

DELTA DENTAL OF MINNESOTA EMPLOYER  
UPDATE

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*Brenda Metcalf joins the  
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# DELTA DENTAL COVERS IMPLANTS

Delta Dental of Minnesota's pooled dental plans will include coverage for implants beginning Jan. 1, 2007. Implant coverage is being added to all employer-paid pooled plans that offer major coverage—it will not be included in DeltaCare, voluntary or preventive-and-basic-only plans.

"We're adding this benefit to our new business plans and also to our inforce groups," said **Chris Earl**, chief sales officer. "It's the right thing to do based on the most current scientific knowledge and, therefore, it makes sense going forward for our new and existing customers."

To ensure the implant is covered based on the individual's oral health condition and our policy provisions, we strongly recommend that dentists submit a pre-estimate request before performing an implant.

"Implants are automatically included in our pooled plans as of the new year, and coverage is included in our rates rather than added as a surcharge," said Earl. "For individually rated plans, we will continue to design benefits and pricing based on the customer's specific requests."



# DDMN RECEIVES 2006 OUTSTANDING VENDOR AWARD FROM TARGET CORPORATION

Delta Dental of Minnesota was recently awarded Target Corporation's 2006 Outstanding Vendor Award, which recognizes outstanding performance and service levels to Target Corporation's team members. Delta Dental of Minnesota administers dental benefits for about 110,000 Target team members nationwide.

The Target vendor awards are meant to recognize vendors who demonstrate the values embraced by Target. During a recent survey of Target team members, 95 percent had a positive rating of Delta Dental of Minnesota's overall quality of service.

"We are honored to receive this recognition from Target," said **Mark Moksnes**, executive vice president of sales and marketing, Delta Dental of Minnesota. "Target is a market leader that sets the bar in corporate America, continuously delivering excellence in the retail industry. Delta Dental provides unmatched service to all our members and customers, and is constantly striving to achieve excellence in the dental industry."

Earlier this year, Delta Dental was awarded Health Care Partner of the Year from the Evangelical Lutheran Church in America's (ELCA) Board of Pensions, a similar award recognizing Delta Dental's superior service and commitment to excellence. Delta Dental was the first repeat winner of this award. Delta Dental of Minnesota administers dental benefits for almost 20,000 ELCA members nationwide.



# DDMN FUNDS INTERACTIVE CD FOR CHILDREN WITH SPECIAL NEEDS

Fraser, a leading Minnesota nonprofit organization that serves children of all abilities and adults with special needs through comprehensive education, health care and housing services, has developed an interactive CD to teach children about good oral health and to ease anxiety of dental visits.



Funded by Delta Dental of Minnesota, My Healthy Smile uses computerized social stories to show children what to expect at dental visits. Some of the topics include having your teeth cleaned, taking x-rays and getting fillings. The CD also includes stories about important oral health topics such as losing a tooth, brushing, getting braces and healthy eating. In addition to the social stories, the CD has printable tip sheets and storyboards for parents and dental professionals.

"Fraser is recognized nationally as a leader in addressing the issues of children with special needs and we've been extraordinarily pleased to partner with them on this important project. The step-by-step pictures and stories found in My Healthy Smile are a wonderful way to ease anxiety and instruct children on what to expect in a dental setting," said **Ann Johnson**, Director of Community Affairs, Delta Dental of Minnesota.

My Healthy Smile is designed for children developmentally between the ages of three and 10. It is especially useful for children with autism or developmental disabilities, and it can be used by adults with developmental disabilities too. You may order a copy of My Healthy Smile through [www.fraser.org](http://www.fraser.org) or call 612-798-8349.



## DDMN AGAIN RECEIVES HIGH MARKS FROM A.M. BEST AND STANDARD AND POOR'S

Delta Dental of Minnesota consistently earns high financial ratings and, in fact, is one of the most highly-rated dental plans in the country. Recently, A.M. Best Co., the insurance ratings organization, gave DDMN an A (Excellent) rating for the eighth consecutive year and Standard and Poor's (S & P) reaffirmed its AA- (Very Strong) rating for the eighth consecutive year as well.

## REVITALIZING OUR BRAND

As we've previously communicated, Delta Dental Plans Association has revitalized our brand to develop a stronger national identity. These updates will not affect our products, benefits and services.

As part of the new brand guidelines, we've shortened our name to Delta Dental of Minnesota, dropping the word "Plan." Our network names have changed slightly too: DeltaPreferred Option/DeltaPreferred Option USA is now Delta Dental PPO and DeltaPremier/DeltaPremier USA is now Delta Dental Premier. In addition, the DeltaUSA program name has been phased out, with all local and national programs coming under the broader Delta Dental brand name. A "National Coverage" tagline will be used to differentiate national program materials when relevant.

