

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

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Our Provider Rewards Program survey results will appear in next quarter's newsletter. Thank you to everyone who participated!

who's new

Meet Alex Gasca! He joined Ameritas in October 2007 as a provider network representative in Kansas City, Mo. Major job responsibilities involve building our PPO network through field and phone recruiting efforts in Missouri, Kentucky, Tennessee and Indiana.



Alex Gasca

As many of his friends know, he also is a magician and enjoys performing at children's birthday parties. He once belonged to the International Brotherhood of Magicians, which is headquartered in St. Louis. Before joining Ameritas, he earned two Achiever's Club awards and one President's Club award for outstanding sales efforts. When he was playing football in Texas, he received an award for his outstanding skills as a running back.

He and his wife, Gale, have been married for 10 years and are the proud parents of two wonderful children, Zachary, age 9, and Alexis, age 8. Their other two children are their dogs, Misty and Boots. Alex's pastimes include playing golf with his family, camping, fishing, water skiing, surfing, and working out at the gym.

Say "Hello!" to Alex by calling toll free 866.577.1642, or by emailing agasca@ameritas.com.

Drake

a Provider Rewards Program vendor

WorldWide

CAPTEK™ CROWN —

This crown represents an alternative to conventional cast-metal PFM restoration. This unique high-noble, rich yellow-gold coping is manufactured with a patented technique and formulation using capillary action and infusion to create a thin, high-strength metal substrate. This technology combined with the newest ceramic material enables us to offer you and your patient a conservative, strong and highly esthetic restoration at a value price. **For more information,** call Paul Reed at 800.214.0522, or visit www.drakeww.com/ameritas.

DRAKE BRIDGE featuring Zeno® zirconia shaded substructures — This bridge offers a conservative, esthetic solution to the single anterior tooth replacement dilemma. Unlike metal-supported resin-bonded bridges, abutment teeth are not discolored from the tooth-colored CAD/CAM-developed zirconia retainers. The bond strength between the Drake Bridge zirconia retainers and intra-enamel-prepared tooth structure is increased by 25 percent compared to other zirconia retainers. This is due to Drake's own proprietary surface preparation. The Drake Bridge is ideal for the conservative replacement of a single maxillary or two adjacent mandibular incisors when an implant is contra-indicated or rejected by the patient. **For more information,** call customer service at Drake Precision Dental Lab at 800.476.2771, or visit www.drakelab.com and select **Product Portfolio** (near top of page).

VIP showcase

Congratulations to our first-quarter 2008 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. Nomination ballots are mailed monthly, along with a customer feedback survey, to plan members who had a claim submitted that month. VIP showcase winners 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. Jeffery Woodworth

Ameritas VIP Award Winner

A network provider since February 2004, Dr. Woodworth believes in solving his patients' primary dental concerns by providing treatment options and pursuing the option selected by the patient. And the office name, First Care Dental, reflects how they care for patients FIRST as individuals with needs and concerns. Office associates work as a team to care for patients from their first visit to their smiling exit. Dr. Woodworth believes this practice philosophy is why he was chosen as a VIP winner. Active in his Florida community, he recently participated as an examiner in the 2008 Mock Board Examinations for Tallahassee Community College's Dental Hygiene Program.

Drs. Denise and Scott Perras

Ameritas VIP Award Winners

Located in Debarry, Fla., Drs. Denise and Scott Perras have been members of our network since May 2004. They are married and run a successful dental



Back from left: Traci Calliotte, Terri Allen, Sue Lewis, Michelle Bell, DR. SCOTT PERRAS, Pat Smith
Front from left: Michelle Delgado, DR. DENISE PERRAS, Robin Cox, Sharon Atherton, Karie Pearl

practice together where they are dedicated to providing the best dental care possible. For them, it's all about their patients, and they believe they were voted in as VIP winners because of their caring and trusting patient relationships. Both doctors are members of the American Dental Association, Florida Dental Association and Orlando Dental Society.

Dental Wizard® multimedia patient education developed by DigiDentist

Save 30%
through July 31, 2008

DigiDentist has joined our Provider Rewards Program! Ameritas and First Ameritas providers now regularly receive a 15 percent discount on this cost-effective patient education solution; HOWEVER, to celebrate our new arrangement, DigiDentist is offering a 30 percent discount through July 31.



