

Exclusively for Dental Health Services Participating Dentists and Their Staff

Dental Health Services Dental Director Receives Two Anti-Fraud Designations

Stanley Ayers, DDS, Director of Dental Services and Compliance at Dental Health Services, recently received a Health Care Anti-Fraud Associateship from America's Health Insurance Plans (AHIP), and a designation as Accredited Health Care Fraud Investigator from the National Health Care Anti-Fraud Association (NHCAA).

AHIP is a national trade association for the health insurance industry. Along with the NHCAA, AHIP supports stronger policies, continuing education and professional development programs promoting anti-fraud in the benefit and healthcare industries.

The NHCAA estimates that over \$70 billion of the U.S.'s healthcare costs are lost each year due to healthcare fraud. Additionally, fraudulent activities drive up dental and medical plan costs of insurance companies, which are eventually passed on to their plan members. Because most dentists are generally unaware that their office may be committing fraud, Dr. Ayers has worked rigorously to educate participating dentists about fraud detection and prevention.

"As an advocate for members and dentists, Dental

Health Services is committed to doing everything possible to provide its dentists information and all the necessary tools to combat fraud," said Dr. Ayers.

Dental Health Services congratulates Dr. Ayers for these designations!



Dr. Stanley Ayers, Dental Health Services' Director of Dental Services and Compliance

Dental Health Services has a Fraud Detection Hotline: 877-498-9490. Anyone can call and submit information about potential fraud either anonymously or with their identity. For more information, please visit <http://www.nhcaa.org>.

The Dental Health Services Anti-Fraud Program is maintained as required by state and federal regulations. Examples of fraud include: billing for services not performed, double billing, performing unnecessary services, kickbacks, inappropriate expenses on cost reports, up-coding and unbundling. Member fraud, employee fraud and outside fraud are also investigated. ●



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Managing Your Reputation Online

Having a presence on social media and online review sites is mandatory these days, especially as technology becomes more accessible. Even if you have not marketed your practice online, there is a good chance your peers already have. Consumers can review any business, even if the business in question has not created a profile on websites like Yelp.

A 2012 Local Consumer Review Survey estimated that 72% of consumers trust online reviews as much as personal recommendations, and 52% of consumers are more likely to use a local business with positive online reviews. In order to attract patients to your practice, it is important that you help encourage positive reviews about your practice and appropriately address negative ones.

There are a few simple steps you can take to build a positive online presence for your practice. First, you should ensure that any contact information listed online for your practice is accurate. A business profile can be created by anyone, which is why you should make sure you are the one supplying the information. If you do find false information, correct the error immediately.

You should also take steps to monitor what patients are writing about your practice by checking online activity at least once a week. If you do see a negative review, be sure to respond within 72 hours, if not sooner. Acknowledge constructive criticism, apologize when a mistake occurred, dismiss lies, and always respond in a respectful manner. Do your best to resolve the issue, if possible.

There will be times when a reviewer cannot be reasoned with. If the comment is damaging and does not represent what actually occurred, you can state your case to the social media website's support team and possibly have the review removed.

As the saying goes, it is harder to clean up a mess than to prevent the damage from happening. The best way to avoid getting negative online reviews is to consistently deliver high-quality customer service and care. When a negative interaction occurs, listen to your patient and address the situation immediately, preferably before the patient walks out the door. This will avoid any miscommunication and resolve any conflict before it becomes a grievance. ●



Your Dental Practice and the Affordable Care Act (ACA)

Significant changes affecting dentists like you are set to take place when the Patient Protection and Affordable Care Act (PPACA) - also known as Healthcare Reform - is implemented in January 2014.



As an advocate for the growth of your practice, Dental Health Services is committed to helping you adapt to this rapidly changing health care landscape as we continue to increase your patient base and contribute positively to your practice.

Beginning January 2014, when health care reform will be implemented, an estimated 1.5 million residents are expected to shop for benefit plans on the state's online insurance marketplace, Covered California. Open enrollment will begin as early as October 2013.

