

Spring 2008

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Positive Changes Under Way

Washington Dental Service is taking on new and exciting challenges in 2008. This year we expect to implement a number of changes that range from a revitalization of our Web site to preparing our systems for the 2009 CDT code changes. Our first big change of the year occurred January 7, 2008, when we opened the doors on a new office in Spokane.

In January, Washington Dental Service began transitioning our group administration, clinical review and provider maintenance functions from our Seattle location to the new Spokane office. We are implementing a detailed plan that involves extensive training and a long transition period to ensure that there is no disruption to service. Our goal is to make sure that your offices and our customers continue to receive the same high level of service you have come to expect from Washington Dental Service.

We're sure you experience times of change in your own business and agree that change can be energizing to some and frightening to others. Here are a few guidelines to use in managing change in the workplace:

- Manage change; don't let the change manage you. Have a plan in place as you implement change.
- Understand that change is required to grow and improve.
- Remember that different people react differently to change.
- Make yourself available to staff to answer questions and ease concerns.
- Communicate frequently with staff and customers as changes occur.
- Look for opportunities to implement change and improve old processes.
- Follow up with staff to ensure that the change has made a positive impact.

At Washington Dental Service one thing that never changes is our appreciation of our participating providers and the service provided to our members by our front office professionals. We look forward to working with you in 2008.

Appreciatively yours,

Dr. Inge, Cindy, Jan, Karen, Melinda, Tami, Trish and Clara
Your Washington Dental Service Professional Relations Team

**“ It is not necessary to change.
Survival is not mandatory.”**

-W. Edwards Deming

Washington Dental Service Opens Larger Spokane Office

Washington Dental Service celebrated the grand opening of a new Spokane office in February. With the opening of this facility, WDS is establishing our presence in Eastern Washington and enhancing our service capabilities.

Washington Dental Service has had a small sales office in Spokane for more than 30 years. We now have a larger facility with additional staff and the latest technology. The expansion allows us to consolidate existing sales staff with administrative and customer service personnel into a single Spokane location.



“We have had tremendous success with our customer service center in Colville and we want to expand operations in the eastern part of our state,” said WDS President and CEO Jim Dwyer. “Our Spokane facility will help us to continue to provide top-quality service to our member dentists and our customers throughout Washington and the nation.”

Preventing Oral Disease Among Seniors Saves Money and Lives

Washington Dental Service Foundation sponsored a statewide TV and radio advertising campaign urging support for cost-effective measures to prevent oral disease and improve health for seniors. The ads ran in October and November 2007, then again in January 2008.

The ads were produced and sponsored by Washington Dental Service Foundation and supported by the Eldercare Alliance, a group of 12 organizations that advocate for or provide services to more than 300,000 elders and their families throughout Washington state.

The goal of the media campaign was to raise awareness that oral disease is a serious health problem for seniors, even though it is almost entirely preventable.

The TV and radio ads drew attention to the fact that poor oral health is linked to other serious health problems, such as increased risk for pneumonia, diabetes complications, heart attacks and strokes. The radio ad noted that “good oral health is important to overall health, and too many seniors go without dental care.” Both ads emphasized that good oral health is a necessity, not a luxury.

The campaign ran in major markets, including the Puget Sound area, Olympia, Spokane, Yakima, Vancouver and the Tri-Cities.

Go to www.oralhealthwatch.org to hear the radio ad and view the TV ad.

Seniors and Oral Health

- By 2030, seniors will represent nearly 20% of Washington’s population; they currently represent about 12%. (*Office of Financial Management, 2003*)
- Nationwide, nearly one in three seniors older than 60 has root cavities — both restored and untreated. (*Morbidity Mortality Weekly Report, 2005*)
- Nationwide, nearly one in four 65- to 74-year-olds has severe periodontal disease. This jumps to 38% among low-income seniors. Furthermore, periodontal disease may make it more difficult for people who have diabetes to control their blood sugar. (*Surgeon General’s Report, 2000*)



- Approximately 30% of all prescribed medications are for seniors. (*Surgeon General’s Report, 2000*) More than three in four patients using medications take at least one drug that has a risk of oral side effects, the most common of which is dry mouth.

2007 a Banner Year for Customer Service



The dedicated staff at Washington Dental Service strives to provide the best service and value in the dental benefits industry for our member dentists' offices and our customers. The efforts this year resulted in:

Number of claims processed:

3.74 million, averaging 337,000 per month

Claims turnaround time:

95.9% within 15 days; 99.5% within 30 calendar days

Number of telephone calls answered:

1,147,000 calls, answered on average within 15 seconds

Top reasons for calls:

Benefits and eligibility questions

Covered enrollees:

Nearly 2 million nationwide

WDS — Helping Kids in our Community

Washington Dental Service, in partnership with the King County Children's Health Initiative, has launched an oral health pilot program for 2008 that provides dental care at no cost to children in King County whose families are uninsured and whose income is between 250 percent and 300 percent of the poverty level. The program is called KC Kids. WDS has committed \$1 million to this program, with the goal of improving the delivery and coverage of oral health services to under-served children.

