The Results Are In...

Washington Dental Service would like to thank all of you who participated in our Dentist and Front Office satisfaction surveys earlier this fall. We received over 1100 responses from front office staff and nearly 700 responses from member dentists. Your feedback is extremely valuable as we are always looking for ways to improve our processes, communication, and technology to best meet the needs of the dental offices who serve our members.

Key Findings

We were very pleased to hear that both front office staff and dentists believe that Washington Dental Service is the easiest carrier to work with. We received a particularly high level of satisfaction regarding our customer service and the speed at which claims are processed.

We were most interested in knowing how offices like our new website and eServices options. Eighty-five percent of offices are now using our website, which is up 36% since our last survey in 2008. The survey also indicated that 55% of offices are satisfied or very satisfied with our new e-services technology option. Lastly, we are very pleased that 83% of respondents are satisfied or very satisfied with our online fee filing system.

Areas of Focus

Communication and technology enhancements were our greatest areas for improvement. With that in mind, we are enhancing our website and eServices platforms with additional information with a particular emphasis on periodontal frequencies. Enhancing our technology is an ongoing activity at WDS and you will continue to see upgrades and improvements over time.

Many front office staff respondents asked for additional information regarding our eServices platform for obtaining benefits, eligibility, and claims status. Informational postcards and e-mails with additional details were sent to all Washington State dental offices in October. If you have any additional questions regarding eServices please contact one of the professional relations representatives listed at the end of this newsletter.
### 2011 Policy Changes

As a member of Delta Dental Plans Association, Washington Dental Service continually looks for ways to align our processing policies with those of Delta Dental Plans Association to provide consistent and seamless coverage for our members.

**Effective January 1, 2011, we are implementing the following policy change:**

The maximum benefit for x-rays done on the same day by the same dentist is a full mouth series.

- Individual films, including a panoramic film, done on the same day as a full mouth series, are disallowed.
- Individual films, such as periapicals, bitewings, occlusal and extraoral x-rays, done on the same day as a panoramic film, are not a separate benefit and all films are considered as a full mouth series for payment and time limitation purposes. Any fee—for all films, including the panoramic film—in excess of the fee allowed for a full mouth series is disallowed.

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### The Results Are In... (continued from page 1)

With communication improvements in mind, we will be offering more workshops in 2011 involving new content, particularly emphasizing the use of WDS technology and electronic solutions. As in years past, dental offices asked that we provide more information to patients regarding their benefits. We encourage you to direct your patients to our website at www.DeltaDentalWA.com to obtain detailed information about their plan benefits. Keep in mind we are continually looking for ways to improve the content of our newsletters and always welcome your suggestions.

### Unexpected Surprises

Did you know that 63% of the dental offices that responded said they have a website and 60% of offices call WDS less than 1 time per day? Eighty-one percent of dentists felt that WDS fulfills the promise of promoting oral health and 66% view WDS as a partner in improving oral health.

Once again, many thanks to all that participated in the 2010 surveys. Washington Dental Service values our member dentists and we are committed to continuous improvement and innovation.
WeeCan Go Green

You may have noticed that Washington Dental Service continues to look for ways to reduce our carbon footprint by offering more electronic options and reducing the number of paper items we mail to offices. With this in mind, we have implemented a couple of new “go green” initiatives.

Hold the Phone

We recently began communicating information through automated phone messaging. Using automated phone messaging allows us to provide information to over 4000 dental offices at any one time. It eliminates the uncertainty of information being lost in the mail or returned for address changes. In addition, it reduces the waste associated with paper and delivery. You can expect to receive information from Washington Dental Service via automated messaging in the future. The vast majority of these messages are informational only and do not require you to call us back and most will direct you to additional information that will be made available through our website at www.DeltaDentalWA.com.

Direct Deposit for DeltaCare

Effective January 1, 2011, all DeltaCare dental offices will be receiving their encounter and capitation payments via Direct Deposit and rosters via e-mail. Over 50% of DeltaCare offices have already signed up and we look forward to adding the remaining offices by the end of the year. This process represents a significant reduction in both paper and postage and it has proven to be very efficient for those offices who are currently participating. Go DeltaCare! Go Green!

Website Updates

Recent updates were made to our website www.DeltaDentalWA.com to better serve dental offices and patients. If you have patients on a Teamsters plan, you are now able to check benefits, eligibility, and claim status on the website. Your patients will also have the ability to access benefit information and print ID cards.

We continue to receive feedback from dental offices requesting more detail on benefits and frequencies. We appreciate your ideas and we are listening.

The following enhancements have been made to the website:

- History of Root Planning and Scaling Frequency and Last Date of Service per quadrant
- Periodontal Maintenance Frequency and Last Date of Service
- Orthotic Device benefits
Dental Office Updates

eServices is Here!

