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IDENTITY THEFT: PROTECT YOUR PRACTICE FROM PATIENT FRAUD

Recent events have reminded us how important it is for dental providers to verify the identity of patients at the point of service. Dental providers are the first line of defense against dental fraud.

The Nature of the Problem

It is estimated that identity theft has become the fastest-growing financial crime in America and perhaps the fastest-growing crime of any kind in our society. Identity theft is the number-one topic that prompts people to file complaints to the Federal Trade Commission (FTC), according to a report released in 2006. More than one-third of the 686,683 complaints the FTC logged had to do with identity theft.

How Does Identity Theft Occur in the Dental Industry?

Identity theft occurs in many ways, ranging from careless sharing of personal information, to intentional theft. In some cases, non-eligible Delta Dental of Minnesota individuals

are receiving dental benefits. The member may have knowledge of the fraud, by knowingly sharing their dental identification card or identifiable information. In other cases, an unknown individual has compromised a member's personal identifiable information.

Examples of Member Fraud:

- Filing dental claims for services not rendered.
- Altering or forging bills or dental claim forms submitted to Delta Dental of Minnesota
- Use of another individual's dental insurance card and/or member identification number and date of birth.

Preventing Identity Theft

Dental offices play a key role in identity theft prevention, which in turn helps with the prevention of fraud. Some steps your office can take:

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Data security/privacy

Helpful hints: Have a process in place to validate the identity of each patient. Keep patient records in a secure location. Use Alternate IDs instead of Social Security Numbers. Ask for photo IDs and keep copies of them in the patient's chart, along with copies of their ID card.

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- At each visit, as an office policy, request the patient's current dental insurance card. Make a copy of it, date it and place it in the patient's chart.
- Request photo identification. At the minimum, do this for all new patients. It is imperative that this information also be copied and placed in the patient's chart.
- Take care to shred all documents containing personally identifiable patient information.

- Immediately report potential fraud to the insurance carrier.

It is in everyone's best interest to stop member fraud. Not only is Delta Dental of Minnesota affected, but the dental office will be stuck with the unpaid portion of the individual's bill.

Consumers are hurt because fraudulent claims raise the cost of health care benefits for everybody. This translates into higher premiums, increased out of pocket expenses and reduced benefits or coverage.



SAVE THE DATE – OCTOBER 7

The 2011 Educational Workshop will be held on Friday, October 7 at Mystic Lake Casino and Hotel. The theme of this year's workshop is Thriving in the New World of Work. This presentation is about your success, happiness, and power to create what you want for your professional and personal life.

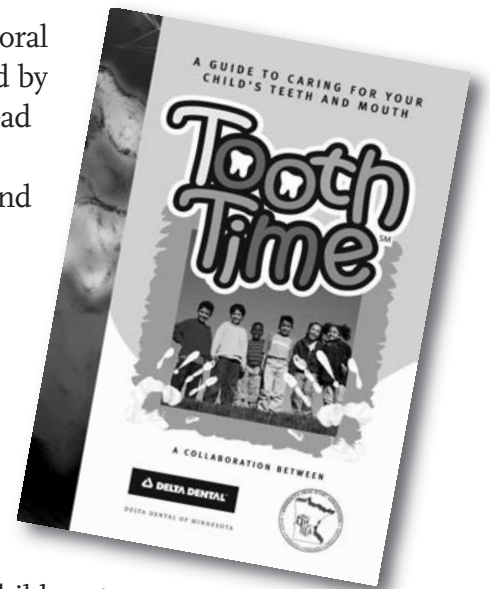
This year's speaker, Mary Jo Paloranta is a nationally recognized motivational speaker and business consultant. Mary Jo's humorous wisdom, experience and endless enthusiasm, have an exciting way of inspiring people to thrive in the new world

of work, work smarter, deliver exceptional service, achieve greater productivity, manage the constant change, work in harmony with others, and maximize personal and professional potential. Come away refreshed, retooled and proud of what you do for your organization and for yourself!

