

BrokerUpdate

Spring 2005

Expanded hours enhance DeltaConnect's ability to serve brokers

You and your clients rely on us for fast, accurate answers. That's why we serve you with DeltaConnectsm—our small group services team. Just one phone call will put you in touch with an experienced group of service representatives dedicated to helping you with:

- *Product information*
- *Sales and Requests for Proposals*
- *Rate information*
- *Obtaining a password for our broker rate calculator*
- *New group implementation, including assistance in completing applications and forms*
- *Post-sale service/account management*
- *Renewals*

We're here to help you every step of the way through the sales process. And once you make the sale, we'll work with you to provide your clients the best service possible.

As a convenience, we recently expanded our service hours:

Monday-Thursday:
7 a.m.-7 p.m.

Friday:
7 a.m.-5 p.m.



Front row from left: Karen Egan, supervisor; Judy Boyd, representative; Gerri Erickson, representative; Hope Wolf, representative; Linda Green, representative; and Deb Davey, administrative assistant.

Back row from left: Shawn Herhusky, representative; Pam Harper, representative; Patricia Blais, representative; Shayna Ray, representative; and Renae Styve-Krmpotich, manager.

Leading DeltaConnect is the experienced management team of Renae Styve-Krmpotich, manager, and Karen Egan, supervisor. Both bring a wealth of knowledge and experience to the job—Styve-Krmpotich has worked for Delta Dental for 10 years in Sales and Marketing and Egan for 5 years in Operations.

Styve-Krmpotich, who recently returned from maternity leave (she had twin boys—Griffin and Gunnar!), said, “The relationships that we have with brokers are so important to us. We enjoy getting to know them and finding out how we can meet their needs. Our personal one-stop service makes DeltaConnect unique. Our goal is to continue to build strong relationships with our brokers.”

Egan added, “We’re excited about our expanded capabilities. I can honestly say that each of our staff members is strongly committed to service. They’re very conscientious and strive to provide our brokers with the tools they need to make the sale and keep the customer.”

In addition to attending benefit fairs and enrollment meetings, Styve-Krmpotich and Egan look forward to spending more time this year doing onsite visits with brokers. If you’d like to schedule a visit, please call DeltaConnect at:

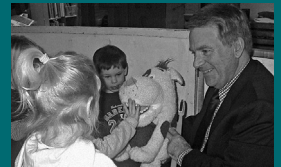
651-406-5920

800-906-5250. □

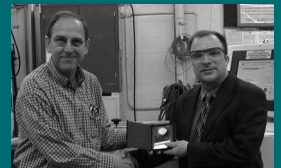
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Online broker rate calculator designed for efficiency and flexibility

Our online broker rate calculator makes quoting small groups easier than ever. With our broker rate calculator you get:

- **Faster quotes.** *Online quoting is quicker than manually produced quotes.*
- **Real-time updates.** *You'll get the most up-to-date quotes.*
- **Easy to use technology.** *Complete, easy-to-follow instructions are included.*
- **Available 24 hours a day.**

Just last year, our brokers produced nearly 10,000 quotes online.

Amy Wildung, Employee Benefits Marketing Manager for Associate Financial Group, said the brokers at her firm use DDPMN's online rate calculator daily. "All of us are very happy with it," Wildung said. "It's very easy to use and saves time for everyone."

All you need to get started is a password. To receive a password, simply contact DeltaConnect at **651-406-5920** or **800-906-5250**. Then visit our broker page at deltadentalmn.org to start quoting. □



Delta Dental in the Community

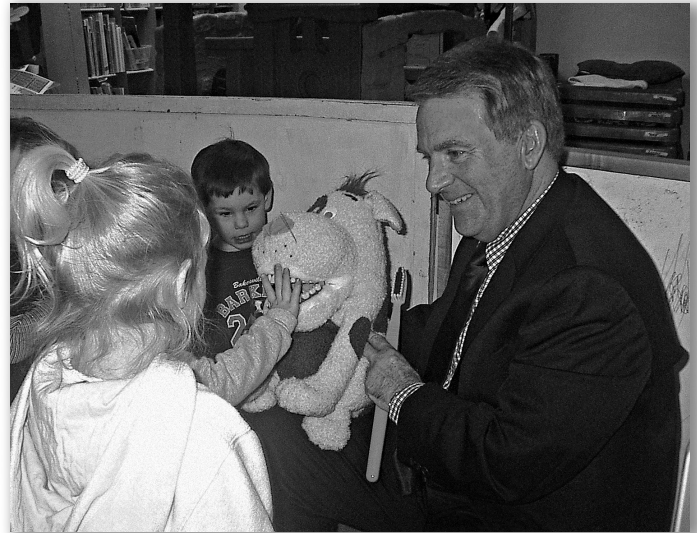
Delta Dental® Plan of Minnesota continues its tradition of supporting organizations and initiatives that make a positive difference in the community.

Over the past year, we have funded 16 projects through our philanthropic program that predominantly focuses on oral health promotion. Projects ranged from a donation to purchase an autoclave (equipment sterilizer) for a community dental clinic serving underserved populations to a multifaceted early childhood oral health education campaign with the Minnesota Head Start Association.

We sponsored more than 55 programs during this time, including the Twin Cities Children Expo, Children's Defense Fund Beat the Odds Scholarship program, and Prevent Child Abuse, Minnesota's dental provider awareness program.