Keeping patients informed and relaxed is a challenge for any practice and is essential for informed consent, treatment plan completion, and

introducing elective procedures. Communication and trust between you and your patients will strengthen when you incorporate Dental Wizard patient education into your practice. The narrated 3D animations inform and relax your patients by illustrating and explaining a variety of dental procedures in clear, nontechnical, and consistent presentations.

The Dental Wizard DVD and Web-link products are available in Classic (tutorials only) and Enhanced (intro and concluding videos with each tutorial) versions in English and Spanish.

To order, sign in through your Ameritas or First Ameritas provider portal and click on the Dental Wizard link. Or, go to www.digidentist.com/ameritas and sign on with User Name "ameritas" and Password "provider," or call DigiDentist toll free at 877.665.0001. The Dental Wizard tutorials are available for a free 7-day product review at www.digidentist.com/ameritas.

tips for expediting paper claims

To expedite processing, we scan paper claims into our computer imaging system. This provides enhanced customer service by allowing quick claim retrieval, and increases our ability to identify and correct submission or processing discrepancies. So it's important that paper claims scan in clearly.

The fastest way to get paid on paper claims:

- Submit clear, legible claim forms.
- Include the treating dentist's name, address and TIN or SSN.
- Include the dentist's NPI (National Provider Identifier).
- Identify the relationship of the patient to the member, along with both the patient's and member's dates of birth.
- Submit complete member info including full street address, ZIP code.
- Include student status if applicable, full or part time, name of college.
- If other insurance, specify if dental or medical.
- Use fresh ribbon/ink in your printer.
- Use a black ink or black felt-tip pen.
- Use original claim forms or superbills.

To prevent delays, avoid the following:

- Dark copies or claims on color paper. They scan in dark and unreadable.
- Highlighting. Highlighted areas scan in dark and unreadable.
- Poor-quality, dot-matrix printed claims.
- Color ink, fine-point pens or pencils.
- Photocopied claims or superbills.

Supporting Documentation — For a list of Current Dental Terminology ©American Dental Association procedure codes that we request supporting documentation for, please visit ameritasgroup.com, select Provider, Resource Center, then under Frequently Asked Questions select the flyer link. The flyer is called "supporting documentation" (GR5994). The procedures listed include radiographs, surgical notes or periodontal charting to determine benefits. **As a reminder, all documents need to be dated and legible, duplicate films need to be labeled left and right, and all original radiographs will be returned.**

Prosthesis (Initial or Replacement) — If the crown, bridge, or partial or complete denture is a replacement, please note the prior placement date. If it is initial and an extraction is not listed on the claim, please include the date the tooth was extracted.

Tooth Numbers/Letters — Site-specific information is required such as tooth number, letter, quadrant or arch using the Universal/National Tooth Numbering System.

yearly reminder

The following information is contained in your provider agreement, but we think it's important enough to publish in our newsletter as a yearly reminder. If you have any questions about these topics, please contact your provider network representative, or call our provider relations team at 800.755.8844.

Alternate Benefits — Our dental plans include provisions for alternate benefits. So if two or more procedures are considered adequate and appropriate to treat a certain condition under generally accepted standards of dental care, our payment will be based on the least expensive procedure. For more information, please refer to your Ameritas/First Ameritas PPO Dentist Participation Agreement, or contact us. Please note: This provision is NOT intended to dictate your course of treatment. It's designed to determine the plan allowance for a submitted treatment when an adequate and appropriate alternate procedure is available. We may request pre-operative dental X-ray films, periodontal charting, narratives and/or additional diagnostic data to make a determination.

Quality Assurance — Prior to joining our PPO network, each office completes an Office Evaluation Worksheet. It's a checklist of our network participation requirements that range from simple office aesthetics to OSHA compliance issues including sterilization and infection control, medical emergency preparedness, environmental and radiology safety, biohazardous waste removal, and office accessibility. We occasionally conduct onsite evaluations to make sure all requirements are being met. If for some reason these requirements are not being met, the provider will have 30 days to resolve the issues in question.

Utilization Management — In order to evaluate our PPO network, we perform a utilization review to assess provider practice patterns. Each quarter, all providers go through a peer-ratio calculation. A number of procedure ratios are reviewed for each provider's PPO practice patterns in contrast to non-PPO peer practice patterns in their area. This process helps determine which providers are outside the standard deviation in their dental community so possible issues can be addressed. In addition, our dental consultants periodically review procedural ratios for adequacy and effectiveness.