TOOTH TIME NOW AVAILABLE ONLINE

Tooth Time is an oral health guide, used by educators and Head Start staff to help families understand oral health care.

The topics range developmentally from caring for baby's first tooth, preventing tooth decay, establishing good eating habits, teaching children to brush, and visiting the dentist. Download a copy at www.deltadentalmn.org. Select the Oral Health Information tab, then select Oral Health Education, then look in the Children's Dental Health section for the Tooth Book.



MY HEALTHY SMILE IPHONE APP

Fraser, a Minnesota nonprofit serving children and adults with special needs, and Delta Dental of Minnesota launched the *My Healthy Smile* app for iPhones and iPods. *My Healthy Smile* was developed to teach children with special needs about good oral health and to ease anxieties around dental visits. Eleven audio and visual social scripts help teach children what to expect at the dentist and how to have good oral care at home. Topics include: having teeth cleaned, taking X-rays, getting fillings, losing a tooth, brushing and healthy eating.

“The use of social scripts works especially well for children who have autism or developmental disabilities,” said Pat Pulice, Director of Autism Services at Fraser. “The *My Healthy Smile* app is designed for children between the developmental ages of 3 and 10.” The app was created in partnership with dentists, oral health professionals and families.

When anyone - children or adults - experiences dental anxiety, the consequences can be profound.

The result is often avoidance of establishing basic daily and preventive dental care, which can lead to pain and more costly dental treatment. The *My Healthy Smile* app can help children and adults with special needs as well as their parents, caregivers and dentists, who collectively can help make a difference.



PEW CENTER ON THE STATES GIVES TOP GRADE TO MINNESOTA'S PUBLIC PROGRAM DENTAL CARE

The Pew Center on the States gave Minnesota an “A” for its efforts to increase oral health care to children in public programs. The Pew Center report, which is available at www.pewcenteronthestates.org, reviewed outcomes and policies in all 50 states based on a number of criteria, including access to care.

Delta Dental of Minnesota (Delta Dental) is the administrator for nearly 60% of the enrollees in Minnesota's managed care portion of public programs. One reason for the higher access to care in public programs administered by Delta Dental is that the network is the largest of its kind in the state, with more than 1,500 dentists

participating with Delta Dental's Civic Smiles network. Still, fewer than half of the licensed practicing dentists in the state participate in this public program network.

For the past several years, Delta Dental successfully found an appointment for 100% of its public program enrollees – children and adults – who called us looking for an available dentist. We would like to thank those of you who are already participating in public programs, and encourage those who are not to consider joining the Civic Smiles network.



REMINDER: FIND PROCESSING POLICIES ON THE WEB

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 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, extension 4170.

THANK YOU FOR ATTENDING THE DELTA DENTAL FORUM

We'd like to thank all dental providers who attended the Delta Dental Forum in February. We look forward to seeing you at next year's Forum!



DELTA DENTAL OF MINNESOTA



(from left to right) Dr. Daniel Shaw (presenter), Dr. Richard Pihlstrom (Delta Dental Board Member), and Dr. Robert Jones (presenter) at the Delta Dental Forum.

SHORT SURVEY: YOUR ANSWERS CAN HELP KIDS AND PARENTS MAKE BETTER CHOICES

As part of Delta Dental's Tricky Treats Halloween initiative, we're surveying our trusted network dentists to gain insight from their expertise on the matter. Please visit www.trickytreats.org/survey to participate in a short four question survey about Halloween treats.

Your answers will be pooled with those of other dentists and oral health providers from across the country – and the overall results will be shared via a media relations program in October intended

to help parents assist their kids with making good oral health choices this Halloween season. We value your privacy, so please note that your individual answers will be kept confidential – unless you specify otherwise.

