



# CLOSE THE SALE ON DENTAL BENEFITS

Need help explaining the value of dental benefits to employers and individuals?

## LOOK NO FURTHER!

The National Association of Dental Plans (NADP) offers a variety of free resources to help you explain and sell dental benefits through the Consumer Resources section of [NADP.org](http://NADP.org):

Consumer Resources  
[nadp.org/consumers](http://nadp.org/consumers)



**Why You Should Purchase Dental Benefits** - a narrative, told from one friend to another, about the perils of receiving dental care without coverage



**Dental Benefits Basics** – questions and answers about the different types of dental benefits, general costs of premiums, what plans typically cover, and where to find dental benefits; written in easy to understand language



**Glossary** – definitions of insurance and dentistry terms in easy to understand language



**Oral Health Infographic** – a quick, pictorial overview of the connections between oral health and wellness



**Broker tools** – a series of articles for brokers highlighting resources, tips and more information on oral health and more

## For Consumers

Make an informed decision as you consider the various dental plan options available. For a thorough understanding of plan types and what is generally covered, review **Dental Benefits Basics**. To understand the impacts of the Affordable Care Act, go to **Healthcare Reform**. For news about various dental plans, browse **News About Plans**. To locate carriers that sell individual coverage in your state, select **Find a Dental Plan**. For specific coverage questions, please consult the individual plans that are generated by your search. To find out what NADP has been doing for the dental benefits industry lately, go to **NADP on the Move**.



## Industry Glossary

This glossary includes definitions of both insurance and dentistry terms. Refer to this glossary when receiving claims, explanation of benefits or considering purchase of dental plans. [\[download\]](#)

## Articles

### NADP Introduces Dental Intelligence, an Article Series for Brokers

Questions about about the implementation of federal health care reform. While most stakeholders involved in the process focus primarily on medical coverage, NADP is shining the light on dental benefits with its launch of a new article series, "Dental Intelligence." [\[read more\]](#)

### NADP / ADA Top 10 Article Series

As part of ongoing collaboration both NADP and the ADA wrote and published the initial Top 10 Article Series exploring the dentists' primary concerns with dental plans. These articles were published side-by-side in the ADA News. [\[read more\]](#)

## Why You Should Purchase Dental Benefits

A few years ago a friend of mine cracked a tooth on a popcorn kernel and had to get her tooth repaired. What she didn't realize, though, was that the tooth she cracked was already badly decayed and needed to be pulled. It was, as her dentist told her, "beyond repair." She was mortified, not just because she was losing a tooth, but because the tooth she was losing would create a gap in her teeth that could be seen when she smiled. She became self-conscious.

After discussing all options with her dentist, my friend decided to get a dental implant. She had the procedure and was very pleased with the outcome. What she wasn't pleased with was the cost. When it was all said and done, my friend owed just over \$5,000 in dental expenses—which she had to pay out of her own pocket because she didn't have dental benefits. In fact, my friend later admitted to me that she hadn't seen a dentist in years because she had no insurance and dental care was too expensive. (By the way, the \$5,000 was just the beginning. The exam and x-rays showed that she needed quite a bit more work.) [\[read more\]](#)