



 DELTA DENTAL

A newsletter for Missouri dentists and their staff

Dr. Bob Butler Named As New Chairman of the Board

Dr. Bob Butler, DDS, has been named the new chairman of the Board of Directors at Delta Dental of Missouri, which also does business in South Carolina as Delta Dental of South Carolina. Dr. Butler was elected as chairman on March 12, 2015. He succeeds Guy Bates, Jr., DDS, who had served as chairman of the Board since January 1, 2014. Before assuming his role as chairman, Dr. Butler had served as a member of Delta Dental of Missouri's Board since January 1, 2014.

Dr. Butler has been in practice as a dentist for more than three decades in Webster Groves, Missouri. He will apply his experience to help our non-profit 501(c)(4) organization continue to navigate in the ever-changing healthcare insurance realm – while fulfilling our ongoing mission to improve oral health and overall health across Missouri and South Carolina.

In his new role, Dr. Butler is guiding the Board to further advance Delta Dental of Missouri's longstanding position as the premier dental benefits leader in Missouri and South Carolina. As chairman, he leads the Board in fulfilling its fiduciary responsibilities while optimizing responsiveness to its constituents, including Delta Dental's participating provider partners. "As a solo, private practicing dentist in the St. Louis area for 30-plus years, I share the practitioner's perspective, along with my dentist colleagues on the Board, in addressing the kind of issues that the dental profession is facing in today's economic climate," said Dr. Butler.

In addition to leading Delta Dental of Missouri's Board, Dr. Butler currently serves on the Missouri Dental Association delegation to the American Dental Association House of Delegates. He is a board member of the American Dental Political Action Committee, and a fellow of the American College of Dentists, the International College of Dentists and the Pierre Fauchard Academy.

Dr. Butler's volunteer work includes serving as a participating dentist at multiple Give Kids A Smile clinics in St. Louis to provide free dental care to hundreds of children in need. As a volunteer, he has also given free dental services to individuals of all ages at three Missouri Mission of Mercy dental clinics across the state.

A native of Affton, Missouri, Dr. Butler graduated from the University of Missouri-Kansas City School of Dentistry in 1984, and completed a general practice residency at Jewish Hospital in St. Louis in 1985. He and his wife of 15 years have two sons.



Dr. Bob Butler, DDS

Delta Dental Welcomes Five New Members to Board of Directors



William J. Bender



Rosemary A. Bishop



Mark S. Mancin, DDS



James W. Rhea, DDS



Timothy S. Taylor, DDS

Delta Dental of Missouri welcomed the following new members, who were elected to our Board of Directors on February 20, 2015:

William J. Bender, CPA, BWTP – Chesterfield, Missouri

Rosemary A. Bishop, Vice President, PNC Bank – Clayton, Missouri

Mark S. Mancin, DDS – Gladstone, Missouri

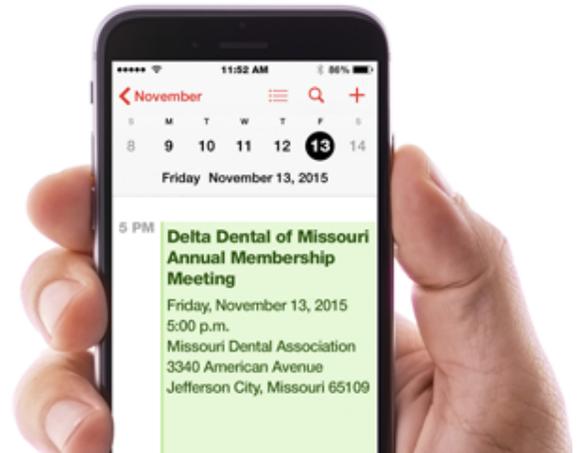
James W. Rhea, DDS – Brentwood, Missouri

Timothy S. Taylor, DDS – Kansas City, Missouri

SAVE THE DATE! Delta Dental of Missouri Annual Membership Meeting

Friday, November 13, 2015, 5:00 p.m.

