

DELTA DENTAL OF MINNESOTA

**SPECIAL  
EDITION****INSIDE**

Leadership Insights:  
An Interview With  
Rodney Young, Chief  
Executive Officer and  
President

Benefits of the Delta  
Dental Network

Educational  
Workshop A Huge  
Hit!

Delta Dental Forum

Inaugural Mission  
of Mercy: Success  
in Mankato

We're looking forward  
to seeing you at Star of  
the North.

Be sure to stop by our  
booth to speak with  
a representative or ask  
any questions.

**UPCOMING CDT  
CODE CHANGES**

Delta Dental of Minnesota has placed the Delta Dental Processing Policies for Delta Dental of Minnesota and National Coverage (Processing Policies) on our website [www.deltadentalmn.org](http://www.deltadentalmn.org) that reflects data code set requirements set forth under the Administrative Simplification Provisions of the Health Insurance Portability and Accountability Act of 1996 (HIPAA). It is the policy of Delta Dental to comply with these requirements. Please feel free to print the Processing Policies and keep them in a convenient location for easy access. If you would like a hard copy of the Processing Policies and are unable to print them, please contact a Network Representative at 1-800-328-1188, ext 4170.

The American Dental Association (ADA) has finalized the code set, identified as CDT 2013. We recommend you obtain a copy of the CDT 13 code set from the ADA, as it will identify new codes as well as code revisions. We encourage all dentists to refer to their copy of the ADA CDT 2013 manual for specific code information.

In all cases, specific group contract provisions, limitations and exclusions take precedence over the Delta Dental Processing Policies. Since certain contractual items (e.g. time limits, frequency of procedures, age limits, etc.) can vary among groups, they have not all been listed with their associated procedure codes. Therefore this document should not be interpreted as comprehensive and encompassing all possible limitations and exclusions. Dental offices should contact Delta Dental's Customer Service to determine the specific limitations and exclusions for each group.



# DELTA DENTAL FORUM



It's that time of year again! The Delta Dental Forum will be held on Friday, February 15, 2013 from 8 a.m. to 4 p.m. at the Marriott

Minneapolis Airport Hotel in Bloomington. This year's presenter is Michael D. Rohrer, D.D.S., M.S. This year's main topic will be Oral and Maxillofacial Pathology. The presentation will address questions such as: Will this red or white spot become cancer? What "Danger Signals" should I be aware of? Is HPV causing all the oral cancer? Which pigmented lesions should I worry about? Which should I worry about more, radiopaque or radiolucent lesions? Which common bumps should I worry about the most?

Professor Michael Rohrer received his undergraduate and dental degrees from the University of Michigan as well as the Master of Science in Oral Pathology following service in the Army and several

years in general practice. He is a Diplomate of the American Board of Oral and Maxillofacial Pathology, a past President of that Board, as well as a past President of the American Academy of Oral and Maxillofacial Pathology. Professor Rohrer is a Fellow of the American Academy of Oral and Maxillofacial Pathology and the American College of Dentists. He has received the outstanding faculty awards from eight dental classes at the University of Oklahoma and the University of Minnesota. While at the University of Oklahoma, he was named a Presidential Professor, the first from the College of Dentistry. In 2009, he received the Century Club Professor of the year award from the University of Minnesota School of Dentistry.

Forum Cost is \$50 per person for participating providers, \$50 per person for staff and \$125 per person for non-participating providers and staff. Please contact Aida Reyes at 612-224-3239 for more information.

## BENEFITS OF THE DELTA DENTAL NETWORK

Delta Dental works with employer groups who want productive and healthy workforces. Employers count on the dentists in their area to keep their employees healthy because they understand dental care is an intricate part of the health care delivery system. From a business standpoint, you can't deny the power of 10 million enrollees all looking for an in-network dentist.

Your participation in the Delta Dental networks gives you an opportunity to gain new patients and retain existing patients. Delta Dental customers who see a dentist that participates in our networks receive their best benefit and may experience lower out-of-pocket costs.

Participating in our networks ensures direct payment to your office based on your Delta Dental of Minnesota reimbursement, even if another Delta Dental processes the claim. Delta Dental participating dentists also have access to patient benefit and eligibility information on a local and national level.

More and more dentists are seeing the benefits of participating in our networks and our networks continue to grow. In 2011, the Delta Dental Premier network grew by 8% which means over 80% of licensed practicing dentists in Minnesota participate. The Delta Dental PPO network has also experienced significant growth with 42% of licensed, practicing dentists participating in that network.

## WORKSHOP A HUGE HIT!



The 17th Annual Education Workshop was held on October 5 at the Lost Spur Event Center in Eagan. This year's workshop featured Kathy Brown as the keynote speaker. Kathy is a nationally recognized speaker who provided two keynote presentations, "YOU are the Future" and "Be Happy and Always Tell the Tooth". Her message was full of fun and inspiration.