Tired of spending hours a day on the phone trying to get eligibility, benefits, and claim status? Washington Dental Service can help you save valuable time with our new eServices solution.

Washington Dental Service has integrated with most practice management systems to bring you eServices! WDS knows that for many of you, your practice management system is the single most important tool you use to manage your practice. Many of you are already using compatible practice management software and are “eSolutions ready”.

With eServices, you are able to quickly and easily get:

- Coverage Type
- Coverage Dates
- Deductibles & Maximums
- Payment Levels
- Frequency Limitations
- Claim Status

Who can use eServices?

eServices is available to any dental office with a compatible practice management system. Most major practice management systems are compatible but if you are not sure, contact your practice management software vendor today and ask them if you are “eServices ready”.

Why should I choose eServices?

eServices is available anytime you need it and there is no waiting for a representative or the need for a username and password. You can access information from any dental carrier who is connected to the eServices system in your practice management software and some practice management software systems can even download the patients’ benefits directly into their online files for your convenience. Join the thousands of dental offices who are already using this simple, cost effective, and speedy solution. To take advantage of Washington Dental Service’s exciting new service, contact your practice management software vendor and sign up for eServices today!

Hours of Operation

Washington Dental Service’s Electronic Services are available for quick and easy access to Member Benefits, Eligibility, and Claims information. Our Electronic Services consist of our IVR, our Website, and eServices. To access the IVR you can call 1-800-554-1907. To view information on the website you can go to www.DeltaDentalWA.com.

Contact Center Hours:

<table>
<thead>
<tr>
<th>Monday – Thursday</th>
<th>Friday</th>
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<tbody>
<tr>
<td>8:00 am – 12:00 pm</td>
<td>8:00 am – 12:00 pm</td>
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<tr>
<td>1:00 pm – 4:00 pm</td>
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Please keep in mind that Washington Dental Service continues to focus our efforts on enhancing our Electronic Services to better serve you. It is important to us that we are able to offer you many avenues by which you can access information.
Greetings
from the Institute for Oral Health

We had an incredible conference in Scottsdale this year with exciting presentations on “Oral Health in Health Care Reform”. Topics ranged from advances in electronic dental records and treating elderly and the special needs population to understanding the dental provisions in the new healthcare reform act. The following oral health leaders presented information and shared their insights.

Joel Berg DDS, MS — Professor, Chair, Department of Pediatric Dentistry, University of Washington; Director of Dentistry at Seattle Children’s Hospital University of Washington and the Center for Pediatric Dentistry


Burton Edelstein DDS, MPH — Professor, Dentistry and Health Policy and Management, Columbia University Medical Center; Founder and Chair, Children’s Dental Health Project

Shelly Gehshan — Director, Pew Children’s Dental Campaign, Pew Center on the States, The Pew Charitable Trusts

Terry O’Toole DDS — Director of Dental Healthcare Analysis, Veterans Affairs Office of Dentistry

Maria Ryan DDS, PhD — Professor of Oral Biology and Pathology, Associate Dean for Strategic Planning and External Affairs, Stony Brook University School of Dental Medicine; Medical Staff Stony Brook University Medical Center

Michael Helgeson DDS — Co-Founder and CEO of Apple Tree Dental, Minnesota; Immediate Past President, American Society for Geriatric Dentistry; Clinical Assistant Professor, Univ. of Minnesota, School of Dentistry

Doug Berkey DMD, MPH, MS — Professor, Univ. of Colorado Denver School of Dental Medicine; Dental Director, Total Longterm Care of Colorado; Past Chair of the Gerontology and Geriatrics Education Section, American Dental Education Association

You can access the white papers and podcasts from the conference on our website www.iohwa.org.

SAVE THE DATE: Our 2011 annual conference will be held in Chicago October 27-28, 2011.
The topic will be Prevention in Oral Health.
More Groups Adopt Alternate Identification Numbers

Employees of the Washington Dental Service groups listed here have been assigned randomly selected identification numbers in place of their Social Security numbers. You should use the new numbers when submitting claims for your patients employed by these groups. In the event your patient has not provided the alternate identification number, you will receive it on the payment voucher. Please update your records and use it the next time you submit a claim.

The community pool of small groups was converted on June 19, 2010. The pool consists of 2,842 groups, each having under 100 employees but collectively include over 47,000 members.

The majority of new groups that elected Washington Dental Service dental coverage since January 1, 2009 have elected to adopt alternate identification numbers. Please see New Groups on page 7 for a list of new groups that have been implemented since August 1, 2010.

Washington Dental Service will notify you of new groups that adopt the alternate ID numbers in future issues of this newsletter.

