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Click to Go Paperless and You Could Win \$10K

Choose to view payment vouchers, predeterminations and more online instead of via postal mail — *with one simple click* — and you will be entered into a drawing to win \$10,000!

Join Washington Dental Service in the pursuit of a greener world for generations to come. Dentists and their front office staff members, as well as patients, now have the opportunity to make a positive difference and reduce the dental benefit industry's carbon footprint.

Washington Dental Service has created a page just for you on our Web site where you can make conscious decisions about how we communicate with you. Upon your first login after the launch of the paperless initiative, you will be prompted to confirm your paperless options. Dentists and office managers will make this decision on behalf of the entire office.

On the "My Preferences" page, you will find that paperless options have been preselected for you. These choices may include viewing your payment vouchers, predeterminations or this Word of Mouth newsletter online at DeltaDentalWA.com instead of receiving them via postal mail. If you embrace this opportunity to take a small, but important, step toward conservation, just click "confirm" for all preselected items, and we'll send you a quick notification email when these various documents are ready to be viewed online. You can always revisit your "My Preferences" page, available from the link at the top right corner of your secured home page on our Web site.

Not only does the environment benefit from your confirmation of paperless choices, but you could benefit too! All registered users of DeltaDentalWA.com who confirm their paperless options will be entered to win \$10,000. For details, see DeltaDentalWA.com/Rules.



"Do not follow where the path may lead. Go instead where there is no path and leave a trail."

—Ralph Waldo Emerson

Dental Office Updates

WDS to Administer Sound Health & Wellness Trust Schedule Plans

Effective January 1, 2010, claims administration for the Sound Health & Wellness Trust schedule plans will be moved from Zenith Administrators to Washington Dental Service. WDS currently administers the Delta Preferred Plans (group numbers 09135 and 09136) and the Washington Dental Service DeltaCare plans (group numbers 00404 and 00405).

Outlined below are the Washington Dental Service group numbers and plan designs for the schedule plans:

Group No. 09392 — SoundPlus dental schedule plan (with orthodontia)

- Deductible — \$10 per person/\$30 family
- Annual maximum — \$2,500 per person
- Orthodontia — adults and children paid at 50 percent up to a lifetime maximum of \$2,000
- Benefits paid per the plan's schedule of allowances

Group No. 09393 — Sound Dental schedule plan (without orthodontia)

- Deductible — \$10 per person/\$30 family
- Annual maximum — \$2,500 per person
- Benefits paid per the plan's schedule of allowances

Identification cards — Washington Dental Service will mail identification cards to covered members' home addresses in early January 2010. The cards will contain randomly selected identification numbers in place of Social Security numbers.

Where to Send Claims

For treatment incurred prior to January 1, 2010, or through December 31, 2009, send claims to:

Sound Health & Wellness Trust
P.O. Box 2265
Seattle, WA 98111-2265

For treatment incurred January 1, 2010, and after, send claims to:

Washington Dental Service
P.O. Box 75983
Seattle, WA 98175-0983

If you have questions about the Sound Health & Wellness Trust's schedule dental plans, please call the Washington Dental Service customer service team at (800) 554-1907.

WDS to Offer Plans for Individuals

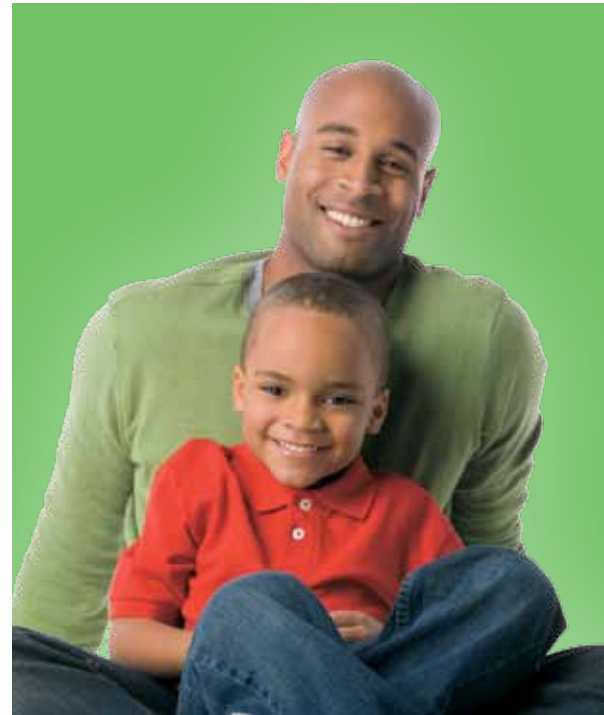
Washington Dental Service will be offering dental plans designed for individuals and families next year. This means more people in Washington will have access to first-rate dental coverage.

