



BlueDentalConnectionSM

A proactive approach to total body health and wellness

A proactive approach to total body health and wellness.

Nothing is more important than your employees' health, and that starts with quality dental care.

Research shows a link between periodontal (gum) disease and other health problems such as heart disease, stroke, diabetes and pregnancy complications. Estimates show that nearly half of adults age 30+ in the U.S. have some form of gum disease.* This can lead to more complicated health issues and increased health care costs.

That's why Blue Cross Blue Shield of Michigan offers Blue DentalSM members free access to Blue Dental Connection, a dental wellness program that focuses on more than just teeth.

Targeted member outreach helps prevent costly health problems

Through Blue Dental Connection, we educate our members and encourage them to use their Blue Dental coverage to stay healthy or manage existing conditions.

When a company has medical and dental coverage with us, we can look at claims data and identify members who have health conditions that can be complicated by dental disease. Then, we reach out to these at-risk members with targeted mailings, at no additional cost, to help them understand the importance of good oral health to their overall health.

The chart below shows that this outreach has proven to be successful in getting at-risk members to see their dentists.

Members who:	Mailing outcome**:
Have cardiovascular disease	29% of members who hadn't seen a dentist in 12 months made a cleaning appointment
Have diabetes	28% of members who hadn't seen a dentist in 12 months made a cleaning appointment
Are pregnant or new mothers	39% of members who were pregnant or new mothers and who hadn't seen a dentist in 12 months made a cleaning appointment
Are parents with children ages 6-12	11% of members' children who had no recent history of sealants received treatment
Have gum disease	17% of members who had a history of gum disease treatments followed through with maintenance care

*Centers for Disease Control and Prevention, Division of Oral Health (cdc.gov/oralhealth)

**Mailing outcomes for all Blues plans participating in outreach program

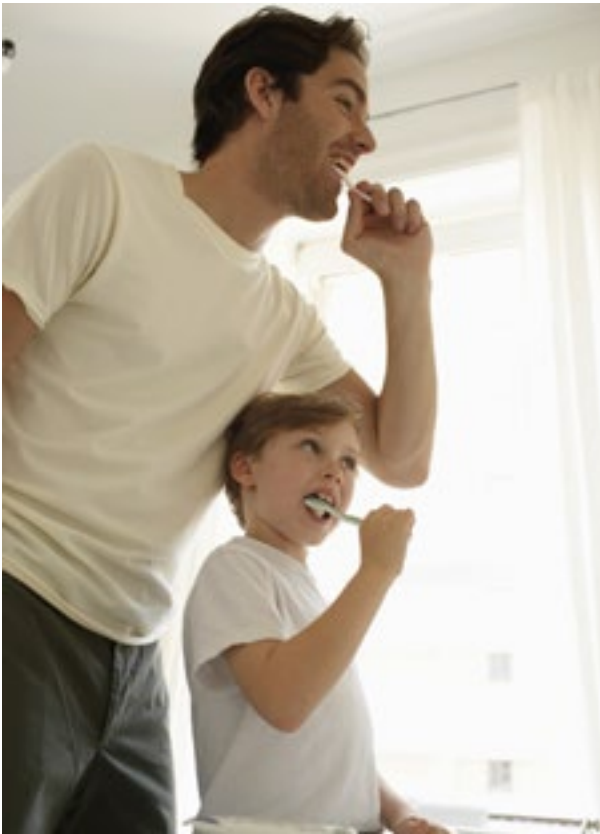
Continued on reverse

Online resources essential to your employees' dental and overall health

All Blue Dental members have access to the Dental Wellness Center™, a source of easy-to-use online tools available 24 hours a day that helps them make good decisions about their dental health.

The Dental Wellness Center includes:

- **Provider Finder:** With one of the largest dental networks in the country, we make it easy for members to find a dentist.
- **Ask a Dentist:** This interactive tool offers members the opportunity to ask a dentist their most important dental questions.
- **Dental Dictionary:** This interactive dictionary gives definitions for a variety of widely used dental terms.
- **Risk Assessments:** Members can find out if they are at risk for tooth decay and periodontal disease.
- **Dental Cost Advisor:** Members can find out if they are at risk for tooth decay and periodontal disease.



The Dental Wellness Center also has a variety of news articles and educational information related to dental health, including lifestyle, treatment, family dental care and more.

To access the Dental Wellness Center, visit bcbsm.com/bluedental.

Blue DentalSM gives you the advantage of a multiline carrier that can coordinate both medical and dental data to deliver a total body health solution for your employees.

For more information about Blue Dental Connection mailings and programs, visit bcbsm.com/bluedental or contact your Blue Cross sales representative or contracted agent..



Nonprofit corporations and independent licensees
of the Blue Cross and Blue Shield Association

bcbsm.com/bluedental