<table>
<thead>
<tr>
<th>Group #</th>
<th>Group Name</th>
<th>Conversion Date</th>
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<tbody>
<tr>
<td>00437</td>
<td>Washington Athletic Club</td>
<td>August 10, 2010</td>
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<tr>
<td>00468</td>
<td>Fred Hutchinson Cancer Research Center</td>
<td>August 10, 2010</td>
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<tr>
<td>00931</td>
<td>Seattle Cancer Care Alliance</td>
<td>August 10, 2010</td>
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<tr>
<td>00681</td>
<td>Washington State University</td>
<td>October 7, 2010</td>
</tr>
<tr>
<td>00422/00546</td>
<td>Catholic Archdiocese</td>
<td>October 7, 2010</td>
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Public Employees Benefits Board:
Recent changes do not affect Uniform Dental Plan (UDP)

The State of Washington / Public Employees Benefits Board is changing plan managers for the Uniform Medical Plan (UMP) effective 1/1/2011 to Regence. Washington Dental Service will continue to manage the Uniform Dental Plan (UDP) in 2011. The Uniform Medical Plan (UMP) is the primary medical option available to PEBB subscribers. Because of the similarity between the “UDP” and “UMP”, there may be some confusion about the change to the medical program. We have experienced some questions from members, so you may experience the same inquiries. Please be assured that Washington Dental Service is the manager for the State of Washington’s Uniform Dental Plan.
# New Groups

## Effective August 2010 through November 2010

This list includes only employer groups with 100 or more employees.

<table>
<thead>
<tr>
<th>Effective August 2010</th>
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<tbody>
<tr>
<td>Group Number</td>
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<tr>
<td>09407*</td>
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<table>
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<tr>
<th>Effective October 2010</th>
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</thead>
<tbody>
<tr>
<td>Group Number</td>
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<td>09410*</td>
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<tr>
<td>00723</td>
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<td>00724</td>
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<td>00740</td>
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<td>00741</td>
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<table>
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<tr>
<th>Effective November 2010</th>
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<tbody>
<tr>
<td>Group Number</td>
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<td>00746</td>
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*Indicates a national account
After years of planning, construction and anticipation, on September 1, the doors finally opened at The Center for Pediatric Dentistry. The Seattle-based center is the first of its kind in the nation—providing pediatric dental care, education for dental and medical professionals, research, and public policy under one roof.

This was all made possible by a gift from Washington Dental Service (WDS) and Washington Dental Service Foundation (WDS Foundation). WDS and WDS Foundation partnered with the University of Washington and Seattle Children’s to create The Center for Pediatric Dentistry.

“Currently, we are seeing an alarming increase in Early Childhood Caries—it truly is a national health crisis,” said Dr. Joel Berg, Director of The Center for Pediatric Dentistry. “This trend, coupled with the lack of pediatric dentists, educational facilities, and an integrated policy approach, were the driving reasons behind the formation of The Center for Pediatric Dentistry.”

The percentage of young children in Washington State with dental disease is higher than rates nationally and it is growing; more than 38,000 Medicaid children between birth and age 6 in King County and 16,000 young children in Snohomish County did not see a dentist in 2009.

Early intervention and treatment can make a huge difference in a child’s health. Research shows that preventing dental decay in early childhood prevents decay in permanent teeth and reduces the cost of care over a lifetime. The Center will emphasize educating parents about the importance of reducing bacteria that causes decay and establishing home care and eating habits that provide good oral health throughout a child’s life. Untreated dental disease can interfere with a child’s speech development, nutrition, and their ability to succeed in school.

Young children who have significant decay and require treatment in an operating room are now waiting three to six months before they may be treated. The Center for Pediatric Dentistry includes operating rooms that are devoted to treating children with serious decay and is reducing the wait time to just a few weeks.

As a training facility for general dentists and pediatric dentists, The Center also will expose dental professionals,
A Dream Realized: The Center for Pediatric Dentistry at the beginning of the careers, to efficient clinic operations. The Center is developing systems and standards of care that are cost-effective and ensure children receive the right level of care at the right time. The Center is committed to sharing their work and new models of care throughout Washington and across the nation.

