



Delta Dental of Wisconsin
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News Release

April 5, 2012

FOR IMMEDIATE RELEASE

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Delta Dental announces sales staff changes

Noteboom hired; Zupan promoted

STEVENS POINT, Wis., April 5 – David Peterson, Delta Dental of Wisconsin’s vice president of sales and marketing, has bolstered the sales staff of Wisconsin’s No. 1 dental-benefits provider with a significant hiring and a key promotion.

Maureen Noteboom will be joining Delta Dental April 25 as director, account management. She will manage activities related to servicing accounts and primary subscribers, and will be responsible for renewals of group dental and vision accounts.

Noteboom was previously the director of business development for UMR, a division of UnitedHealthcare. She held various marketing and sales roles as her organization transitioned from Wausau Insurance and Wausau benefits to Fiserv Health and UMR.

Noteboom worked for Blue Cross and Blue Shield in Wisconsin and Illinois for more than seven years, and has been an adjunct faculty member at Cardinal Stritch University and

Upper Iowa University. She has an MBA from the University of Wisconsin-Oshkosh and holds the professional designations of Certified Health Consultant and Chartered Life Underwriter.

In addition, Rick Zupan has been named Delta Dental's manager of small-group and individual sales. Zupan will be responsible for managing the small-group and individual sales function, and will serve as the sales manager for small-group products.

Zupan has worked with employee benefits since 1997 and has been with Delta Dental since 2007.

Prior to Delta Dental, Zupan was a regional sales manager for individual medical plans at American Medical Security, a broker-relations manager with UnitedHealthcare, and a sales representative with Humana Specialty Benefits.

Zupan has an MBA in Health Care Management from Lakeland College.

"We are really excited about having Maureen join our team at Delta Dental," Peterson said. "She adds a tremendous amount of account-management skill to our organization. We also believe that Rick's work with the sales staff, contracted brokers and agents will help us improve business relationships with customers and agents, and grow this vital market segment."

Peterson summarized the personnel changes by saying, "Delta Dental's management team and I feel very confident that these changes position our team for long-term success."

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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