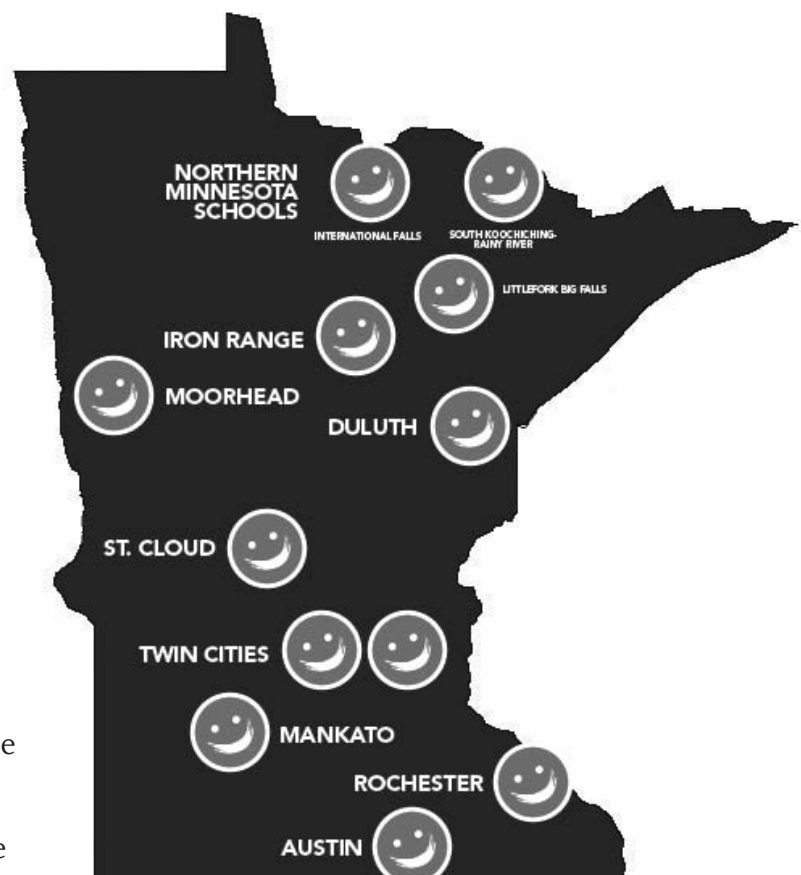
Thanks in advance for your help! Together, we can share important oral health information at Halloween that can benefit children all year 'round.

SMILES ACROSS MINNESOTA EXPANDS

Smiles Across Minnesota's statewide preventive dental program expanded to the Moorhead School District in March. Delta Dental of Minnesota has been the lead sponsor of the Smiles Across Minnesota program, which dramatically expanded school-based dental care, including sealants, fluoride varnishes and cleanings. Smiles Across Minnesota is now active in ten Minnesota communities including the Twin Cities, Duluth, St. Cloud, Rochester, Austin, Mankato, the Iron Range, Moorhead and 3 school districts around International Falls. As a result, more than 20,000 students received preventive dental care in their schools.

The program helps improve the oral health of uninsured and underinsured children. Smiles Across Minnesota provides children ages three to 12 with preventive dental services – including cleanings, fluoride treatments and sealants – right within the schools at no cost to the schools.

If a family already has commercial insurance, those children and their parents will be encouraged to visit their previously established dental home. If they do not have a primary dentist, children will be referred either to a local dentist or the family will be assisted in finding appropriate services. All children receiving care will need parental consent.





GOVERNMENT SHUTDOWN UPDATE

We are hopeful that the state shutdown is resolved by the time you receive this newsletter. However, if the shutdown is still ongoing, we have a few updates for your office. We received notification from the state that some providers are telling patients they will not see state employees during the shutdown unless the patient pays up front. The state asked us to notify providers that state employees' insurance will continue for the duration of the shutdown. It's also important to note that for Minnesota Health Care Program members who have Blue Plus, Medica or Metropolitan Health Plan, it is business as usual until further notice.

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