

Monthly Competitive Update July 2023

MetLife Expands Partnership With DentalInsurance.com

MetLife Inc recently expanded its relationship with DentalInsurance.com to continue marketing its dental insurance plans. DentalInsurance.com is a leading online dental insurance provider offering comparable insurance policies to individuals.

MET, a leading commercial dental insurer, offers quality products with a variety of affordable choices to meet a person's oral health requirements. This move bodes well for MET as more of its products will be visible on the DentalInsurance.com website, boosting sales.

MET offers dental insurance in the United States through its group benefits segment. This partnership will boost the group benefits segment due to more market penetration. MetLife aims to provide its customers with exceptional service experience with DentalInsurance.com, which is known to provide impeccable customer service.

MET's potential customers will benefit from the ease of analyzing different plans and making a choice. MetLife offers 521,000 plus access points in its network and 30-40% lower negotiated fees than average, making its products attractive. DentalInsurance.com, on the other hand, would benefit from positive reviews given by repeat customers and improve its business.

DentalInsurance.com and MetLife would continue to work together to further enhance customer experience by developing customer-friendly dental plans in the future. DentalInsurance.com's platform and MET's experience should help both companies achieve their objectives in the dental insurance market.

<https://www.zacks.com/stock/news/2114897/metlife-met-expands-partnership-with-dentalinsurancecom>

Guardian Announces New Critical Illness Insurance Employee Benefit

NEW Critical Illness offering covers double the illnesses and conditions, provides new benefits for well-being such as mental health assessments and infertility treatments, and streamlines benefits access and flexibility

NEW YORK, June 15, 2023 /PRNewswire/ -- Today, the Guardian Life Insurance Company of America® (Guardian) announced an enhanced Critical Illness insurance product, giving employers more flexibility to help ensure overall well-being for employees and their loved ones through all stages of life. Employers are looking for unique ways to show employees how much they're valued and are increasingly turning to benefits that can help boost employee financial confidence and overall well-being. To address this need, Guardian is introducing coverages in high demand among employees, including optional family planning benefits that support employees during infertility treatments and through pregnancy and potential delivery complications. Guardian also doubled the number of covered diseases

and conditions and is the first to offer coverage for preventative measures taken due to having a BRCA1 or BRCA2 genetic mutation, which can increase the risk of certain cancers, including breast cancer. "We know the impact that major illnesses and medical conditions can have on the well-being of employees and their families, and this expanded offering helps ensure employees feel financially confident in good times and bad so they can focus on recovery and lifelong well-being," said Jonathan Mayhew, Head of Group Benefits at Guardian. "As new and expanded benefits continue to be in demand, this offering will help organizations protect the well-being of their employees and their families and help ensure they can easily access benefits in times of need."

<https://finance.yahoo.com/news/guardian-announces-critical-illness-insurance-123000048.html>

Cigna Healthcare Affirms its Approach to Expediting Physician Payments

BLOOMFIELD, Conn., July 27, 2023 /PRNewswire/ -- In response to recent media misrepresentations, Cigna Healthcare, the health benefits provider of The Cigna Group (NYSE: CI), today shared information about one of its processes used to expedite payments to health care clinicians for a small number of relatively low-cost procedures. Cigna believes that the inaccurate portrayal of the PxDx – or "procedure to diagnosis" – process may lead to confusion or misunderstanding about how it works and how it is used.

Here are the facts about this claims review process:

PxDx is a simple process that has successfully helped accelerate payments to physicians for common, relatively low-cost tests and treatments over the last several years. The post-treatment review process works through software (not artificial intelligence or an algorithm) that matches the codes submitted by the physician with diagnosis codes that are considered medically necessary for a procedure under Cigna's publicly posted clinical coverage policies.

Patients are not denied care through this review in any way – it occurs after the patient has received treatment and once their physician bills for the treatment.

Most individuals do not experience any additional costs if their claim is denied via PxDx. If a patient received care from an in-network provider, the provider should not bill them if payment on a specific service is not paid via PxDx.

This process is used for approximately 50 low-cost tests and procedures that are only covered for specific diagnoses – such as dermabrasion, chemical peels, or vitamin D screenings.

