

Our Shared Mission

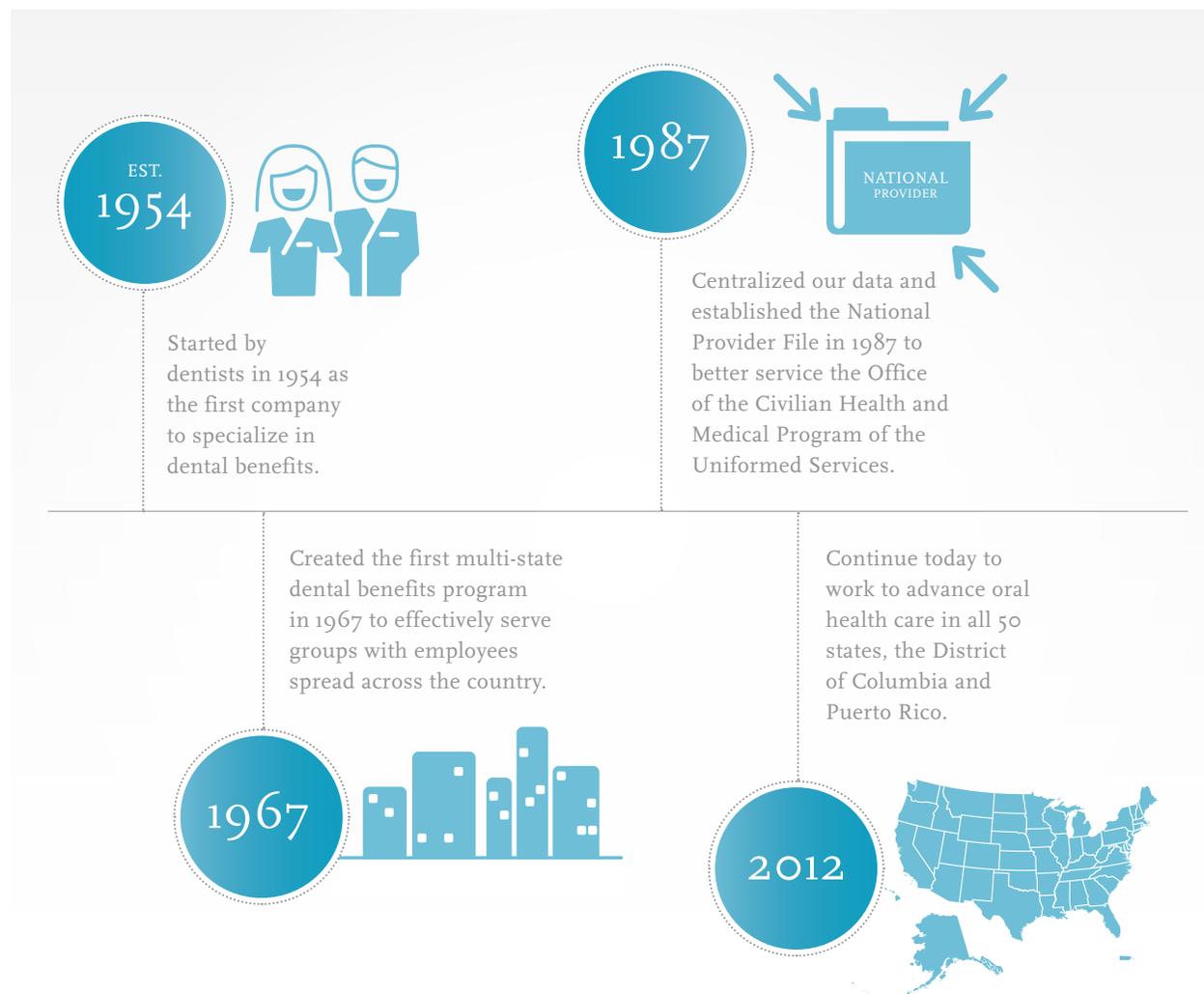
Thank you. For sharing in our mission to advance oral health.



A Passion for Improving Oral Health

Delta Dental was **founded by a group of dentists** who recognized the need to increase access to quality oral health care. That history informs every decision we make in pursuit of our passion for both improving oral health and championing its importance to future generations.

We know that you – as a dental care provider – share our passionate commitment. And while we at Delta Dental are proud of our contributions to oral health, we understand that dentists are the front line in making sure people receive the care they need. It is our privilege to work with you to continue to help move oral health forward.





Our Mission, Your Mission

We are a not-for-profit organization with some for-profit affiliates. Our mission is to advance oral health care through the **dental benefits programs** and **philanthropic efforts** of our 39 independent member companies.

We're grateful every day for partner dentists like you who make our dental benefits programs successful. Through the care you provide, you are enabling good oral health.

Please read on for a few examples of how our philanthropic efforts improve the oral health of our communities by investing millions of dollars each year in programs that advance dental science, expand access to care and provide education.



Science drives us.

*Advancing oral health care demands
advancing the science of oral health care.*

Like you, Delta Dental wants what's best for the oral health of patients. As an organization that processes more than 86 million claims annually, we have a distinctive perspective on the practices and treatments in use today. Using this vast data set, and working closely with our dentist partners, we consistently **expand the knowledge base** regarding which oral health care practices and treatments yield the most beneficial oral health outcomes.