Missouri Dental Association
3340 American Avenue
Jefferson City, Missouri 65109



For Your Practice

Use the Convenient Delta Dental Premier® Network Fee Comparison Tool

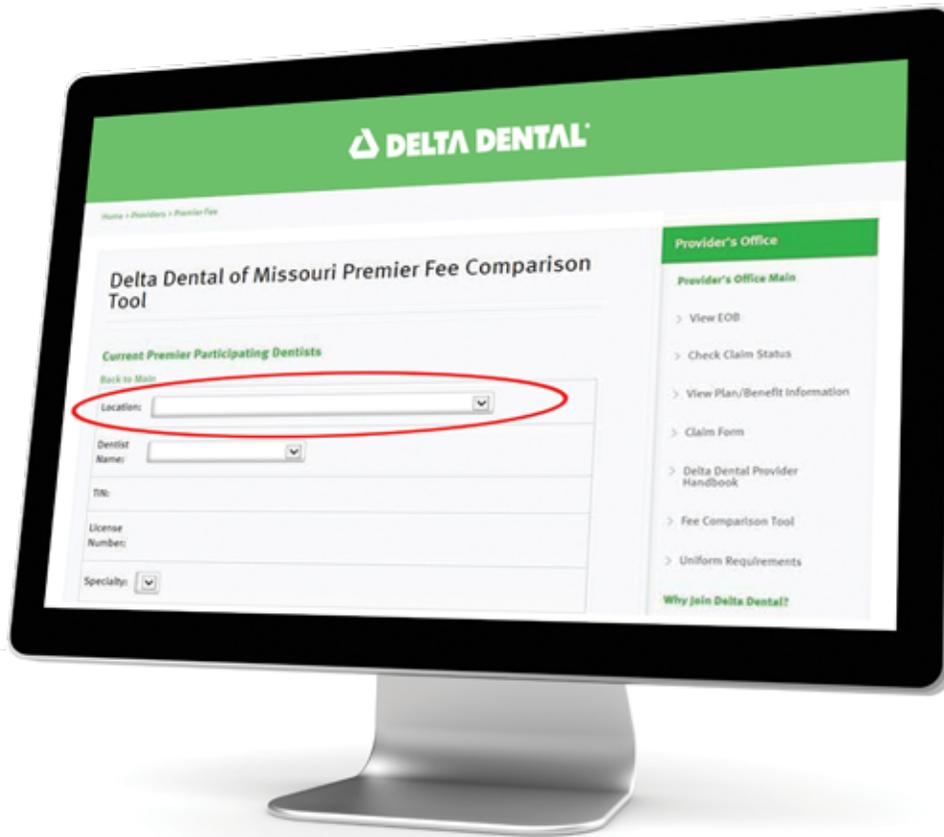
Delta Dental of Missouri offers a valuable and convenient tool for you and your staff under the password-protected "Provider's Office" section of our website: www.DeltaDentalMO.com. The Premier Fee Tool has been available from Delta Dental of Missouri since mid-2013, and nearly 650 participating providers (27% of all participating providers in Missouri) have used the tool since its launch to identify the difference between customary practice fees and the Premier Maximum Plan Allowance (MPA).

For your convenience, 20 of the American Dental Association's most commonly used CDT codes are prepopulated in this tool. You may also enter five additional CDT codes of your choice for a total of 25 codes.

To access our Fee Comparison Tool, go to www.DeltaDentalMO.com. On the home page:

- Click on "Provider," then click on "Dentist Provider" in the "Provider Sign In" section to login, if you have already registered on our site.
OR,
- If you have not registered, click on "Dental Provider Registration," to register and login.
- After logging in, click on "Fee Comparison Tool" in the right navigation section under "Provider's Office."

The following page will display, and your practice address will automatically populate in the "Location" field.



After you complete the other above fields, the tool will auto-populate with the 20 most commonly used codes, and you can enter five additional codes, if you wish – along with the fee amount for each code that you typically charge all patients.

After you submit the codes and fees, the tool will generate a report showing the difference between each submitted fee and the related Delta Dental Premier MPA. This is the amount that would be adjusted from each of your fees for your Delta Dental Premier patients. The report will only populate a dollar amount related to a specific code if your fee exceeds the Delta Dental Premier MPA. An empty field in the report reflects that the fee that you entered is equal to or less than the Delta Dental Premier MPA.

