



Delta Dental of Wisconsin
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FOR IMMEDIATE RELEASE

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Delta Dental revamps small-group product line

New options rolled out for groups with 2-49 enrolled

STEVENS POINT, Wis., May 15 – Delta Dental of Wisconsin has revamped its entire approach to small-group products to give Wisconsin groups more plan choices and more competitive rates.

Delta Dental of Wisconsin has adding flexibility by introducing MAC (Maximum Allowable Charge) versions of its Delta Dental Savings PPO, Delta Dental UltraSavings PPO, Delta Dental Enhanced PPO, and Delta Dental Passive PPO plans.

A MAC plan pays all dentists according to the Delta Dental PPO fee schedule. Members who see a Delta Dental PPO dentist will see no difference in out-of-pocket costs. Members who see a Delta Dental Premier dentist or a non-network dentist may pay slightly more out-of-pocket.

When combined with in-/out-of-network-copay, deductible and annual-maximum options, the MAC options give Delta Dental the most plan options of any statewide carrier.

Delta Dental has also introduced a table-of-allowances plan for groups looking for lower rates and coverage for most procedures, and has made a concerted effort to improve its rate-competitiveness on all its small-group plans.

“All these changes add up to the most significant product rollout in the history of Delta Dental of Wisconsin,” said Dave Peterson, vice president, sales and marketing.

Recognizing the trend of more employers offering dental benefits on a voluntary (employer-paid) basis, Delta Dental has also redoubled its efforts in this important segment. In addition to making all its new small-group products available to voluntary groups, Delta Dental has reworked its voluntary enrollment process and added employee-facing brochures, check-stuffers, posters, emails, and newsletter articles.

The new products and processes will roll out July 1, 2012.

“We listened to groups and agents operating in this market, and we’ve given them what they asked for,” Peterson said. “We believe we are now positioned to take a dominant position in this vital market segment.”

About Delta Dental of Wisconsin

Delta Dental of Wisconsin is a not-for-profit dental service corporation offering benefit services, claims processing, and plan administration to employers throughout Wisconsin since 1962. The company is headquartered in Stevens Point, with sales offices in Milwaukee and Madison, and provides benefits and services to more than 1.5 million subscribers and their family members. Delta Dental administers dental benefits for more Wisconsin companies than any other insurance carrier.

As a member of the nationwide Delta Dental Plans Association, the company is able to offer employees of Wisconsin-based companies the same dental benefits to wherever they are located in the United States. The Delta Dental Plans Association is the largest dental-benefits system in the nation. Its member companies provide benefits to more than 51 million people in 93,600 employer groups across the United States.

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