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DENTAL DIRECT IS LEAD SPONSOR OF VA HUMAN RESOURCE MANAGERS MEETING

Richmond, Virginia (November 2, 2010) – The Virginia Dental Association’s Dental Direct dental benefit program was pleased to be a Diamond Sponsor of the 2010 Virginia Society of Human Resource Managers (SHRM) Meeting at the Hotel Roanoke last month. This was the third year that Dental Direct has been a premiere sponsor of the Virginia SHRM meeting. The meeting drew over 600 human resource professionals from across the Commonwealth for two and a half days of continuing education, speakers and HR industry exhibitors.

At the Dental Direct booth in the exhibit hall, representatives from the VDA, Benefits Administration, Inc. and Simple, Inc. were pleased to talk with meeting attendees about dental benefits and more specifically about Dental Direct. At a break-out session during the meeting, Roger Schultz of Simple, Inc., had the opportunity to talk to meeting attendees about key benefits decisions and how to evaluate all of the options on the marketplace. He used the opportunity to provide some insight into the potential cost savings of self-funding benefits such as vision and dental for employers. Meeting attendees were pleased to learn about the options available in the dental marketplace and many stopped by the booth to learn more about Dental Direct.

Employer groups of all sizes are able to offer Dental Direct Reimbursement and Assignment to their employees. At the meeting, human resources professionals from employers with as few as 10 and as many as 600 employees were interested in finding out more about Dental Direct. Mr. C. P. Coyner of Benefits Administration, Inc., a third-party administrator for Dental Direct plans, noted that “several of the companies that stopped by the booth could see some significant cost savings with a switch to Dental Direct from a fully insured plan. We are looking forward to the opportunity to present these firms with proposals in the coming weeks.”



Dental Direct Booth at the Hotel Roanoke

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Dental Direct is a self-funded dental benefit that is a departure from traditional dental insurance. Based on simplicity and freedom-of-choice, the Dental Direct model is supported by both the Virginia Dental Association and the American Dental Association. Dental Direct Reimbursement and Assignment plans are for groups and can be customized to meet the needs of employers of all sizes. To find out more about Dental Direct, please visit www.VADentalDirect.com and fill out the on-line Cost Estimate Form.