



National
Association
of
Dental
Plans

member benefits

**the recognized and representative resource
of the dental benefits industry**

table of contents

	PAGE
Introduction	
Benefits by Work Area	3
Benefits Overview	4
Introduction	5
Core Services	
Industry Representation	6
Government Relations	7
<i>Federal and State Programs</i>	7
<i>Online Tools</i>	8
Research	9
<i>Statistical Reports</i>	9
<i>Additional Reports</i>	10
<i>Shared Research</i>	10
Education	11
<i>CONVERGE</i>	11
<i>Leadership Conference</i>	11
<i>Webinars</i>	12
<i>BlogTalk Radio</i>	12
Networking	
NADP Connections	13
Face-to-Face Opportunities	13
Networking Tools	13
Volunteer Groups	13-14
Resources	
NEA FastLook	15
NADP Smartbrief	15
CDT Licensing	15
Member Newsletters	16
Membership Directories	16
Job Postings	16
eCommunity	17
Marketing Benefits	18
<i>I Need Dental Benefits.com</i>	18
<i>Press Release Distribution</i>	18
<i>NADP Logos for member Use</i>	18
<i>Mailing List</i>	19
<i>Company Profile</i>	19
About NADP	
Board of Directors	20
NADP Staff	21

benefits by work area

WORK AREA	NADP BENEFITS	PAGE
Operations <i>Actuarial Services</i> <i>Customer Service</i> <i>Call Centers</i> <i>Claims</i> <i>And More!</i>	Industry representation on X12, HL7, CRC and others	6
	Metrics and Financial Operations Reports	9
	Education programs on call centers, claims processing, EDI. Etc.	11,12
	Networking with industry colleagues	13,14
	Volunteer Opportunities	13,14
	CDT License, ASCII File, books	15
	NADP Smartbrief	15
	Monthlybyte and Soundbytes Newsletters, Membership Directories	16
	eCommunity Open Forums on FAIR Health, CDT, etc.	17
Marketing: <i>Communications</i> <i>Product Development</i> <i>Research</i> <i>Sales</i> <i>And More!</i>	Research reports on enrollment, premiums, networks and more	9
	Reports on best practices, state fact sheets, group purchasers, etc	10
	Education programs on social media, marketing topics, etc	11,12
	Networking with industry colleagues	13,14
	Volunteer Opportunities	13,14
	NADP Smartbrief	15
	Monthlybyte and Soundbytes Newsletters, Membership Directories	16
	eCommunity Open Forums	17
	Marketing benefits	18,19
Government Relations <i>Compliance</i> <i>Legislative</i> <i>Regulatory</i> <i>Public Affairs</i>	Industry representation & collaborative work with NAIC, NCOIL, CADP, etc.	6
	Federal and state programs	7
	Government Relations Commission, Health Care Reform Task (HCR) Force	7
	Update calls for Government Relations Commission, CEOs, etc.	7
	Legislative Online Tracking System (LOTS)	8
	State Law Portal	8
	Research reports on enrollment, networks, premiums, etc	9
	State fact sheets, research on industry best practices, etc	10
	Educational programs on HCR, state issues	11,12
	Volunteer Opportunities	13,14
	Networking with industry colleagues	13,14
	CDT License, ASCII File, books	15
	NADP Smartbrief	15
	Monthlybyte and Soundbytes Newsletters, Membership Directories	16
eCommunity Open Forum: HCR, state issues, Discount Plans, etc.	17	
Professional Relations <i>Dental Directors</i> <i>Network Development</i> <i>And more!</i>	Industry representation on X12, HL7, CRC and others	6
	Research reports on networks, premiums, enrollment	9
	Research on industry best practices	10
	Education programs on changes in CDT, network development	11,12
	Volunteer Opportunities	13,14
	NADP Smartbrief	15
	CDT License, ASCII File, books	15
	Network development thru NEA FASTLook	15
	Monthlybyte and Soundbytes Newsletters	16
	Membership directories with company and contact information	16
eCommunity Open Forums on CDT, etc.	17	

