



# Newsline

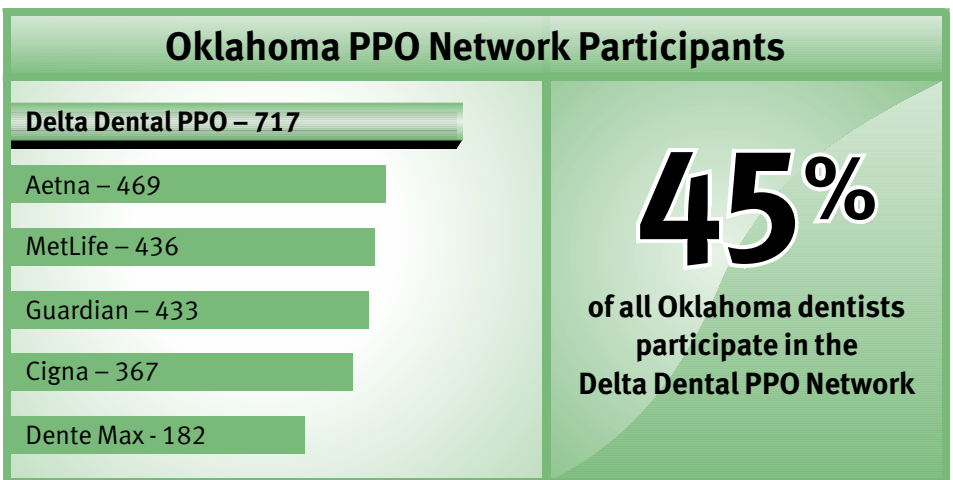
## Delta Dental PPO Remains the Largest PPO Dentist Network in Oklahoma & Nationwide!

The Delta Dental PPO network is our nationwide preferred provider organization (PPO) dentist network. When enrollees select PPO network dentists, they are likely to receive the highest level of benefits with the lowest out-of-pocket cost.

A recent study from Delta Dental of Oklahoma reveals that 717 dentists (up 17% over 2006) are participating in the Delta Dental PPO network. That is 45% of all dentists in private practice in the state which translates to the largest PPO network in Oklahoma.

“Having the largest networks of dentists in the nation is tremendously important because it means we can deliver maximum access and freedom of choice with minimal disruption or inconvenience to our more than 50 million subscribers,” said Ken McGuire, vice president of sales and marketing for Delta Dental of Oklahoma. “Our networks represent a critical part of fulfilling our commitment to promoting good oral health by creating access to affordable dental care.”

Nationally, the Delta Dental PPO network has more than 102,000 dentist locations – again – the largest PPO network among all competitors. The bottom line – your clients want access to care for their employees. Delta Dental delivers! What’s more, Delta Dental of Oklahoma enjoys a 96% satisfaction rating with these providers. So it is highly likely they are going to stay with Delta Dental for many years to come. ■



### Brokers Identify Need - DDOK Delivers!



A recent survey indicated our brokers and consultants wanted a dedicated in-house broker support person - someone who is always available to answer calls and questions and provide immediate assistance. Well, Delta Dental of Oklahoma listened and we delivered!

We are proud to introduce Ms. Lan Miller as our new in-house Broker Support Specialist. Lan will provide dedicated marketing and sales support to our brokers and consultants. She is ready to answer your inquiries Monday through Friday via email at: [marketing@deltadentalok.org](mailto:marketing@deltadentalok.org) -or- via our new marketing telephone hotline at: 405-607-4709 or 866-685-2112 (toll free).

Whether it is requesting a new proposal, checking the status of an existing proposal, or simply to ask a general question, Lan is available and ready to assist you.

At Delta Dental of Oklahoma, we are always looking for ways to further improve the services we provide our brokers and consultants. We hope you will find this additional support very beneficial. ■

### On The Inside

- page 2 **News & Updates**  
**DDOK Receives Reader's Choice Award**
- page 3 **Products & Services**  
**Delta Dental PPO Delivers Savings**
- page 4 **Who's Who at Delta Dental**

[www.DeltaDentalOK.org](http://www.DeltaDentalOK.org)



## Delta Dental receives Readers' Choice Award from *Benefits Selling Magazine*

Delta Dental was named the dental benefits carrier offering the best coverage, plan design and network availability by *Benefits Selling* magazine. The award was announced in the November 2007 issue of the magazine.

