

Dental News

MAY 2008



Patient 'ID Number' Not Always SSN

Most practices routinely ask patients for their Delta Dental ID number. In the past, the ID number was the same as the member's Social Security number. That's not necessarily true anymore. Some clients now assign unique Delta Dental ID numbers to their members.

To avoid confusion, be sure to ask patients for their "Delta Dental ID number" rather than Social Security number. The Delta Dental ID number is used for filing patient claims and verifying information on Benefits Connection and with Customer Service.

If a patient doesn't know his or her Delta Dental ID number, you can still obtain benefits information by calling Customer Service at (800) 452-9310. Please have ready the member's name, member's date of birth, group name, and patient's name.

Claims Submission Hours Now Include Saturdays

We recently expanded the hours of our online claims submission feature. This service is available Monday through Friday from 7 a.m. to 10 p.m., and Saturday from 7 a.m. to 1 p.m. EST.

Online claims submission is a fast, easy way to submit your claims. You may submit most claims and pre-treatment estimates online—even claims with coordination of benefits!

We accept COB with another carrier, COB with another Delta Dental of New Jersey program, and COB with capitation. And, of course, you may also submit regular claims and pre-treatment estimates. Online claims submission offers several advantages:

- It prompts you for missing information, which reduces claim rejection.
- It allows you to check the status of claims you submit online, so you know immediately that the claims were received and processed.
- It is secure and easy to use.
- It's free!

You can even print out a log of that day's claims for easy record-keeping. To start submitting online claims, visit our Web site at www.deltadentalnj.com. Scroll over "Dentists" on the left navigation bar, click "Benefits Connection" and log on. Click "Claims Submissions" and follow the online prompts.

Kids Battle Bacteria, Decay in Delta Dental's Exciting New Web Game

When bacteria and acids attack teeth, the Dental Defenders are on their way! Dental Defenders is an interactive Web game that can help show your young patients why good oral health depends on brushing, flossing, and eating right.

Created by Delta Dental of New Jersey and award-winning educational game developer eduweb, Dental Defenders combines kid-appealing graphics and game technology with critical lessons on oral healthcare. Players become "dental

defenders," miniature heroes who patrol the mouth of a 10-year-old to protect it from the ravages of tooth decay. Players also discover how different foods, such as cheese, gummy bears, and raisins, affect tooth decay—and they win points based on their choices.

"We wanted to develop an exciting and effective learning experience for pre-teens," says Diane Belle, Vice President,

Online Tools Connect You to Valuable Services at Delta Dental

You can manage many key aspects of your practice's relationship with Delta Dental all in one place—our online, secure Benefits Connection.

Take a look at what you can do with Benefits Connection.

Review your patients' benefits, eligibility, and claims. Use the "Patient Inquiry" feature to find detailed information about a patient's benefits, such as:

- The patient's dental network. You can quickly confirm that the patient is covered by the same network in which you participate.
- Drop-down lists of eligible patients in the family.
- Complete descriptions of procedures covered and the benefit percentage paid by Delta Dental, deductibles, limitations, and waiting periods.
- A complete record of patient claims for which you or your practice has rendered services for the past two years, including dates of service, procedure codes, amounts submitted and paid, and processing policies.
- Tooth history. While for privacy reasons you cannot see claims submitted by other dentists, you can see your patient's tooth history for any procedures processed by Delta Dental.

Submit patient claims online. Most claims and pre-treatment estimates can be submitted online. See "Claims Submission Hours Now Include

Benefits Connection Hours

Benefits Connection is available Monday through Friday from 7 a.m. to 10 p.m., and Saturday from 7 a.m. to 1 p.m. EST.

Saturdays" on page 1 for more about this feature.

Contact Customer Service online over a password-protected connection.

Protected health information about patients requires more security than traditional e-mail provides. Instead of e-mailing us, use our "Contact Customer Service Form," located within the secure area of our Web site. Unlike traditional e-mail, this is protected by SSL technology and encrypted. This means your message cannot be read by unauthorized persons as it travels over the Internet.