benefits overview

Benefits by Member Type

Member Benefits	Dental Plan	Assoc.	Supp. Org.	Int'l	Indv
BlogTalk Radio	✓	✓	✓	✓	✓
CDT Licensing Program	+				
Collaborative Work with outside industry organizations/audiences	✓				
Company Profile		✓	✓		
CONVERGE	+	+	+	+	+
eCommunity Forums	✓	✓	✓	✓	✓
Industry Press Release Distribution	✓	✓	✓	✓	✓
Industry Snapshot	✓	+	+	+	+
INeedDentalBenefits.com Lead generation	✓				
Job Postings	✓	✓	✓	✓	✓
Leadership Conference	+	+	+	+	+
Legislative Online Tracking System	✓	✓	✓	✓	✓
Mailing List		✓	✓		
Membership Directories	✓	✓	✓	✓	✓
NADP logos	✓	✓	✓	✓	✓
NEA FastLOOK™	✓				
Newsletters	✓	✓	✓	✓	✓
Presentations	✓	✓	✓	✓	✓
Smartbrief	✓	✓	✓	✓	✓
Shared Research	+	+	+	+	+
State Fact Sheets	✓	✓	✓	✓	✓
State Law Portal	✓	✓	✓	✓	✓
Statistical Reports*	✓	+	+	+	+
Webinars	+	+	+	+	+

✓ = Benefit included with membership

+ = Available at preferred member price

Brief description of member types:

Dental Plan: DPPO, DHMO, Indemnity, Discount, ASO, Medicare/Medicaid

Associate: Dental Practice Management Companies

Supporting Organizations: Product/Service suppliers

International: Companies operating outside the U.S.

Individual: College professors, solo agents or consultants, self-employed

Introduction



Welcome to the National Association of Dental Plans (NADP)! Your member benefits include a wealth of professional and personal development opportunities and a storehouse of industry knowledge and experience. You have also joined forces with the only organization dedicated to the interests and advancement of every aspect of the dental benefits industry. Your voice is now part of the strong, respected organization working for you.

At NADP, we're dedicated to the success of your company and career. That's why we offer a wide array of benefits designed to strengthen various disciplines throughout your company.

Our Mission Statement

The mission of the National Association of Dental Plans is to promote and advance the dental benefits industry to improve consumer access to affordable, quality dental care.

To fulfill our mission, NADP provides four core programs:

- Industry Representation
- Government Relations
- Research
- Education

In addition, we offer stellar networking opportunities and many valuable resources to help you maintain your competitive edge.

NADP is successful because of its strong leadership. Please find within this booklet the contact information for your Board of Directors and NADP staff.

The following pages provide details about your NADP benefits. Should you have any questions, please visit nadp.org or contact a member of the Board of Directors or staff.

Thank you for your membership in NADP. We look forward to serving you.

Your Voice and Vote

As your industry voice and representative, NADP supports your best interests when working with key stakeholders in the dental benefits arena. We speak with knowledge and authority when representing you to the following groups:

- Accredited Standards Committee (X12)*
- American Association of Dental Consultants (AADC)
- American Dental Association (ADA)
 - Code Revision Committee (CRC)*
 - Dental Benefits Conference
 - Dental Claims Advisory Committee (DeCAC)*
 - Dental Content Committee (DeCC)*
 - Standards Committee on Dental Informatics (SCDI)*
- American Association of Dental Office Managers (AADOM)
- America's Health Insurance Plans (AHIP)
- Alliance of Maryland and Virginia Dental Plans
- California Association of Dental Plans (CADP)
- Delta Dental Plan Association (DDPA)
- Dental Quality Alliance (DQA)*
- FAIR Health
- Health Level 7 (HL7)*
- LIMRA International
- National Association of Insurance Commissioners (NAIC)
- National Committee on Vital Health Statistics (NCVHS)
- National Conference of Insurance Legislators (NCOIL)
- Pew Oral Health Coalition
- Workgroup for Electronic Data Interchange (WEDI)*

An asterisk () indicates a voting position and/or membership for designated group.*

Through our collaborative work with these organizations and groups, NADP led health care reform efforts to assure a continued place in the market for dental plans. Additional highlights include publication of the Top 10 Series articles in the *ADA News* that provides industry answers and views regarding dentists' concerns with plans and continues the series with the plans' concerns. We also coordinated a unified response and provided the unique views of dental benefit plans on standards for electronic transactions.

