



Delta Dental of Wisconsin  
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# News Release

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**FOR IMMEDIATE RELEASE**

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## **Delta Dental rolls out new individual dental plan**

### *Classic Plan debuts in Wisconsin*

STEVENS POINT, Wis., April 12 – Encara, Delta Dental’s individual-dental-insurance marketing arm, rolled out its Classic Plan in Wisconsin yesterday.

The Classic Plan is designed to resemble a traditional insurance product that people get through their employers. Like those products, the Classic Plan pays a percentage of dentist’s fees instead of a fixed amount for each procedure.

Launching the product required the coordinated efforts of many of Delta Dental’s business unit, including Enrollment/Eligibility, IT, Legal, Underwriting, Sales, Claims, and the Benefit Center.

The Classic Plan fills a definite niche in Encara’s individual-dental product lineup, which includes the Traditional Enhanced Plan, another plan that resembles employer-sponsored dental, and the innovative Clear plan, which provides flat-rate pricing for a variety of procedures.

The Classic Plan is currently available only in Wisconsin. Delta Dental of Wisconsin's partners in Encara, the Delta Dental plans of New Jersey, Washington and Virginia, will roll out the plan through the summer.

Information on the plan can be found at <http://www.deltadentalcoversme.com/plan-options>.

### **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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