



A newsletter for South Carolina dentists and their staff

Historic Moment Emerges for South Carolina Dentists

The recent ratification of amendments to the Delta Dental of Missouri Bylaws gives a voice to dentists in South Carolina who participate with the Delta Dental Premier® Network or the Delta Dental PPOSM Network. This will be the first time in the history of Delta Dental of South Carolina that member dentists can vote in the election of directors.

"I am proud that we have achieved this milestone for our colleagues in South Carolina," said Delta Dental of Missouri Board Chairman Guy Bates, Jr., DDS. "This has been a priority for me since taking office in January 2014. I hope to continue this effort to eventually provide the opportunity for South Carolina dentists to sit on our Board."

The basis for this governance is that Delta Dental of Missouri owns the Delta Dental license in Missouri and in South Carolina for use of the brand, logo and provider networks, among other member company rights. When dentists in South Carolina join the Delta Dental network, they are participating with Delta Dental of Missouri, doing business as Delta Dental of South Carolina in South Carolina.

It is important to understand that the Delta Dental of Missouri Board of Directors sets direction and policies that affect dentists in South Carolina. It was the current Board that submitted the changes to the bylaws that gave South Carolina dentists voting rights in board elections. It was also the current board that fought for a voting process that made it easier for South Carolina dentists to vote for the directors of the organization. The first opportunity for South Carolina dentists to vote is just around the corner – ballots will come in the mail to member dentists the first of February.

Dr. Bates added, "I encourage our member dentists in South Carolina to participate in this important vote. This is a pivotal time in the history of this company and for dentists in South Carolina. A vote for the incumbent board members is a vote for the best interests of Delta Dental of South Carolina and our dentist colleagues into the future."

Delta Dental's Director Election and Annual Membership Meeting Notice

Delta Dental of Missouri will hold its 2014 election of directors by written ballot with the results to be announced at the annual meeting on February 20, 2015. Please note the following important dates:

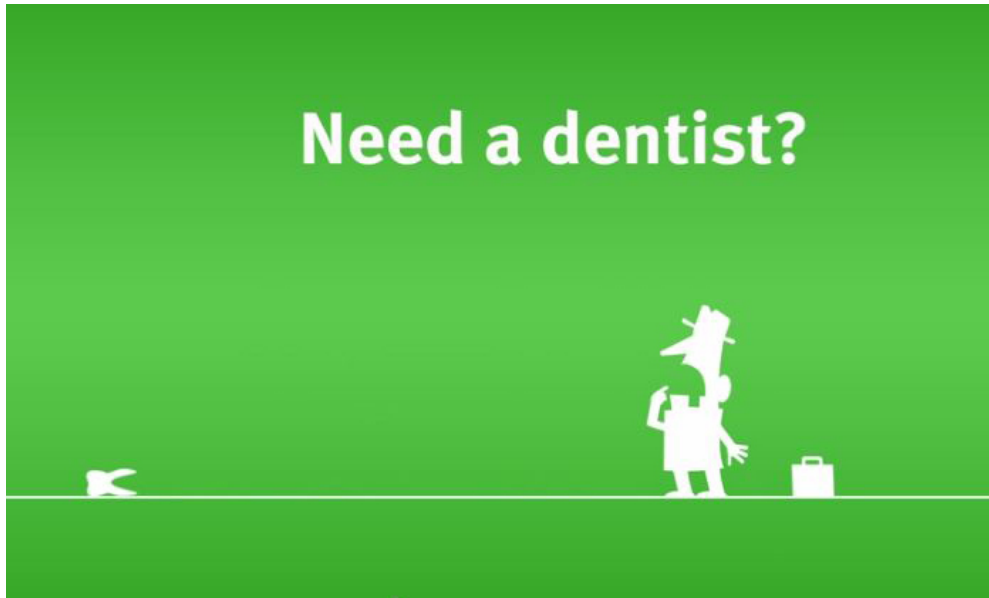
- January 7 – Delta Dental of Missouri mailed its annual meeting notice and board-recommended slate of director candidates to members of the corporation.
- January 29 – The deadline for members to submit director nominations by written petition, in accordance with the bylaws.
- January 31 – Delta Dental will mail out ballots to participating dentists. This will include the board recommended director candidates and any additional nominations that have been timely and properly submitted by members. The ballot will contain instructions for completing and submitting the ballot.
- January 31 - February 13 – Votes may be cast by mail, email or facsimile during this time.



- February 13 – The deadline for returning ballots to BKD, LLP for the director election.
- February 20 – The annual membership meeting will be held at 3 p.m., Friday, February 20, 2015, at the Stoney Creek Hotel and Conference Center, 2601 South Providence Road, Columbia, Missouri 65203.

Please refer to recent mailings from Delta Dental for more details. You may also log into the Dentist's eOffice section of our website, www.DeltaDentalSC.com, to see a copy of the election correspondence. If you don't currently have access to eOffice, you can [register online](#).

