

PR Component Overview: Delta Dental/Washington Dental Service

Dental issues aren't always the sexiest topic. Our job was to position our client, Delta Dental/Washington Dental Service as the Washington state leader and most innovative insurer in a way that resonated with both consumer and business audiences.

To do this, we developed an arsenal of content, including trained experts to serve as spokespeople and clearly defined messaging that supports the position of DD/WDS as an industry leader. We reached out to a variety of media from TV and radio to print and bloggers to try to reach our diverse audiences.

Results: From strategic pitching and media outreach, our team created more than 30 unique placements which achieved nearly 8 million impressions. The coverage included below showcases some of the most prominent placements.

RESULTING COVERAGE

Q13 News
May 12, 2012



Puget Sound Business Journal
July 27, 2012

TALKING WITH: Rich Corrao, deputy director, Washington State Liquor Control Board, 28

HOT ZONE: The Ina In-city development with road preservation, 3

YANKEE BOOBY: How much money does Ina take to NYS, 5

Puget Sound BUSINESS JOURNAL
July 27, August 2, 2012 | Vol. 24, No. 31 | \$4.00
pugetsoundbusinessjournal.com

HEALTH CARE

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Uncle Sam's plan

WHAT THE AFFORDABLE CARE ACT MEANS TO YOU



Health care staffing needs in state will swell 19

Hospitals struggle to get in the black 20

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The exchange — what's in it for employers 26

Dental coverage might get overlooked 27

cost-effective and health-effective for them. These products will be available for purchase both on and off the exchange.

When it comes to employee-sponsored benefits, many of us are heading into uncharted territory. Traditionally, employers have offered a host of benefits for their employees, who were glad to have the coverage but probably did not spend a lot of time reviewing the details.

With reform, small businesses will have the option of referring employees to the exchange to choose their own coverage. Considering the ever-in-

PUGET SOUND BUSINESS JOURNAL JULY 27 - AUGUST 2, 2012

New options could take a bite out of dental coverage

With the Supreme Court's recently upheld decision regarding the Affordable Care Act, it is now more important than ever that both business owners and consumers understand the effects of the pending changes to our state's health care system.

Even with Washington state's recently signed law regarding rates for insurers preparing for the 2014 insurance exchange, there is still a great deal of uncertainty surrounding health care reform, mandates and cost. It gets even more confusing when you start to look at specific benefits, such as dental, and how businesses and patients will be impacted by any changes.

When the changes take effect in January 2014, in Washington state oral health care for children will be included in the mandated plans, which will be designed to cover those who were previously uninsured or those who work for companies with fewer than 50 employees.

While dental benefits will not be mandated for adults, it is important to remember that good oral health is as important for adults as it is for children, especially given its relationship to other diseases such as diabetes.

The younger population will be covered, but what about seniors? We have 10,000 people turning 65 each day in the United States. They are the first generation of senior citizens to have their teeth, due in large part to the fact they were the first to grow up with fluoridated water and see their dentist on a regular basis.

Dental benefits providers are developing benefit structures that are both

ORAL HEALTH



Dr. Ron Engel

crossing cost of health care, I'd venture to say it's likely that many small businesses will do so.

But when it comes to dental, I'd encourage these business owners to consider maintaining coverage as a valuable employee benefit. In this time of tightening, providing preventive care for employees and their families adds value that people will appreciate and benefit from — particularly in terms of oral and overall health.

If employees choose to forgo sponsored benefits, individuals do go out to the open market to choose a plan they think fits their needs. In this scenario, it will be up to consumers to understand the need for a dental benefits plan, and to educate themselves.

With increased options, some consumers may choose to forego preventive coverage for annual cleanings.

stand the need for a dental benefits plan, and to educate themselves.

With increased options, some consumers may choose to forego preventive coverage for annual cleanings. I would direct these folks to a recent report by the Washington State Hospital Association, which found that dental-related problems were among the top reasons that Medicaid and uninsured individuals sought emergency room care. During an 18-month period, the cost of more than 54,000 dental-related visits to ERs exceeded \$30 million.

Preventive care often catches conditions before they become emergencies, which in theory would significantly decrease the number of emergency room visits.

