BEYOND BENEFITS
Delta Dental of Wisconsin
“We will continue to support programs that further our mission. It’s just simply the right thing to do.”

- Dennis Brown, President and CEO
Art installment over the Grand Staircase in the Dental School Atrium at Marquette University. The sculpture was created by Dr. Richard Taylor, a Marquette alumnus and nationally-recognized artist. The piece was donated to the School of Dentistry by Delta Dental of Wisconsin.
A healthy mouth promotes a healthy body, and dental insurance promotes a healthy mouth.

But what about people who can’t afford or don’t have access to dental insurance? Delta Dental of Wisconsin works hard to give these people access to quality oral healthcare. We don’t reach everyone, but we keep trying.

For that reason, we support the great programs listed on the following page, and many others.
Community-based clinics serving at-risk populations

Important statewide oral-health programs

- P.A.N.D.A.
- AIDS Resource Center of Wisconsin
- Seal-A-Smile Wisconsin (see page 5)
- Wisconsin Dental Association Donated Dental Services
- Wisconsin Dental Association Mission of Mercy (see page 6)
- Special Olympics Wisconsin Special Smiles Program
- Wisconsin Women’s Health Fund

- Ministry Dental Clinic
  - Stevens Point

- Bad River Dental Clinic
  - Ashland County

- Door County Memorial Hospital Dental Clinic
  - Sturgeon Bay

- Oral Health Partnership of Brown County
  - Green Bay

- Madison Dental Initiative/
  - Salvation Army of Dane County
  - Madison

- Waukesha County
  - Community Dental Clinic
  - Waukesha

- HealthNet of Rock County
  - Janesville

- Fowler Memorial Free Dental Clinic
  - Monroe/Green County

- Access Community Health Centers
  - Dodgeville & Sun Prairie

- Good Neighbor Clinic
  - (St. Vincent de Paul)
  - Prairie du Sac

- Next Door Clinic
  - Milwaukee

- Progressive Community Health Centers
  - Milwaukee

- AIDS Resource Center
  - Milwaukee & Green Bay

- Bread of Healing Clinic
  - Milwaukee

- Elizabeth Ann Seton Dental Clinic
  - Milwaukee

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  - Milwaukee & Green Bay

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  - Milwaukee

- Elizabeth Ann Seton Dental Clinic
  - Milwaukee
Education

We couldn’t help our neighbors without the commitment of community-minded dental-care providers, so Delta Dental supports scholarships and educational programs for tomorrow’s dentists.

Delta Dental provides 20 scholarships a year to the Marquette University School of Dentistry. Delta Dental also donates 25 scholarships each year to the dental-hygienist and dental-assistant programs at 10 technical colleges around the state.

Together these programs help ensure a steady supply of oral-health specialists in Wisconsin – the most crucial component of a better oral-health future.

Scholarships Awarded in 2012

<table>
<thead>
<tr>
<th>School</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blackhawk Technical College</td>
<td>Janesville</td>
</tr>
<tr>
<td>Chippewa Valley Technical College</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>Fox Valley Technical College</td>
<td>Appleton</td>
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<tr>
<td>Lakeshore Technical College</td>
<td>Cleveland</td>
</tr>
<tr>
<td>Madison Area Technical College</td>
<td>Madison</td>
</tr>
<tr>
<td>Marquette University</td>
<td>Milwaukee</td>
</tr>
<tr>
<td>Milwaukee Area Technical College</td>
<td>Milwaukee</td>
</tr>
<tr>
<td>Northcentral Technical College</td>
<td>Wausau</td>
</tr>
<tr>
<td>Northeast Wisconsin Technical College</td>
<td>Green Bay</td>
</tr>
<tr>
<td>Waukesha County Technical College</td>
<td>Pewaukee</td>
</tr>
<tr>
<td>Western Wisconsin Technical College</td>
<td>La Crosse</td>
</tr>
</tbody>
</table>
Growing up, you were taught that regular brushing was the key to a healthy mouth. You had one goal for every dentist visit: no cavities.