Forgot your password?

If you've forgotten your Benefits Connection password, don't despair. Go to www.deltadentalnj.com. Scroll over "Dentists" on the left navigation bar and click "Benefits Connection." Then click "Forgot Password" under the Logon box for instructions on resetting your password.

View your Participating Dentist Handbook.

We recently revised Chapters 8 and 9 and the Required Documentation Chart in the Participating Dentist Handbook. Go to Benefits Connection to view the up-to-date handbook in its entirety.

Update information in a click. Benefits Connection links you to the forms you need for everything from filing fees to changing your address.

To access Benefits Connection, go to www.deltadentalnj.com. Scroll over "Dentists" on the left navigation bar, click "Benefits Connection" and log on. If you've never used Benefits Connection, click "Register Now" and follow the prompts.

Dental News

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In Connecticut, Delta Dental Insurance Company writes dental coverage on an insured basis and Delta Dental of New Jersey administers self-funded dental benefit programs.

Fighting Fraud: Part II

Special Investigations Unit Looks Into Hundreds of Cases of Suspected Fraud Each Year

This is the second of a four-part series on Delta Dental's efforts to combat dental insurance fraud.

Delta Dental is committed to stopping fraud. Our Claim Verification department, also known as the Special Investigations Unit (SIU), has operated since 1981. It works to prevent, detect and pursue fraud, abuse and overbilling.

We are required by the New Jersey Insurance Fraud Prevention Act (IFPA) to implement state-approved fraud detection plans and maintain a full-time unit to investigate possible fraud. Our SIU investigates claims referred by claims personnel and applications referred by underwriting personnel. It also reviews information received from patients, dentists, dental office staff, employer groups, and government agencies about possible cases of fraud.

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Our SIU receives more than 200 referrals each year. We investigate each referral. If there is a reasonable suspicion of fraud, we notify the appropriate law enforcement agencies as required by law. We are required to report any reasonable suspicion of fraud to the Office of the Insurance Fraud Prosecutor (OIFP). Failing to do so could result in penalties of up to \$25,000 per violation.

In the next issue of Dental News, find out about referrals to the Office of the Insurance Fraud Prosecutor and their results.

For more information, please refer to:

- New Jersey State Board of Dentistry, Administrative Code [NJAC 13:30-8.10].
- The New Jersey Health Care Fraud Claims Act [NJSA 2C: 21 4.2-3].
- The New Jersey Insurance Fraud Prevention Act, [N.J.S.A. 17:33A 1-4].
- The General Statutes of Connecticut [Volume 7, Title 20, Chapter 379 Sec. 20-114] .
- The Delta Dental of New Jersey Participation Agreement.
- *The Delta Dental of New Jersey Dentist Handbook for Participating Dentists*, Chapter 2, Rules and Regulations and Chapter 11, Claim Verifications.
- The Fight Fraud section of our Web site, at www.deltadentalnj.com. Click "Fight Fraud" on the left navigation bar.

To report any suspected fraud to Delta Dental of New Jersey:

- Call our fraud hotline: (888) 696-3262
- E-mail: reportfraud@deltadentalnj.com
- Fax: (973) 944-4573
- Write to: Delta Dental of New Jersey Special Investigations Unit
1639 Route 10
Parsippany, New Jersey 07054

Look for Us at NJDA Convention

If you're a dentist in New Jersey, you won't want to miss the 2008 annual New Jersey Dental Association Convention in June. And if you're going to the convention, you especially won't want to miss the Delta Dental booth.

You'll find us in booth number 202 at the Taj Mahal Casino and Resort in Atlantic City on June 4 and 5. We will be having a special electronic claims promotion, and you could win a flatbed scanner! NEA FastAttach is providing us with a special promotion, available only to those attending the convention.

We look forward to seeing you there.

Connecticut dentists, thanks for stopping by!

