

# new england **DENTAL** *news* ADMINISTRATORS, LLC®

WINTER 2007

A CURRENT EVENTS NEWSLETTER FOR PARTICIPATING DENTISTS

Participating  
dentist  
network—  
*still growing*

NEDA's network  
in Massachusetts  
is growing...



*If you would  
like to learn  
more about the  
Dividends  
for Dentists<sup>SM</sup>  
program,  
contact Melanie  
Huntington at  
1-877-603-8068  
or visit us at the  
Yankee Dental  
Congress in  
Boston at  
Booth #422.*

## NEDA at Yankee Dental Congress 32

For the ninth year in a row, the NEDA team will participate at the Yankee Dental Congress on January 25 through January 27, 2007 in Boston. Stop by our booth, #422, to learn more about New England Dental Administrators and our Dividends for Dentists<sup>SM</sup> program.

2007  
**BRILLIANCE**  
Yankee Dental Congress® 32  
January 24-28 • Boston, MA



## *New England Dental Administrators, LLC* Vision Discount Program *Starting January 2007*

This vision discount program through EyeMed Vision Care is available free to all New England Dental (NEDA) participating dentists, office staff, and their families as part of NEDA's Dividends for Dentists<sup>SM</sup> program.

Great savings – up to 35% off eyewear is available. Choose from any available frame, including quality name brand products such as Brooks Brothers®, Ann Klein®, Vogue®, and more at provider locations.

You will have access to over 40,000 vision care providers nationwide at 19,000 locations including optometrists, ophthalmologists, opticians, and the nation's leading optical retailers—LensCrafters, Pearle Vision, Target Optical, and Sears Optical locations.

To request your discount, simply present a flyer showing you are a participating NEDA office. Learn more at booth #422 during Yankee Dental Congress, January 25, 26, and 27.



## *other Benefits of Dividends for Dentists...*

- ✓ Volvo discount program offered exclusively to NEDA dentists and their office staff
- ✓ OSHA Compliance Training Program at a significant discount
- ✓ Personalized Toothbrush offer through [www.dentalelite.net](http://www.dentalelite.net)
- ✓ Exceptional Customer Service Guarantee for the dental office

## Please Apply for NPIs Now!

On May 23 of 2007, the federally mandated National Provider Identifier (NPI) will go into effect. Federal law will require the use of the proper NPIs for electronic transactions, such as the submission of electronic claims, eligibility verification, claims status inquiries, and claim attachments. New England Dental Administrators and the American Dental Association both encourage dentists to apply for NPIs even if they only submit paper claims. Even if dentists submit only paper claims, accessing benefit or claim information via a Web site is considered an electronic transaction, thus they need a NPI. New England Dental Administrators will require a dentist to enter an NPI to register and to continue to access our Web site.

To apply for the proper NPIs over the Web, you should go to <http://nppes.cms.hhs.gov>. If you do not have Internet access, further instructions can be obtained at (800) 465-3203.

Every provider applying for a NPI should obtain an "Individual" identifier, which will be used to designate the "Treating Dentist" on electronic and paper claims. This number is unique to the individual dentist, and will be the one number used when submitting claims to all insurance carriers and Medicaid. If you submit any claims to Medicaid—paper or electronic—you will be required to use your NPI.

An "Organization" NPI will probably also be necessary, and that would be the NPI noted on an electronic and paper claim as the "Billing Dentist or Dental Entity". As one example: two dentists in one practice will require each dentist to have a unique Individual NPI (Type 1) to identify themselves as the treating dentist and, in this example, the business will also need an Organizational NPI (Type 2) which will be used to note the Billing Entity.

You should be applying for your NPIs now! Once you have registered for your numbers, and received the confirmations, please provide a copy of the confirmations to New England Dental Administrators so we may update our files for use when the law becomes effective in May 2007. Please do not wait until the last minute, as failure to obtain the appropriate numbers will delay payments. The law will mandate usage of the appropriate NPIs for an insurance carrier to make payment, and New England Dental Administrators will need to comply with the law. If you have any further questions, please call Melanie Huntington at 1-877-603-8068.



## Phishing and Spoof E-Mail

At New England Dental Administrators, LLC (NEDA), we consider one of our most important responsibilities to be the safekeeping of personal and confidential information provided by dentists, employers and subscribers. We only use this information you have entrusted to us to provide you with the exceptional customer service you have come to expect, and for claims processing.

To help safeguard your confidential information, NEDA offers the following warnings about phishing and spoof e-mails:

Phishing is an Internet play on the term fishing, whereby a dubious person casts out random messages on the Internet in the hopes of catching confidential information. Often under the pretext of being a well-known company, these e-mails may ask dental offices to reply with personal information, such as Social Security or tax identification number, etc.

Spoof e-mails work in a similar fashion because they fake the appearance of a popular Web site or company in an attempt to gather confidential information and commit identity theft. Unfortunately, the practice of phishing and spoofing are occurring more and more throughout the on-line world; you see it most often with banking and credit cards.

Be assured, New England Dental Administrators will never initiate an e-mail asking for confidential information. However, if our Customer Service representatives receive a question from a dental office via e-mail, we will confirm the dentist's identity and respond to the specific question. We will request Personal Health Information (PHI) to resolve an inquiry, or to process a claim, if the information is not in the initial e-mail message. In these situations, we do not put the PHI in the subject line, but it may appear in the body of the e-mail.

Any unsolicited e-mail message from New England Dental Administrators requesting confidential information should be regarded as fraudulent phishing or spoof e-mail. Please forward any suspect e-mails to [info@nedallc.com](mailto:info@nedallc.com) for investigation.



*We give you more  
to smile about.*

*Massachusetts companies will save money on the dental benefits their employees really want.*

*Dental benefits are important to your employees. Choosing the right administrator and plan design can take a lot out of you.*

*Or very little.*

*New England Dental Administrators is a proven provider of flexible, cost effective employee dental benefit plans. We save you time, money and red tape and we bring smiles to companies throughout Massachusetts.*

*The guaranteed-in-writing satisfaction and prompt, knowledgeable help can be yours. Call New England Dental Administrators at 1-877-603-1200, or log on at [www.nedallc.com](http://www.nedallc.com), or call your broker to see how much more your company could be smiling too.*

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*We give you more to smile about.*

## Visit our Web Site

If you are interested in browsing the New England Dental Administrators library of past newsletters, please visit the Web site at [www.nedallc.com](http://www.nedallc.com).

Click on Dentists, then Dentist Newsletters. While you are there, take a few minutes to navigate the rest of the Web site. We think you will find the content informative.



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*we're offering you a great dental plan.*

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