Today, cavities are almost entirely preventable. Sealants, when properly applied by dental professionals, reduce the need for fillings by as much as 75 percent.

The problem is getting children to the dentist. The answer for many children is Seal-A-Smile.

Seal-A-Smile is a statewide program coordinated by the Children’s Health Alliance of Wisconsin. It mobilizes local dental clinics, public-health offices and other entities and puts their programs into schools, where they seal the teeth of students from at-risk populations.

The program operates in 56 counties and 406 schools across Wisconsin, and has expanded from placing 5,000 sealants in 2000 to more than 17,000 children receiving more than 74,000 sealants in 2011, in part because of continued funding from Delta Dental.

Seal-A-Smile works. It has a long track record of effectiveness, and stands as a model public-private health partnership.

Even the governor agrees. In accepting a $241,000 check from Delta Dental representing its 2011 share of the funding for Seal-A-Smile, Gov. Scott Walker said, “It's important that we’re able to leverage state funding for good use – and Delta Dental's partnership makes that happen.”

If one thing is clear about the next 50 years of oral health in Wisconsin, it’s that Delta Dental will continue to support programs like Seal-A-Smile.

“Seal-A-Smile has tremendous value as a prevention-focused oral-health program,” says Dennis Peterson, Delta Dental executive vice president.
Cooperation: WDA Mission of Mercy

The spirit of Wisconsin shows in the many public-health initiatives around the state dedicated to improving the oral health of at-risk populations. But sometimes a more intensive approach is needed.

That’s where the Mission of Mercy comes in.

This effort, spearheaded by the Wisconsin Dental Association, brings a huge free dental clinic to a different city around the state each year.

In 2012, Madison was the host city, and in two days Mission of Mercy did some amazing things: 1,810 volunteers from 222 Wisconsin communities treated 3,043 patients, including 31 Special Olympics Wisconsin athletes. More than $1.75 million in care was delivered in the form of 13,114 procedures, including 1,205 cleanings; 2,567 fillings; 2,822 extractions; 80 root canals; and 153 partial dentures.

Delta Dental’s support of Mission of Mercy is financial, and very personal. Delta Dental employees play an active role in Mission of Mercy, escorting patients, handing out water bottles, making sure lines move quickly … making a difference.

As long as there’s a Mission of Mercy, expect Delta Dental to be right there, creating more proud moments.

“Mission of Mercy is when I’m proudest of Delta Dental.”  - Tom Williams, Senior Account Executive
The Salvation Army is making its presence felt in Green Bay in a multitude of ways.

Most noticeably, the Salvation Army is serving the community via the brand-new, multi-million-dollar Ray & Joan Kroc Corps Community Center, a multipurpose facility with a pool and waterslide, workout equipment, classrooms full of art supplies and band instruments – and a community dental clinic.

The dental clinic is operated by the Oral Health Partnership of Brown County, a non-profit organization that’s proactively taking on the crucial issue of children’s oral health.

OHP operates fixed-site clinics in Green Bay at Howe Elementary School and the Kroc Center, and also travels to elementary schools to clean and fill teeth and apply sealants.

OHP began in 2005 as a centennial project of the Rotary Club of Green Bay. What was originally a one-year project is now into its seventh year of treating thousands of low-income children with unmet oral-health needs.

“The need is so great, so we just used every resource we could in getting treatment for these children,” says Carrie Stempski, OHP’s executive director. “We literally went from dentist to dentist asking for whatever chair time or resources they could give us.”

Delta Dental began supporting OHP in 2005 when it was still part of the Rotary Club’s “Healthy Teeth, Healthy Kids” campaign. In 2011, Delta Dental donated $100,000 to help equip the Kroc Center facility, and donated another $100,000 of matching funds to defray ongoing expenses.