Please note: You or your staff members may access this tool and generate a report one time every six months.

If you or your staff members have any questions about using our Fee Comparison Tool, or about generating or interpreting your report, please contact our professional relations team by phone at 800-335-8266 from 8 a.m. to 5 p.m. Central Time, or via email at ProfessionalRelations@deltadentalmo.com.

For Your Practice

Revamped, Redesigned and Responsive: The New DeltaDentalMO.com!



Self-service access to quality dental and vision benefits is now better than ever.

On March 26, a bright, fresh and inviting new design was unveiled on Delta Dental of Missouri's website, www.DeltaDentalMO.com. Our new site improves the online experience for all of our users and features:

- Streamlined functionality and navigation for quick, convenient access to benefits information
- A revamped oral health and wellness portal with a wealth of valuable resources
- Responsive web design that automatically adjusts to the size of your computer, tablet and smartphone

As part of our recent site upgrade, Delta Dental of Missouri's vision care benefit product, DeltaVision[®], was fully integrated into our www.DeltaDentalMO.com site.

On our new site, users may:

- Click on the "Member," "Provider," "Employer" or "Producer" links on the new www.DeltaDentalMO.com home page to access Delta Dental of Missouri or DeltaVision[®] benefit information.
- Then simply follow the steps to register or log in

"We're very excited about our revamped website," said David Haynes, president and chief executive officer at Delta Dental of Missouri. "It was redesigned to help all of our online users quickly and easily access dental and vision benefits information and other health resources on one simplified, intuitive platform," he said.

We encourage you to explore our new site to see its full scope and experience it for yourself. If you have questions about any of the upgrades on our site, or need support, please contact our professional relations team at 800-335-8266 from 8 a.m. to 5 p.m. Central Time, or send an

For Your Practice

Delta Dental's *Future Focus* 2015 Stimulates Healthy Thinking



It was the first return keynote speaker in the history of Delta Dental of Missouri's *Future Focus* when Dan Buettner took the stage at the Chase Park Plaza Hotel in St. Louis on April 14. His presentation, along with the event's theme, attracted more than 450 business and healthcare professionals who registered for the popular event.

Future Focus 2015: Building a Blueprint for Better Health marked the 14th year that Delta Dental of Missouri's free annual conference event convened nationally-renowned experts to share valuable insights into improving oral health and overall health. At this year's event, speakers spotlighted a multitude of factors, behaviors and practices that affect human health – and revealed positive changes and healthy habits that audience members can embrace to improve their own health and that of their organizations and their communities.

Identifying Social Determinants of Health

The event's first speaker was Christie Custodio-Lumsden, PhD, MS, RD, CDN – a research scientist, registered dietitian and clinical nutritionist from Columbia University in New York. She explained how individual health is affected by many factors that go beyond personal behavioral choices. Health status is also dependent on circumstances in which an individual is born, grows up, lives, works, plays and matures. Socioeconomic, political and cultural environments influence whether or not an individual has access to fluoridated water, is protected by anti-smoking laws or faces discrimination. Living and working conditions can dictate whether a person can safely walk through a neighborhood for exercise, provide nutritional food or find a pediatric dentist who accepts Medicaid.

Custodio-Lumsden reinforced that social and community networks can help positively influence health and overall well-being. She discussed how mothers can learn that putting their baby to bed with a bottle containing cereal (or milk, juice or soda) is detrimental to the baby's oral health. Reversing this one unhealthy habit can reduce a child's risk of cavities.

Encouraging an Environment for Longevity

This year's keynote speaker was Dan Buettner, a National Geographic Fellow and *New York Times* bestselling author, who made a powerful impression when he first spoke at this event five years ago. Delta Dental invited him back to continue the conversation and journey toward good health and longevity. Buettner is best known for his work to examine behaviors and characteristics of individuals in areas of the world where people live the longest. His appearance this year coincided with the release of his newest book, *The Blue Zones® Solution: Eating and Living Like the World's Healthiest People*, which delves into the secrets of longevity and how to apply those healthy practices as individuals, and in communities and workplaces.