Sponsorship of the KC Kids program is just one more way that Washington Dental Service is fulfilling its mission to improve the oral health of the people in Washington state. Throughout 2008, Washington Dental Service will work to raise awareness and participation in the pilot through innovative outreach to local schools, churches, day care facilities and other resources in King County.

To provide dental services for under-served children, the KC Kids program is utilizing Washington Dental Service's Delta Dental PPO provider network in King County, which



CHILDREN'S ORAL HEALTH PROGRAM

consists of 949 participating dentists.

Participating dentists are reimbursed for services based on their approved PPO fees with WDS.

EBMS, the administrator of Washington Dental Service's employee benefits program, is partnering with WDS for KC Kids. It is providing third-party administrative services to assist with eligibility and enrollment for qualified families.

WDS is committed to making this program a success and a model for future projects that assure that no child goes without proper oral health care. Beginning in 2009, the governor's new Medicaid bill will require the state to include these children in its oral health care coverage program.

WDS encourages everyone to get the word out about KC Kids. To find out more, please visit the KC Kids Web site at www.kckidsdental.org.

New COB Regulations from the OIC

The Washington state Office of the Insurance Commissioner (OIC) has issued new coordination of benefits (COB) regulations. The new rules, which went into effect January 1, 2008, impact how payers determine COB benefits and require additional information from providers to accurately process claims for patients with COB.

The most notable changes are:

- Coordination of benefits is based on the highest allowed amount. Previously, we coordinated up to the Washington Dental Service allowed amount.
- All payers are required to estimate the primary payment if the primary payer's allowed and paid amounts are not included with the claim. WDS previously paid the claim and then pursued a refund when we had information from the primary carrier. With the change, all commercial plans are required to try within reason to determine the primary payer's allowable amount. The secondary carrier now has 89 days in which to obtain correct information and release a claim.
- In certain situations, the order of liability for some COBRA members has changed.
- Regarding deductible amounts that are due according to each plan, the new OIC regulation states that the enrollee/patient shall not be responsible for a deductible amount greater than the highest of the two deductibles.

When submitting a secondary claim to Washington Dental Service, please include a copy of the explanation of benefits or payment voucher from the primary carrier so that we have adequate information to process the claim correctly. By providing this additional information, you will help reduce phone calls and claims adjustments in the future.

WDS, WDS Foundation Collaborate With UW, Children's Hospital on New Pediatric Dental Center

Washington Dental Service and the WDS Foundation have joined with the University of Washington School of Dentistry and Children's Hospital and Regional Medical Center to develop a new, comprehensive pediatric dental facility for low-income children.



The center, which will be located at Magnuson Park in a building owned by the university, will offer routine care and specialty services for children. It will have room for 12 dentists, 38 dental chairs and two surgery rooms, with eventual capacity for 40,000 visits a year. This is more than double the 16,000 dental visits the UW School of Dentistry and Children's now see each year.

Washington Dental Service and its Foundation donated \$5 million to help fund the facility, which is expected to open in 2010 at a cost of about \$17 million. The new center will be called the Washington Dental Service Building for Early Childhood Oral Health (ECOH).

“Since Washington Dental Service’s mission is to improve the oral health of the people of Washington state, we believe that the best way to start is with its children,” said Dr. Ron Inge, Vice President and Dental Director of WDS.

One of the goals of ECOH is to encourage parents to take children for their first dental checkups by age 1. Cavities can form within a year of the eruption of a baby’s first tooth at about 6 months. Tooth decay is the most widespread disease among children and is almost entirely preventable.

The university’s current pediatric dental clinic, located at its School of Dentistry, will close once the new center has opened.

WDS, WDS Foundation Honored by UW

The University of Washington recently awarded Washington Dental Service and its Washington Dental Service Foundation the status of Presidential Laureate in recognition of our contributions to the UW School of Dentistry. The status honors organizations whose “exemplary” contributions have enhanced the quality of the university’s teaching and research programs.

