

Dialogue



News for Network Dentists and Staff | Spring 2017



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The revised manual includes recently modified processes and procedures and is available on our new Dentist Connection.

Delta Dental of Iowa: Investing in Technology

by Dr. Jeffrey Chaffin

After a flurry of emails, letters, faxes, office visits, newsletter announcements and notes – by now you are likely familiar that Delta Dental of Iowa launched a new website at the beginning of April.

As a company, we are thrilled to have launched our new site because it means we can better serve our dentists, members, employers and agents. There is a lot to be excited about, and there have been some changes to the way you use our site. I appreciate the patience you and your office have given us during this transition.

In addition to the new “look,” we made several technology upgrades to better process claims, enhance claims payment and offer more customer service flexibility. If you don’t already have an account on our Dentist Connection, I encourage you to sign up! If you do have an account, I look forward to hearing your feedback. Our goal is not only to be a health partner you can count on, but also to continue to provide exceptional quality service for you and your teams through the latest technology.



Dr. Jeffrey Chaffin
Vice President &
Dental Director
Delta Dental of Iowa

To sign up for a **Dentist Connection** account, follow the steps below and see the enclosed attachment for the benefits of using the account.

- 1 Go to deltadentalia.com/dentists.
- 2 In the gray box at the top of the page, select “Sign In.”
- 3 From the registration screen, click on “New user? Sign up.”
- 4 Complete the form, and click “Register User” at the bottom of the page.

I look forward to seeing many of you at the upcoming Iowa Dental Association (IDA) Annual Session, and I am happy to discuss any concerns or questions you may have about our new site. Please don’t hesitate to call our Professional Relations team at 800-544-0718 or email me directly at jchaffin@deltadentalia.com.

Give Us 10 Minutes and Take Home a \$10 Gift Card



The Iowa Dental Association (IDA) Annual Session is right around the corner, and Delta Dental of Iowa invites you to **visit us at booth 60** this year!

When you stop by, our team will provide a quick demonstration (less than 10 minutes) of Dentalytics – a new value-added service for Delta Dental network dentists. **The first 300 lucky participating network office members who stop will walk away with a \$10 Starbucks gift card following the demonstration.**

Fill up on useful knowledge about a new online tool that helps identify and manage high-risk patients, then fill up your coffee later as a thank you for your time.

We hope to see you there!



Floss Cuttings to Celebrate!

To help expand access to care for underserved lowans, we are excited to highlight two “floss cuttings” this spring in Des Moines: the opening of Primary Health Care, Inc.’s University Dental Clinic and the opening of the Broadlawns Dental Clinic.

The Delta Dental of Iowa Foundation provided \$200,000 to Primary Health Care Inc.’s University Dental Clinic in late 2016 to assist with this expansion project and to support purchase of dental equipment. The Foundation is proud to support projects such as this to help improve access to dental care for lowans.

Broadlawns Medical Center will also increase its dental servicing capacity by more than 60 percent, with the support of a \$371,520 grant from the Delta Dental of Iowa Foundation, which included a dollar-for-dollar matching commitment from a dentist alumni fundraising campaign.

Each year, Broadlawns Dental Clinic serves more than 8,000 patients from Polk County and the seven surrounding counties, as well as emergency cases from additional counties. In addition to serving Medicaid and insurance patients, the clinic has seen a dramatic increase in Dental Wellness Plan patients, especially those who need specialty services such as oral surgery and endodontic treatment. Broadlawns Dental Clinic is the largest extramural training facility for the University of Iowa College of Dentistry and Dental Clinics, training 40 senior dental students annually.

Funding from the Delta Dental of Iowa Foundation allowed the clinic space to expand from eight to 22 operatories. Four of these operatories are equipped to provide pediatric, orthodontic, endodontic and oral surgery services.



Left to right: Tena Springer, program operations director, Primary Health Care Inc.; Dr. Nick Hooker, dentist, Primary Health Care, Inc.; Kelly Huntsman, executive director, Primary Health Care, Inc.; Jeff Russell, president, Delta Dental of Iowa and Rachel Adams, Chief Operating Officer, Primary Health Care, Inc.



