



Broker News



April 2010

Delta Dental Members Very Satisfied, Survey Confirms

Members give high marks to both Delta Dental of New Jersey and their Delta Dental participating dentist, according to a 2009 survey conducted by the research firm Brownstone Information Services.

- * 95% are satisfied with Delta Dental overall
- * 91% are satisfied with how their plan contributes to good oral health
- * 94% are satisfied with Delta Dental's customer service
- * 97% are "extremely" or "very" satisfied with their dentist overall, the quality of dental care, and the way they are treated by dental office staff

Those are results to smile about!

Benefits Managers Say We Deliver Great Programs, Great Value

98% of our benefits managers said they would recommend Delta Dental to other benefits managers, according to our 2009 benefits manager surveys, conducted by English Communications. More than 9 in 10 benefits managers said our program is easy to administer and provides good value for the price paid. And nearly 9 in 10 said Delta Dental benefits positively affect their members' overall dental health. These numbers all add up to keeping your clients satisfied!

Your Turn to Speak Is Coming Soon!

The 2010 Broker and Consultant Survey will be coming to your e-mail inbox this spring. Our annual survey is part of our continuing effort to provide you with the best service possible. We depend on your feedback to assess our performance, identify specific areas for improvement, and determine how to better meet your needs. It will take just 10 minutes of your time to complete the survey. Thank you in advance for participating!

Benefits Connection Changes Password Policy to Enhance Security

In our continuing effort to protect and secure patient information online, we now require [Benefits Connection](#) users to change their passwords every 90 days. Benefits Connection gives members (and their dentists) access to information about their dental benefits, including eligibility and benefit levels, maximum and deductible balances, and more. This new password policy is part of our corporate initiative to help ensure that Delta Dental of New Jersey is in compliance with professional and regulatory guidelines regarding the internal controls of service organizations that host or process sensitive information, such as protected health information.

DDPA Newsletter Provides Valuable Information for Brokers

The Delta Dental Plans Association publishes *Dental Examiner*, a free online newsletter for brokers. Each quarterly issue is chock-full of news, statistics, and strategies to help you effectively sell Delta Dental benefits. Check out the [Winter 2010 issue](#) and find out:

- * How dental care and medical care are equally important to most Americans, according to a comprehensive nationwide study
- * Five tips that can help your clients control dental plan costs
- * Who pays for dental benefits, and how dental benefits affect consumers' access to care

[Past issues of *Dental Examiner* are also available online.](#)

Product Spotlight: Carryover Max^(SM) Lets Members "Bank" Benefits

The Carryover Max benefit option lets members carry over part of their unused standard annual maximum in one year to increase their benefits for the following year and beyond. Members can use it to accumulate part of their unused benefit dollars from a healthy year and

use it for larger, more expensive procedures in the future - such as bridges, crowns, and root canals. To learn more about this benefit enhancement, see our [Carryover Max brochure](#), or call our Marketing Department at 800- 624-2633.

Children's Oral Health PSA Debuts

Parents have the greatest influence over their children's oral health habits. That's the message of a new 60-second public service announcement produced by Delta Dental and available on our Web site. The video, narrated by participating pediatric dentist Dr. Suzy Press, describes what every parent should do to help their children develop good oral health habits. Click the icon for [Children's Oral Health Awareness Video](#) when it flashes on the screen to view the video.

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