



Dental Intelligence

6 Free Resources for Brokers to Drill Into

More than 40 percent of Americans are not covered by dental benefits.

For brokers, ancillary benefits like dental (whether employer-paid, voluntary or both) can add significant value without adding significant cost. Lost time, diminished productivity, and the potential impact on employee health are all critical reasons for employers to encourage workers to maintain good oral health and get to the dentist. Consumer surveys find that the top reason for not going to the dentist is lack of insurance. So an employer's offering of dental benefits meets their need and the needs of their employees.

To help you stay up-to-date on the latest dental news and trends, and to add value to your ancillary benefit offerings with groups, here are six free resources you can sign up for online today:

- 1. National Association of Dental Plans (NADP) SmartBrief:** From dental benefit industry news to reports and studies, NADP's SmartBrief catches it all and sends it right to your email every week. The e-newsletter also features the latest NADP events and webinars to attend. Visit www.NADP.org. To subscribe, click on the yellow box on the homepage that displays "Get the latest dental benefits news with NADP SmartBrief."
- 2. DrBicuspid:** This dental industry news website targets dental professionals, but also reports on industry trends, regulatory issues and studies relevant for showcasing the impact dental care has on overall health. Check out DrBicuspid [online \(www.drBicuspid.com\)](http://www.drBicuspid.com) and sign up for one of its RSS Feeds.
- 3. Employee Benefit News:** This publication is written for group benefits decision makers who manage their company's employee benefit programs. If you sign up for its free e-newsletters (<http://ebn.benefitnews.com>), you can get daily or weekly updates on important news that affect employee benefit services and programs.
- 4. Flap's Dentistry Blog:** A blog written by a dentist, Flap's Dentistry covers everything from the author's take on the Affordable Care Act to recent dental care reports in the media, such as PBS' special Frontline series "Dollars and Dentists." Visit his website (<http://www.flapsblog.net>) and click to subscribe your email.
- 5. Google Alerts:** Have you ever searched Google for news and information on topics that interest you? Next time you search, try signing up for Google News Alerts. Visit www.google.com/alerts and enter search queries such as "dental benefits" and "dental plans." You can also customize the types of results sent to your inbox on a daily basis.
- 6. Voluntary Benefits Magazine:** The official magazine of the Voluntary Benefits Association, this online magazine features guest articles written by brokers, best practices, event announcements and industry insights for you to put to practical use. Subscribe at www.voluntarybenefitsmagazine.com.



Dental Intelligence

As a broker, you do a lot more than just sell. With these free resources you will be able to stay up-to-date on dental plans – an ancillary product that can help you increase your revenue and diversify your product offerings.

National Association of Dental Plans (NADP), a Texas nonprofit corporation with headquarters in Dallas, Texas, is the “representative and recognized resource of the dental benefits industry.” NADP is the only national trade organization that includes the full spectrum of dental benefits companies operating in the United States. NADP’s members provide Dental HMO, Dental PPO, Dental Indemnity and Discount Dental products to 160 million Americans, 90% of all Americans with dental benefits. For more updates on the dental benefits industry subscribe to the weekly e-newsletter, NADP SmartBrief via www.nadp.org.