Left to right: Jody Jenner, president and CEO, Broadlawns Medical Center; Dr. Hayley Harvey, dental clinic section chief, Broadlawns Medical Center; Ashley Lansman, dental clinic manager, Broadlawns Medical Center; Jan Reinicke, board chair, Delta Dental of Iowa Foundation and Jeff Russell, president, Delta Dental of Iowa Foundation

Introducing: Brighter Partnership, Brighter Opportunities

Delta Dental is pleased to announce our partnership with Brighter™, a cutting-edge consumer technology company that specializes in working with health plans to connect members with participating providers. These innovations created in partnership with Brighter can help Delta Dental providers utilize new growth and management opportunities.

Our relationship with Brighter empowers you with two important, free services:

- 1 Brighter Verification™:** Quickly verify that your directory listing is accurate to remain compliant with state regulations and ensure Delta Dental covered members can easily obtain your correct address, phone number and other important details.
- 2 Brighter Schedule™:** An easy-to-use service that works with your practice management system. From the online and mobile directories, Delta Dental members can view open appointment times that you'd like filled and send a request for the time that works with their schedule.



With Brighter Schedule you will enjoy:

- 2x greater likelihood of being selected by new patients
- Reduced marketing and administrative expenses
- Decreased no-shows and last-minute cancellations

Activating these free services takes less than five minutes. Visit brighter.com/deltadental or call 888-328-5414 to speak with a Provider Success Specialist.

Don't miss out - Delta Dental will announce the new scheduling feature to members this summer. Make sure your office is on the list by activating Brighter today!

Dental Insurance Fraud: Tips to Protect Your Office



Dental insurance fraud is defined as any crime when an individual receives insurance money for filing a false claim, inflating a claim, altering claim records or billing for services not rendered. It can also include practices considered inconsistent with sound fiscal, business or dental practices. Insurance fraud takes many forms and can occur whether or not there was intent to defraud the insurance company or patient.

As your health care partner, Delta Dental has a zero tolerance policy on instances of fraud, and we want to help you prevent any potential issues. Here are some tips to protect your office from these situations:

- **Educate your staff.** Hold training sessions regularly and include defined instances of potential fraud. Give staff members guidelines for filing claims appropriately and accurately.
 - The claim should be billed for the date the services are rendered.
 - The claim should be for services completed. As an example, for multi-stage procedures, the office should bill the delivery date rather than the start date.
 - Verify patient coverage and eligibility. Ask for an ID and/or an insurance card.
 - The claim should name the dentist who completed the services.
- **Document the services.** Be sure to document services performed and treatment plans clearly in all clinical records.
- **Audit your books regularly.** Know your payables and receivables. Ensure overpayments are returned promptly.
- **Limit the number of authorized check signers and try not to use a signature stamp.** If you must use a signature stamp, keep the stamp locked in a secure location. Signing up for direct deposit will also help to ensure security for your practice.
- **Mind your computers.** Be sure patients and guests in the waiting room are not able to see protected health information. Protect desktop areas and turn patient information face down when checking patients in or out.
- **Have a password policy.** Be sure all employees keep their passwords secure. Passwords should be like toothbrushes – don't share them!
- **Create unique accounts for the Dentist Connection.** Remember, Delta Dental recommends that Dentist Connection users each have their own username and password. Offices should not use the same username and password for all users.

If you or an employee sees or suspects something suspicious, please don't hesitate to call us at 800-544-0718 or email us at provrelations@deltadentalia.com.

Reminder: April 1 Office Manual Updates



Thank you for your participation in the Delta Dental networks. As a participating dentist, the Delta Dental Office Manual details how we work together. Delta Dental has recently modified some processes and procedures in the current Delta Dental of Iowa Office Manual, effective April 1, 2017.

The updated manual is available on our new Dentist Connection (deltadentalia.com/dentists). Once you log in to the secure Dentist Connection site, the manual can be found under the Resources tab.