

a customer quote...

“Even though most small companies don't necessarily consider self-funding, my broker suggested that I look at it and see what it might do for me and my company. Now, as a self-funded group, I am pleased with the financial results and the NEDA customer service is excellent.”

Steve Hawes, DJW

We continue to retain

100%
of
Business
on
Renewal

The *NEDA team*

During the last few years you have heard about the NEDA team and how this team works together both in the corporate office and in the field to ensure excellent service before and after the sale.

The team consists of:

Craig Goldsmith, Sales Manager: Craig has twenty plus years of group insurance knowledge specializing in group dental programs. He works closely with brokers overseeing the RFP process, assisting in sales presentations and implementing new business.

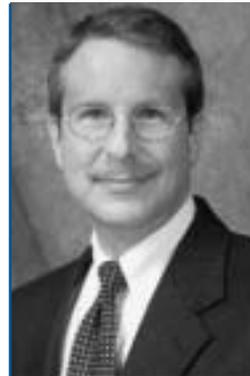
Melanie Huntington, Client and Account Manager: Melanie has over twenty years of dental experience and she is a licensed hygienist. Melanie works with our brokers and accounts ensuring the highest level of satisfaction, while overseeing the internal workings of enrollments, claims and customer service.



From left to right: Thomas Quinn, Melanie Huntington, Craig Goldsmith, Seated: Linda Roche, Sally Streimatter.

Thomas Quinn, DMD, Dental Director:

Dr. Quinn provides expertise in dentist network management, dental policy issues, and Quality Assurance controls. He has over 25 years of experience in the practice of clinical dentistry and consulting in the dental insurance industry.



news from **Craig Goldsmith,** Sales Manager

New business for 2003 is beginning to wind down, and it has been a very successful year. These companies selected NEDA

to administer their dental programs (employee numbers are approximate):

Watts Industries (1,400 employees), STEP - The Center School (200 employees), Planned Parenthood (100 employees), CIL (35 employees), Universal Plastics, Corp. (50 employees), and Armenian Nursing and Rehabilitation (50 employees).

NEDA is *flexible* and *affordable*. I have emphasized this phrase for over three years, and it still holds true. Larger companies can certainly benefit by our self-funded model. Better still, the smaller company, that typically is faced with a hefty pooled rate, may save significant dollars when they self-fund with NEDA.

A great way to determine if self-funding is right for your clients is to make that call and let NEDA review your program. Our *flexibility* and *affordability* might just be a perfect fit. Please contact me at **508-752-0119** or **cgoldsmith@nedallc.com** for information or quotes. I look forward to hearing from you.

Linda Roche, Executive Director: Linda has over twenty-five years of group insurance experience. Linda oversees the entire NEDA operation and is responsible for its long term strategic planning and success.

The NEDA Team *Continued on page 2*

The NEDA Team *Continued from page 1*

Sally Streimatter, Sales and Marketing Assistant. Sally assists Craig and Melanie in every aspect of RFP development, implementation material, and ongoing customer service. Her “can do” personality ensures all deadlines are met with ease.

What truly makes these individuals a great functioning team is that on any given day they all assist one another regardless of title or length of service at NEDA. In other words, *the goal of total customer satisfaction will be met*—no excuses.

Thomas Quinn, DMD, MHP
 Certified as Dental Consultant

Dental Director Thomas Quinn, DMD, MHP successfully completed a certification exam making him one of only 120 Certified Dental Consultants in the United States. The exam was given at the 2003 Spring Workshop of the American Association of Dental Consultants (AADC).

Dr. Quinn’s experience includes over 25 years in the practice of clinical dentistry and consulting in the dental insurance industry. He earned his Master of Health Policy from Northeastern University and completed his Post Doctoral Fellowship in Dental Public Health from the Harvard University School of Dental medicine.

Think his haircut is bad, you should see his dental coverage.

If you're in charge of employee benefits or are an employer with more than 50 employees, call New England Dental at 877-603-1200, or call your broker for flexible, affordable dental coverage with satisfaction guaranteed in writing. All for the same money or less than those one-style-fits-all dental plans.

New England Dental. For coverage that fits your employees like it was made for them. Because it was. New England Dental.

new england DENTAL ADMINISTRATORS, LLC

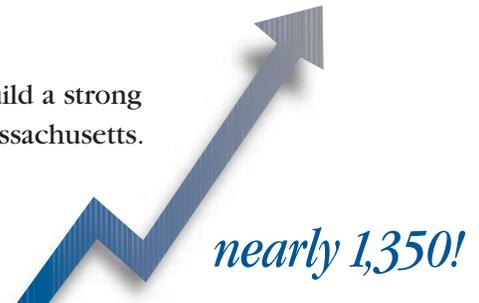


Announcing
“Custom Fitted”
 Advertising Campaign

Our print and radio advertising campaign continues to be aired. The theme, custom-fitted dental plans at custom fitted prices, focuses on New England Dental’s streamlined dental benefits and that dental coverage with NEDA “fits you and your employees like it was made for you.”

Participating dentist network—
 still growing!

NEDA continues to build a strong dentist network in Massachusetts.



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