

New England Dental Administrators welcomes new groups

Watts Industries, Inc.
North Andover, MA

Armenian Nursing and Rehabilitation Center
Jamaica Plain, MA

Planned Parenthood
Boston, MA

100% Retention Rate

We continue to have a 100% retention rate for NEDA's business.



news from Craig Goldsmith, Sales Manager

The year is off to a terrific start. These businesses chose NEDA to administer their dental programs: Watts

Industries (over 1400 employees), Planned Parenthood (almost 100 employees), and the Armenian Nursing and Rehabilitation Center (50 employees).

Requests to review more small companies (under 100 employees) have increased. In many instances, the options in their present plan for *flexible* and *affordable* dental programs are disappearing. By self-funding their dental programs, these companies gain the flexibility to design the plan they really want, generating substantial savings. This is a win-win solution for everyone.

Flexibility and *affordability* are two excellent reasons to recommend NEDA to administer your clients' dental programs. Please contact me at **508-752-0119** or cgoldsmith@nedallc.com for information or quotes. It will be well worth your time.

NEDA supports Kid's Cup Challenge

NEDA is proud to sponsor the Kid's Cup Challenge to help raise funding critical to operating the many programs and childcare services provided through the Springfield Day Nursery. Mirrored after Europe's most prestigious auto race, the Grand Prix, the Kid's Cup Challenge features miniature grand prix cars in a true-to-life race setting at the new Basketball Hall of Fame in Springfield, Massachusetts.



Announcing New "Custom Fitted" Advertising Campaign

We are pleased to announce our new radio advertising campaign now airing in Western Massachusetts. 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." The sixty second spots are airing on WAQY/102.1 Classic Rock, WHYN/560 AM Talk Radio, and WNNZ/640 AM Sports during mid-January through March and mid-September through November of 2003. The print campaign can be seen in the *Springfield Business Journal* during the same time period.

Our dental plans will go to any length to fit you.

If you're an employer with more than 50 employees, call New England Dental at 508-752-0119.

Or have your broker call.

Either way, we'll get flexible, affordable dental coverage with complete services guaranteed in writing.

All for the same money or less than you are paying for all dental plans.

Count on New England Dental for coverage that fits your employee like it was made for them.

Thank us too.

new england DENTAL ADMINISTRATORS, LLC
www.nedallc.com



HIPAA Privacy Rule now in effect

As of April 14, HIPAA privacy regulations became effective. Remember that everyone involved with the health insurance industry, including dentists, purchasing groups, and insurance carriers, must comply with the HIPAA (Health Insurance Portability and Accountability Act) regulations that affect them. Learn more information about HIPAA regulations at the following key Web sites:

- Workgroup for Electronic Data Interchange (WEDI)
www.wedi.org
- Washington Publishing Co. (WPC) for Insurance Industry Implementation Guides
www.wpc-edi.com
- Dept. of Health & Human Services (HHS) Administrative Simplification
www.aspe.hhs.gov/admsimp/

Participating dentist
network—still growing!

1,350

NEDA continues to build a strong
dentist network in Massachusetts.

nearly 1,350!

Meet the *board of directors*



Standing left to right: Linda J. Roche, Executive Director;
Tom Raffio, President & CEO; Alyson Pitman Giles; Allen Feeley, DDS, Secretary
Robert Fremeau, DMD; Robert M. Perrin, DMD
Sitting left to right: Clifford B. Larlee, Jr., DMD; and Louis A. Carrier, Jr.

CDT-4 Code Conversion

New England Dental Administrators, LLC (NEDA) is pleased to announce our successful code conversion! All of our systems have been updated to enable CDT-4 procedure codes to be processed for claims payment (paper and electronic).

The CDT-4 conversion means that we are now operationally capable of processing claims with CDT-4 procedure codes in accordance with HIPAA federal guidelines.

If you have any questions regarding the code conversion, please feel free to contact Melanie Huntington at **1-877-603-8068**.

www.nedallc.com

new england DENTAL
ADMINISTRATORS, LLC



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1-800-253-1358/customer service

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