

CONTACT

Elise Rupinski
Director of Marketing & Programs
Virginia Dental Association
804-261-1610
rupinski@vadental.org

DENTAL DIRECT PLANS FOR A BUSY YEAR IN 2009

Richmond, Virginia (January 27, 2009) – The Virginia Dental Association’s Dental Direct dental benefit program is gearing up for a busy year in 2009. Difficult economic times paired with rising costs for healthcare are causing companies across Virginia to evaluate their benefit offerings to ensure that they are getting a good value while retaining key employees with attractive benefits. Dental Direct can offer cost savings to many employers while providing their employees with freedom of choice and a dental plan that is both easy to use and easy to understand.

With Dental Direct, employers can determine not only their maximum annual benefit but also the level of reimbursement they would like in order to fit any budget. Actuarially based cost estimates are available to help predict costs and many employers will find that a Dental Direct plan can save them money compared to their current dental benefit. For employees, switching to a Dental Direct plan is easy because they can continue to see their current dentist. Dental Direct does not have any networks so there is freedom to choose any dentist for your dental care. Benefits under Dental Direct are also very simple and do not have hassles like pre-approval and designated time periods between procedures. Dental Direct can truly be a win-win for employers and employees alike.

With all of these great benefits, it is easy to see why Dental Direct has been a choice for Virginia employers since 1996. In 2009, Dental Direct plans will continue to provide a great alternative to traditional dental insurance that is cost effective and allows employees to receive the dental care they need to maintain overall good health.

###

Dental Direct is a self-funded dental benefit that is a departure from 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 our on-line Cost Estimate Form.