“When we evaluate grant requests, we look at efficiency and effectiveness, but we also look at sustainability – is it a program that’s built to last?” adds Dennis Peterson, Delta Dental executive vice president. “OHP ranks at the very top in all three categories.”

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Oral-health research in Wisconsin took a huge step forward in 2011 with the creation of the Delta Dental Oral and Systemic Health Research Initiative.

The initiative consists of a $1.1 million, two-year commitment from Delta Dental to fund research projects at the Marshfield Clinic Research Foundation in dental informatics, oral and systemic health, and clinician-initiated dental and craniofacial research.

The dental-informatics research takes computer-based data analysis, biological science, and medical-dental integration and brings it down to an individual level.

The oral-and-systemic-health research focuses on the connection between a healthy mouth and healthy body, while the dental and craniofacial research uses the latest molecular and genetic tools to explore that region of the body.

“MCRF’s commitment to oral-health research is impressive. They’re the perfect partner for this initiative,” says Dennis Peterson, Delta Dental’s executive vice president.

“I’m super-excited,” admits Amit Acharya, a dental-informatics scientist at MCRF. “This grant will help us build new tools and methodologies, as well as unique ways of mining the data.”

Dr. Acharya will work closely with Dr. Fred Eichmiller, Delta Dental’s vice president and science officer.
“This research not only has the potential to improve people’s overall health, but it may help spur the next generation of dental plans.”

- Dennis Peterson, Executive Vice President

“Marshfield Clinic has a tremendous database going back generations,” Dr. Eichmiller says. “We’re hoping that Marshfield’s database and this research will help fill in these knowledge gaps so we can identify diseases earlier – and hopefully help control healthcare costs.”

The future of oral health lies in its integration with whole-body health. Delta Dental is planning to fund research like this well into the future.

“This is not like you do one project and you’re done,” Peterson says. “This is a relationship that we anticipate will continue.”

BY THE NUMBERS

$1.1 MILLION

Two-year commitment from Delta Dental to fund research projects at the Marshfield Clinic Research Foundation in dental informatics, oral and systemic health, and clinician-initiated dental and craniofacial research.
In 2011, Delta Dental of Wisconsin donated $2 million to help the Marquette University School of Dentistry build a $16 million, 40,000-square-foot expansion at its Wisconsin Avenue facility in Milwaukee.

The expansion includes space for faculty and student research – logical, since Marquette makes research training a big part of its curriculum, and Delta Dental has long supported oral-health research in Wisconsin. The expansion also adds enough clinic, lab, and classroom space to accommodate 20 more students per graduating class.

Increased class sizes help meet the anticipated demand for dentists across Wisconsin. More than 80% of Wisconsin residents who attend MUSOD remain in Wisconsin to practice, thanks to another Delta Dental-sponsored initiative.

In 2005, Delta Dental helped create the Rural Oral Health Fellowship Program; since then, six of the seven participating fellows have gone on to practice in rural Wisconsin.

“We don’t know of another program like it in the country,” says Dr. Sheila Stover, who administers the fellowship program for Marquette.

“Delta Dental’s support has been invaluable,” adds Dr. William Lobb, dean of the School of Dentistry, “and Delta Dental funds have allowed us to increase access to care to all patients served by Marquette dentists.”

Delta Dental has donated or pledged more than $7 million to Marquette since 1998 to support building initiatives, endowments, scholarships, fellowships, and more.

“Our mission from day one has been to improve access to quality oral healthcare for all Wisconsin residents,” says Dennis Brown, Delta Dental’s president and CEO. “Supporting the Marquette University School of Dentistry is one very big way in which we fulfill our mission.”
$7 Million

40,000 SQUARE FOOTAGE OF MARQUETTE UNIVERSITY’S NEW DENTAL SCHOOL EXPANSION

82 PERCENT OF MUSOD STUDENTS WHO REMAIN IN WISCONSIN TO ESTABLISH A DENTAL PRACTICE

$7 MILLION AMOUNT THAT DELTA DENTAL OF WISCONSIN HAS DONATED TO MUSOD SINCE 1998
Dental Science: C3 Jian

In the 2010 Beyond Benefits we asked: “A future without dental decay? It might be possible, thanks to a Delta Dental-supported research company called C3 Jian.”