Washington Dental Service's individual plans will offer the same high-quality coverage, dentist expertise and hassle-free customer service as our group plans — and at competitive prices. The plans provide a comprehensive range of options for retirees, self-employed individuals and others who don't have dental coverage through employer-sponsored plans.

Two plan options will be available, one with a 80/60/50 benefit level, and the individual plan "plus," with benefit levels set at 100/80/50.

For people transitioning off group coverage, Washington Dental Service will waive the 12-month waiting period for Class III benefits and crowns for subscribers who have had three months of continuous coverage by Washington Dental Service in the past six months.

To sign up for one of the new plans when they are available, individuals will be able to go to www.DeltaDentalWA.com/individual and register online.



Washington Dental Service Welcomes Weyerhaeuser in 2010

Effective January 1, 2010, Washington Dental Service will administer dental benefits to the 12,000 employees of the Weyerhaeuser Company — located in 45 states across the country. More than 3,600 of these employees are in Washington state.

The plan is a Delta Dental PPO plan. It has an annual maximum of \$1,500, with Class I benefits covered at 100 percent, Class II benefits covered at 80 percent and Class III covered at 50 percent. The Weyerhaeuser plan includes an annual deductible of \$50, which is waived on Class I benefits. It also includes orthodontia coverage for adults and children, with a lifetime maximum of \$1,500 per individual paid at 50 percent.



Dental Office Updates

You Can't Enjoy The View If You Don't Know Where To Look!

Dentra™

Get a View Inside Your Practice, with PracticeView:

As part of our commitment to partnering with member dentists to provide services that support their practices and benefit our members' oral health outcomes, Washington Dental Service is excited to offer PracticeView reporting from Dentra™.

A leading provider of health care analytics, Dentra takes the guesswork out of quality improvement and patient satisfaction.

PracticeView reporting goes beyond practice management software or consulting, converting data analysis into insight that empowers dentists to improve the way they practice.

Using claims data from Washington Dental Service, Dentra collects and analyzes the information and then benchmarks it against industry data, providing dentists with comparative peer data never before available.

All dentists need to do is set up a user ID and password, log on to the secure Web site, and view individualized reports. These reports illustrate practice performance, pinpoint areas of opportunities and compare the practice to others in the area. The result: dentists can take up-to-date statistics about their individual practices, combined with peer review information and advice, to boost the performance of their practices — in quality, profitability and patient outcomes.

PracticeView Lets you:

- Gain insight and analysis on the success of your practice
- Compare trends among dentists in the same geographic area
- Get real compiled data from your claims and evaluate the health of your practice
- Compare past productivity and evaluate quality measures for continuity of care
- Access simple, easy-to-read reports generated specifically for your practice

This can be yours **FREE** for up to three years.

Washington Dental Service and its member dentists share a goal: to improve the oral health of members and patients by covering and providing the best in care. PracticeView reporting advances us closer to this goal. Look for our promotion in the mail or go to **DeltaDentalWA.com/Dentra** or **Dentra.com**.



GET IN THE GAME!

With Provider eSolution: Practice Management Software

Online access to WDS patients' eligibility, benefits and claims information

Washington Dental Service, the dental benefits company for more than 2.25 million patients, now offers **immediate, convenient access to patient eligibility and benefits information** via most practice management software (PMS) systems.

Access patient benefits information and eligibility through your PMS system. Score a **touchdown** by saving time and maximizing efficiency. The play clock is winding down! RPM will go away in late 2009, and EDIT will be **retired** in the spring of 2010.

Tackle inefficiencies! If you don't currently use a practice management system, **GET IN THE GAME!**

Spend less time on the phone and more time face to face with your patients.

This easy-to-use solution is being offered to you free of charge as part of Washington Dental Service's promise to provide you with tools to address the diverse needs of dental offices.

