

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!

Introducing Craig Goldsmith

Sales Manager — Massachusetts Territory

New England Dental Administrators, LLC welcomes Craig Goldsmith as Sales Manager. Craig brings over 15 years of sales experience in the health care industry—eight of those years as Sales Executive for Delta Dental Plan of Massachusetts. Craig has several years' experience with self-funded dental plans, including underwriting and experience rating authority while at Aetna and The Hartford. Craig's previous dental sales experience reached over \$3 million dollars per year. At NEDA, his major responsibilities include overseeing the entire Request for Proposal (RFP) process and ensuring consistency and accuracy of information delivered. Craig is a University of Massachusetts graduate, where he majored in Marketing.



Craig Goldsmith

If you need a quote, proposal, communications materials, or have questions, contact Craig. His office is located in Worcester, Massachusetts, and he can be reached at 508-752-0119.

Advertising focuses on baseball and team emphasis.

Our radio spots continue to draw a lot of attention in the Boston area. Jess Cain, NEDA's spokesperson and famous Boston radio personality, has just completed a new spot called *Baseball*, which is airing through June on WEEI 850 AM, WBZ 1030 AM, and WCRB 102.5 FM.

COMING SOON!

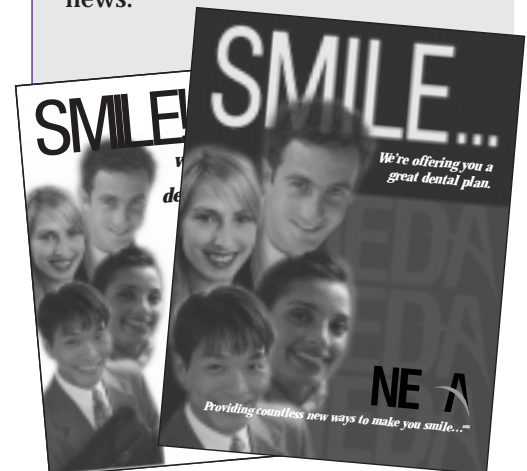
...our Web site at
www.nedallc.com

You will love our new Web site. It is packed with lots of information and helpful tools for you and your customers. Our new look uses all the colorful graphics we used in our new marketing material. We expect our Web site to be available by early June.

Add our Web site to your "favorites"!

We have a new look!

As we enter a busy buying season, we completely updated our existing marketing materials. They are designed to capture the audience and reflect our commitment to offering great service and flexibility. Call us for a complete sales package promoting our programs, our performance guarantees, and latest news.



NEDA team participates at Yankee Dental Congress



Thomas Quinn, DMD, and Melanie Watroba at Yankee Dental Congress.

Through the Looking Glass was the theme of the 25th Yankee Dental Congress held in Boston, Massachusetts, on January 20-23. This event is the largest dental trade show in the country, with over 5,508 dentists registered.

The NEDA team and promotional booth was strategically positioned in the main exhibit hall. "It was very easy to interact with the dental profession, allowing us the opportunity to tell our story face to face with dental professionals," said Thomas Quinn, DMD, Dental

Director of NEDA. "Our recruitment efforts were right on target," said Melanie Watroba, Network and Client Account Manager of NEDA. The three-day event helped with NEDA's goal of establishing good relationships with the dental community. Plans are already underway to participate in the 2001 Yankee Dental Congress.

Participating dentist network still growing!

NEDA continues to build a strong dentist network in Massachusetts. Credentialed contracts exceeded our expectations the last three months, exceeding 800!



Providing countless new ways to make you smile...sm



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How to find out more about HIPAA regulations

HIPAA (Health Insurance Portability & Accountability Act) was enacted by Congress in order to improve the efficiency and effectiveness of the health care system and to protect the security and privacy of health information. To do this, the electronic transmission of certain administrative and financial transactions is being standardized. Additionally, strong privacy and security mandates are included that can significantly alter current operations. Everyone involved with the health insurance industry, including dentists, purchasing groups, and insurance carriers, will need to comply with the HIPAA regulations that affect them.

Where to get more information about HIPAA:

Workgroup for Electronic Data Interchange (WEDI)

<http://www.Wedi.org>

NCVHS Web Site

<http://www.ncvhs.hhs.gov>

Electronic Healthcare Network Accreditation Commission (EHNAC)

<http://www.ehnac.org>

X12N Home Page

<http://www.disa.org>

X12N Insurance Industry Implementation Guides

<http://www.wpc-edi.com>

Administrative Simplification Web Site

<http://aspe.os.dhhs.gov/admsimp>

HHS Data Council Web Site

<http://aspe.os.dhhs.gov/datacnci>

PRESORTED
FIRST CLASS
MAIL
U.S. POSTAGE
PAID
RMS