Buettner shared findings about five areas of the world that he refers to as "Blue Zones." Places found to have the most centenarians – those who live to or beyond the age of 100 years – include:

1. Okinawa, Japan
2. Sardinia, Italy
3. Nicoya, Costa Rica
4. Ikaria, Greece
5. Loma Linda, California, USA.

Buettner described that those living in Blue Zones don't set out to exercise. Instead they move naturally. They garden, knead bread and walk to meet with friends. Some are shepherds, and take gentle, low-intensity walks daily through rolling hills. All eat wisely. They consume mostly plant-based diets with grains, sweet potatoes, greens and beans; have no more than three servings of fish and eggs per week; eat meat rarely; snack on nuts; and drink six glasses of water daily, along with tea, coffee and wine with their evening meal. They avoid overeating, and soda consumption is unheard of.

These individuals tend to follow sacred traditions. Each day, some pray without exception, while others take 20- to 30-minute naps or go to a social happy hour. All have a sense of purpose, put loved ones first, surround themselves with like-minded people and attend some type of faith-based service every week. Buettner is collaborating with Healthways, a global well-being company, to implement Blue Zones' best practices in select U.S. cities to identify environmental changes to help residents make healthier lifestyle choices.

Incorporating Wellness in the Workplace

Following the keynote presentation, Jennifer Hunter, LISW-S of the Cleveland Clinic Wellness Enterprise, led an educational roundtable discussion with fellow expert panelists, who shared best practices for establishing workplace wellness programs to create a healthier workforce. Panelists represented the dental profession, employer groups, a benefits consultant and a project manager from Healthways.

To learn more about *Future Focus* and view materials from this year's forum, visit www.DeltaDentalMO.com/FutureFocus.

Save the Date for *Future Focus* 2016!

Take a moment now to save the date on your calendar to attend the next *Future Focus* event on Thursday, April 21, 2016!

In the Industry

Consultant for Delta Dental of Missouri Honored with "Meritorious Service Award" from AADC

Lawrence M. Hoffman, DMD, a certified dental consultant for Delta Dental of Missouri, received the Israel "Sonny" Shulman Meritorious Service Award from the American Association of Dental Consultants (AADC) in May. Dr. Hoffman was recognized for his outstanding leadership, ethical conduct and significant contributions to the AADC and the dental profession. The AADC connects dentists and others in dental benefits consulting and administration to identify best practices and promote education and a common base of knowledge for consistent, evidence-based plan and claims evaluations.

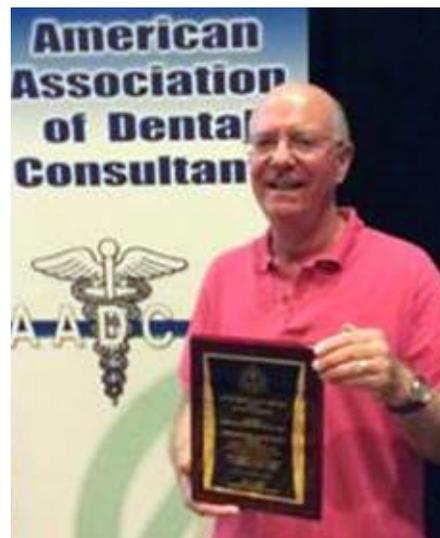
Established in 1997, the award was named in honor of the late Dr. Israel Shulman, founder of the AADC. Dr. Hoffman's name has been added to the historical award plaque, along with the names of past recipients.

Dr. Hoffman earned his designation as a certified dental consultant in 1991. He began consulting for Delta Dental of Missouri in 2012. His primary duties include reviewing pre-treatment estimates and claims when clinical input is needed to determine plan benefits. He also assists Delta Dental professionals in analyzing claims and responding to inquiries from provider partners, subscribers and group contacts.

As a member of the AADC, Dr. Hoffman has held numerous elected positions within the organization, including as president from 2001 to 2002, as a member of its Board of Directors since 2003, and as its secretary-treasurer since 2006.

Dr. Hoffman earned his Doctor of Dental Medicine degree from Washington University School of Dental Medicine, and has provided care to patients at his private practice in St. Louis since 1978. He is a member of the American Dental Association, Missouri Dental Association and Greater St. Louis Dental Society.

We at Delta Dental thank Dr. Hoffman for his expert professional advice as our trusted dental consultant, and we congratulate and honor him as recipient of this prestigious award.