As health care reform becomes a reality, it is imperative that consumers continue to educate themselves in the ever-changing marketplace. In turn, our industry must continue to communicate the importance of providing innovative dental benefits and high-quality care in a manner that allows consumers to choose the most effective option.

As the connection between oral and overall health becomes increasingly apparent, the industry will move toward greater integration and care coordination, ultimately enforcing the necessity of oral health as an imperative piece of the health care reform puzzle.

Many of us are heading into uncharted territory.

DR. RON ENGEL is our president and dental director for Delta Dental Washington Dental Services and executive director of the Institute for Oral Health.

New Day Northwest
October 25, 2012

New Day NW

Keeping teeth healthy during Halloween



**VANCOUVER
BUSINESS
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The Key to Southwest Washington Business



Healthcare & Hospitals: A growing number of Clark County healthcare providers are switching on electronic health record systems. But are they ready?
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LOCALLY OWNED & OPERATED | AUGUST 10, 2012 | VOL. 19 ISSUE 32 | \$2.50

Reader OPINION

Where do dental benefits fit in the healthcare exchange puzzle?



DR. RON INGE
Washington Dental Service

With the Supreme Court's recently upheld decision regarding the Affordable Care Act, it is now more important than ever that both business owners and consumers understand the effects of the pending changes to our state's healthcare system. Even with Washington state's recently signed law regarding rules for insurers preparing for the online insurance exchange, there is still a great deal of uncertainty surrounding healthcare reform, mandates and cost. It gets even more confusing when you start to look at specific benefits, such as dental, and how businesses and patients will be impacted by any changes.

When the changes take effect January 2014, in Washington state oral healthcare for children will be included in the mandated plans, which will be designed to cover those who were previously uninsured or those who work for companies with fewer than 100 employees. While dental benefits will not be mandated for adults, it is important to remember that good oral health is as important for adults as it is for children, especially given its relationship to other diseases such as diabetes.

The younger population will be covered but what about seniors? We have 10,000 people turning 65 each day in the United States. This is the first generation of senior citizens to have their teeth, due in large part to the fact they were the first to grow up with fluoridated water and see their dentist on a regular basis. Dental benefits providers are developing benefit structures that are both cost-effective and health-effective for them. These products will be available for purchase both on and off the exchange.

When it comes to employee-sponsored benefits, many of us are heading into uncharted territory. Traditionally, employers have offered a host of benefits for their employees, who were glad to have the coverage but probably did not spend a lot of time reviewing the details. With reform, small businesses will have the option to refer employees to the exchange to choose their own coverage. Considering the ever-increasing cost of healthcare, I'd venture to say it's likely that many small businesses will do so.



OpEd: Don't forget to put dental in the healthcare conversation

But when it comes to dental, I'd encourage these business owners to consider maintaining coverage as a valuable employee benefit. In this time of tightening, providing preventive care for employees and their families adds value that people will appreciate and benefit from—particularly in terms of oral and overall health. If employers choose to forgo sponsored benefits, individuals do go out to the open market to choose a plan they think fits their needs. In this scenario, it will be up to consumers to understand the need for a dental benefits plan, and to educate themselves. In turn, we as a dental benefits provider will need to do a better job communicating our value proposition.

