

## SMILE!

We make self-funded dental benefits easy for the decision-maker, company owner, and their employees.

Looking for a dental plan that is convenient, versatile, and cost effective?

Well, shop around, and you will see that it is hard to beat NEDA's performance guarantees.

Plain and simple — with NEDA, you and your clients will be smiling for a long time!

## New England Dental Administrators welcomes new groups

The following groups have selected NEDA as their dental benefits administrator:

**Boston Teachers Union - Harvard Plan**  
**Revere Graphics Worldwide, Plymouth**  
**Holyoke Hospital, Holyoke**

“*NEDA is very easy to work with, and their customer service has been excellent. NEDA's administrative fees have been very competitive, and they have always been flexible and responsive to our clients' needs.*”

— Kent Campbell  
Brewer & Lord LLC, Insurance  
Norwell, MA

## Cosmetic coverage now being offered

To keep pace with dental science trends, New England Dental Administrators (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.



*news* from  
Craig Goldsmith,  
Sales Manager

New England Dental Administrators' first year has been a success. Our name is recognized, and Brokers tell us that we are able to give their clients what other carriers cannot provide.

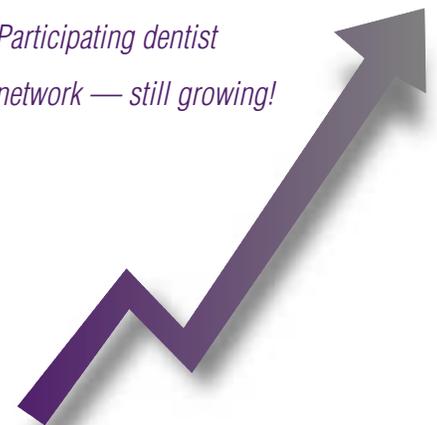
Our direct mail campaign has developed a great deal of interest during the last few months, and our dentist network has reached 1,200. Brokers who have sold groups are really pleased with our service.

We have a lot to offer your clients. Remember — add NEDA to your quote list!

Craig Goldsmith — Sales Manager

# 1,200

Participating dentist  
network — still growing!



*NEDA continues to build a strong dentist network — we've exceeded 1,200!*

# 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 claim reports
7. Patients only charged for appropriate amounts

**new england DENTAL**  
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# Direct mail campaign underway

Recently, New England Dental Administrators embarked on an aggressive marketing campaign to build brand identity.



"The success of this campaign has made it easier for our brokers to recommend NEDA because our recognition is much greater than before," said Craig Goldsmith, Sales Manager.

Visit us at:

[www.nedallc.com](http://www.nedallc.com)

**new england DENTAL**  
ADMINISTRATORS, LLC

*Providing countless new ways to make you smile...<sup>sm</sup>*

PRESORTED  
FIRST CLASS  
MAIL  
U.S. POSTAGE  
PAID  
RMS