Dental Health Services intends to participate in Covered California to ensure that Californians have access to affordable, high-quality dental benefit plans. We have applied to participate and to offer seven plans in both the Individual and Small Business Health Options Program (SHOP) markets. Covered California is currently evaluating applications and will notify accepted carriers within the next couple of months.

Stay tuned for updates on Dental Health Services' participation in Covered California. For more information, please visit the California Exchange's website at www.coveredca.com. You may also contact any one of our Professional Service Specialists at 800-223-4347 if you have any questions about the Exchange and how it will impact your practice. We're always happy to help you and answer your questions. ●

Dental Health Services Now in Oregon Exchange

Dental Health Services has been approved to offer dental plans to individuals and small businesses in Oregon through the state's healthcare online marketplace, Cover Oregon, beginning October 2013.

Plans that will be available to Oregonians have yet to be reviewed and approved. Dental Health Services is working closely with the Oregon Exchange to ensure the same high-quality, affordable dental benefits we have been providing for over 35 years are available to Oregonians.

An estimated 281,000 residents are expected to enroll in benefit plans on Cover Oregon at the end of 2015. Participants needing dental coverage may choose Dental Health Services as an option for their dental benefits. By becoming part of our Quality Assured network, dentists will benefit from a significant increase in their patient base as well as additional, consistent monthly income. ●

Reporting utilization

Sending your utilization reports in a regular, consistent, and timely manner allows you to receive compensation you have earned by working with Dental Health Services' prepaid dental plans.

With utilization reports, Dental Health Services is able to track the encounters between your patients, our members and the services performed in your office. The valuable information we gain from these reports helps us better understand your practice, including patient profiles, required chair time and scheduling. Additionally, many of our employer groups request this information for general statistics about utilization for their employees.

We encourage you to consistently submit utilization reports. The information that you provide to us is crucial in improving plan designs and helping you improve your practice's efficiency. ●

Your ABCs (Accurate Billing Codes): Standard & Specialized Crowns

Using accurate Current Dental Terminology (CDT) billing codes is essential to improving your efficiency, alleviating confusion, and ensuring member satisfaction. This section of our newsletter focuses on helping you accomplish those goals by providing several tips and pointers as simple as ABC!

For this edition, we will tackle crowns and clarify the difference between standard crowns and specialized crowns.

For Standard Porcelain Crowns:

D2740 Crown - Porcelain/
Ceramic Substrate

This code should be used for basic crowns. Upgrade fees should NOT be added to this amount. If the patient would like an upgraded metal, use the code below.

For Specialized Crowns:

D2750 Crown - Porcelain Fused
to High Noble Metal

This code should be used for all other crowns, including Lava, Captek, Empress, Procera, etc. Additional charges for these specialized crowns may vary by plan schedule. ●

Dental Highlights ● ● ●

New Online Feature. As part of our continuous effort to enhance your online experience, we added an exciting new feature on our website! You can now download your participating dentist copayment schedules on www.dentalhealthservices.com after you log in. Schedules are separated in PDF form, so you can easily locate the schedules you accept, saving you time and energy.

To learn more about how to take advantage of this feature, experience a demonstration for yourself, or for your unique login code, contact your Professional Services Specialist today and get connected.

New CDT Coding System. Changes to the Current Dental Terminology (CDT) Coding System for 2014 have been released by the American Dental Association. These changes, which will take effect on January 1, 2014, will include new codes, the removal of current codes and amendments to code descriptions. Dental Health Services is currently working on updating its group schedules and dentist copayment schedules that will be affected by these changes. Your office will receive more information about the new CDT Coding System toward the end of this year. If you have any questions, please call your Professional Service Specialist, who will be glad to assist you!

Credentialing Associate Doctors. Providing high quality, excellent care for members is central to Dental Health Services' Quality Assurance program. As part of this commitment, all associate doctors who provide care for Dental Health Services plan members must be credentialed. Your Professional Service Specialist is ready to help you and your associates get started on our credentialing process. Please contact us today, and we'll be happy to assist you! ●



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