We also exhibited at the 143rd annual Charter Oak Dental Meeting in May, where we saw many new and familiar faces. Dental conventions are great ways to stay connected with the dental communities in New Jersey and Connecticut.

Please Tell Us About Practice Changes

Dental offices, we need your help to keep our database of participating dentists up to date. Please let us know whenever a dentist leaves or joins your practice.

Members frequently call Customer Service and use our Web site to find participating dentists in their area. They count on this information being accurate and current. In addition, when we receive a claim and the Tax Identification Number (TIN) and license number are not related in our system, the claim is pended. Someone has to research the dentist's records, which can delay payment.

If a dentist is no longer practicing at your office, please notify us via fax at (973) 285-4192. To add a dentist, please contact your dental network coordinator at (888) 396-6641.

We want to make sure our members—your potential patients—can find you easily!

University of Bridgeport Awarded \$50,000 from Delta Dental of New Jersey Foundation

The Delta Dental of New Jersey Foundation is proud to announce the University of Bridgeport among the recipients of its 2008 grants. Delta Dental awarded \$50,000 to help renovate and reopen the Fones School of Dental Hygiene Clinic, the oldest dental hygiene program in the country.

Each year, the Delta Dental of New Jersey Foundation chooses organizations and healthcare facilities that will best use their grants to make dental care accessible to underserved children, families, the developmentally disabled, and senior citizens.

In 2008, the Foundation is allocating over \$700,000 in grants to help provide access to dental care for the underserved as well as dental education throughout New Jersey and Connecticut.

“The Foundation is proud to support the efforts of the University of Bridgeport’s Fones School of Dental Hygiene Clinic,” said Gene F. Napoliello, D.D.S.,

President, Delta Dental of New Jersey Foundation. “We have chosen the university because we saw the necessity for the renovations to enable the clinic to provide dental care for those who need it most.”

The grant helped fund a project that included moving the Fones School into the Health Sciences Building, complete with smart classrooms, dental material labs, and resource rooms. The clinic has been furnished with 30 new medical chairs and fixtures, sterilization lab, radiology area, dental materials clinic lab, faculty computer stations, and consultation room.

The clinic at the University of Bridgeport provides complete dental hygiene services to more than 1,450 patients a year. The outreach clinics provide services to more than 1,500 patients a year, as well as provide screening and instruction to 10,000 community residents each year.

Kids Battle Bacteria

(continued from page 1)

Corporate Communications, Delta Dental of New Jersey. “Kids hear their dentists and parents tell them to brush and floss. With Dental Defenders, kids see why that’s so important. They can actually see cavities forming before their eyes. Kids quickly figure out how to raise their score by taking care of their oral health.”

eduweb has developed compelling and effective online learning games and activities for museums, zoos, and schools. Since 1996, it has produced more than 75 immersive, interactive, and in-depth adventures about art, science, history, and technology.

To play Dental Defenders, visit our Web site at www.deltadentalnj.com. Click “Kid’s Club,” then “Play the Dental Defenders game” under Dental Defenders Game.



2007 Annual Report Published

Delta Dental's 2007 Annual Report highlights the many ways we measure our success. These include not only traditional financial metrics, but also client and member satisfaction, the speed and accuracy by which we deliver our services, and our contributions to the communities we serve.

In 2007, we:

- Supported dental hygiene and dental assisting programs at high schools and colleges in New Jersey and Connecticut.
- Processed an all-time high of nearly 3 million claims, with an average processing time of seven business days.
- Donated more than \$500,000 through our Foundation to reach underserved populations in New Jersey and Connecticut.

- Earned "excellent" or "above average" satisfaction scores from the vast majority of benefits managers, members, and brokers surveyed.
- Exceeded \$500 million in subscription revenue for the first time in our history.
- Reached our highest number of members ever—nearly 743,000.
- Retained more than 92 percent of our customers.