The future appears to be closer than ever.

In 2011, C3 Jian conducted its first human clinical trials of oral-healthcare products using C3’s patented Specifically Targeted Anti-Microbial Peptides (STAMPs). This small-scale study confirmed laboratory results by showing that a mouthwash containing C3’s STAMPs almost completely eliminated cavity-causing bacteria with one rinse.

C3 has filed a New Investigational Drug application with the U.S. Food and Drug Administration. If the next round of clinical trials is successful and the FDA approves C3’s STAMP for general use, it will be the first new anti-cavity drug since fluoride was introduced nearly 60 years ago.

The most exciting part of this research is that it may lay the foundation for developing target-specific “smart-bomb” antimicrobials to combat diseases like osteoporosis, nail and skin infections, gastrointestinal problems, and hair loss.

C3 Jian helps Delta Dental make a difference in Wisconsin and around the world – and create a very bright future filled with healthy smiles.
In the new medical and dental universe, data is king. Data helps everyone involved in healthcare – providers, employers, and patients – make better decisions.

A Delta Dental-supported venture called Healthentic is helping guide the decision-making process by providing better, more targeted data to employers.

In 2011, Delta Dental rolled out the basic Healthentic report to selected employers. This report gives the employer an overall oral-health score, oral-health characterizations of its employee populations, and pathways to improve their scores and their oral health – and save money.

“The data in these reports is very solid,” says Dennis Brown, Delta Dental’s president and CEO. “And it has great potential for making a difference on the medical side.”

In the next phase, Healthentic combines the oral-health report with similar whole-body-health reports, and suggests strategies and behaviors groups can employ to improve the overall health of their organization.

Millions of dollars can be saved through the large-scale behavioral changes outlined in these reports.

Healthentic reports are one of the cornerstones of Delta Dental’s integrative wellness programs. They unite dental and medical information, and provide the kinds of aggregated data health insurers and healthcare providers are clamoring for in a post-healthcare-reform world.
What is the overview of dental health, costs and insights?

Dental Health Score

Based on Claims Data - The Dental Health Score is a measurement of the oral health of your population. The score is from 1 to 100, and is comprised of member utilization patterns of gum disease, tooth decay, preventive visits, and no visits during this reporting period. In order to be eligible, members must have at least one year of enrollment during the reporting period. 100 is the best score, and indicates a population in good oral health.

<table>
<thead>
<tr>
<th>Healthy</th>
<th>Moderate</th>
<th>Serious</th>
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<tbody>
<tr>
<td>42%</td>
<td>13%</td>
<td>17%</td>
</tr>
<tr>
<td>9% worse than peers</td>
<td>7% better than peers</td>
<td>11% better than peers</td>
</tr>
<tr>
<td>1,943 of your members belong to this group</td>
<td>581 of your members belong to this group</td>
<td>798 of your members belong to this group</td>
</tr>
</tbody>
</table>

This segment of your population portrays utilization patterns expected within a population maintaining good oral health. Utilization consists of predominantly preventive visits.

This segment of your population portrays utilization patterns expected within a population maintaining moderate oral health. Utilization consists of moderate tooth decay or gum disease maintenance visits.

This segment of your population portrays utilization patterns expected within a population maintaining poor oral health. Utilization consists of tooth decay visits without prevention or gum disease treatments.

PMPM Overall Cost Comparison:

$1.09

3% lower

Spent less compared to peers

You: $35.19

All cost figures have been adjusted by normalizing the costs of individuals and are based on the total approved amount.

Executive Summary:

When reviewing the dental health of your population, we review your preventive (tooth decay) and periodontal (gum disease) utilization patterns to compare the percentage of your total members that fit into each category of peers.

