



For Immediate Release

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Delta Dental of Iowa Introduces Preferred Choice Plan for Individuals and Families

ANKENY, IOWA – January 7, 2009 – Delta Dental of Iowa has introduced a more comprehensive dental plan option for individuals and families called Preferred Choice.

The plan is available for Iowa residents in all stages of life -- from retirees to self-employed individuals to college students -- who do not have access to dental coverage through a company group plan.

Preferred Choice focuses on preventive services such as check-ups and cleanings, and also provides coverage for major dental services. Check-ups and cleanings are covered at 100 percent, if the enrollee sees a Delta Dental network dentist.

“Delta Dental members have the comfort of knowing our network includes more than 90 percent of Iowa’s dentists,” says Greg Shireman, Vice President of Marketing and Sales for Delta Dental. “With our newly expanded dental plan options, it is a great time for individuals and families to consider adding dental benefits.”

Delta Dental also offers a Preventive plan option for individuals that may not need or want coverage for major dental services, but do want benefits for routine dental check-ups, x-rays and cleanings. Studies have shown that oral health preventive care has high cost effectiveness; every dollar spent on prevention, saves \$4 in future treatment costs.¹

Delta Dental began selling individual dental insurance in 2007 to individuals that did not have access to dental coverage through their employer. Coverage can be purchased from an authorized insurance agent or from Delta Dental. Monthly premiums for the Preferred Choice plan start at \$34 and the Preventive plan premiums start at \$17. For more information, call Delta Dental at 1-877-423-3582 ext. 3, or go to the Web site at:

<http://www.deltadentalia.com/individualdental>.

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. Delta Dental of Iowa is a member of the Delta Dental Plans Association, a national organization of not-for-profit Delta Dental member companies. The national association is the largest dental benefits carrier in the nation, providing coverage to more than 51 million people in nearly 93,000 employer groups.

¹ Business Courier of Cincinnati, "Health insurers open up, say 'Ah!' to getting in on dental market," November 3, 2003

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