To order your free copy of Delta Dental's 2007 Annual Report, visit our Web site at www.deltadentalnj.com. Click "About Us" on the left navigation bar. Then go to "Annual Report."

Participating Dentists Help Fight Oral Cancer

Bravo to three Bergen County, New Jersey, participating dental offices! They were part of an effort during April—Oral Cancer Awareness Month—to provide free oral cancer screenings at dozens of sites throughout New Jersey and the rest of the nation. Thanks to their efforts and those of other volunteer dentists, thousands of people in

New Jersey were screened for this potentially deadly disease.

Oral cancer will strike an estimated 34,360 Americans this year, according to the American Dental Association. An estimated 7,550 people will die of the disease. Dentists are often the first to detect it at early stages, when it is more easily treatable.

Free HIPAA Security Standards Guide Available Online

All covered entities (including dentists who engage in HIPAA transactions) must take steps to safeguard the electronic protected health information (EPHI) of their patients. For small practices, however, complying with HIPAA Security Standards may present some particular challenges. They have fewer resources and are less likely to have IT staff to help them comply.

To help small practices develop an acceptable compliance program, the Centers for Medicare & Medicaid Services have developed a white paper that offers step-by-step guidance.

To download the paper, go to www.cms.hhs.gov/EducationMaterials/Downloads/SmallProvider4final.pdf.

Watch Our Oral Cancer PSA Online

Delta Dental's public service announcement, *Oral Cancer Awareness*, is now available online. The 60-second message is hosted by Dr. Scott Navarro, Vice President, Professional Services and Dental Director. Dr. Navarro provides oral cancer statistics, and explains risk factors and the importance of screening for oral cancer. To view the video, visit our Web site at www.deltadentalnj.com and click "Oral Cancer Awareness Video."



Broaden Your Patient Base with Patient Direct

A growing number of New Jersey residents who don't have dental insurance are joining the Delta Dental Patient Direct membership program. For a small yearly fee, members gain access to more than 2,000 New Jersey dentists who participate in the Patient Direct network.

Here's why you should join our Patient Direct network:

- **Patient Direct broadens your patient base.** Members use the "Find a Dentist" feature on our Web site to find a participating Patient Direct dentist near them.
- **You can better accommodate patients without employer-sponsored dental coverage.** Many people without dental coverage postpone dental care. Because Patient Direct members know how much their treatment will cost, they can better budget for it.
- **Patients pay you directly.** Since Patient Direct is not insurance, there are no forms to submit, waiting periods, annual maximums, deductibles or copayments. Patients pay you at the time of service, so there is no waiting for payment.

- **The fee schedule benefits both you and your patients.** The Patient Direct fee schedule is the same as our Delta Dental PPO fee schedule. Members benefit because they pay these negotiated fees. You receive the same amount as you do as a participating Delta Dental PPO dentist.
- **You're promoting better oral health to more people.** Patient Direct encourages people without dental insurance to visit their dentists regularly and look after their oral health.

The Delta Dental Patient Direct network is open to participating Delta Dental PPO dentists and Delta Dental Premier specialists in New Jersey. (There is a separate fee schedule for Delta Dental Patient Direct network specialists.) For more information on the benefits of joining the Delta Dental Patient Direct network, contact your dental network coordinator at (888) 396-6641. Also, if you have patients without dental insurance, please let them know about Delta Dental Patient Direct. They can call (877) TOOTH-07 or visit the Delta Dental Patient Direct Web site at www.patientdirectnj.com for more information or to join.

New Radiograph Submission Requirements

Please note that Delta Dental of New Jersey has updated its requirements for the submission of certain combinations of radiographs. Whenever you submit a claim that includes eight or more periapical radiographs or submit a claim for a panoramic radiograph together with supplemental radiographs, and the radiographs for that date of service are not part of a complete radiograph series or intended to function as a complete series, you must provide a brief narrative as to the reason for taking the various radiographs as well as specify the tooth numbers for each of the intraoral radiographs.



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