Along with these minor changes, we're updating our logo and color palette, and will be giving our Web site a new look by early 2007.

Thanks for your patience as we transition in the new names and design. Please contact Cathy O'Connell at [coconnell@deltadentalmn.org](mailto:coconnell@deltadentalmn.org)

for the new logo if you need to update your communications.



## DELTA DENTAL CONNECT<sup>SM</sup> ADDS A KEY RESOURCE TO ASSIST WITH POOLED GROUP BUSINESS

The Delta Dental Connect team is pleased to introduce to you our Broker and Small Group Market Specialist – Brenda Metcalf.

Brenda's significant expertise in the broker and small group market will be a tremendous asset for you. In fact, it's likely that many of you have worked with her in the past. She comes to us with 24 years of combined experience in a range of positions at Blue Cross Blue Shield of Minnesota, most recently as a Senior Account Consultant with MII Life, Inc.

"I'm excited to join Delta Dental and the Delta Dental Connect team, not only because of the company's excellent reputation, but also to be a part of such a close-knit team that is so dedicated to excellent service," **Metcalf** said.

Brenda is based in our Twin Cities office but available for in-person meetings statewide to support small-group brokers and pooled groups of five to 199 employees, specifically for:

- implementation meetings
- open enrollment meetings
- health fairs

To schedule a meeting with Brenda, please contact Delta Dental Connect directly at **651-406-5920** or toll-free at **1-800-906-5250**.



Current Name	Updated Name
Delta Dental Plan of Minnesota	Delta Dental of Minnesota
DeltaPremier and DeltaPremier USA	Delta Dental Premier
DeltaPreferred Option and DeltaPreferred Option USA	Delta Dental PPO

## NEW SUBSCRIBER NUMBERS ON DELTA DENTAL CORRESPONDENCE

Delta Dental of Minnesota is committed to protecting the privacy of our groups and subscribers. On September 1, 2006, we implemented a new process of assigning subscribers in Delta Dental groups random (system-generated) ID numbers to be used as member ID. This process will be implemented at each group's time of renewal.

After the initial assignment, any subsequent new subscribers from these groups will be assigned system-generated IDs at the time of their enrollment. When enrolling new subscribers, groups will still report their subscribers' Social Security numbers (SSN) for our internal use—but we will immediately assign system-generated IDs.

New system-generated IDs will be printed on Explanation of Benefits, bills, and ID cards and can be used immediately. Claims will be accepted with the new ID or the subscriber's SSN. If you have questions, please call your Delta Dental representative.

# ASK ASEA

**Asea Safgren** is director of retention at Delta Dental of Minnesota. If you have questions you would like us to address in EmployerUpdate, please send them to Cathy O'Connell, Editor, at [coconnell@deltadentalmn.org](mailto:coconnell@deltadentalmn.org) or Delta Dental of Minnesota, 3560 Delta Dental Drive, Eagan, MN 55122-3166.



**Question:**  
How do I enroll, change and terminate employees?

**Answer:**  
Membership changes can be made online, electronically or on paper. Accurate and timely enrollment information from groups allows Delta Dental of Minnesota to better respond to member inquiries, process claims correctly and generate accurate billing statements. The method a group uses depends on such factors as the group size, the level of change activity, and required reporting frequency.

## Online Enrollment

Online Enrollment is recommended for employer groups with less than 2,000 employees. In some cases, it is also appropriate for larger groups who have multiple locations and/or groups with minimal ongoing changes.

Online Enrollment, available at [www.deltadentalmn.org](http://www.deltadentalmn.org), allows you to view and apply daily additions, changes and terminations to the membership file. All transactions are updated in real time. Please contact your account manager to obtain more information about using Online Enrollment.

## Electronic Enrollment

The Electronic Enrollment process is recommended for employee groups of 1,000 or more. Electronic Enrollment facilitates the transfer of enrollment information in a standard data format that increases data accuracy and decreases turnaround time. This requires HIPAA 834 file format sent via FTP. Please contact your account manager if you would like information on our implementation process and file format requirements.

## Paper Enrollment

If Online or Electronic Enrollment are not options, we also accept enrollment and changes using enrollment forms. Membership Enrollment and Membership Maintenance forms are available online for your use.

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*EmployerUpdate* is published for our group clients. Article ideas and questions from readers are welcome. **Publisher:** Delta Dental of Minnesota. **Send questions or comments to:** Cathy O'Connell, Editor, Public Affairs, Delta Dental of Minnesota, 3560 Delta Dental Drive, Eagan, MN 55122, E-mail: [coconnell@deltadentalmn.org](mailto:coconnell@deltadentalmn.org).

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[www.deltadentalmn.org](http://www.deltadentalmn.org)

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**DELTA DENTAL** 