*Benefits Selling* magazine surveys its readers annually, asking them to vote on company and product preferences in eight categories that are determined to be important benefits brokers and consultants. This year, dental carriers were included among the categories chosen for the survey.

"We're really pleased that the broker community recognized us as the leaders in dental benefits," said Ken McGuire, vice president of Sales and Marketing for

Delta Dental of Oklahoma. "We take great pride in our customer service and providing our clients with a great value and easy administration."

The results of the *Benefits Selling* Readers' Choice Awards mirror another survey conducted in 2006 by independent research firm The Long Group and sponsored by Delta Dental Plans Association. That survey found that brokers recognized Delta Dental as the category leader, and that Delta Dental outperformed competing dental benefits carriers in all key areas identified as being most important to brokers. ■

## Delta Dental of Oklahoma Charitable Foundation Hosts Golf Tournament

For DDOK, providing employer-based dental insurance is only part of its responsibility. In 1998, DDOK created the Delta Dental of Oklahoma Charitable Foundation, which is funded by a \$500,000+ annual donation from Delta Dental of Oklahoma. Its mission is simple - to further dental education and provide dental treatment to those in need.

This mission is accomplished by funding numerous free and low-cost dental clinics, including Neighbor for Neighbor in Tulsa, City Rescue Mission in Oklahoma City and Help for Friends in Norman, to name only a few. The Foundation also supports the OU College of Dentistry and funds free children's dental education in schools across the state via its free Captain Supertooth program.

The Foundation recently hosted a golf tournament at the Oklahoma City Golf & Country Club, with all proceeds benefitting

Foundation-sponsored outreach programs.

"The monies we raised will directly benefits those less fortunate – Oklahomans who really need dental care but just can't afford it," said Jim Hampton, Chairman of the Foundation. "We really appreciate the support and want to thank all our sponsors, vendors, and players for supporting this great cause."

Major Sponsors included:

- » Patterson Dental
- » Bank of Oklahoma
- » Madison Scottsdale
- » Birchall & Hampton

Vendors and clients who donated their talents and services included:

- » Earl's Rib Palace
- » Great Plains
- » Sprint
- » BC Clark
- » Hudiburg Auto Group



## UPDATE: Spotlight Registration Tops 12,000 Subscribers!

At Delta Dental of Oklahoma, we always look for ways to further improve our services to you and your clients. In conjunction with the re-design of our company web site:

**www.DeltaDentalOK.org**, we developed **Spotlight**® - the next generation of secure on-line services for our members. To date, more than 12,000 Delta Dental of Oklahoma subscribers have enrolled in **Spotlight**® - accessing all the on-line services they need at the touch of a button, 24 hours a day/ 7 days a week.

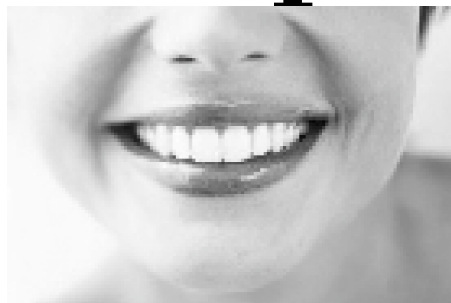
Whether it's...  
filing a claim, inquiring about an explanation of benefits (E.O.B) or viewing an EOB video, searching the nation's largest dentist networks, checking their available benefits, learning more about an upcoming procedure, printing online ID cards... and so much more...

...**Spotlight**® saves time and money with secure, real-time data access designed to expedite the flow of information to your clients' employees.

Better service for your clients without increased the cost — just another part of the Delta Dental experience. Look for more innovative on-line services coming soon.



## Health Tips:



### Don't Ignore Your Oral Health

Research is suggesting that people with periodontal disease are at higher risk for developing heart disease, stroke, uncontrolled diabetes, preterm births and respiratory disease. Sometimes the only way to detect periodontal disease is through a periodontal evaluation.

A periodontal evaluation may be especially important if you:

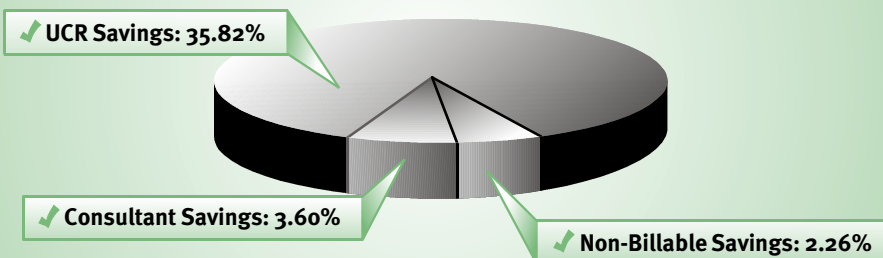
- » Notice any symptoms of periodontal disease.
- » Have heart disease, diabetes, respiratory disease, or osteoporosis.
- » Are thinking of becoming pregnant.