Federal and State Programs

Federal

Health Care Reform Task Force (HCR TF)

Because implementation of federal health care reform is a top priority for our members, NADP appointed the ad-hoc Health Care Reform Task Force to concentrate on this critical issue.

When the work on health care reform is complete, this ad-hoc group will disband.

Communication to the membership

NADP informs its members of state and federal activity via:

- eCommunity updates
- *Monthlybyte and Soundbytes* newsletters
- Briefing calls
- Webinars, such as free members' only HCR presentations

State

Government Relations Commission (GRC)

The Government Relations Commission develops state and federal level strategy for proposed bills and pending regulations. The GRC prioritizes the bills and determines necessary action, including comment letters, testimony, lobbying activity and collaboration with other organizations.

Dental plan members are encouraged to have a company representative on the GRC.

Individuals may participate as active volunteers who help determine consensus and action.

Individuals may also be placed on the "interested party list," to receive GRC e-mails with relevant information.

Examples of recent state issues addressed by the GRC include:

1. **Provider Issues** such as non-covered services, simplified contracts, retroactive payments, and credentialing;
2. **Market Reforms** such as Minimum Loss Ratios (MLR) & Prior Approval
3. **Discount plan legislation** that may or may not follow the NAIC model legislation

Online Tools

In addition to NADP's volunteer-driven government relations program, the Association also provides tools to enhance your membership.

Legislative Online Tracking System (LOTS)

LOTS is a Web-based monitoring system that tracks critical state and federal legislation. LOTS offers numerous features such as:

- Links to the text of relevant bill
- Personalized report setups
- Links to state legislature home pages
- Carryover bills and schedule updates
- The ability to search state statutes by topic
- Upcoming hearing dates and much more!

State Law Portal

How are dental plans licensed in a particular state? How do they fit into terms such as "health insurance"? Find answers to these questions and more with NADP's State Law Portal.

Available online, the State Law Portal offers concise information about state laws defining dental plans. Members can search for laws in a single state or all 50.

Who Can Access the State Law Portal?

Any NADP member – dental plan, supporting organization, associate, individual or international – can access the State Law Portal online at www.nadp.org in the Members Only section.

NADP State Law Portal is your one stop, quick resource for dental plan licensing information, available 24/7. Access the portal today!

NADP Website

In addition to the above search tools, the NADP website and eCommunity provide a wealth of knowledge and information through comment letters, audio links to health care reform Webinars presentations and Quickbytes (Twitter) updates.

Statistical Reports

Through its suites of statistical reports, NADP research offers in-depth industry insight.

The following Statistical Reports are **free** to dental plan members and discounted for other member categories. Research Reports are available in the Report Vault on the NADP website.

Annual Research Reports

NADP/DDPA Enrollment

The most comprehensive survey used to describe the size of the dental benefits market by plan type and by state

NADP/DDPA Network Statistics

Size of provider networks by type (DHMO, DPPO and Discount Dental) and state

NADP Premium Trends

Premium trends by plan type, based on standard design for individual and group plans

NADP Financial Operations

Financial health of the dental benefits industry

NADP/LIMRA Annual Sales and In-force

Current sales and in-force data

NADP/LIMRA Contact Center Metrics

Standard metrics such as time to answer, etc

NADP/LIMRA Claims Processing Metrics

Claims processing metrics and some administrative measures

NADP /LIMRA 1Q & 3Q Sales (2 different reports)

Current sales and in-force data

Additional Programs and Reports

Industry Snapshots: *At the request of dental plan members*

Learn more about best practices on timely topics such as the voluntary market or sealants.

