

Check out the new face of wellness



We'll do whatever it takes and then some.

SmileWaySM Wellness Program: Your Smile. Your Health. Your Way.

Our SmileWay Wellness Program offers enhanced oral health resources. These include online oral health risk assessment quizzes (with the opportunity to sign up for customized communications based on results), oral health communications through Facebook and Twitter, quarterly wellness campaigns (such as Healthy Aging Month in September), topical materials you can distribute and a new three-part SmileWay Challenge. The SmileWay Wellness Program is self-managed, enabling enrollees to determine their level of participation.

You'll find the SmileWay Challenge at mysmileway.com where you can:

Review Your Habits

Review your dental health habits with our interactive risk quizzes, then sign up for customized information based on your risk assessment.

Get Educated

- Explore a general topic like "Preventive Care."
- Search a specific interest like our popular article on "braces."
- Watch an oral health video like "Diet and your dental health."
- Check out our award-winning children's site, mysmilekids.com, for fun games, facts and other educational tools.

Stay Informed

Our oral health updates will keep you smiling. Users can connect with us through Facebook, follow us on Twitter and/or sign up for *Dental Wire*, our oral health e-newsletter.

SmileWay Wellness helps enrollees make healthy choices

Wellness programs that encourage basic preventive health practices are an effective weapon in the battle to manage rising health care costs. Delta Dental's SmileWay Wellness Program can be a powerful partner in this effort.

Recent articles in many medical and dental journals — including *Scientific American* and the *Journal of the American Dental Association* — show increasing evidence of a relationship between medical conditions and dental disease. While specific causal links have not been identified, there is no doubt that poor oral hygiene and related serious medical complications can inflate long-term costs for employers and employees alike.

The SmileWay Wellness Program can help by empowering enrollees to be conscious participants in their own oral health.

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WE KEEP YOU SMILING®

Why do 56 million enrollees trust their smiles to Delta Dental?

- More dentists
- Simpler process
- Less out-of-pocket

Connect with us!

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Product administration

Delta Dental includes these companies in these states:
Delta Dental of California – CA • Delta Dental of Pennsylvania – PA & MD • Delta Dental of West Virginia – WV • Delta Dental of Delaware – DE • Delta Dental of the District of Columbia – DC • Delta Dental of New York – NY • Delta Dental Insurance Company – AL, FL, GA, LA, MS, MT, NV, TX, UT

Delta Dental Premier® and Delta Dental PPOSM are underwritten by **Delta Dental Insurance Company** in AL, DC, FL, GA, LA, MS, MT, NV, TX and UT and by not-for-profit dental service companies in these states: CA – **Delta Dental of California**, PA, MD – **Delta Dental of Pennsylvania**, NY – **Delta Dental of New York**, DE – **Delta Dental of Delaware**, WV – **Delta Dental of West Virginia**. In Texas, Delta Dental PPO is underwritten as a Dental Provider Organization (DPO) plan.

SmileWay Wellness Program – Take a closer look

Client support features

- Link directly to the SmileWay Wellness section of our website from your intranet to give employees easy access to our library of more than 100 articles and videos about dental health.
- Your Delta Dental account services representative can help by providing oral health and benefits information for open enrollments and health fairs.
- Add our dental health videos in English and Spanish to HR libraries, upload them to your company intranet site or play them in cafeterias.
- Use the “Supertooth tip” found in each issue of *Word of Mouth*, our complimentary client newsletter, for your own corporate communications.
- Messages on our benefits statement envelopes help to reinforce good oral health practices for enrollees.
- Quarterly oral health campaigns (for instance Healthy Aging Month) provide educational materials you can distribute to enrollees.

Plan designs that promote wellness

Some standard features of our plan designs promote wellness.

- Oral cancer screening is covered as part of a regular dental exam. Biopsy procedures of suspect tissue for a definitive diagnosis are usually covered.
- Cleanings and oral exams are typically covered at 100 percent or at a very low \$5 copayment.
- The additional cleanings benefit for pregnant enrollees may help reduce the risk of low birth weight or premature deliveries.
- Fluoride treatments and sealants are covered for dependent children at little or no cost.
- The D&P Maximum Waiver® is an optional feature that provides more benefit dollars for enrollees to use on necessary treatment.