We distributed thousands of oral health education materials and products and held five matching gift employee fundraising events, including a campaign for Tsunami relief. Employee giving along with our corporate match made this our largest corporate disaster fundraising effort with \$19,750 being donated.

Upcoming corporate sponsorships and employee involvement efforts include: the Minnesota Special Olympics Special Smiles program, Susan G. Komen's Race for the Cure, the Ordway International Children's Festival's Public Art Project, the American Cancer Society's Relay for Life in Eagan & Duluth, the Science Museum of Minnesota, and Twin Cities Public Television's Ready to Learn Program. □



Richard Hastreiter, DDS, dental director of Delta Dental Plan of Minnesota (DDPMN), read the book *Show Me Your Smile* to a Head Start class in Duluth in honor of Children's Dental Health Month. DDPMN awarded Head Start a grant to create a book on oral health to distribute to children and their families.

"Our philanthropic mission is to foster relationships and partnerships that address health and community needs in Minnesota. We primarily invest in and partner with organizations that focus on oral health and education initiatives, particularly those that attempt to find cost-effective solutions to long-term oral health care concerns."

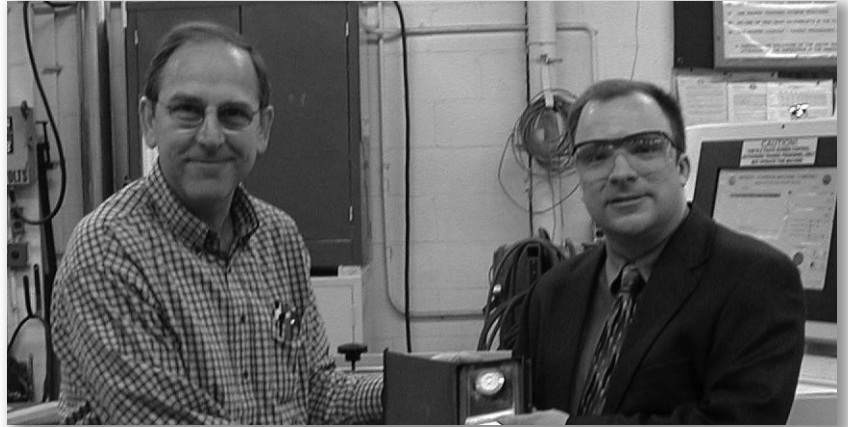
Ann Johnson
Director of Community Affairs

Delta Dental recognizes long-term clients

Last fall Delta Dental Plan of Minnesota began recognizing groups who have been our customers for at least 25 years. We're pleased to tell you that we have 38 such groups.

“Considering the competitive marketplace and changing business climate, we think our customer loyalty is particularly noteworthy,” Mark Moksnes, executive vice president of Sales and Marketing, said. “We sincerely appreciate the opportunity to serve these customers and look forward to many more years of partnership.”

Delta Dental Plan of Minnesota has an overall retention rate of 98%. □



Marvin West (left) Vice President of Sales for Mereen-Johnson Machine Company, accepts an award from Chris Field, Delta Dental account manager, in honor of the company's more than 30 years as a DDPMN customer.

New larger groups join Delta Dental

We're pleased to welcome all new customers to Delta Dental and look forward to a successful long-term relationship. We believe our customers will find Delta Dental's savings, service, and network access can't be beat! □

Here's a list of some of our larger new groups:

Company Name:	Number of lives insured:	Company Name:	Number of lives insured:
Allied Vaughn	490	MoneyGram International, Inc.....	1,200
Colwell Industries.....	350	Nexus	380
Eide Bailly, LLP	500	Northern MN-WI Area Retail Food, Health & Welfare Fund	2,700
GMAC Commercial Holding.....	2,000	Pentair (Wicor division)	2,800
Jostens (Von Hoffman division)	1,800	Production Sheet Metal Workers Local 10	
Minnesota Twins	165	Health & Welfare Fund	500
		The Red Lake Nation	1,055

Survey results in...

+98%

Thanks to all who took the time to complete our recent broker survey. More than 98% of you indicated that you were satisfied with our products and service. Many respondents credited our knowledgeable, customer-focused staff as the reason for their satisfaction.

If you have a dozen ice scrapers somewhere— you're a true Minnesotan.

So are we.

We're Delta Dental® Plan of Minnesota,

a locally based company and the state's leading provider of dental benefits. We've served Minnesota brokers just like you for over 30 years.

More brokers choose Delta Dental than any other dental benefits provider because we offer:

Hometown service. We treat you like the neighbor you are. Our service structure is designed to make your life easier.

The state's and nation's largest dental networks—Our unbeatable networks provide tremendous access and savings. We even offer a worldwide emergency dental network.

Dental plans to meet any needs—We offer a vast array of risk and ASO plans for groups large and small, with voluntary and employer-paid options for any budget. We offer dental plans for groups with as few as 2 employees and custom design plans for groups of 100+.

Have questions? We'll steer you in the right direction:

For groups of 2-99, call DeltaConnect at **651-406-5920** or **800-906-5250**.

For groups of 100+, call Sales and Marketing at **651-406-5900** or **800-328-1188**.



BrokerUpdate is published for participating brokers. Story ideas and questions from readers are welcome. **Publisher:** Delta Dental® Plan of Minnesota. **Send questions or comments to:** Cathy Schmidtke, Marketing Communications, Delta Dental Plan of Minnesota, 3560 Delta Dental Drive, Eagan, MN 55122, E-mail: cschmidtke@deltadentalmn.org.



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