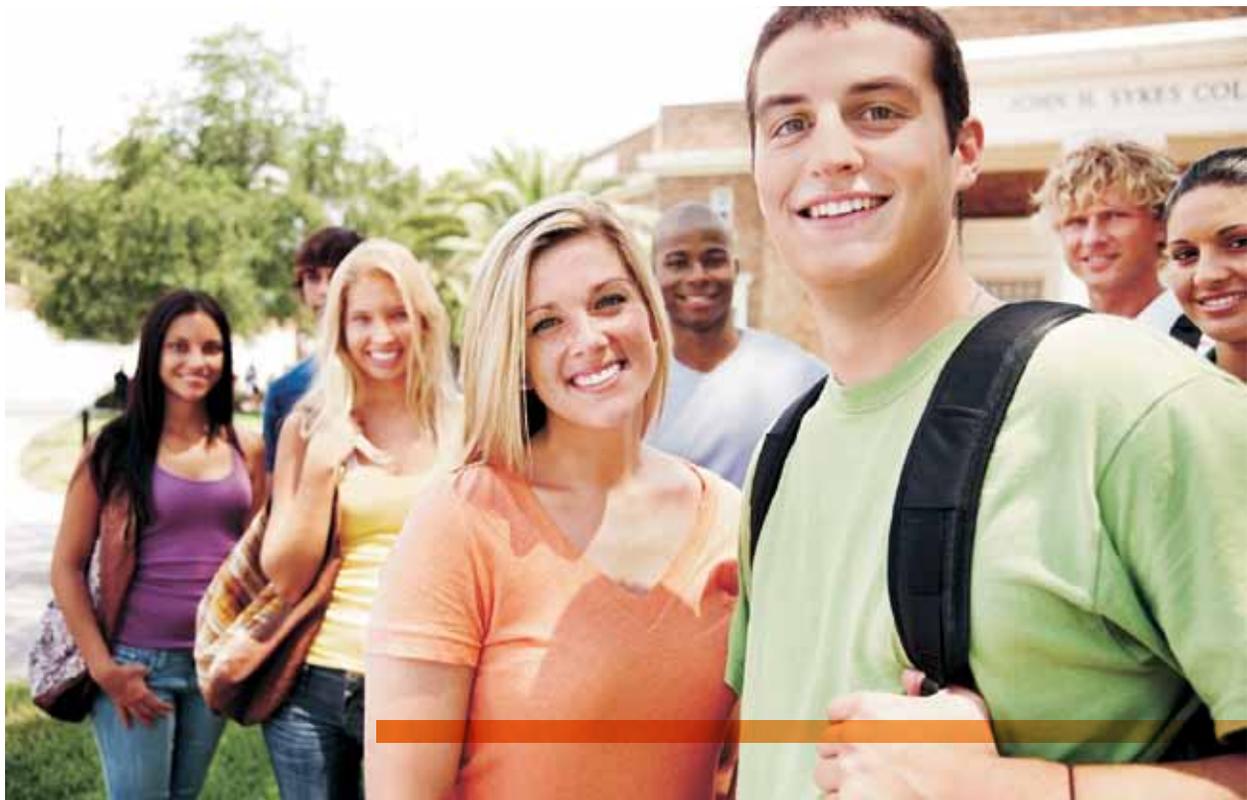
Furthermore, we aggressively invest in research intended to better understand the connections between oral and overall health – including studying the associations between periodontal disease and diabetes, cardiovascular disease and adverse pregnancy outcomes.

The profession calls.

If America's going to smile more, America's going to need a robust dental workforce.

At Delta Dental, we're doing what we can to ensure that those possessing the desire to pursue the dental profession receive the support they need to become successful practitioners. That includes **awarding grants** to dental schools so their students can train on modern equipment, and **providing funds** for scholarships to enable those seeking education.

And because so many communities throughout our country find themselves without local dentists, Delta Dental actively highlights opportunities to practice in underserved areas. We are proud to partner with select communities to offer loan repayment incentives to dentists who choose this career path.



Education empowers.

There's a big gap between knowing you want a healthy smile and knowing how to get one.

From helping individuals understand how their habits impact their oral health to promoting actions they can take to deter dental disease, Delta Dental is committed to **educating children and adults** about taking care of their teeth.

This includes supporting the development of oral-health-focused curricula for elementary schools and Head Start programs; bridging the information gap through more unconventional means such as stage productions at local schools; and engaging our subscribers – your patients – in the conversation with helpful content that communicates the benefits of preventive care.





Access remains critical.

*Caring about our communities
means putting care within reach.*

Knowledge only goes so far. Today, tooth decay remains the most common chronic disease among children – and access to professional dental care remains elusive for millions of uninsured adults and their families.

Fortunately, numerous **dentist-driven programs** – including school-based dental services, mobile dental units, Mission of Mercy events, safety net clinics and donated dental services – strive to make dental care available to at-risk and underserved members of the community. We are pleased to partner with these efforts whenever possible.

Encouraging Healthy Smiles



As America's largest and most experienced dental benefits provider, Delta Dental has the privilege of covering more people than any other carrier – through our group, family and individual dental insurance plans.

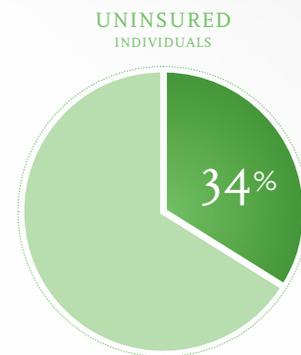
This dental coverage – along with our active communication efforts – encourages each of the more than 56 million people we serve to find a participating dentist, pick up the phone and make an appointment.

We're pleased to know that when our subscribers call, trusted participating dentists like you are there to provide them with the quality care they need. Because, like you, we believe that **everyone deserves to enjoy a healthy smile.**

Some Encouraging Statistics

A survey revealed that 81 percent of individuals with dental benefits report seeing a dentist twice a year or more. By comparison, only 34 percent of uninsured individuals reported the same frequency. Dental benefits are encouraging patients to seek care.

The Long Group Retail Dental Insurance Consumer Acceptance Survey, June 2009.



 2 dentist visits a year

 DELTA DENTAL®

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