,000 pieces of patient education materials have been distributed across Colorado.

Thank you for your help in spreading this very important message in our community.



"This campaign has really elevated the importance of infant oral health in our community."

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Delta Dental Wins Two Awards

Delta Dental of Colorado took two major awards at an October 23rd ceremony hosted by the Colorado Women's Chamber of Commerce. The annual awards luncheon celebrates the accomplishments of outstanding businesswomen in Colorado.

Delta Dental's President and CEO, Kate Paul, received the prestigious Lifetime Achievement Award in recognition of her many years of service to the community. In selecting the winner, the Women's Chamber evaluated several of Denver's top businesswomen. All nominees demonstrated significant leadership, positively influencing her community.

The Chamber noted that not only has Kate made it her mission to give back to the community, but that she has made it a point to help elevate women into roles of greater responsibility whenever possible.

In her acceptance speech, Kate pointed to the fact that when decisions are impacted by a diverse group of individuals, they will ultimately be better decisions.

The awards did not end with Kate's.

The Chamber also honors small, mid and large-sized companies that create a workplace that is supportive of professional accomplishments of their employees.

Delta Dental of Colorado was selected as Company of the Year in the mid-sized category. The Women's Chamber recognized the company's mission to the community, and its many initiatives that promote a robust and diverse workforce. In awarding Delta Dental with this honor, the Chamber noted that it is a company that is driven by the efforts and passion of its employees to bring good oral health to all of the people of Colorado.



Upcoming Events for Brokers

- **Broker Quoting Tool Training (quote groups from 1-50 online) – Coming in February 2010**
- **Oral Health/Wellness Symposium (with CE credits) for brokers – Coming in February 2010**

Coming Soon—
Delta Dental of Colorado's
Wellness Program. Learn how oral
health can impact overall health.

New Account Manager

Kay Girodo recently joined Delta Dental of Colorado as an Account Manager in the Sales and Marketing department. She will primarily assist with strategic alliance groups. Kay has worked in the health insurance industry for over 15 years. Her experience includes large group, Medicare and individual sales for Pacificare/United HealthCare and Humana. A Colorado native, Kay has spent the last five years in the warmth of Phoenix, Arizona. She is excited to return to Colorado as a member of the Delta Dental team!

The Reality of Children's Oral Health



While a majority of Americans rate their children's oral health as "excellent," there are clear gaps in understanding of basic oral health procedures and actual behavior. That's one of the key findings from a survey of American children's oral health, conducted on behalf of Delta Dental Plans Association, the nation's leading dental benefits provider.

Delta Dental commissioned the survey of primary caregivers to build greater knowledge about the state of children's oral health.

Nearly nine of 10 Americans (87 percent) agree that it is equally important to get good medical care and dental care. Children covered by dental insurance are much more likely to have visited the dentist than uninsured children. Covered children also made their first visit to the dentist at an earlier age than uninsured children.

Other key findings:

- About three in five Americans (58 percent) report that their child's overall oral health is excellent.
- Among those who rate their child's oral health as less than excellent, 45 percent say that not enough brushing or poor brushing technique is the biggest obstacle to excellent oral health. Another 20 percent say the biggest obstacle is a poor diet – not enough fruits and vegetables – or too many sweets.
- Only 7 percent of respondents reported that their child flosses daily.
- More than a third of the survey respondents (36 percent) admit their child brushes his or her teeth less than once a day.
- Nearly half (45 percent) of caregivers say their children brush their teeth for a minute or less – dentists recommend spending two minutes or more on each brushing.

"Americans say they understand children's oral health," said Jed J. Jacobson, DDS, MS, MPH, chief science officer and senior V.P. of Delta Dental. "But there's clearly a need for more education, more frequently, to teach practices that will ensure lifelong oral health. And, since people overwhelmingly prefer the dentist as their primary information source, dental benefits that encourage visits to the dentist are crucial."

Morpac Inc. conducted the 2009 Delta Dental Children's Oral Health Survey. Random 15-minute telephone interviews were conducted nationally with 914 primary caregivers of children from birth to age 11. For results based on the total sample of national adults, the margin of error is ± 3.2 percentage points at a 95 percent confidence level.

Customer Satisfaction

A recent Delta Dental of Colorado customer satisfaction survey* shows high satisfaction levels from the vast majority of Delta Dental customers. Delta Dental scored in the 90%+ range across all categories.

- Customer satisfaction with the time it took to receive their EOB 97%
- Customer satisfaction with the accuracy of their EOBs 95%
- Customer satisfaction with customer service inquiries 95%
- Customer satisfaction with overall claim service 95%
- Customer satisfaction with Delta Dental as a whole 93%

* September 2009, courtesy Health Care Research

Changes to Delta Dental's Underwriting

Employer contribution and employee participation requirements for certain Delta Dental plans have changed.

We now offer coverage for contributory groups with 50% employer contribution — reduced from the 75% previously required. Additionally, the minimum employee participation level is now 50% of eligible employees.

One other change to note: Delta Dental now offers dual choice options for groups as small as five.

Delta Dental of Colorado wins Philanthropy Award

National Philanthropy Day recognizes and pays tribute to the great contributions that philanthropy makes in our lives, our communities and our world. In Colorado, National Philanthropy Day was marked with an awards celebration on November 13, 2009, during which Delta Dental of Colorado was named Outstanding Small Business for its philanthropic work in the community.

Community participation is an important part of the mission of Delta Dental of Colorado. Each year, Delta Dental's employees and their families volunteer for worthwhile community causes, such as redecorating rooms at a homeless shelter and participating in the Adopt-a-Family program during the holidays.

Furthermore, in 2008, Delta Dental of Colorado's gIve program celebrated the company's 50th anniversary by allocating employees and board members \$1,000 to donate to the charity of his or her choice. The goal of the gIve program was to help employees explore their passions, and allow them to support their favorite causes financially. The program got rave reviews from both employees and the charities who received the money. Some employees banded together to create more significant donations to charities that hit home for them.

In addition to the gIve program, Delta Dental promoted philanthropy in many ways, including:

Chopper Toppers Sealant Program & Cavity Free at Three – two programs intended to help improve the oral health of children in Colorado.

Delta Dental Foundation Frontier Center – a \$1 million grant from the Delta Dental Foundation provides University of Colorado medical and dental students opportunities to explore the connections between oral health and overall health.

The Hygienist Co-Location Project – evaluates the impact of providing preventive oral health care for children within primary care settings.

Colorado Dental Association Donation – In 2008, Delta Dental donated \$100,000 to the Colorado Dental Association's Mission of Mercy. Another \$40,000 has been donated since 2008.



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