DeltaCare® Corner

This year brings additional DeltaCare® members to many of your practices, along with some benefit enhancements. For example, several changes have been made to the managed care plan covering Washington state employees, Group 3100. These include:

- Posterior composites are now a covered benefit. The lifetime benefit for TMJ treatment has increased to \$5,000. And orthodontic treatment may be started without a predetermination of benefits.
- The list of allowable crown implant codes for patients covered by this group has been expanded to include CDT codes D6058 through D6067. The single implant crown co-payment has been changed, with the patient’s responsibility increased to \$800. Total reimbursement to the provider has increased from \$900 to \$1,100.
- Implant treatment is now a covered benefit for Group 3100 members. Selected DeltaCare providers have agreed to a case rate to provide implant services to members.

While cosmetic services remain a noncovered benefit for Group 3100 DeltaCare members, these services are being offered to members at a reduced rate through a select network of participating DeltaCare providers. Members may self-refer for cosmetic services. For more information on implant coverage and cosmetic services for employees of the state of Washington, please contact the Professional Relations team at 206-528-5332 or 877-292-4482. We can provide you with more information on participating in these programs.

Our DeltaCare network of primary care dentists and specialists continues to grow. We welcomed 16 new practice locations across the state to our managed care network in 2007. Thanks to your participation, we are able to offer quality oral health care benefits to more than 44,000 DeltaCare members. Should you have questions about your participation with DeltaCare or if you would like to become a DeltaCare provider, please contact our Professional Relations department.

Professional Relations representatives will begin visiting DeltaCare offices in April to review the first quarter financial and utilization reports with participating doctors and their practice managers. These quarterly reports detail your DeltaCare patients’ experience with your practice and summarize capitation and encounter fees, as well as specialty payments made for your assigned members. The visit and report are designed to help you manage your DeltaCare membership and demonstrate the value of having DeltaCare patients in your practice.

Claims Processing Tips

Periodontal Surgery — Correction

To aid in timely and efficient claims processing, please include all details for the type of treatment. For example, localized delivery of an antimicrobial agent (D4381) must be preceded by periodontal scaling and root planing (D4341) done no less than six weeks and no more than six months before the D4341. It cannot be done on the same day as the D4341. It is important to ask when calling if there are any exceptions or special criteria that need to be met.

Avoid Duplicate Claims

If you have not received payment or information on a previously submitted claim, please do not resubmit the claim. Our system automatically rejects/denies exact duplicates of claims already submitted.

Verify Patient Information

Review and update patient record information, including changes in a patient's name, the correct spelling, change of address and the member identification number. If a claim is submitted with incorrect patient information, the processing of the claim may be delayed.

Use Appropriate CDT Codes

Be sure to include the current procedure codes when reporting dental services, as required by HIPAA. The American Dental Association's CDT 2007/2008 publication reflects the latest version of the codes. Using invalid or incorrect codes can delay claims processing.

Include Tooth Numbers

When submitting claims for periodontal procedures that do not include full quadrants, remember to include the tooth numbers for the teeth involved in the procedures. Also remember to include the numbers of all other missing teeth in the same arch when submitting claims for prosthodontics.

Frequently Asked Questions

Washington Dental Service welcomed the WDS front office advisory committee to our Colville call center in November 2007. Committee members had the opportunity to meet the operations team and to ask questions about claims processing and other topics. Here are two of the questions that were asked during the tour:

Q.: What can we tell a customer service representative when we know that our call will require escalation from the start?

A: In an effort to provide the most timely service, Washington Dental Service trains all customer service representatives to make a "good faith effort" to satisfy every caller and resolve concerns at the first level if at all possible. If the scope of the issue is beyond the representative's ability or if the caller is already working with a senior-level employee, the customer service rep will pass the call along to the higher level.

Q.: Why do some customer service representatives ask us to verify information, and how can we quickly prove who we are?

A.: To ensure the security of our members and providers, as well as to comply with HIPAA regulations, Washington Dental Service is required to ask verifying questions each time we receive a call from a provider office. Customer service representatives are trained to ask two to three qualifying questions to verify the identity of callers.

Effective November 2007 through March 2008

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

Group Number	Group Name	Dental Product	Group Location	Employees
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Effective November 2007

00554	Worthy Enterprises & Davenport Hotel	Delta Dental PPO	Spokane	170
00555	Burien Toyota & Chevrolet	Delta Dental PPO	Burien	114
00557	Wright Runstad & Company	Delta Dental PPO	Seattle	116
00558	City Bank	Delta Dental PPO	Lynnwood	115
00559	First Federal Savings & Loan Association	Delta Dental PPO	Port Angeles	173
00560	World Publishing, dba The Wenatchee World	Delta Dental PPO	Wenatchee	104

Group Number	Group Name	Dental Product	Group Location	Employees
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Effective December 2007

00563	Woodcreek Pediatrics	Delta Dental PPO	Puyallup	106
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*Indicates a national account