Lawrence M. Hoffman, DMD

In the Industry

Delta Dental of Missouri Named "Best in Customer Service"

For the second consecutive year, Delta Dental of Missouri has been recognized by *St. Louis Small Business Monthly Magazine* as "Best in Customer Service," and was featured in the publication's February 2015 issue. As the state's dental benefits leader, Delta Dental of Missouri serves more than 1.7 million covered members through more than 1,800 employers, as well as through individual plans purchased directly from the company.

"I couldn't be prouder of our customer service team. They truly care about our customers, and it shows in everything they do," said David Haynes, president and chief executive officer at Delta Dental of Missouri. "They've received this honor, not just once, but two years in a row. That's a great validation of their performance in consistently delivering the best service experience for each and every customer," he added.

Delta Dental of Missouri's customer care team most recently achieved these outstanding service levels:

- 96% of calls answered within 30 seconds
- 98.8% of members satisfied with our customer service
- 99.98% of inquiries resolved on first contact



In Our Communities

Dentists Unite to Make a Difference at Missouri Mission of Mercy Clinic



Missouri-based dentists Robert M. Tait, DDS, and Ollie C. Fisher, DMD, provided free care to dozens of patients at previous MOMOM clinics.

Robert Tait, DDS, whose dental practice is in Grandview, Missouri, is set to volunteer for MOMOM for the third time this summer. Commenting about the clinic, Dr. Tait said, "The goal is to provide care for as many as 1,000 people per day. People wait in line. The more dentists we have, the more care can be given." He added, "The care provided puts a smile on people's faces. It lets them know people care about them. It's worth a million dollars just to see the relief in people's eyes. It really is a small amount of time to give for the reward."

Lori Henderson, DDS, a pediatric dentist from the Columbia area, echoes Dr. Tait's sentiments. "I have found participation to be both professionally and personally rewarding," said Dr. Henderson, who is the local chair for the upcoming MOMOM event and is also set to volunteer for the third time. "I'm able to use my skills to help people who work, but have trouble making ends meet. By getting out of my office for two days, I have the chance to work with some remarkable people who continue to enrich my life. Involvement in MOMOM reinforces my belief that being a dentist is a privilege."

To learn more about MOMOM, please visit www.momom.org.

Residents of all ages from throughout central Missouri are set to flood the Hearnes Center Fieldhouse in Columbia, as the Missouri Dental Association Foundation hosts its fourth annual Missouri Mission of Mercy (MOMOM) event on July 31 through August 1, 2015. This large-scale dental clinic provides oral healthcare free of charge to those who cannot otherwise afford it. To meet public demand for services, MOMOM has asked dentists statewide to consider lending their time and expertise to this upcoming event. Nearly 190 dentists have volunteered to treat patients at this year's clinic.

"The care provided puts a smile on people's faces. It's worth a million dollars just to see the relief in people's eyes."

— Robert M. Tait, DDS, and MOMOM volunteer

"Involvement in MOMOM reinforces my belief that being a dentist is a privilege."

— Lori Henderson, DDS, and 2015 MOMOM chair and volunteer

In Our Communities

Give Kids A Smile Clinics Deliver Free Care to 560+ Children

More than 560 youngsters received free dental care at two Give Kids A Smile clinics in St. Louis and Kansas City in February. In St. Louis, the 27th Give Kids A Smile clinic was held at St. Louis University's Center for Advanced Dental Education on February 20 and 21. Comprehensive services for 416 children included x-rays, cleanings, fluoride treatments and sealants, as well as restorative, endodontics and oral surgery.

Delta Dental of Missouri is a leading and founding sponsor of this two-day event at SLU. Delta Dental's Tooth WizardSM, Spanish-speaking Tooth Fairy and Panda greeted kids in the clinic arena, while face painters, balloon artists, games and music captivated kids, parents and teachers in a post-treatment entertainment area. Every child also received a dental care kit, nutritious lunch, prizes and book of their choice, donated by the St. Louis Library Foundation.



