

# IDAHO BUSINESS REVIEW

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 DELTA DENTAL®



February  
is National  
Children's  
Dental Health  
Month!

FEB 2018

## The kids are alright.

Delta Dental of Idaho shines during National Children's Dental Health Month, sharing time, talent, dental health services and resources to keep Idaho's growing generation on the road to overall wellness.

Keep an eye out for the Delta Dental team at key events! Plus added educational tips, kits and services across the state!

**Giving: A focused February** - For National Children's Dental Health Month, Delta Dental of Idaho has the calendar chock-full with helpful hands, hearts and dental good works to help improve Idaho's future smiles. Here's some of what's happening this month:



**Bronco Men's Basketball**  
It's Delta Dental Day! Grin big for the Smile Cam as we celebrate kid's smiles (and the Bronco's sure victory over Air Force!)



**Idaho Business Review Breakfast Series**  
We're sharing health-affirming dental health messages with the business community. And to celebrate Children's Dental Health Month, we're also giving away a pediatric Sonicare electric toothbrush to help build healthy habits for a lifetime.



**The Idaho Foodbank**  
We're excited to support the Idaho Foodbank's long-running, statewide backpack program for Idaho students — each packed with nutritious meals, dental hygiene supplies and extra TLC.



**Lunch for Literacy**  
Delta Dental supports students of all ages by sponsoring Lunch for Literacy. This annual event raises money for The Learning Lab, a literacy education center for adults and families with young children.

**Even more to smile about:**  
Plus, Delta Dental of Idaho is working behind the scenes with numerous early childhood education organizations, including the Idaho State Dental Association, Idaho Oral Health Alliance, and the Idaho Head Start Association to help spread the word about the importance of maintaining children's oral health in Idaho.

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CLEAR SPACE PER SPECS

**About Delta Dental of Idaho**  
Delta Dental of Idaho is the leading dental benefits carrier in the state, providing quality, affordable dental plans for both companies and individuals. We are a not-for-profit organization seeking to improve the dental health of all Idahoans through our plan offerings and community outreach programs. Nationally, Delta Dental member companies provide coverage to more than 75 million Americans. **For more information, visit [deltadentalid.com](http://deltadentalid.com).**



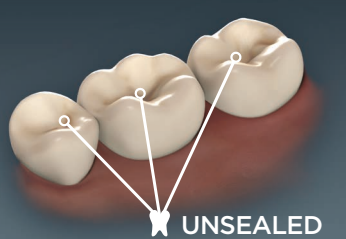
## Strengthening smiles, statewide.

Delta Dental is going the extra miles for kid smiles. In fact, our Grins on the Go team is celebrating our 11th year of service to Idaho's kids. In 2017, we provided free fluoride and dental sealants to over 10,000 youth in low income elementary and middle schools across the state! These valuable services protect future smiles from disease, help eliminate unnecessary pain, and even reduce school absenteeism.

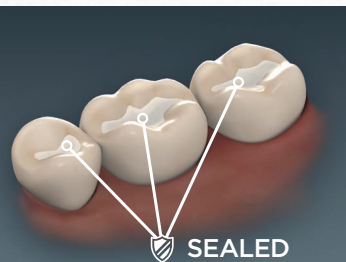
Dental sealants do a great job of helping protect kids from tooth decay, one of the most common health conditions among children. Delta Dental of Idaho's Grins on the Go mobile dental clinic teams visit more than 120 elementary and middle schools annually, many of them in rural communities. Since 2007, the program has seen over 60,000 Idaho kids, partnering with schools where more than 50% of students qualify for free or reduced lunches. Delta Dental of Idaho is honored to benefit people of all ages and needs throughout the gem state. We're a local not-for-profit, fueled by the passion of advancing dental health (and overall health) of our communities through our community outreach programs. Here's to many more decades of grins going strong across Idaho.



