



NEWS RELEASE

For Immediate Release

Delta Dental of Iowa
2401 SE Tones Drive, Suite 13
Ankeny, IA 50021
Phone: 515-261-5500

Contact:
Jill Hamilton, Corporate Communication
Manager
Phone: 515-261-5526
jhamilton@deltadentalia.com

Delta Dental of Iowa Expands Enhanced Benefits Program *Dental benefit connects medical conditions to oral health*

Ankeny, IA (Nov. 30, 2009) – Starting in 2010, Delta Dental of Iowa will add new medical conditions to its Enhanced Benefits Program, a dental benefit option that offers additional dental treatments such as cleanings and fluoride to individuals with specific health conditions, like pregnancy and diabetes. The new medical conditions include high-risk cardiac conditions, suppressed immune systems, kidney failure or dialysis and cancer treatments (chemotherapy and/or radiation).

The Enhanced Benefits Program is supported by evidence-based dentistry, which links medical conditions and dental care. By adding this optional benefit, employers may be able to lower overall dental costs by directing preventive care where it's needed most – in addition to helping promote medical cost savings.

“There is a strong connection between oral health and overall health,” said Ed Schooley, DDS, dental director for Delta Dental of Iowa. “Studies have shown that diabetics may experience better controlled blood sugar levels by reducing the plaque in their mouth, while individuals receiving cancer treatments are at a higher risk for gum infection and cavities because of weakened immune systems.”

“Delta Dental is always looking for new ways to enhance our dental benefit plans,” said Greg Shireman, vice president of sales and marketing for Delta Dental of Iowa. “Employers are looking for cost-savings and benefits that promote preventive care. With Delta Dental’s Enhanced Benefits Program, employers can save on medical costs and encourage employees to seek preventive dental treatments.”

Delta Dental offers the Enhanced Benefits Program as part of its standard dental plans for employers with two to 50 employees. Larger employers can also choose to add this optional dental benefit. For more information on Delta Dental’s Enhanced Benefits

Program, please go to www.deltadentalia.com.

Delta Dental of Iowa is the largest and most experienced provider of dental benefits in the state. As a not-for-profit, Delta Dental of Iowa invests in oral health projects through the Delta Dental of Iowa Foundation that focus on access to care, prevention, education and research. The Iowa company is a member of the Delta Dental Plans Association, a national organization of not-for-profit Delta Dental plans. The national association is the largest dental benefits carrier in the nation providing coverage to 54 million people in more than 89,000 employer groups.

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