The University of Missouri-Kansas City School of Dentistry hosted its annual one-day Give Kids A Smile clinic on February 6, to provide free dental care to more than 150 elementary school children. Each child received a dental exam, professional cleaning, fluoride treatment and sealants, if needed. After treatment, kids enjoyed fun-filled activities, sported colorful face-painting designs and were entertained by Delta Dental's Tooth WizardSM and PlaqueMan. Every youngster received a toothbrush, toothpaste and dental floss, along with a healthy lunch, and a book donated by the Kansas City Public Library. For more information about Give Kids A Smile clinics, visit GiveKidsASmile.org.

In Our Communities

Drum roll, please.

And the Winner is...!

Hats off to 12-year-old Olivia Schellman and her family, who joined in the festivities and fun at Delta Dental's Magical Smiles Night at the St. Louis Magic House on February 6. Her family was among the guests who took on the challenge to guess the correct number of bristles in Delta Dental's toothbrush! Olivia's family emerged victorious with the closest guess to the correct number of bristles – and won four tickets to see the St. Louis Cardinals take on the Pittsburgh Pirates in Busch Stadium on May 2!

Congratulations to Mary Ewert from the dental practice of Patrick Collins, DDS, in Blue Springs, Missouri. After visiting Delta Dental of Missouri's booth at the UMKC 2015 Midwest Dental Conference in Kansas City, April 9-12, Mary won a \$100 MasterCard® gift card in Delta Dental's drawing!



Welcome Our New Groups

Delta Dental PPO Exclusive Plans

Effective March 1, 2015

Company	City	Enrolled
Joe's Mobile Repair, LLC	Kansas City	3

Effective April 1, 2015

Company	City	Enrolled
Nascent Visions Corporation	St. Louis	12

Delta Dental PPO Plans

Effective January 1, 2015

Company	City	Enrolled
East Missouri Action Agency	Park Hills	152
Heritage State Bank	Nevada	31
Ozark Aeroworks, LLC	Springfield	10
Thomas Jefferson Independent Day School	Joplin	19
Tru-Flex, LLC	St. Louis	102

Effective February 1, 2015

Company	City	Enrolled
Alpine Shop, Ltd.	Kirkwood	18

Big Brothers Big Sisters of Eastern Missouri	St. Louis	47
Legacy Farm and Lawn	Lamar	49

Effective March 1, 2015

Company	City	Enrolled
Cabka North America, Inc.	Hazelwood	73
Hampton Inn & Suites	Kansas City	29
Landmark Manufacturing Corporation	Gallatin	101
LC Corporate, LLC	St. Louis	69
Lucia Pizza Company, Inc.	St. Louis	23
Moovers Franchising, Inc.	Kansas City	18

Effective April 1, 2015

Company	City	Enrolled
C L Smith Company, Inc.	St. Louis	132
Chariton Valley Association	Kirksville	32
DeLong Plumbing Two, Inc.	Springfield	19
Hannibal School District #60	Hannibal	701
Midwest Lumber & Supply, Inc.	Butler	12
Ophthalmology West, Inc.	St. Louis	10
Professional Employment Group	St. Louis	28
Reliv, Inc.	Chesterfield	127
Specialty Mailing, Inc.	St. Louis	14
Starrco Company, Inc.	Maryland Heights	29
Versa-Tech, Inc.	Fredericktown	17
Waller Truck Company, Inc.	Excelsior Springs	125

Effective May 1, 2015

Company	City	Enrolled
Acme Music & Vending Co., Inc.	St. Joseph	10
MindMixer Management, LLC	Kansas City	37
PortaFab Corporation	Chesterfield	12
Schmersahl Treloar & Co.	St. Louis	54

Effective June 1, 2015

Company	City	Enrolled
Behavior Intervention Services, LLC	St. Louis	37
Component Bar Products	O'Fallon	54
Missouri Eagle, LLC	Lebanon	125

Delta Dental Premier Plans

Effective February 1, 2015

Company	City	Enrolled
Floyd Finch Law Offices	Blue Springs	2

Effective March 1, 2015

Company	City	Enrolled
WKW Enterprises, LLC dba Joplin Ear Nose	Joplin	2

Effective June 1, 2015

Company	City	Enrolled
BK Bakery, LLC	Jefferson City	2
Family Pet Hospital, LLC	Sunset Hills	3