The vast majority of claims reviewed through this process are automatically paid. Claims that are denied for payment through this process represent less than 1% of Cigna Healthcare's total volume of claims. Similar versions of this process are used by the Centers for Medicare & Medicaid Services (CMS) and other health insurers.

https://finance.yahoo.com/news/cigna-healthcare-affirms-approach-expediting-110000443.html?guccounter=1&guce_referrer=aHR0cHM6Ly93d3cuZ29vZ2xlLmNvbS8&guce_referrer_sig=AQAAAFcCc77La3MvsPPmvtT4BW5pCU-Bv6F7vxkdkAGeDAPJYgBq1wKN-7nK0rzbm52geBffXE8hQ-eLpuqFSwEfbGtshnqpRW1BYetRXfWDSldfjE8JJVnAQEIEK2lm6ykGsC5KKYYz-WNEm0YcnSZS1lyPraUbMo9Dnlz8fqGJMeM

HIGHMARK AND UNITED CONCORDIA DENTAL TO PROVIDE FREE ONSITE DENTAL SERVICES IN UNDERSERVED PA COMMUNITIES

Three summer mobile dental tours will crisscross Pennsylvania caring for more than 1,000 children, young adults and senior Pennsylvanians

PITTSBURGH, PRNewswire/ -- Highmark Inc. and Highmark Wholecare are major sponsors of United Concordia Dental's mobile dental tours providing free onsite dental services — including exams, cleanings and fluoride treatments — to underserved communities throughout Pennsylvania this summer. These mobile dental tours are intended to address health access concerns for pediatric, young adult and senior Pennsylvanians.

"We are sponsoring these free dental clinics because we know that no matter what your age, dental health is important to overall health," said William Rayball, vice president of Government Quality, Highmark Inc. "We also know that vulnerable populations such as seniors and children face multiple barriers to getting dental care, so we are meeting them where they are and are providing services free of charge."

The mobile dental unit uses volunteer dentists and dental hygienists from United Concordia's network to provide an array of dental services, including oral cancer screenings. If additional care is needed in addition to onsite services, referrals will be provided. Dental services for each tour require pre-registration.

<https://www.prnewswire.com/news-releases/highmark-and-united-concordia-dental-to-provide-free-onsite-dental-services-in-underserved-pa-communities-301847196.html>

Mike Castro to Retire as CEO and become Chairman of the Board of Delta Dental of California; President Sarah Chavarria Named Successor

SAN FRANCISCO, July 31, 2023 /PRNewswire/ -- Delta Dental of California and affiliates today announced that Mike Castro will retire as its chief executive officer (CEO) Dec. 31, 2023 and become chairman of the board of Delta Dental of California effective Jan. 1, 2024. Sarah Chavarria, current president of Delta Dental of California, will succeed Mr. Castro to become president and CEO Jan. 1, 2024.

Delta Dental of California announced Mike Castro will retire as its CEO Dec. 31, 2023 to become Chairman of the Board.

Mr. Castro has led the company as CEO of Delta Dental since 2019. During his two decades with the company, he has held a variety of leadership roles, including serving as chief financial officer for 14 years. "It has been a privilege to lead our business," said Mike Castro, chief executive officer of Delta Dental of California. "Over the years, many people have asked how I want to define my legacy at Delta Dental. The simple answer has always been the same: to leave the company better than I found it, and in better hands. I'm proud to say we're a stronger company than we were five years ago, and we have a deep bench of exceptional leaders to help us continue to capitalize on our position of strength thanks to the team."

Sarah Chavarria was promoted to president in 2022 and has led the organization's Operations, Technology, People, Growth, Marketing and Communication divisions. She began her career at Delta Dental as chief people officer and later expanded her leadership to include oversight of the other teams.

"I want to thank Mike for his support, exceptional leadership and dedication to Delta Dental, which have laid the foundation for a successful future," said Sarah Chavarria, president of Delta Dental of California. "We will continue our partnership when he moves into his new role as chairman of the board. Together, we will ensure our customers, providers and employees remain at the forefront of our business and that we stay focused on our purpose to improve health by providing access to quality care for our more than 45 million members."

<https://www.prnewswire.com/news-releases/mike-castro-to-retire-as-ceo-and-become-chairman-of-the-board-of-delta-dental-of-california-president-sarah-chavarria-named-successor-301888928.html>