“Need a Dentist?” Ads to Run in South Carolina



Beginning the middle of January, you may start seeing the new Delta Dental advertising campaign on TV, radio and digital placements. The “Need a dentist?” campaign has two objectives: help members find a dentist who participates with Delta Dental, and raise awareness of the Delta Dental brand as people make decisions for dental benefits coverage. The ads will run from mid-January to mid-February in three major South Carolina markets: Charleston, Columbia and Greenville.

Each ad directs the audience to our provider directory to find a dentist who participates with Delta Dental of South Carolina. The 10-second ads depict humorous moments when one might need a dentist: a tooth pops out as a hapless gentleman runs into a brick wall; a woman shrieks in pain from a sensitive tooth when she sips hot coffee; and an unfortunate man loses his co-workers’ attention as foul-smelling clouds of bad breath hover about his head. All in good fun, these funny moments carry important messages: Those with dental insurance are more likely to have convenient access to care, and those who seek care from a Delta Dental participating dentist will pay less out of pocket for that care.

This is the first time that Delta Dental has launched advertising on this scale in South Carolina. Dramatic change and intensified competition increasingly characterize our marketplace. One result is the surge in the number of South Carolina residents who are purchasing our individual plans since the opening of the federal healthcare marketplace. These members do not have access to an employer benefits manager to help them understand their coverage plan. We provide as much assistance as possible on our website, and enhance that information with our 10-second TV and 30-second radio ads.

This same support is extended to members of new clients that are beginning dental benefits coverage with Delta Dental in the new year. We want these new members to easily find their way to our participating dentists so they can enjoy the most value from their dental coverage.

We hope you will get a smile from these humorous ads – and we hope you will see new Delta Dental patients in your offices as a result.

Share Valuable News with Your Office Team

Delta Dental's StraightTalk newsletter is written for our participating dentists' offices. Each issue features the latest industry news, tools for office efficiencies, information on policy changes, news about Delta Dental's community benefits initiatives and a list of new employer groups that have selected Delta Dental of South Carolina for their dental benefits.

We encourage you to route this helpful information to the dentist(s), office manager(s), insurance staff, hygienist(s) and assistant(s) in your office.

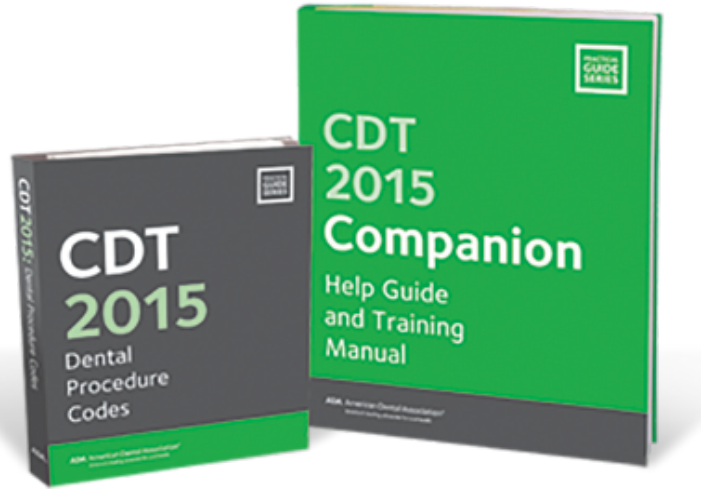
For Your Office

Stay In the Know: CDT 2015 Dental Procedure Code Changes

The American Dental Association (ADA) has released the CDT 2015 Dental Procedure Codes manual. New codes, revisions and descriptor changes may result in changes in Delta Dental processing policies.

This new release includes 52 revised codes and 16 new codes. Some of the most notable additions are included below.

New Procedure Code	Nomenclature
D0171	Re-evaluation – post-operative office visit
D0351	3D photographic image
D1353	Sealant report
D6110- D6117 (multiple procedures)	Implant/abutment supported removable and fixed (please refer to individual codes)
D6549	Resin retainer for resin bonded fixed prosthesis
D9931	Cleaning and inspection of a removable appliance
D9986	Missed appointment
D9987	Cancelled appointment
D9219	Evaluation for deep sedation or general anesthesia



When questions arise regarding processing policies, please refer to the Delta Dental Dentist Handbook on the secure eOffice page of the Dentist's section of our website, www.DeltaDentalSC.com. The CDT 2015 Dental Procedure Codes manual can be purchased from the ADA by calling 800-947-4746, or by visiting www.adacatalog.org.

For Your Office

Delta Dental Survey Spotlights the Importance of Oral Health to Americans

Delta Dental sponsored the Oral Health and Well-Being survey to bring to the forefront the importance of oral health in America. As leaders in dental benefits, we know the importance of oral health for basic daily activities involving the mouth and the link between oral health and overall health. This study's findings demonstrate the vital role that dental care plays in overall well-being.

Delta Dental surveyed 1,003 American adults and found:

- Americans who visit the dentist at least once a year are 37 percent more likely to report their oral health as good or better versus those who make infrequent visits.
- Americans who go to the dentist at least once a year are 22 percent more likely to report their overall well-being as good or better compared with those who seldom visit the dentist.
- Americans who have dental coverage are 14 percent more likely to say their overall well-being is good or better compared to those without dental coverage.
- Eighty-six percent of Americans making \$100,000 a year or more visit the dentist at least once annually compared with 46 percent of

Americans making less than \$25,000.