Allows touch-of-a-button functionality

- Access WDS benefits and eligibility information instantly by clicking a button on your computer screen.
- **NEW:** Check claims status.
- No need to call Washington Dental Service.
- Realize enhanced efficiency.
- No training involved; use the system you already know.

We recognize that not all dentists' offices are alike. In addition to many practice management software systems, Washington Dental Service offers access to eligibility and benefits information through our self-service Web site, **DeltaDentalWA.com**, and our interactive voice response (IVR) telephone system.

Rush to learn more now at www.DeltaDentalWA.com/InTheGame.



Dental Office Updates

More Groups Adopt Alternate Identification Numbers

Employees of the three Washington Dental Service groups listed here have been assigned randomly selected identification numbers in place of their Social Security numbers. Please use the new numbers when submitting claims for your patients employed by these groups.

The majority of new groups that elected Washington Dental Service dental coverage between September 1 and October 15, 2009, have elected to adopt alternate identification numbers.

Please see New Groups on page 8.

Washington Dental Service will notify you of new groups that adopt the alternate ID numbers in future issues of this newsletter.

Group #	Group Name	Conversion Date
00898	Banner Bank	September 22, 2009
09352	Darigold	September 28, 2009
00446 00448 00449	Virginia Mason Medical Center	October 8, 2009

2009 Marked by Excellent Service Numbers

Washington Dental Service has a long-standing reputation for providing superior customer service to our member doctor offices, subscribers and customers. As evidenced by the service numbers for the first three quarters of this year, 2009 will go on record as another outstanding year for WDS.

Total number of claims received	3,120,500
Claims turnaround time	96.58 percent within 15 calendar days
Total calls received	939,922
Percentage of telephone calls answered within 30 seconds	Call center total — 85.8 percent Provider office calls — 82.5 percent
Telephone speed of answer	20.6 seconds

Two Healthy Smiles Are Better Than One

When mothers have tooth decay, their babies are at increased risk for tooth decay as well. Studies have shown that mothers typically pass cavity-causing bacteria to their infants and toddlers when they kiss them or share food. Women who take care of their mouths and get regular dental care during and after their pregnancies can improve their children's oral health as well as their own.

Dental offices can help pregnant women understand the importance of having healthy mouths. Here are some tips your dental office can share with patients who are pregnant or have infants or toddlers:

- Let them know that dental care during pregnancy is safe and important for keeping both mother and baby healthy.
- Encourage them to limit sweet and starchy snacks, such as sodas, candy, crackers and chips. These foods feed the germs that live in the mouth and cause cavities.
- Your dental team may also recommend mouth rinses with fluoride or chewing gum with xylitol, which can help reduce the bacteria that cause tooth decay.
- Remind pregnant women and new mothers how important it is to schedule their babies' first dental visits by the time the babies are 1 year old and help them understand how to take care of their babies' gums and teeth from the very beginning.

Washington Dental Service Foundation is launching a statewide initiative to improve the oral health of pregnant women. The program will include a range of outreach and educational activities involving dental and medical providers and patients.

To order bookmarks with oral health tips for pregnant women for your office, please email jwittau@deltadentalwa.org or call (206) 729-5570. The bookmarks are available in English, Spanish, Russian and Vietnamese.



New Groups

Effective August 2009 through October 2009

This list includes only employer groups with 100 or more employees.

Effective August 2009					
Group Number	Group Name	Dental Product	Group Location	Employee #	ALT ID
00646	Barghausen Consulting Engineers, Inc.	Delta Dental PPO	Bothell	117	Yes
09382*	Emeritus Senior Living	Delta Dental PPO	Seattle	7173	Yes
09385*	Mission Support Alliance	Delta Dental PPO	Richland	131	Yes

Effective September 2009					
Group Number	Group Name	Dental Product	Group Location	Employee #	ALT ID
00647	Seattle Genetics	Delta Dental PPO	Bothell	277	Yes

Effective October 2009					
Group Number	Group Name	Dental Product	Group Location	Employee #	ALT ID
00649	Bungie LLC	Delta Dental PPO	Kirkland	162	Yes
09394-09398	Washington Employer Trust	Delta Dental PPO	Seattle	1470	Yes
09549*	Safeworks	Delta Dental PPO	Tukwilla	224	Yes

**Indicates a national account*

New Customer Service Phone Hours

In an effort to give you faster access to the information you need, Washington Dental Service is focusing on our electronic services. With this, we have changed our customer service telephone hours, effective November 2, 2009, as follows:



Monday through Thursday

8 a.m. to 4 p.m.; closed between noon and 1 p.m.