Industry Snapshots answer up to 10 member plans' questions that are raised by various departments such as operations or marketing. Once complete, the published *Industry Snapshots are free to dental plan members and available at a discounted price to other member categories.*

Sponsored Research: *At the request of members that are not dental plans*

The Sponsored Research program offers vendors, consultants, practice management or international companies the opportunity to survey NADP dental plan members to obtain custom data. The sponsoring company pays \$5,000 for the research and owns the completed report. NADP shares the results with the sponsor and participants only.

Shared Research: *Open to all member categories for price of participation*

For in-depth studies of important factors affecting the industry, such as brokers, providers or employers, members may choose to participate in the Shared Research Program for an additional fee. Program participants receive the following:

- Important research at a fraction of the cost
- The ability to direct the survey effort
- Advance copies of the final report
- Raw data tables in a format that allows additional analysis

Prior topics include:

- Group Purchaser Behavior Studies
- Broker Studies

Free Reports: For all members

Annual State of the Dental Benefits Market Report

This concise industry overview includes information about enrollment, premiums, networks, financial operations and metrics plus trend recaps such as product innovations, updates on dental workforce and more.

State Fact Sheets

Receive state specific overviews including consumer, employer and workforce information as well as enrollment trends.

Conferences

CONVERGE

CONVERGE, the NADP Annual Conference, is designed specifically with you in mind – the leaders in dental benefits. CONVERGE speakers, sessions and networking opportunities will ignite your creativity, refine your vision and rekindle your passion.

Featuring a variety of learning formats – from interactive roundtables and panels to casual, informative discussions and energetic networking opportunities – CONVERGE has you covered. No other health care meeting brings together as many professionals focused on dental benefits as CONVERGE. Become inspired as you share your insights and challenges with fellow colleagues. Polish your skills as you learn from thought leaders and industry experts.

Experience the best professional development opportunity the dental benefits industry has to offer: NADP CONVERGE.

Visit the NADP website for more information.

Leadership Conference

“It is time for a new generation of leadership, to cope with new problems and new opportunities. For there is a new world to be won.” – President John F. Kennedy.

Today the dental benefits industry faces new challenges on every corner – from implementation of health care reform, rapid advances in technology and consumer driven markets to an aging population and workforce. Although the challenges are unique, the solution is the same: strong leadership.

At the annual NADP Leadership Conference, you will learn to increase your leadership skills and those of others. Leadership Conference also provides an opportunity to work on one of NADP’s volunteer groups, where you can practice and hone your leadership skills.

Generally held in the fall or winter, Leadership Conferences are traditionally face-to-face meetings in Dallas. Occasionally they have been presented via the Webinar platform. Visit nadp.org for current information.

e-Learning

Webinars

When it comes to training on relevant, timely industry trends, nothing beats NADP Webinars. From social media and communications skills to expansion into the Latino market and improvements in contact centers, NADP Webinars offer something for every discipline in the dental benefits industry. These presentations feature Q&A sessions, interactive polls and thought-provoking content. In addition, NADP provides occasional, free, members' Only Webinars on vital industry topics such as new CDT Codes, health care reform and much, more.

Sold individually or in packages, NADP members save 50% on registration fees.

For information about Webinars, visit nadp.org.

BlogTalk Radio

Get the inside scoop with NADP's BlogTalk Radio program featuring informative interviews with members, presenters and candidates for the Board of Directors.

These **free** presentations offer the perfect opportunity for you to ask questions and add to your learning experience. In addition, recordings are available online 24/7 so you can listen at your convenience.

An example of BlogTalk Radio programs include **"Changes in the Dental Code: What's New for 2011/2012?"** This informative spot features an *interview with the chair and vice chair of NADP CDT Workgroup*.

Tune-in to these and other programs at: <http://www.blogtalkradio.com/nadptalkradio>.

