

biting edge

biting edge is a quarterly publication produced by Ameritas Group, a division of Ameritas Life Insurance Corp., for dental professionals who take part in our Participating Provider Organization network.

Ameritas Group Home Office ■ Provider Relations ■ 800.755.8844

PRRST STD
US POSTAGE
PAID
PERMIT NO 26
LINCOLN NE

Ameritas Group / 475 Fallbrook Blvd. / Lincoln, NE 68521
INSIDE ■ Second Quarter 2007
VIP showcase ■ SmileMakers online discount program ■ Dental Rewards ■ online dental claim form updated ■ who's new

who's new



Theresa Mora

Meet Theresa Mora, our new provider network representative in Austin, Texas! She joined Ameritas in February of this year.

Primary job responsibilities involve dentist recruitment, and case-specific network growth as part of a special projects team. Theresa brings to Ameritas her extensive experience in sales implementation, employee benefits, healthcare account management and customer service.

A San Antonio College alumna and native Texan, she holds a Health and Life Agent License. Favorite pastimes include playing volleyball, going to concerts, traveling and spending time with family.

Theresa has two daughters: Tempestt, age 20, and Andrea, age 16. Tempestt is currently attending the local college, and Andrea resides with Theresa and Theresa's fiance, Michael Kuchar, who is a systems engineer for Dell Computers. They share their home with two miniature Dachshunds, Chelsea and Lucy, and a furry feline named Ash.

Welcome Theresa to Ameritas by phoning 512.535.2297, calling toll free 888.841.8062, or emailing tmora@ameritas.com!

VIP showcase

Congratulations to our first-quarter 2007 VIP Award winners! This quarterly VIP Award (Very Important Provider) recognizes our PPO dentists and specialists for providing outstanding service to their patients.

Ameritas and First Ameritas PPO dental plan members cast votes for their favorite provider. The PPO doctors who receive the most nomination points win, and there are new winners each quarter. Nomination ballots are mailed monthly, along with a customer feedback survey, to plan members who submitted a claim that month.

As a winner, you would receive a custom VIP plaque and a beautiful gift basket. Be recognized for a job well done by the people who matter most — your patients.

Dr. Martin Zweifler **First Ameritas VIP Award Winner**

Also known as the Golden Rule, Dr. Martin Zweifler's service philosophy is "Do unto others as you would have them do unto you." He has participated in the First Ameritas provider network since 2003.

Dr. Zweifler believes in treating patients with respect by fully explaining their dental care options, and then letting them make their own decisions. This philosophy is shared and practiced by his office staff, some of whom have worked with him for 20 years.



Back from left: Dr. Gary Leinkram, Maureen Hanhurst, DR. MARTIN ZWEIFLER, Phyllis Lorenz
Front from left: Kathy Hammerschlag, Manisha Patel, Dana Verdile, Tarsha Reece

Originally from Brooklyn, Dr. Zweifler relocated to Poughkeepsie, New York, where he has been in practice for 37 years. Active in his community, he is a member of the local dental society and is past president of the Poughkeepsie Jewish Center.

Dr. Sean Jessamy **First Ameritas VIP Award Winner**

Dr. Sean Jessamy's service philosophy is "The patient always comes first," and he backs that up every day by always striving to do the right thing for each patient. A First Ameritas participating provider since 2001, Dr. Jessamy and his office associates maintain a warm and friendly atmosphere to help make their patients as comfortable as possible.



From left: Esther Hernandez, Gladys Gomez, DR. SEAN JESSAMY, Katherine Padilla

In addition, he and his associates visit nursing homes twice a year, providing the residents with oral hygiene instructions, free denture kits, toothbrushes and toothpaste. Dr. Jessamy is a member of the American Dental Association, Academy of General Dentistry and Ninth District Dental Association.



offering online discounts to our providers

We are pleased to bring you a new discount program that can save you money on patient giveaways. Save at least 10 percent off select promotional items for your office. Order your appointment recall cards, take-home bags, custom toothbrushes, toys and fun items for kids, and more. No minimum quantity restrictions.

To take advantage of these money-saving discounts, go to ameritasgroup.com [in New York, firstameritasgroup.com], scroll down to Secure Sign In, select Secure Provider Account, and sign on as usual. If you are a first-time user and need to set up an account, now is the perfect time! If you encounter problems signing on, please call us toll free at 888.808.5080.

Once signed on to our secure provider portal, go to the last bullet under "What benefits do you offer to a provider in the PPO network? (FAQ)," and click on the link for SmileMakers. Note: Providers need to be signed on and use this link to access discounts. *Start saving today!*

Dental Rewards®

giving back to our plan members

In 2004, this first-of-its-kind concept was developed in Lincoln, Neb., at the Ameritas Group division of Ameritas Life Insurance Corp. Since then, plan members across the nation have enjoyed the added benefit of an increasing annual maximum.

Through our Dental Rewards program, plan members can qualify to carry over a part of their unused annual maximum, and add it to the following year's annual maximum amount.

To qualify for rewards, all plan members need to do is submit at least one dental claim a year for a covered procedure, and keep total paid claims under their plan's annual benefit threshold limit.

By building up their annual maximums, plan members accrue a larger benefit to help offset more costly covered dental procedures that may arise in the future. We also believe this larger benefit will translate into more chair traffic for our participating providers.

It's a win-win situation. "We're Ameritas. We're for people."

dental claim form updated

As we're sure you're aware, dental claims — and especially electronic claims — now need to include your National Provider Identifier.

To accommodate this federal requirement, we've updated our online dental claim form GC140 [in New York, FA32] to include an entry for NPI. There's also a Spanish version GC386 [in New York, FA453].

Other form updates include the addition of these items under **tips**:

- National Provider Identifier information
- supporting documentation information, complete with ADA procedure codes
- a note about tooth number, letter, quadrant or arch information requiring use of the Universal/National Tooth Numbering System

To access these online forms, please visit our website and select Forms.

■ ameritasgroup.com ■ firstameritasgroup.com ■

You are invited to submit dental-related articles to the editor at Imcphersonlouch@ameritas.com.