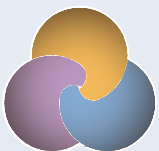


Look Closer

You can grow
your practice
& increase your
patient-base.



Dental Health Services

*Your Dental Benefits
Solutions Companysm*

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Dental Health Services and You

For more than 35 years, Dental Health Services has been assisting dentists who share our commitment to quality, preventive care and patient satisfaction. If you are ready to increase your patient-base, while greatly reducing or even eliminating, your marketing costs, you are encouraged to look closer.

Dental Health Services coordinates a network of independent, caring dentists delivering services to benefit plan enrollees. Plan members may enroll directly with Dental Health Services or through group plans with their company or organization. An ever-increasing number of employers are opting for prepaid plans to stabilize the cost of employee benefits. A prepaid benefit plan encourages prevention and reduces the burden of high administrative overhead that is needed when reimbursing on a per-claim basis with traditional indemnity insurance.

Dentists who agree to make their services available to plan members remain independent and are always free to pursue the best course of treatment for the patient. In addition, as a participating dentist, you receive three reliable sources of income:

- 1. A regular, monthly payment for each Dental Health Services patient—regardless if they made an appointment or received care.**
- 2. A patient copayment is paid directly to you by the patient at the time of service.**
- 3. A Dental Health Services supplemental payment is paid directly to you by Dental Health Services for performing certain procedures.**

Because a private-practice dentist founded and still heads our company, your professional needs are always foremost in our plan designs and service. Dental Health Services designs its plans to be simple to administer. We also encourage plan members to be health conscious and educate them about the value of regular, preventive and home dental care, as well as the importance of establishing a long-term relationship with you.

Together, Dental Health Services' plan design and member education relieves your office staff of administrative burdens, freeing you and your employees to focus on what you do best: caring and serving your patients. That's what we like to call:

The Dental Health Services Difference.

Full service benefit packages allow me to choose the best treatment for my patient without compromise. Precious metal upgrade provisions give me a wider range of choices for crowns and bridges to exactly meet the needs of my patient.

- Dr. Glenn Buchanan
Seattle, WA

Working with Dental Health Services is easy.

Everyone at Dental Health Services is professional and knowledgeable about their product—assuring any questions are properly answered.

- Joy Maddux-Fedoriak
Office Manager
Bellevue, WA



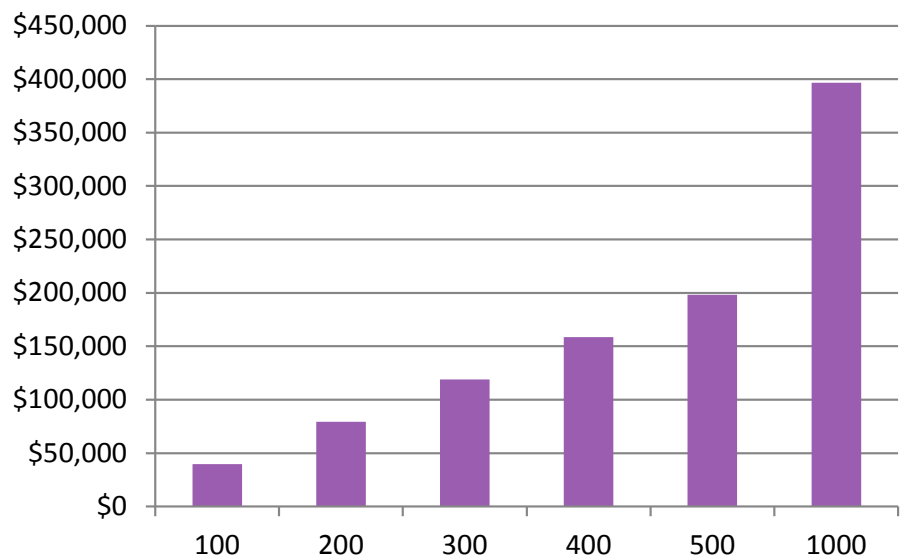
Picture Your Practice Growing With Us

See what your practice might look like with 100...or 1,000 Dental Health Services members! The graph below represents the average income based on a varied sample of participating dentists in Washington State.

Your income from Dental Health Services comes from three sources: guaranteed monthly capitation, copayments you receive from members and supplemental payments you receive from Dental Health Services.

Contact your Professional Service Coordinator, Destiny Calhoun, at 562-276-1176. She will be happy to help answer your questions and explain all of the ways your practice can benefit from working with Dental Health Services.

Combined Annual Dental Health Services Compensation



You Have The Advantage When You Participate

- Gain valuable additional and predictable monthly income.
- Establish and grow a loyal patient base.
- Maximize available staff and chair time.
- Slash or eliminate your marketing and consultant costs.
- Get rewarded for supporting preventive care and wellness.
- Expand your staff's support with our friendly, knowledgeable and supportive service specialists.
- Receive word-of-mouth referrals to new patients from satisfied plan members.
- Technical support from licensed Dental Director and business consultant included.



Dental Health Services plans require a limited amount of paperwork and covered procedures are clear and easy to understand.

I don't have to file claims and wait to receive payment; instead patients pay copayments up front. It's a great bonus to receive cash the same day of service.

Everyone I've worked with at Dental Health Services is cheerful and goes out of their way to help me when I call. Not only are they professional and knowledgeable in their product, they always assure my questions are properly answered.

My suggestions are welcomed and when possible Dental Health Services implements those ideas. They are very excited to help their participating dentists utilize their simple, easy to understand capitation plan!

Cheryl Andrew
Dental Office Manager
Tacoma, Washington

Are you looking closer at the future of your dental practice? We hope so.

Contact Dental Health Services when you're ready to grow with us.



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