NADP Connections

Representing more than 80% of the dental benefits market, NADP puts you in touch with the industry leaders and decision makers through multiple avenues:

Face-to-Face Opportunities:

CONVERGE (pg. 11) and Leadership Conference (pg. 11)

Networking Tools:

eCommunity (pg. 17) and NADP Membership Directories (pg. 16), Dental Benefits Industry Group on LinkedIn

Volunteer Groups:

Communications Committee advances NADP's mission by providing advice and guidance for strategic member and external communications activities. **Staff Liaison:** Rene Chapin

Education Commission advances NADP's mission by providing integrated educational forums, programs, and services, which deliver value to stakeholders of the dental benefits industry.

Staff Liaison: Evelyn F. Ireland, CAE

FAIR Health Workgroups serve as communications channels and resources for FAIR Health staff in the development of utilization products. There are three work groups. **Staff Liaison:** Evelyn F. Ireland.

- **Dental IT Workgroup** focuses on providing input on the technological specifications for contributing data to and receiving data from FAIR Health.
- **Dental Product Development Work Group** offers input on new data products and modules for FAIR Health to offer its dental customers.
- **Website Work Group** provides insight on range of options explored for the consumer website.

Government Relations Commission (GRC) influences and improves the legislative and regulatory environment to protect and promote the dental benefits industry and consumer access to affordable quality dental care. **Staff Liaison:** Kris Hathaway

NADP Connections Continued

Health Care Reform Task Force (HCR TF) develops positions on elements of reform proposals (subject to Board approval), responds to the impacts of federal health reform proposals as they develop and provides appropriate direction on use of member company lobbyists or hiring of NADP lobbyists. **Staff Liaisons:** Kris Hathaway and Evelyn F. Ireland, CAE

Membership Committee is accountable for increasing and retaining NADP members. **Staff Liaison:** Rene Chapin

Professional Relations Council (PRC) advances the dental benefits industry through development of policy and information, provision of education and communication of industry best practices. The PRC has three sub-groups. **Staff Liaison:** Timothy L. Brown.

- **PRC CDT Workgroup** reviews and recommends changes to the Codes.
- **PRC Clinical Workgroup** tracks, reports and develops responses on clinical issues such as EBD, dental workforce, diagnostic codes, practice guidelines, etc.
- **PRC Content Workgroup** develops content and issue papers to further the understanding of the dental benefits industry.

Research Commission supports NADP's mission by gathering data and information to generate and disseminate industry knowledge. **Staff Liaison:** Jerry Berggren

resources

Benefits That Save You Time and Money

NADP/NEA FastLOOK™ Program

NADP worked with National Electronic Attachment (NEA) to develop FastLook™, an on-line catalog of participating carrier attachment requirements for specific procedure codes in one location. *FastLook™* streamlines dentists' access to Carriers' attachment requirements. It has your plan's attachment requirements along with other national, state and local carriers – all in one location.

Through the program, your plan sends branded messages to your network, encouraging your network dentists to sign-up for FastLook™ on nadp.org where they will receive this one-stop service free.

NADP Smartbrief

The NADP Smartbrief is a concise, weekly e-newsletter that gives you the news that really matters in the design and sale of dental benefits. It is one more way to help you stay informed on news, policies, and new technologies affecting dental benefits.

NADP Smartbrief gathers dental benefits information from a wide variety of respected, third-party news sources such as the *Wall Street Journal*, *Forbes*, *Employee Benefit News* and specialty publications from the dental sector. It saves you time by compiling the most important news and presenting it in one concise, weekly e-mail.

NADP Smartbrief is an **opt-in only** e-newsletter that is free to readers. If you do not subscribe online or via a subscriber promotion, you will not receive future e-newsletters. However, you will always have the opportunity to subscribe later via the NADP website.

CDT Licensing Program

As part of our collaborative work with the ADA, NADP member plans save 25 percent on annual CDT Licensing fees, receive advance distribution of the ASCII file with the new Codes and one free book per company.