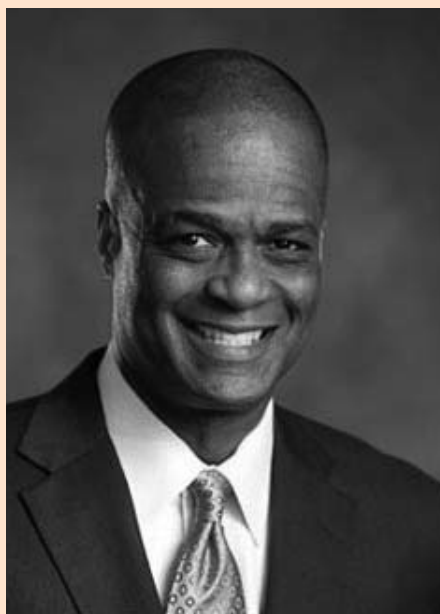
The annual workshops are designed to provide educational, informative and motivating information needed to operate dental practices in an efficient manner.

As always, we appreciated the opportunity to meet and visit with so many of you. We welcome any suggestions you may have for future workshops. Please feel free to email us at [editor@deltadentalmn.org](mailto:editor@deltadentalmn.org), or fax us at 1-877-283-1330.

## REMINDER

As we communicated to you this summer, we have a new address. Our corporate office has moved to 500 South Washington Avenue, Minneapolis, MN 55402. However, this change will not affect how we do business. All email addresses, phone numbers, claims address and P.O. boxes remain the same.

# LEADERSHIP INSIGHTS: AN INTERVIEW WITH RODNEY YOUNG, CHIEF EXECUTIVE OFFICER AND PRESIDENT



At the start of the year, Delta Dental of Minnesota's Board of Directors appointed Rodney Young as Chief Executive Officer and President (effective January 1, 2012). Young knows the company and industry well, having served on the Board of Directors since 1998.

He's a 25-year veteran of the medical services

field, most recently serving as Chief Executive Officer of Angeion Corporation, a medical device and supplies company. He has also served as Chair, President and Chief Executive Officer of LecTec, a medical device and pharmaceutical company, and as Vice President at Chicago-based health care company Baxter International.

In addition to his work on Delta Dental of Minnesota's Board, he also serves as a Director for Allina Health System. He was the recipient of the National Association of Corporate Directors (NACD) award and Twin Cities Magazine 2010 Outstanding Directors Award for his Board service to Possis Medical. Young's cumulative experience on boards includes roles as Director of four publicly-held corporations and two nonprofit organizations, with revenues ranging from \$30 million to \$3.5 billion.

*The following interview provides Young's thoughts and insights about the company's strategy.*

**1. You've had a unique vantage point of the organization's business strategy as a Director on the Board for 14 years. Where has the company executed particularly well during that timeframe? Where can improvements be made?**

During my time on the Board, I have been particularly impressed with the company's execution of its business growth strategy to retain its customer base while growing both small and large group business, especially in a highly

competitive environment. Our near-term goals are to continue to execute on the existing growth strategies, as well as to explore other avenues for growth, such as new products or potential new markets.

**2. Delta Dental covers 16 of Minnesota's 20 Fortune 500 companies headquartered in the state. What has allowed the organization to achieve that kind of success with a majority of the state's largest employers?**

The company's success with its largest employer clients is a direct result of some of the core principles established by my predecessor that will continue under my leadership. We will continue to provide exceptional customer care, deliver the highest quality products and ensure the best and most accessible provider network.

**3. Recognizing you've only been in your new role as Chief Executive Officer and President for two quarters, how are you positioning the organization to respond to broad challenges and opportunities in the marketplace – including health care reform and a recovering economy?**

As far as positioning the company for the future, my very first initiative was to ensure we retained our most talented professionals. The next initiative was to add other highly talented professionals to join our team. We feel these two initial steps allow us to seek out and take advantage of new opportunities, as well as position us to respond to potential challenges. In addition, we will go through a strategic planning process in the fall to ensure we consider opportunities for the future.

We continue to evaluate and refine our current strategy, paying particularly close attention to health care reform while monitoring the recovering economy. With health care reform, we are staying current both at the state and national level. In particular, we are paying attention to the discussion regarding the "Exchanges" and the correlations between medical and dental insurance.



# INAUGURAL MISSION OF MERCY

On August 17-18, 2012, Minnesota held its first Mission of Mercy (MOM) event in Mankato. MOM events, which have been held in 18 states, have a goal of providing free dental care to patients who face insurmountable barriers to care. A large, temporary dental clinic is erected to provide treatment over a two-day period in areas of the state where individuals are not able to easily access oral health care. It provides dental treatment to children and adults in need, regardless of their ability to pay.

With a \$150,000 donation, Delta Dental of Minnesota Foundation was the signature sponsor. Over two days, \$1,302,983 in free patient care was given through 2,062 patient visits. Over 1,300 volunteers were the lifeblood of the event, including seven Delta Dental of Minnesota employees. Two Delta Dental of Minnesota Board members were involved with the Mission of Mercy. Dr. Bruce Templeton was in charge of medical triage and Dr. John Anderson provided general dental care.



*Delta Dental of Minnesota Chief Executive Officer and President Rod Young, Minnesota Dental Foundation President Dr. Steve Litton, and Sam, a grateful Mission of Mercy patient. "It was a powerful experience," said Rod Young. "I am already looking forward to next year's event."*

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Special Edition is published for participating dentists. Article ideas and questions from readers are welcome. **Publisher:** Delta Dental of Minnesota. **Send questions or comments to:** Editor, Delta Dental of Minnesota, 3560 Delta Dental Drive, Eagan, MN 55122. E-mail: [editor@deltadentalmn.org](mailto:editor@deltadentalmn.org).

DDMN.008.05

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