Friday

8 a.m. to noon

You can quickly access Washington Dental Service patient eligibility, benefits and claims information via our self-service Web site at www.DeltaDentalWA.com, through most practice management software systems or via WDS's interactive voice response telephone system with fax-back capabilities.

For more information on all of these options, visit www.DeltaDentalWA.com and click on the Dentists tab. Select Resource Center on the upper right and then click on Electronic Services.

DeltaCare Products Continue to Grow

Our more than 180 participating DeltaCare® providers report that DeltaCare patients are a valued part of their practices. DeltaCare is our high-value, managed dental care plan. Primary care dentists value managing the oral health of patients selecting their practices and tell us that the monthly per capita payment helps to build and sustain their practices. Specialty care providers say they appreciate seeing DeltaCare patients on referral from the primary care dentists for a fee-for-service payment.

The Washington Dental Service professional relations team is committed to working with new DeltaCare providers to meet the needs of the growing number of small, medium and large groups now offering DeltaCare. If you would like more information about making DeltaCare patients part of your practice, please contact our network coordinator or a professional relations representative.



Announcements



**Washington Dental Service
Foundation**

Community Advocates for Oral Health



Seattle Children's
HOSPITAL • RESEARCH • FOUNDATION

On the Road with the SmileMobile in 2010

The SmileMobile, a modern dental office on wheels, brings oral health services year-round to low-income children with limited access to dentists. The 38-foot, brightly colored mobile clinic is supported by volunteer dental professionals in each community it visits. Since it first hit the road in July 1995, the mobile clinic has treated more than 26,000 children throughout Washington.

The SmileMobile is a partnership between Washington Dental Service, Washington Dental Service Foundation and Seattle Children's Hospital.

Volunteer dentists and their staff members are needed at all sites.

For more information about the SmileMobile or if you would like to volunteer, please contact Monika Foro at (206) 517-6303 or toll free at (800) 572-7835, ext. 6303, or email her at mforo@deltadentalwa.com.

Continuing education credit is available to dentists who volunteer on the SmileMobile.

SmileMobile Schedule for 2010

Month	Day	Location
January	11 - 19	Lacey
	20 - 26	Yelm
February	1 - 12	Kelso
	15 - 19	Longview
	22 - 27	Ocean Beach
March	1 - 5	Port Townsend
	8 - 12	Vaughn
	15 - 17	Lummi Head Start
	18 - 27	Lummi Nation School

Schedule is subject to change

Note: A schedule for the first half of 2010 will be published in the next newsletter. You can also visit our Web site at www.DeltaDentalWA.com and click on SmileMobile at the bottom of the home page.

Expediting COB Claims

When sending a secondary claim to Washington Dental Service for coordination of benefits, please remember to include the explanation of benefits from the primary carrier. This will reduce requests for additional information and help ensure that your claim is processed quickly and accurately.



Join the Conversation: 2010 Institute for Oral Health Conference

Join us now on Facebook or Twitter and be part of the conversation about the Institute for Oral Health's 2010 conference, "Oral Health Care in Health Care Reform." The annual meeting will be held in Scottsdale, AZ, October 28 and 29, 2010, at the FireSky Resort.

The institute's 2009 conference, "Defining Quality in Oral Health Care," was held in San Jose, CA, in October 2009. Podcasts of speakers and the conference white paper can be found on the IOH Web site at www.IOHwa.org.



Word of Mouth Going Green in 2010

Get the next issue via email

As part of Washington Dental Service's ongoing commitment to reduce our carbon footprint and conserve natural resources, we are decreasing the amount of paper we distribute. Beginning in 2010, WDS will no longer be mailing this Word of Mouth newsletter to dental offices.

Upon your first login after the launch of Washington Dental Service's paperless initiative, you will be prompted to confirm your paperless options, including having the Word of Mouth newsletter delivered directly to your email inbox. We'll send you a quick notification email when the publication is ready to be viewed online. (Please see "Click to Go Paperless . . ." story on page 1.)

All new editions of the publication, along with an archive of past issues, will be conveniently located on our Web site at www.DeltaDentalWA.com.

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