

Delta Dental's New Benefit

Delta Dental of New Jersey has approved coverage for a new procedure that general dentists can use with their patients for the prevention and early detection of oral cancer.

Called a "brush biopsy," the procedure uses newly developed technology to identify and analyze cancerous and precancerous cells. Using a brush biopsy, dentists can identify and treat abnormal cells that could become cancerous, or detect the disease in its earliest stages. The simple procedure can be done during the course of a regular exam, and involves little or no patient discomfort. It is much simpler and less costly than traditional scalpel biopsies for oral cancer detection.

The brush biopsy procedure has been endorsed by the American Dental Association.

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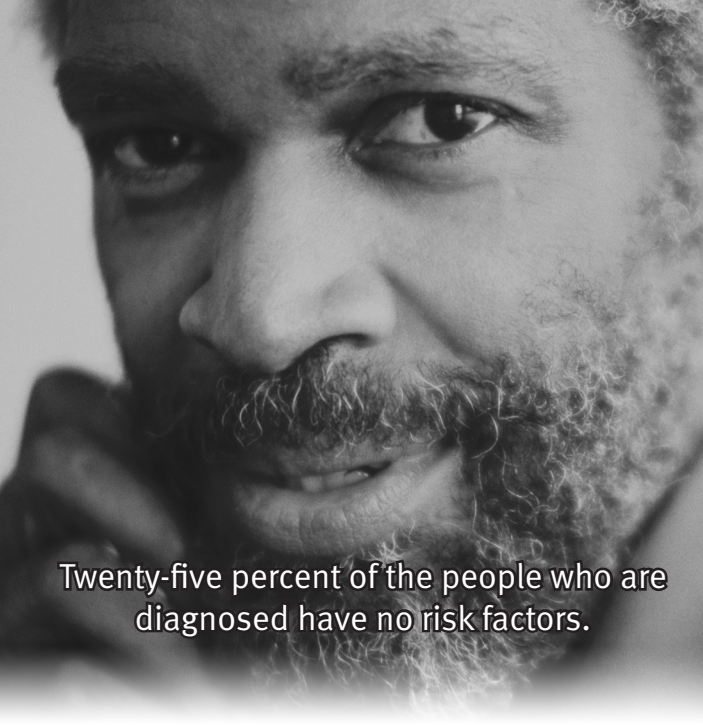
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Oral Cancer

**Ask your dentist about a
new tool for early detection
and treatment.**

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Twenty-five percent of the people who are diagnosed have no risk factors.

Who's At Risk?

Everyone. In about 10 percent of patients, a dental professional may notice a red or white spot inside a patient's mouth during a routine dental examination. Most often, the spot is harmless, but it could also indicate a serious problem like oral cancer. If the dentist decides that the tissue should be tested, a brush biopsy can be performed in the dental office using a patented kit developed by a company named Oral CDx. The dentist then sends the sample to Oral CDx for analysis.

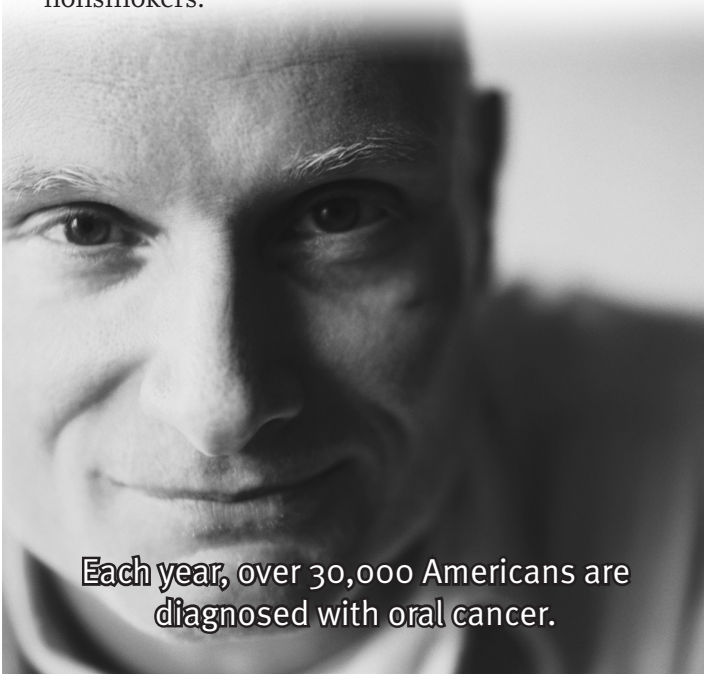
Delta Dental will pay the approved percentage for the procedure fee for covered patients. As with other oral biopsies, your medical carrier will generally cover the cost of laboratory analysis.

