



October 04, 2012

## iDental plans now available for individual customers

Independence Blue Cross (IBC) is pleased to announce that we now offer access to iDental<sup>®</sup>, affordable PPO dental plans for individuals and families. The new plans are administered and underwritten by United Concordia Dental, one of the premier dental carriers in our service area.

iDental plans provide you with a great opportunity to offer your individual customers a comprehensive and affordable dental plan from a name you know and trust. These plans are now available for individuals residing in the Philadelphia five-county area. To promote the availability of these plans to individuals, and drive new business sales, we updated [ibx4you.com](http://ibx4you.com) and [ibxpress.com](http://ibxpress.com) with this information on October 1.

### Highlights of covered services and rates

There are five iDental plans being offered with monthly premiums ranging from \$18.00 to \$37.00\*. Rates are based on the age of the member and the zip code in which they reside – there is no medical underwriting. The iDental plans utilize the United Concordia Advantage *Plus* network and benefits include:

- up to 100 percent coverage for preventive services like cleanings, exams, and X-rays;
- no waiting periods for diagnostic or preventive services;
- a large dental network of more than 76,800 unique dentists at over 164,000 access points\*\*;
- discounts on most basic and major services.

[View the United Concordia Dental iDental flyer for more information.](#)

### iDental plan administration

iDental plan administration will be coordinated through United Concordia Dental who will pay producers a competitive 10 percent commission on every plan they sell.

### United Concordia Dental appointment process

All producing agents and agencies licensed and appointed with United Concordia Dental are eligible to earn commission on iDental sales. If producers are currently appointed with United Concordia Dental, the producer

will need to register and create a quote link on the Individual Producer Portal. If they are not currently a United Concordia Dental producer, [Lisa Fisher](#) to get appointed with United Concordia. From the Individual Producer Portal [site](#), producers may check the status of iDental quotes and view pending, active, renewing and cancelled iDental cases, as well as download iDental benefit summaries.

iDental represents another innovative new product from IBC to offer your customers and increase your earning potential.

If you have any questions, please contact [Cheryl Lundy](#), Brown & Brown's Individual Market Specialist.

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\*The dental plan chosen, billing frequency, dependent coverage, age and place of residence are factors used in determining the premium rates and the rates are subject to change.

\*\*Based on United Concordia internal research and reports, 9/12.

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