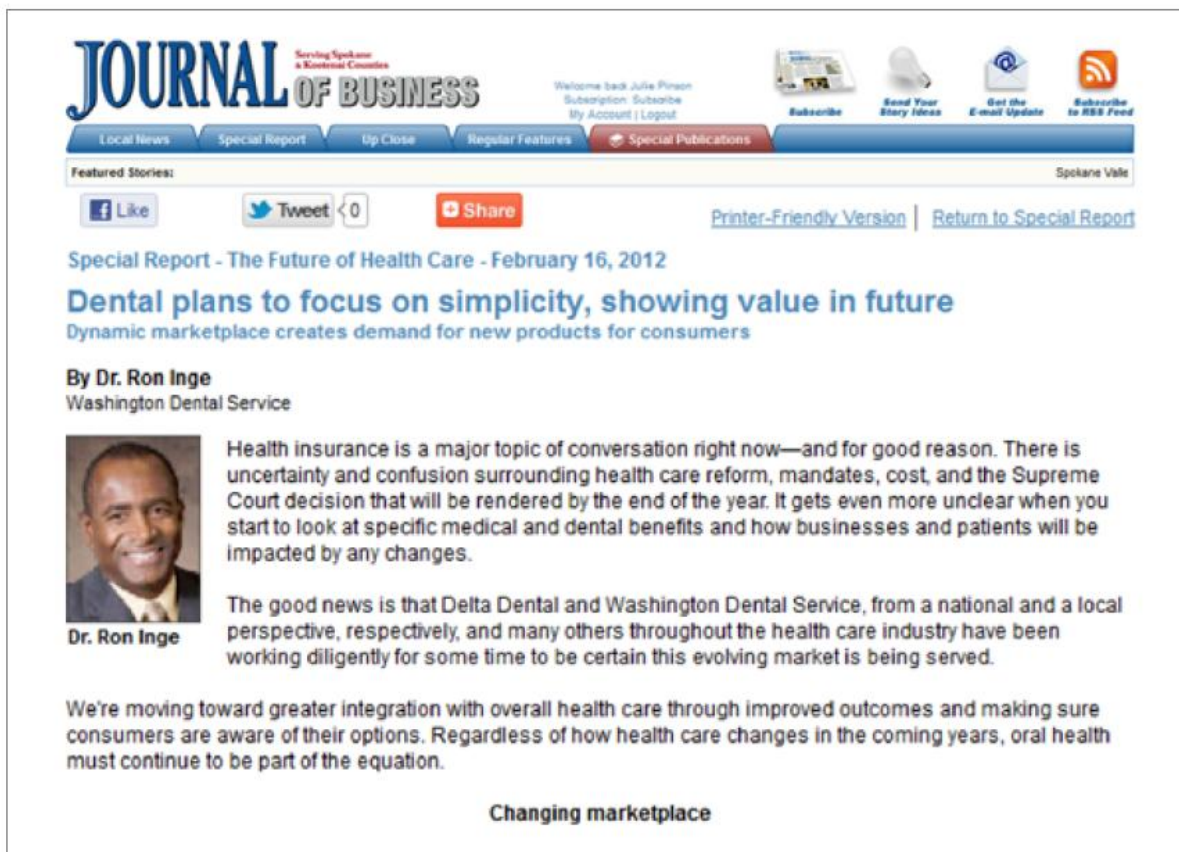
With increased options, some consumers may choose to save money and forgo preventive dental coverage for annual cleanings. I would direct these folks to a recent report by the Washington State Hospital Association, which found that dental-related problems were among the top reasons that Medicaid and uninsured individuals sought emergency room care. During an 18-month period, the cost of more than 54,000 dental-related visits to ERs exceeded \$36 million. Preventive care often catches conditions before they become emergencies, which in theory would significantly decrease the number of emergency room visits.

As healthcare reform becomes a reality, it is imperative that consumers continue to educate themselves in the ever-changing marketplace. In turn, our industry must continue to communicate the importance of providing innovative dental benefits and high-quality care in a manner that allows consumers to choose the most effective option. As the connection between oral and overall health becomes increasingly apparent, the industry will move toward greater integration and care coordination, ultimately enforcing the necessity of oral health as an imperative piece of the healthcare reform puzzle.

Dr. Ron Inge is vice president and dental director for Delta Dental/Washington Dental Service and executive director of the Institute for Oral Health.

Spokane Journal of Business

February 16, 2012



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Special Report - The Future of Health Care - February 16, 2012

Dental plans to focus on simplicity, showing value in future

Dynamic marketplace creates demand for new products for consumers

By Dr. Ron Inge
Washington Dental Service



Health insurance is a major topic of conversation right now—and for good reason. There is uncertainty and confusion surrounding health care reform, mandates, cost, and the Supreme Court decision that will be rendered by the end of the year. It gets even more unclear when you start to look at specific medical and dental benefits and how businesses and patients will be impacted by any changes.

The good news is that Delta Dental and Washington Dental Service, from a national and a local perspective, respectively, and many others throughout the health care industry have been working diligently for some time to be certain this evolving market is being served.

We're moving toward greater integration with overall health care through improved outcomes and making sure consumers are aware of their options. Regardless of how health care changes in the coming years, oral health must continue to be part of the equation.

Changing marketplace