

Employer News

DECEMBER 2009



Benefit Option Lets Members Carry Over Unused Benefits

When groups sign up for Carryover MaxSM, their members are able to carry over a portion of their unused standard annual maximum benefit limit into the next year—and beyond. Carryover Max is an option for all fully insured and self-insured groups in New Jersey and self-insured groups in Connecticut.

It enables members to save some of their benefits to cover more expensive procedures in later years.

For more information, go to www.deltadentalnj.com, click “About Us,” “Products,” and “Carryover MaxSM.” Or, call our Marketing Department at (800) 624-2633.

Steven C. Fleischer Joins Delta Dental as Vice President, Sales and Marketing

Deep Industry Experience to Help Broaden Dental Coverage and Services throughout New Jersey and Connecticut

Steven C. Fleischer has joined Delta Dental of New Jersey as our new Vice President, Sales and Marketing. In this role, he will lead our sales and marketing efforts to better serve the needs of New Jersey and Connecticut employers through stronger ties and improved services with local area dentists.

“Steve brings a breadth of experience and knowledge to our marketing team,” says Walter Van Brunt, Delta Dental President & CEO. “We look forward with enthusiasm to our mutual success.”

Fleischer comes to Delta Dental from Block Vision, Florham Park, NJ, where he served for three years as vice president of group sales. At Block, he developed innovative marketing strategies that expanded distribution channels and improved market awareness of available vision care services. He also served as vice president and group sales manager at Aetna U.S. Healthcare, Fairfield, NJ, where he managed teams responsible for several healthcare product solutions including Medicare Advantage and student programs.

Fleischer previously served with Delta Dental in Manhattan as director of sales for Delta Dental of New York. He was instrumental in developing marketing plans and programs that increased mar-

ket awareness of available dental benefits services and expanded dental coverage for employees of some of the country’s largest companies based in New York State.

Fleischer says, “I am extremely excited to be rejoining Delta Dental and having the opportunity to help expand our market presence, serve our clients, and continue to promote the benefits of good oral health.”

Fleischer lives with his wife and two teenaged sons in Livingston, NJ. He is a member of the National Association of Health Underwriters (NAHU) and New York Business Group on Health (NYBGH).



Delta Dental Plans Association Facts

Delta Dental of New Jersey is part of America's largest, most experienced dental benefits organization. Made up of independent, affiliated member companies, Delta Dental Plans Association is a not-for-profit organization, which offers a nationwide dental benefits program for a wide range of groups.

Delta Dental member companies:

- Serve nearly one third of the estimated 173 million Americans with dental insurance, providing dental coverage to more than 54 million people in more than 89,000 groups across the nation.
- Posted approximately \$15 billion in premium revenue during fiscal year

2008, the system's 29th consecutive year of financial gains.

- In 2008, processed more than 81 million dental claims or approximately 1.5 million every week, with an accuracy rate of 99.5%.
- Have, since 1954, worked to improve oral health in the U.S. by emphasizing preventive care and making dental coverage affordable to a wide variety of groups.
- Saved groups more than \$6.6 billion in 2008 through unique cost control measures and contractual agreements with dentists, ensuring quality care at moderate fees.

From ID Cards to Newsletters, Our Web Site Has What Members Need

Our Web site, at www.deltadentalnj.com, offers lots of great tools and resources to help your employees manage their Delta Dental benefits. Here's a quick glimpse of some of our Web site's valuable features:

- **Downloadable ID cards.** Members can print a Delta Dental ID card right from their computer. They just need to log onto Benefits Connection and click "Print ID Card." (You can get the word out to your employees with a free flyer, which you can also download from our Web site. Click "Employers" and "ID Card Flyer" under "Document Download.")
- **Member News.** This free e-mail newsletter is delivered monthly to members who subscribe. It features information about managing their benefits and their oral health. To subscribe, hover over "Members," click "Newsletter," and enter your e-mail address in the subscription box. (We have a flyer to publicize

Member News, too! Click "Employers" and "Member News Flyer" under "Document Download."

- **Oral health and wellness information.** Our new portal makes it easier than ever for employees to find the information they need about their oral health. Just click "Oral Health" on the left navigation bar to gain access to hundreds of articles written by a highly skilled team of medical and registered nurse writers and vetted by Delta Dental Plans Association's National Scientific Advisory Committee.

There's a lot more for members, too. **Benefits Connection** gives them access to detailed information about their benefits. **Kid's Club** is an area where children can have fun while learning about oral health. **Find a Dentist** makes it a snap to locate participating dentists near their home or work. There's a lot to discover at www.deltadentalnj.com!

DDPA Network Stats

Delta Dental member companies have the largest dental networks in the country.

- The Delta Dental PPOSM network has more than 71,200 dentists practicing in more than 130,900 dentist locations.
- The Delta Dental Premier[®] network has more than 131,800 dentists practicing in more than 210,500 dentist locations.
- The DeltaCare[®] network has dentists practicing in more than 23,390 dentist locations.

Employer News

A publication of
Delta Dental of New Jersey, Inc.

Editor: Diane Belle

Comments and suggestions are welcomed and should be directed to:

Corporate Communications Dept.
Delta Dental of New Jersey, Inc.
P.O. Box 222
Parsippany, NJ 07054-0222

www.deltadentalnj.com
e-mail: smile@deltadentalnj.com

In Connecticut, Delta Dental Insurance Company writes dental coverage on an insured basis and Delta Dental of New Jersey administers self-funded dental benefit programs.