Group Number	Group Name	Dental Product	Group Location	Employees
Effective January 2008				
00556	Seattle Fire Fighters Union Local 27 Welfare Trust	Delta Dental Premier	Seattle	832
00561	The Polyclinic	Delta Dental PPO	Seattle	658
00562	Columbia Credit Union	Delta Dental PPO	Vancouver	230
00564	City of Yakima	Delta Dental PPO	Yakima	739
00566	American Marine Bank	Delta Dental PPO	Bainbridge Island	148
00567	City of Kennewick	Delta Dental PPO	Kennewick	292
00568	Purcell Systems, Inc.	Delta Dental PPO	Spokane Valley	127
00569	Cancer Care Northwest. Centers, P.S	Delta Dental PPO	Spokane	132
00572	Medio Systems, Inc.	Delta Dental PPO	Seattle	99
00574	Irwin Research & Development, Inc.	Delta Dental PPO	Yakima	247
00575	Seattle Symphony	Delta Dental PPO	Seattle	115
00579	NAC, Inc.	Delta Dental PPO	Spokane	150
00580	Haskins Steel Company, Inc. and The Haskin Company	Delta Dental PPO	Spokane	107
09120 -05000	St. Mary Medical Center/ part of Providence Health System- Plan 1500	Delta Dental PPO*	Walla Walla	667
09348	Alaska Airlines	Delta Dental PPO*	Seattle	9,822
09351	RealNetworks, Inc.	Delta Dental PPO*	Seattle	833
09352	Darigold, Inc.	Delta Dental PPO*	Seattle	547
09353	Washington State Retired Officers Program	Delta Dental PPO*	Seattle	1,082

January 2008, continued on the next page

***Indicates a national account**

Group Number	Group Name	Dental Product	Group Location	Employees
<i>January 2008, continued</i>				
09354	Mutual of Enumclaw	Delta Dental PPO*	Enumclaw	414
09355	Xantrex Technology	Delta Dental PPO*	Arlington	256
09356	Columbia Machine, Inc.	Delta Dental PPO*	Vancouver	521
09357	Two Degrees, LLC	Delta Dental PPO*	Seattle	548
09358	Nastech Pharmaceutical Company	Delta Dental PPO*	Bothell	176
09359	Aviation Technical Services, Inc.	Delta Dental PPO*	Everett	1,002

Group Number	Group Name	Dental Product	Group Location	Employees
Effective February 2008				
00577	Fisheries Supply, Inc.	Delta Dental PPO	Seattle	104
00578	Highline West Seattle Mental Health	Delta Dental PPO	Seattle	275
00582	City of Walla Walla	Delta Dental PPO	Walla Walla	140
00583	Super Supplements	Delta Dental PPO	Seattle	117
00584	City of Kennewick – Police Officers	Delta Dental Premier	Kennewick	65

Group Number	Group Name	Dental Product	Group Location	Employees
Effective March 2008				
09360	Sellen Construction Company	Delta Dental PPO*	Seattle	160

*Indicates a national account

2008 Brush Up Workshop Schedule

We are pleased to offer another year of workshops to the front office dental staff of our member dentists. Geared toward general practice, the workshops will include policy updates, network information and tips for efficient claim submission. Our new and improved version now includes fun activities with a hands-on emphasis that we believe you will find both entertaining and educational. We are also extending the workshop by 30 minutes, changing the hours from 8:30 am to noon. The workshops are free of charge and include a complimentary continental breakfast. To encourage class participation, we will be limiting the seating to 30 attendees, so please sign up early. Our professional relations team looks forward to seeing you there.

For more information:

Lindy Oden
206-526-7690
Loden@deltadentalwa.com

Sign up online:

www.DeltaDentalWA.com/brushup



Month	Day	Location
March	5	Everett
	19	Tri-Cities
April	2	Belleuve
	16	Yakima
	30	Tacoma
May	8	Spokane Dental Convention
	21	Washington Dental Service
June	4	Wenatchee
	18	Vancouver
September	10	Bellingham
	24	Bremerton
October	8	Spokane
	22	Washington Dental Service

Mark Your Calendars — 2008 Dental Conventions

The Washington Dental Service Professional Relations team is looking forward to seeing you at the **Inland Northwest Dental Conference** and the **Pacific Northwest Dental Convention** this spring and summer. The Inland Northwest conference will be held May 8 and 9 at the downtown Spokane convention center. The Washington Dental Service booth will be located at the front entrance. Then in the summer, we look forward to seeing our West Coast members at the Pacific Northwest Dental Convention in Seattle, July 10 and 11. The event will again be held at the Washington State Convention and Trade Center. Come by the WDS booth, which will be located near the front entrance, for a chance to win exciting prizes and learn more about what WDS has to offer for 2008. We will have exciting news about our new products and networks.

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