

# BlueCare Dental Connection<sup>SM</sup>



## A proactive approach to your dental plan

### A dental program that does more than just pays claims

Blue Cross and Blue Shield of Oklahoma (BCBSOK) recognizes that when it comes to helping members take care of oral health and overall health, administering dental benefits is a starting point. More than ever it's critical to:

- Apply the knowledge gained from evidence-based dental research
- Create consumer-driven tools specific to dental care and dental benefits
- Use disease management concepts to target members most in need of dental care

Many experts believe there may be a connection between good oral care and good overall health. Research shows a potential link between periodontal disease and other health problems such as heart disease, stroke, diabetes control and premature birth.

Estimates show that nearly 80 percent of adults in the U.S. have some form of periodontal disease.\*\* That's why we've created a proactive approach that focuses on more than just teeth.

### Something to smile about

Members with dental benefits through BCBSOK can access the resources of one of the nation's largest health benefit companies with programs that provide:

- Consumer-driven online tools
- Targeted education designed to promote reduced dental disease
- Information and education designed to promote improved overall health

BlueCare Dental Connection is a proactive approach designed to empower members to make informed decisions about where and when to receive care. Studies show that informed decisions may result in better health outcomes and reduced costs.

\*U.S. Department of Health and Human Services, National Institute of Dental Research, "Oral Health in America: A Report of the Surgeon General," 2000.

\*\*National Institute of Dental and Craniofacial Research, NIH Publication No. 02-1142, Sept. 2006.

"Oral health is essential to the general health and well-being of all Americans..."\*





# BlueCross BlueShield of Oklahoma



## Solutions at members' fingertips

BlueCare Dental Connection includes member access to **The Dental Wellness Center™**, a source of consumer-driven tools available online, 24 hours a day. Members can find educational information on subjects ranging from pediatric care to cosmetic dentistry, to prevention and dental treatments. The Dental Wellness Center also allows members to:

- Ask dentists dental-related questions through **Ask A Dentist**
- Locate a network general dentist or specialist with **Provider Finder®**
- Determine approximate dental fees in the marketplace with the **Dental Cost Advisor™**

In addition, BlueCare Dental Connection includes the following programs:

## Programs designed to promote improved dental health

According to the Centers for Disease Control, nearly half of all children experience tooth decay – a condition that can usually be prevented by sealants.\*\*\* Our **Decay Management Program** provides parents with educational mailings about sealants and other proactive measures.

Our **Periodontal Disease Management Program** provides educational mailings about anti-gingivitis rinses and toothpastes and sonic-powered toothbrushes to members undergoing treatment.

## Programs designed to promote improved overall health

Evidence shows potential links between periodontal disease and complications with:

- Diabetes
- Cardiovascular disease and stroke
- Pre-term and low-birth weight babies

For members with both medical and dental coverage through BCBSOK, BlueCare Dental Connection works to identify members with these select medical conditions. Educational material is mailed to members about regular dental care and the early diagnosis of periodontal disease.

## Member empowerment

As always, treatment decisions remain between members and their providers. Coverage for treatments varies depending on the member's benefit plan.

## Call today

For more information about BlueCare Dental Connection, contact your local BCBSOK representative or log on to our Web site at [www.bcbsok.com](http://www.bcbsok.com). Some features are provided by independent companies.

\*\*\*Centers for Disease Control, "Morbidity and Mortality Weekly Report," Vol. 54, Aug. 26, 2005.

