

NEDA welcomes its newest groups

Holyoke Hospital, Inc.
Holyoke, Massachusetts

and

PFN, Inc.
Cambridge, Massachusetts

NEDA team participates at Yankee Dental Congress 2001

The Future is Now was the theme of the 26th Yankee Dental Congress held in Boston on January 26-28. This event brought the largest number of dentists ever registered in its history.

For its second year, the NEDA promotional booth was strategically positioned in the main exhibit hall. "This location was perfect, as it allowed NEDA great visibility," said Melanie Watroba, Network and Client Account Manager.



Members of the NEDA Team, left to right, Mitch Couret, DDS, Dental Consultant; Thomas Quinn, DMD, Dental Director; Linda Roche, Executive Director; Frank Donovan, Director; Media Relations & Special Events; Craig Goldsmith, Sales Manager; and Melanie Watroba, Network and Client Account Manager.



Melanie Watroba, Network and Client Account Manager, meets with attendee at the Yankee Dental Congress.

This event provides us with the opportunity to establish good relationships with the dental community," said Thomas Quinn, DMD, Dental Director. "With the increase in our dentist network, we were able to meet many participating dentists personally," added Quinn.

Our raffle winner at Yankee!

Jeffrey Eisman, DDS
Amherst Dental Group, Amherst, MA

NEDA offers cosmetic coverage

To keep pace with dental science trends, NEDA is pleased to be a leader in offering coverage for new dental cosmetic techniques. NEDA's new cosmetic rider will provide benefits for tooth whitening (bleaching) and "bandless" adult orthodontic treatment.

Such elective dental treatments have gained widespread popularity. Today's patients are fortunate to have been exposed throughout their lifetime to the benefits of fluoridated water and toothpaste. They have not experienced the levels of decay and tooth loss of previous generations.

This factor, coupled with other socio-economic elements, has resulted in the heightened value placed on an attractive smile.

NEDA continues to be a leader in providing exciting new benefits that meet the demands of the growing number of enrolled groups and subscribers.

If you would like additional information on participation in NEDA's network, call Melanie Watroba toll free at 877.603.8068

The NEDA Promise

NEDA provides a range of administrative services and plan designs with the capability and flexibility to customize and maximize dental benefit packages.

NEDA's staff is proud of its customer service that features close attention to detail and customer satisfaction.



The NEDA Promise affirms our commitment to excellence

Our seven Performance Guarantees

1. Smooth implementation
2. Exceptional customer service
3. Quick processing of claims
4. Accurate and timely ID cards and employee materials
5. Marketing service contacts
6. Timely claims reports
7. Patients only charged for appropriate amounts

Watch for your NEDA participation display card

Within a few weeks, you will be receiving your participation display card.

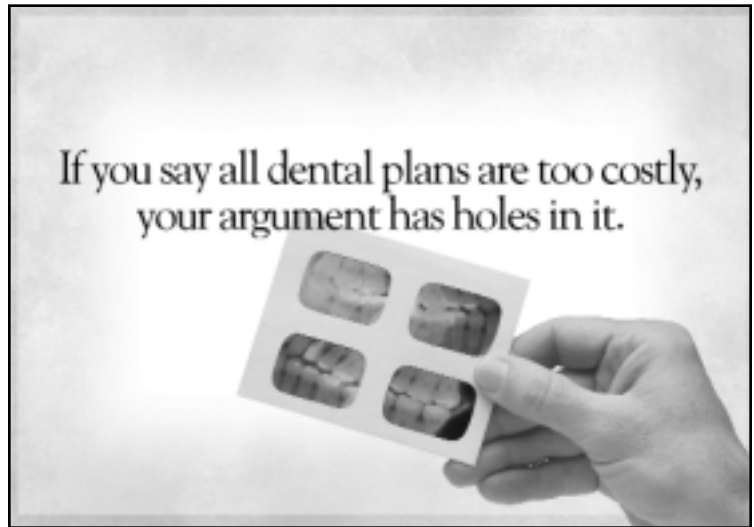
Please display for your patients.



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Direct mail campaign under way

Recently, NEDA has embarked on an aggressive marketing campaign to build brand identity and attract companies.



If you say all dental plans are too costly,
your argument has holes in it.

"This direct mail campaign developed many new leads and appointments for NEDA throughout Massachusetts," said Craig Goldsmith, Sales Manager.

Participating dentist network still growing!

NEDA continues to build a strong dentist network in Massachusetts. Credentialed contracts exceeded our expectations—reaching 1,200!

Visit us at:

www.nedallc.com



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