Compared to your peers you have:
- Typical population of preventive visits
- Typical population of restorative (tooth decay) visits
- Typical population of periodontal (gum disease) visits

Your data shows that you have a profile with typical preventive, typical restorative, and typical periodontal utilization. In this scenario, we want to review the population to make sure enough people are visiting the dentist, and then we can take the correct course of action.

(See High Level Insights Continued on Page 2)
Over the last 20 years, Delta Dental of Wisconsin has steadily grown its philanthropic presence in the community and across the state. Here are some highlights:

1991
July
Delta Dental co-sponsors Children’s Dental Health Month with the Greater Milwaukee Dental Association.

1998
July
Delta Dental makes its first gift to the Marquette University School of Dentistry. The funds go toward construction of new facilities at the school.

1992
March
Delta Dental co-sponsors Children’s Dental Health Month with the Greater Milwaukee Dental Association.

2000
March
Delta Dental is a major sponsor of Kids Expo in Madison, with Delta Dental employees on-site. Twenty thousand people visit the expo.

2002
January
A free dental clinic opens in Stevens Point, thanks to significant support from Delta Dental.

2004
April
Delta Dental receives the SHILS Award, recognizing individuals or entities who have made a significant contribution to dentistry.

2005
May
The Delta Dental Board of Directors approves matching funds to support a Brown County oral-health initiative. The Rotary Club-sponsored “Healthy Teeth, Healthy Kids” campaign evolves into the Oral Health Partnership of Brown County.

2006
May
The Delta Dental Board of Directors approves startup funds for a dental clinic in Jefferson County to serve low-income patients.

Delta Dental begins supporting the state’s Seal-A-Smile program, a public-private partnership that works with local health agencies to apply sealants to the teeth of at-risk students.

4. Delta Dental first funds the Ronald McDonald Care Mobile, a clinic on wheels that provides free dental services to underserved children in 11 south-central Wisconsin counties.
Delta Dental provides seed money to help launch the Waukesha County Community Dental Clinic. The company also helps Marquette University open a new dental clinic serving low-income populations in the Sixteenth Street Community health facility.

Delta Dental gives $500,000 over two years to help Marshfield Clinic create a medical/dental electronic health record.

The Fowler Memorial Free Dental Clinic in Green County receives $50,000 in startup funding from Delta Dental.

The Delta Dental Board of Directors approves $241,000 to match federal funding and expand Seal-A-Smile.

The Delta Dental Board of Directors gives The Lakes Community Dental Center $100,000 to launch a dental clinic serving low-income residents of Ashland and Bayfield counties.

HealthNet of Janesville asks Delta Dental to supply funds to help launch a dental clinic for low-income and homeless people. Delta Dental steps forward with a five-year, $425,000 grant.

Delta Dental pledges $100,000 to help the Wisconsin Dental Association launch the Mission of Mercy program.

The Delta Dental Board of Directors approves $241,000 to match federal funding and expand Seal-A-Smile.

Delta Dental is given the first-ever Community Partner award by the Oral Health Partnership of Brown County.

Delta Dental announces it will donate $2 million to the Marquette University School of Dentistry’s facility-expansion campaign.

Delta Dental funds more than 55 scholarships at the Marquette University School of Dentistry, the 10 state technical colleges that offer dental-hygiene programs, and local high schools.

Delta Dental gives HealthNet $100,000 to defray ongoing expenses and expand services to reach more people throughout Rock County.
To apply for a grant through our Charitable Giving program, download the Guidelines and Application Form at www.deltadentalwi.com. We look forward to learning about your project and considering ways to help.

“As Wisconsin’s leading dental insurance provider, we have both the desire and the resources to make a difference to improve oral health.”

— Dennis Brown, President and CEO
You’d be surprised how much we have in common … and how many of your friends are touched by all the things we do when we’re not processing dental claims.

See what we’re doing, almost as soon as we do it. Follow Delta Dental’s philanthropic efforts on Facebook, Twitter, and YouTube.