For the 2011/2012 Agreement, NADP negotiated away on the number of Codes use in design and marketing of dental plans. The NADP Agreement also **includes three critical new authorities:**

- Ability to comply with state and federal laws without violating the agreement
- Use of common terminology in conjunction with Code numbers (NADP is developing a list for ADA approval)
- Use of CDT to administer claims in foreign locations through business associates

resources

More Member Benefits

Member Newsletters

Soundbytes

Distributed mid-month, this e-newsletter contains brief bulleted updates on industry and association news

Monthlybyte

This e-newsletter offers detailed articles and features for the dental benefits industry, published the last Tuesday of the month.

Membership Directories – On NADP.Org

Individual Directory

Search for fellow NADP members by name, company, title or state. With this online searchable directory, you find a list of all member dental directors or the employees of a single member company. You can also search for a single person and find his or her e-mail, phone number and mailing address.

Organizational Directory

Consumers can find dental plans offering individual or small-group plans in their state with this searchable directory.

Watch for more enhancements to these directories coming your way in 2011.

Free Job Postings

Save hundreds of dollars in publishing job openings for your company! NADP posts your open positions in its bi-monthly newsletters and the dental benefits industry group in LinkedIn.

eCommunity

Network with your colleagues; discuss important industry trends; ask a question and get an answer via NADP's eCommunity. Through the eCommunity, you can increase your network of influential contacts and never leave your office! You have access to industry thought leaders and experts as you stay on top of important news and trends.

You can customize your eCommunity involvement and experience by setting your preferences. **You determine which discussion groups (forums) interest you and how often you want to receive e-mail when you set your eCommunity preferences. The choice is yours.**

Each volunteer group has a forum, accessible only to members of the group. In addition, the eCommunity includes these open forums:

- **CDT Open Forum** - CDT Codes and ADA's Code Review Committee
- **Discount Open Forum** - Issues relating to discount plans
- **Education Open Forum**- Information and dialogue on current industry topics
- **Government Relations Open Forum** -legislation and regulations
- **Health Care Reform Open Forum** - NADP summaries on this vital issue
- **NADP Open Forum** - Issues related to membership, communications and industry
- **Professional Relations Open Forum** - Topics related to professional relations and dental benefits
- **Research Open Forum** - Research issues, updates on current surveys

To access the eCommunity, login on the NADP Home Page and click on "eCommunity" from the pull-down menu in the Members Only section. For more information about the eCommunity, contact Communications Specialist, **Joe Flowers**.

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Marketing Benefits

Sales Lead Generation through INeedDentalBenefits.com

Marketing your products is fast and easy with the NADP Web site, INeedDentalBenefits.com. The site features NADP's *online, searchable Organizational (dental plan) Directory* where consumers and employers can search for individual and small-group plans in their state.

NADP promotes INeedDentalBenefits.com through press releases and daily tweets. These efforts drive traffic to the site and increase visibility of your plan.

Industry News and Press Release Distribution

NADP publishes and archives industry press releases on nadp.org. Search for news about product innovations, changes in leadership, additional locations and more. Industry news is also published in the NADP Smartbrief. To have your company news featured in NADP's publications, use the "Submit Press Release" function available in the "News" section of nadp.org.

Member Logos for Your Business Stationery and Web Site

Display your NADP membership with pride by adding a member logo to your business card, letterhead or Web site. Logos are available in a variety of formats. Contact NADP Director of membership and Communications **Rene Chapin** for more information.

resources

Marketing Benefits for Associates and Supporting Organizations Only

To enhance the value of the Associate and Supporting Organizations memberships, NADP provides these two exclusive marketing benefits:

Free Mailing List of Entire Database

Members receive mailing addresses plus phone and fax numbers for all the current contacts in the NADP database. Eligible non-members pay \$1,000 for the same list; Conference exhibitors receive a list of attendees only. *This is the most complete list available* and it is included in your membership!

Free Company Profile - An Exclusive Ad in a Newsletter Issue

Shine the spotlight on your company products and services with your free Profile in one issue of an NADP newsletter. The Company Profile features your logo, Web link, 100-word promotional copy and a link to 250 words of promotional copy and a list of your key contacts. All this is included in your membership.

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