

# the dental Benefact

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A BULLETIN FOR DENTAL SERVICE PROVIDERS FROM ALBERTA BLUE CROSS

## Alberta Blue Cross Dental Schedule rates increase January 1, 2011

The Alberta Blue Cross Dental Schedule is a basis of payment for dental claims with rates established and reviewed by Alberta Blue Cross on an annual basis to ensure the long-term viability of those dental plans that reference it.

The Dental Schedule provides a fair and consistent basis for payment of dental claims for all individual health plan customers and for most Alberta Blue Cross small employer groups—as well as for many large accounts. Today, dental claims for more than 330,000 Alberta Blue Cross customers are paid according to the Alberta Blue Cross Dental Schedule.

**For 2011, rates for payment of dental services on behalf of these customers will increase by a weighted average of 2.05 per cent over 2010 levels.**

### CD format

In our ongoing efforts to minimize our environmental impact and to improve our service to you, Alberta Blue Cross is sending you the Alberta Blue Cross Dental Schedule on compact disc (CD-ROM). The CD-ROM format has multiple advantages: it offers greater functionality, saves on storage space and reduces paper consumption.

### Dental Schedule review process

Increases to the Dental Schedule for 2011 are based on the results of a comprehensive annual review of the rates contained in the Dental Schedule. This review ensures the Dental Schedule remains affordable and continues to address the needs and interests of all concerned—including dental service providers, employer group plan sponsors and plan participants.

The review process considers a wide variety of economic indicators, as well as fee guides issued by other western provincial dental associations. The 2011 Alberta Blue Cross Dental Schedule remains comparable to rates for similar services published by dental associations in all other western provinces.

Also taken into account are comments, feedback and suggestions about the Dental Schedule received over the past year from dental providers across the province, as well as from our customers.

Your dental office has quick and easy access to information about your patients' dental coverage through CDAnet and the Alberta Blue Cross ADVISER telephone information system.

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## A growing market segment

The Alberta Blue Cross Dental Schedule is the fastest growing business segment of the dental plan market today. Many of our customers whose plans reference the Dental Schedule did not have dental coverage previously and did not visit a dentist regularly. These plans encourage regular dental visits, which is good for their oral health—and good for your business.

By accepting the Dental Schedule for those patients whose coverage pays to it, you secure your share of this significant, and growing, market segment—and encourage the continued loyalty of your existing customers in an increasingly competitive dental marketplace.

With your permission, we can provide your name to customers in your area who are seeking dental providers who accept the Dental Schedule. Please contact Alberta Blue Cross Dental Services Provider Relations at 1-888-258-5465 for more information about this opportunity.

We appreciate your continued cooperation in accepting the Alberta Blue Cross Dental Schedule for your patients whose plans reference the Dental Schedule as their basis of payment.



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### When you have questions:

For assistance with benefit or claim inquiries, please contact an Alberta Blue Cross Dental Services call centre representative at:

**780-498-8977** (Edmonton and area)

**403-294-4042** (Calgary and area)

**1-800-567-8104** (toll free)

Support is available Monday to Friday from 8 a.m. to 4:30 p.m.