- About eight of 10 college-educated adults (83 percent) had regular dental visits. For those Americans without a college degree, about six of 10 (59 percent) visit the dentist once a year.

For more results from the Delta Dental Oral Health and Well-Being survey, [download the brochure](#).



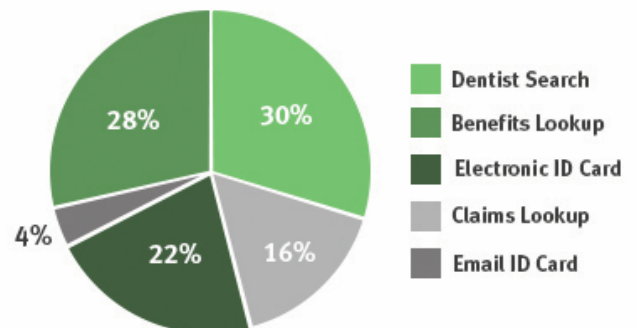
For Your Office



Delta Dental's Mobile App Hits 80,000 Downloads

Delta Dental members across the country are taking advantage of our mobile app, which was released in 2013. Apple and Android users combined have downloaded more than 80,000 applications.

The app is easy for your patients to download and use – and of course, it is free. The features our members – your patients – are using most often are the dentist search and benefits lookup, followed closely by the electronic ID card and claims review functions. Using the app, your patients are able to email their ID card to your office prior to their appointment. They can also show their ID card at the time of their appointment.



Industry News

Health Literacy and Your Dental Office Help Patients Understand with the Teach-back Method

By Jane Grover, DDS

For patients to be successful partners with you in their dental treatment, self-management of their home care program needs to be based on clear understanding of the current state of their oral health, their risks and the steps they need to take to keep their mouth and body healthy. One way you and your staff can help is by using the Teach-back method.

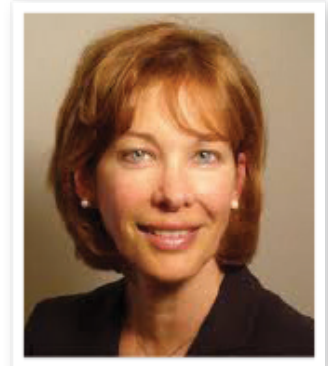
The Teach-back method is a tool in the arsenal of health literacy that increases patient participation with two-way discussion. Open-ended questions are asked in a caring manner within a shame-free environment that helps the patient build confident understanding of the state of their oral health. With this method, you and your staff can be sure that patients and their families understand what they need to know – before they walk out of your office.

The Teach-back method increases engagement by having the patient explain, in their own words, what they have learned at the visit. It increases dialogue and allows the provider to gauge the level of patient understanding.

A calm caring tone of voice throughout this process, accompanied by eye contact and relaxed body language, is recommended. Watch for signs of confusion in the patient's face or body language. It is critical to remember that a nodding head may signify patient understanding, but that may not always be the case.

Dentists and staff should also recognize the two-way opportunity of the Teach-back method. As a patient explains their symptoms, providers should summarize the discussion, using the patient's words. This is especially important with older patients who could be describing multiple conditions.

For more information on the Teach-back method, visit <http://www.teachbacktraining.org>.



Jane Grover, DDS, MPH, is the director of the American Dental Association (ADA) Council on Access, Prevention and Interprofessional Relations. She provides leadership, vision, management and coordination of the ADA's activities in the areas of access to dental care, fluoridation and preventive initiatives and integrating oral health as an essential part of overall health. At Delta Dental's future FOCUS2014, Dr. Grover addressed health literacy, the necessary changes for improvement and the cost implications for not effecting change through patient education in the United States.

Welcome Our New Groups

Effective January 1, 2015

Group Name	City	Enrolled
Applied Engineering Solutions, Inc.	Greenville	123
Canal Insurance Company	Greenville	207
Charleston Metro Chamber of Commerce	Charleston	22
Chemstone Corporation	Greenville	32
Coastal Carolinas Association of REALTORS	Myrtle Beach	10
Control Management, Inc.	Columbia	72
Cox Industries, Inc.	Orangeburg	315
Embrace Hospice	Florence	49

G3 Real Estate Services	Greenville	12
Hamrick's, Inc.	Gaffney	215
Mar-Mac Wire	McBee	82
McAngus Goudelock and Courie LLC	Columbia	299
Oak-Mitsui, Inc.	Camden	110
Palmetto Dunes Property Owners Association	Hilton Head Island	35
Pickens County	Pickens	476
Prospec Electronics of SC, Inc.	Mount Pleasant	13
Proterra, Inc.	Greenville	162
Sheex, Inc.	Irmo	16
Tactical Medical Solutions, Inc.	Anderson	13
Tri-County Speech & Language Services, Inc.	Charleston	10
United Way of the Lowcountry	Beaufort	11