- » Have a family member with periodontal disease. Research suggests that the bacteria that cause periodontal disease can pass through saliva. This means the common contact of saliva in families puts children and couples at risk for contracting the periodontal disease of another family member.
- » Have a sore or irritation in your mouth that does not get better within two weeks.

Periodontal bacteria can enter the blood stream and travel to major organs and begin new infections. If you value your oral as well as your overall health, a periodontal evaluation is a really good idea. ■

### Your Clients Want Savings - Delta Dental PPO Delivers!

#### 2006 Delta Dental PPO Network Savings



# 40%

#### Delta Dental PPO Savings

##### Delta Dental PPO Features:

- › Claim filing by participating dentists.
- › No balance-billing.
- › No up-front charges except copayments and deductibles.
- › Nationwide coverage.
- › Maximum savings potential.

When it comes to dentist access and savings, Delta Dental PPO delivers! Our PPO clients experienced not only greater network access, but also a net savings of **over 40%** in 2006.

These savings come from contract savings due to limitations/exclusions, savings from procedures chargeable to the patient, but excluded or limited by the group contract, and, the "Delta Difference" which includes:

- » **UCR Savings** - Charges exceeding Delta's maximum allowable amount which are not billable. **35.82%**
- » **Non-Billable Savings** - Savings from procedures not chargeable to the patient by participating dentists. **2.26%**
- » **Consultant Review Savings** - Savings directly attributable to the clinical determinations made by Delta's dental consultant. **3.60%**

Our Delta Dental PPO programs provide deep provider discounts, access to both the Delta Dental PPO and Delta Dental Premier networks, highly competitive pricing, and comprehensive benefits to meet the changing needs of today's marketplace. Call Delta Dental of Oklahoma's sales and marketing department to learn more! ■



# 4 Who's Who at Delta Dental

## Delta Dental Marketing Department Contact Information:

### Vice President, Sales & Marketing

Mr. Ken McGuire  
405-607-2107  
800-522-0188 – ext 107  
kmcguire@deltadentalok.org

### Broker Relations Representative:

Ms. Katrina Nash  
405-607-4706  
800-522-0188 – ext 706  
knash@deltadentalok.org

### Underwriting/Requests for Proposals:

Ms. Kelly Graham  
405-607-2113  
800-522-0188 – ext 113  
kgraham@deltadentalok.org

### Communications/Advertising:

Mr. Tom Searls  
405-607-2178  
800-522-0188 – ext 178  
tsearls@deltadentalok.org

### Group Specialist

Peggy Nickels  
405-607-2114  
800-522-0188, ext 114, pnick-  
els@deltadentalok.org

### Account Services Representative:

Ms. Navette Winford  
405-607-2124  
800-522-0188 – ext 124  
nwinford@deltadentalok.org

Visit Our Web Site:  
[www.DeltaDentalOK.org](http://www.DeltaDentalOK.org)

## For more information contact:

Ken McGuire  
Vice President Sales & Marketing  
Office: 405-607-2107  
Toll Free: 1-800-522-0188, ext. 107  
Email: [kmcguire@DeltaDentalOK.org](mailto:kmcguire@DeltaDentalOK.org)  
Web: [www.DeltaDentalOK.org](http://www.DeltaDentalOK.org)  
P.O. Box 54709  
Oklahoma City, OK 73154-1709

### Editor:

Tom Searls  
Corporate Communications Director

*Newsline* is the quarterly newsletter from your dental insurance carrier of choice: Delta Dental of Oklahoma.

Formed as a nonprofit organization in 1973, Delta Dental of Oklahoma is governed by a board comprised of consumers and dental professionals.  
© Copyright Delta Dental of Oklahoma 2006.  
Printed on recycled paper. Comments and suggestions welcome.

Newsline  
BROKER NEWS FROM  
DELTA DENTAL OF OKLAHOMA  
WINTER 2008

P.O. Box 54709  
Oklahoma City, OK 73154-1709  
[www.DeltaDentalOK.org](http://www.DeltaDentalOK.org)