

the dental Benefact

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A BULLETIN FOR DENTAL SERVICE PROVIDERS FROM ALBERTA BLUE CROSS

Bases of payment for dental claims will increase January 1, 2012

Effective January 1, 2012, Alberta Blue Cross will update bases of payment for dental claims of plans which reference both the Alberta Blue Cross Dental Schedule and plans that pay for dental services according to Alberta Blue Cross Usual and Customary dental fees.

The Alberta Blue Cross Dental Schedule and Alberta Blue Cross Usual and Customary dental fees are two separate and distinct bases of payment for dental plans, which meet our customers' differing needs.

Alberta Blue Cross Dental Schedule

The Alberta Blue Cross Dental Schedule provides a fair and consistent basis of payment for dental claims for all individual health plan members and many Alberta Blue Cross employer groups.

For 2012, eligible payment amounts for dental services on behalf of these customers will increase by a weighted average of 2.33 per cent over 2011 levels.

Increases to the Dental Schedule for 2012 are based on the results of a comprehensive annual review which 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 2012 Alberta Blue Cross Dental Schedule remains comparable to

fee guides published by dental associations in all other western provinces.

Your dental office has quick and easy access to information about your patients' dental coverage through CDAnet.

Today, dental claims for more than 345,000 Alberta Blue Cross plan participants are paid according to the Alberta Blue Cross Dental Schedule. 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.



Continued on reverse

Alberta Blue Cross Usual and Customary

Alberta Blue Cross Usual and Customary dental fees are based on recent claims' data from actual marketplace billings of Alberta Blue Cross employer group dental plan participants. Usual and Customary dental fees are calculated by a thorough analysis of each of the 1,800 plus procedure codes charged by Alberta dental providers and apply to specific Alberta Blue Cross employer group dental benefit plans.

Alberta Blue Cross plans pay in excess of \$590 million annually to Alberta dental providers. This significant market share places us in the unique position of being able to accurately assess marketplace billing amounts for dental services in Alberta, enabling us to establish market-appropriate and credible bases of payment that also serve the interests of our customers.

For 2012, Alberta Blue Cross Usual and Customary dental fees will be increased by a weighted average of 3.81 per cent over 2011 levels.

Alberta Blue Cross Usual and Customary dental fees *do not* apply to your patients whose plans reference the Alberta Blue Cross Dental Schedule or another basis of payment for dental services claims. Your dental office has quick and easy access to information about your patients' dental coverage through CDAnet and your patients can access detailed information about their dental benefits through the Alberta Blue Cross secure online services site for plan members.



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 and the Alberta Blue Cross Usual and Customary fees on compact disc (CD-ROM). The CD-ROM format has multiple advantages: it offers greater functionality, saves on storage space and reduces paper consumption.



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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.