Our molars often have deep grooves where bacteria hide and cause cavities



Sealants fill in the grooves, so bacteria is easily brushed away



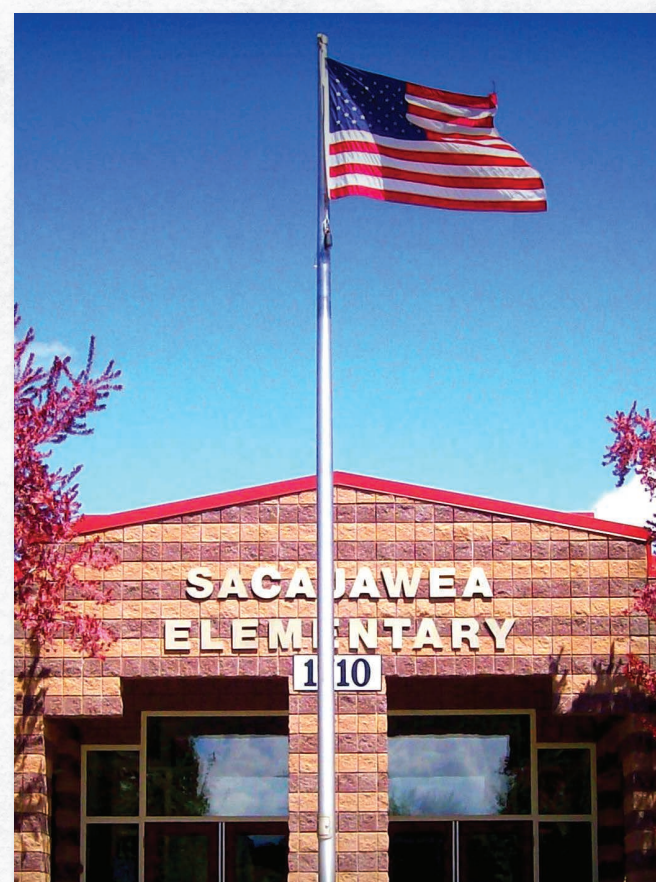
## What are dental sealants?

Dental sealants are a thin, plastic coating that fills in the pits and grooves of molars, which are the most cavity-prone teeth. Sealants are painless to apply and have been shown to reduce childhood cavities by up to 80%. Not only is it a preventive health care technique, it also reduces the potential need for a more costly restorative procedure, like a filling, in the future.

## Community School is in session.

Delta Dental of Idaho and the United Way have recently teamed-up in supporting a newer concept in community care with Sacajawea Elementary School in Caldwell. The new concept stems from "Promise Partnerships", a cooperative effort which brings together a handful of community resources to benefit a collective, singular whole — when need is identified. Because Delta Dental has a strong history in serving Idaho school children already, the opportunity to make a greater impact within the Caldwell community was a 'smile-maker' among staff.

The United Way, in conjunction with local and district leaders, sprung into action -- designating Sacajawea Elementary a "Community School". This designation allowed the Delta Dental of Idaho team to extend our dental care services typically offered to kids (such as exams and dental sealants) to the entire 'community' of families within the school population. The great news: Delta Dental has even more to give, adding dental education and more preventive care services such as fluoride varnish applications, cleanings and even X-rays to both children and families. The overall goal is helping improve the oral health (and overall health) of Idaho families. By bringing dental education, preventive services, and an understanding of how to access dental care, the Community School concept helps families make adjustments, identify risk behaviors and positively change the health of the entire family — which, in turn, helps the entire community.







Grade A Grins power.



PREVENTIVE  
SERVICES TO OVER  
**60,000**  
IDAHO STUDENTS



Last year alone, our Grins on the Go team provided free fluoride and dental sealants to over 10,000 kids in need, in elementary and middle-schools throughout Idaho — protecting them from disease, unnecessary pain, and absenteeism.





 **DELTA DENTAL®**



# BY THE NUMBERS



# HEALTHY GRINS

ARE #1 ON OUR LIST

# 10,080,532

APPROXIMATE TEETH SERVED IN 2017

DELTA DENTAL PLANS ASSOCIATION  
PROVIDES COVERAGE TO  
**75 MILLION**  
AMERICANS



COVERAGE TO OVER  
**360,000**  
MEMBERS



PREVENTIVE  
SERVICES TO NEARLY  
**60,000**  
IDAHO STUDENTS

OUR DENTAL  
SEALANTS  
REDUCE CAVITIES  
IN CHILDREN  
UP TO



- OVER -  
**2,200**  
IDAHO  
EMPLOYER GROUPS



**1,000**  
PARTICIPATING  
DENTAL OFFICE  
LOCATIONS  
STATEWIDE



CELEBRATING  
OUR 47<sup>TH</sup>  
YEAR



RECOGNIZED BY  
IDAHO  
PRIVATE  
**100**

99.5% CLAIM  
ACCURACY  
RATES



TELEPHONE  
ANSWER RATES  
AVERAGE 14 SECONDS

At Delta Dental of Idaho, healthy smiles are job #1. And experience adds up. Since 1971, we've been working to improve the oral health of our members and communities by offering premium dental benefits, exceptional customer service, the largest network of dentists, and unmatched access to preventive treatment for all Idahoans — with and without dental coverage. Happy, healthy grins for Idaho is #1 in our book. **Find out more at [deltadentalid.com](http://deltadentalid.com)**

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