The Center combines pediatric dental clinics at the University of Washington and Seattle Children’s hospital—where there are space constraints for any expansions. In the first year of operation, The Center aims to deliver 30,000 patient visits. That is 10,000 more visits than the current 20,000 being delivered at the two existing clinics. To fully utilize the remaining capacity (10,000 visits), The Center is reaching out to families, particularly low-income families, who are not currently receiving dental care.
SmileMobile Schedule for 2011

<table>
<thead>
<tr>
<th>Month</th>
<th>Day</th>
<th>Location</th>
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<tbody>
<tr>
<td>January</td>
<td>13 - 27</td>
<td>Lacey</td>
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<tr>
<td></td>
<td>28</td>
<td>Olympia, Legislative Day</td>
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<tr>
<td></td>
<td>31 - Feb. 11</td>
<td>Yelm</td>
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<tr>
<td>February</td>
<td>14 - 25</td>
<td>Kelso</td>
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<tr>
<td></td>
<td>28 - Mar. 11</td>
<td>Longview</td>
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<tr>
<td>March</td>
<td>14 - 18</td>
<td>New Site</td>
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<tr>
<td></td>
<td>21 - 25</td>
<td>Vaughn</td>
</tr>
<tr>
<td></td>
<td>28 - Apr. 1</td>
<td>Stevenson</td>
</tr>
<tr>
<td>April</td>
<td>11 - 19</td>
<td>White Salmon</td>
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<tr>
<td></td>
<td>20 - 21</td>
<td>Lyle</td>
</tr>
<tr>
<td></td>
<td>25 - 29</td>
<td>Goldendale</td>
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Schedule is subject to change
Note: Dates and locations are added on an ongoing basis. Please visit our Web site at www.DeltaDentalWA.com and click on the SmileMobile link.

Volunteers and their staff are needed at all sites. Please contact Monika Foro or Jeanie Romero at 1-800-572-7835, ext. 6303 or 206-517-6303. Continuing education credit is available to dentists volunteering on the SmileMobile.

New Workshop Coming To A City Near You!

For many years Washington Dental Service has offered “Brush Up Workshops” to both new and experienced front office staff. The focus of our workshops has typically included a history of Washington Dental Service, information about our Foundation, and assistance with claims submission.

In 2011 your Professional Relations Team will be presenting all new workshops that we think will bring added value to your dental practice. Workshops will be available in more locations and they will focus on electronic solutions that will save you time and money. Here are some of the subjects we will be covering:

- How to effectively utilize the WDS Website
- Use your practice management software to check claims, benefits and eligibility
- Billing 100% of your claims electronically
- Electronic attachments
- IVR/Faxback
- Direct deposit

Our 2011 schedule will be posted on our website, www.DeltaDentalWA.com, in early January. Please make sure and reserve your seating as the spots fill up quickly. We look forward to seeing you in 2011!
The ADA has added eight new CDT codes for 2011-2012. WDS is pleased to announce that beginning January 1st, 2011 we will begin covering the following three new procedure codes.

- **FD1352** preventive resin restoration will be a covered benefit, with limitations similar to those of a sealant.
- **D7251** coronectomy will be a covered benefit for all groups with extraction coverage.
- **D7295** harvest of bone for use in autogenous grafting procedure will be covered when done in conjunction with covered **D7955** repair of maxillofacial soft and/or hard tissue defect.

The following new procedures codes will not be covered:

- **D3354** pulpal regeneration – (completion of regenerative treatment in an immature permanent tooth with a necrotic pulp); does not include final restoration
- **D5992** adjust maxillofacial prosthetic appliance, by report*
- **D5993** maintenance and cleaning of a maxillofacial prosthesis (extra or intraoral) other than required adjustments*
- **D6254** interim pontic
- **D6795** interim retainer crown

* D5992 and D5993 will be a covered benefit, with limitations, if the group contract covers maxillofacial prosthetics.

Please see the WDS Processing Policy Manual in the Policies, Manuals, and Contracts section of the Resource center on our website at www.DeltaDentalWA.com for more information on coverage for these codes.

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**Claims Submission Reminders**

When submitting claims for treatment rendered, be sure the claim is submitted after all treatment is completed.

For example, claims for crowns should be submitted to Washington Dental Service after the crown has been seated.

- Once the crown is seated, the claim should be submitted with the seat date in the treatment date field.
- There is no need to comment the claim with the seat date in the comments field, nor do you need to submit two separate dates with the seat date being a $0.00 fee.

When there is Coordination of Benefits needed for your patient and Washington Dental Service is Secondary, be sure to attach a copy of the Primary EOB to the claim. This will ensure prompt and accurate payment of the claim.

If you believe there is additional information that should be considered in the processing of a claim or pre-determination, you may place one of the following “key words” along with the additional information in the comment field of the claim form. These “key words” will stop a claim for review of additional information.

- Accident
- Appeal
- Assessment Code
- Corrected
- Reconsider
- Reevaluate
- Reprocess
- Resubmission
- Review
- Seat

You can also find the list of key words on our website at www.DeltaDentalWA.com. See Dentist FAQs in the Resource Center. The list of key words is under the Claims heading.
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