



## **Brokers Name Delta Dental the Best in Coverage, Plan Design and Networks**

Readers of Benefits Selling magazine recently chose us as the dental benefits carrier with the best coverage, plan design and networks. The awards were announced as part of the magazine's annual Readers' Choice Awards issue, which hit newsstands in November.

The article notes our continued growth in subscribers, which grew more than three million from last year to a current total 50 million subscribers in 88,000 groups. It also makes mention of the fact that we offer the largest provider network in the nation.

Benefits Selling is one of the leading publications targeting the broker community. Each year, they survey readers asking them to vote on company and product preferences in specific categories that the magazine's editorial staff determines to be important benefits brokers and consultants. This year, dental benefits carriers were included among the categories chosen for the survey.

"We're thrilled that the broker community recognized us as the leaders in dental benefits," said Kim Volk, president and CEO of Delta Dental Plans Association. "We also appreciate the fact that Benefits Selling included dental carriers in this year's survey. It shows that dental coverage continues to be a benefit that is in demand."

The results of the Benefits Selling Readers' Choice Awards mirror another survey conducted in 2006 by independent research firm The Long Group and sponsored by Delta Dental Plans Association. That survey found that brokers recognized Delta Dental as the category leader, and that the organization outperformed competing dental benefits carriers in areas that were identified as being most important to brokers, including customer service, value and easy administration.

A complete list of the 2007 Benefits Selling Readers' Choice Award winners can be found at: <http://www.producersweb.com/r/bsMag/d/contentFocus/?adcID=dc641234f2bc6d153f352d64203b37a5>

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