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Richmond, Virginia (November 3, 2011) – In November of 2010, Dental Direct Reimbursement and Assignment dental plans were approached by the Richmond chapter of the Society of Human Resource Managers (RSHRM) about working with the organization as an annual sponsor. With a membership of over 1200 human resource professionals in the Richmond area, the RSHRM group was a natural fit for Dental Direct Reimbursement and Assignment – the only dental benefit strongly supported by the American Dental Association and the Virginia Dental Association. Dental Direct Reimbursement has enjoyed working with RSHRM and educating their membership about the Dental Direct Reimbursement alternative.

Dental Direct Reimbursement and Assignment (DR/DA) Plans are self-funded dental benefit programs for groups that differ from traditional insured dental plans. Throughout the year, representatives from the Virginia Dental Association and Benefits Administration, Inc. attended meetings and provided information to the members of RSHRM about Dental Direct. Via mailers, presentations and articles, the concepts behind DR and DA plans – freedom of choice, dollar-based reimbursement and fully customizable options – are reaching human resource decision makers in the Richmond area.

Dental Direct Reimbursement is a concept that was developed in the 1970s but it has even more relevance today as consumer driven healthcare has really changed the benefits landscape. With so many employers offering FSAs, HSAs and other consumer-driven products, Dental Direct can be a natural fit. “The opportunity to work with RSHRM has been a great one in 2011. Their members have been receptive to learning about the Dental Direct Reimbursement alternative and we hope that in time, some of the RSHRM members will find that DR/DA is a good fit as their company’s dental benefit” remarked C.P. Coyner, President of Benefits Administration, Inc.

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Dental Direct Reimbursement 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.