Oral Cancer

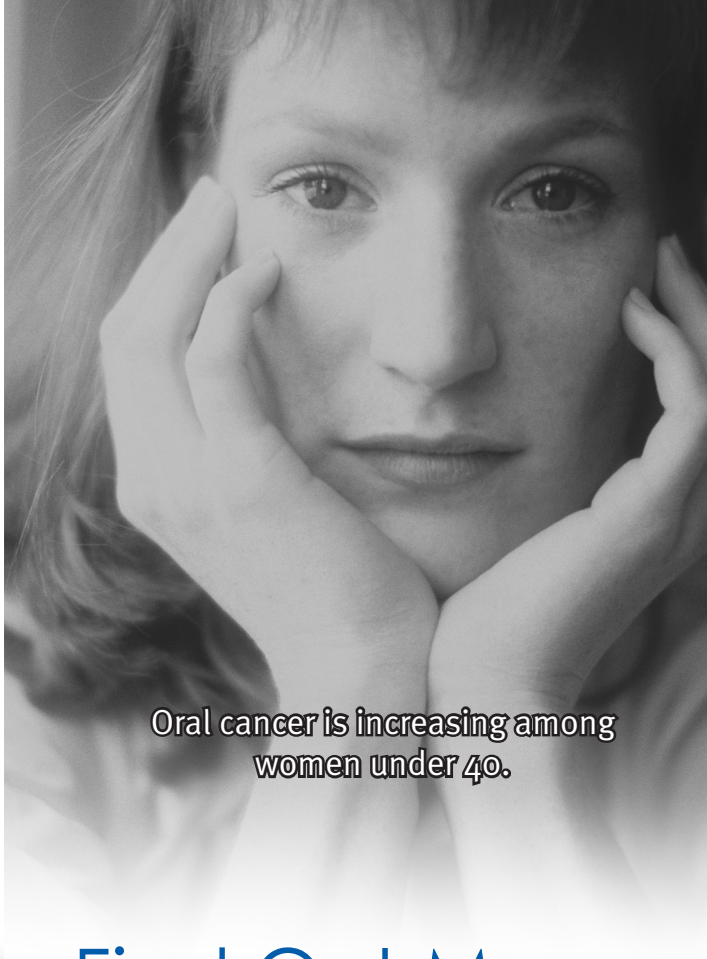
A Deadly Foe

- Over 8,000 people die from oral cancer in the U.S. each year.
- Over 30,000 new cases are diagnosed annually.
- Five-year survival rate is only 57% for the past 40 years.
- Advanced-stage treatment cost is \$200,000 per patient.
- Early detection of oral cancer would improve the survival rate to 80 percent or more, and reduce treatment costs significantly.

Oral cancer is more common among smokers than nonsmokers, and more prevalent among blacks than whites. Other risk factors include use of smokeless tobacco and excessive consumption of alcohol. However, a full 25 percent of cases have no risk factors at all, and the incidence of the disease is on the rise among women under 40 and nonsmokers.



Each year, over 30,000 Americans are diagnosed with oral cancer.



Oral cancer is increasing among women under 40.

Find Out More

Since the brush biopsy procedure is relatively new, your dentist may not be familiar with it. More information for patients and their dentists is available at our website, www.deltadentalnj.com.

Delta Dental views brush biopsies as a major breakthrough in the effort to stop the tragedy of oral cancer. We believe it will dramatically reduce the incidence of oral cancer and help keep employees healthy, happy and on the job.