

BIG CHANGES FOR THE SALES AND MARKETING DEPARTMENT

Two Beloved Employees Retire

It is with great sadness that Healthplex said goodbye to Kathleen Harrington in June.

Kathleen was in the Sales Department at Healthplex since 1998. She played a major role in developing our commercial plans and getting them out to the street.



SUE MERKLE AND KATHLEEN HARRINGTON

Sue Merkle has worked at Healthplex holding diverse positions, from Executive Administrative Assistant to Sales Administrator in the Marketing Department. It is also with great sadness that Healthplex will say farewell to Sue after 22 years of service. She will be leaving in September. When she first started, Healthplex had 30 employees. The company now has over 300. Sue's knowledge of our product lines combined with her hard work has enabled Healthplex to maintain a strong presence in New York's dental insurance marketplace.

Sue's and Kathleen's hard work, commitment and dedication to Healthplex have resulted in our small business plans building and maintaining a significant share of the small business market in New York. We will miss them both dearly and wish them the very best in this next stage of their lives.

Two New Employees

We are thrilled to welcome Ana Rueda and Keith Creaven to the Sales & Marketing Department.

Ana is assuming the role of Sales & Marketing Assistant, and Keith is our new Sales Representative.

Both Ana and Keith have excellent resumes, and we expect that their contributions to our department will significantly help us accomplish our primary goal of communicating to the brokerage community and the group marketplace that Healthplex offers:

- The lowest rates
- The richest benefits
- The most robust panels
- And the best service.

It is that simple. You've tried all the rest, now come to the best!

DENTAL TRIVIA

In 1498, the first toothbrush with bristles was developed in China. The bristles were stiff coarse hairs taken from the back of a hog's neck, attached to the handles made of bone or bamboo. Later, hair from horses and badgers were used. However, these bristles were found to be abrasive and harsh. The first nylon bristled toothbrush with a plastic handle was invented 440 years later in 1938.

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CHEW ON THIS



SUMMERTIME AND YOUR DENTAL HEALTH

Barbeques, picnics, and family get-togethers can provide you with some great memories, but your “Summer” food choices can wreak havoc with your teeth!



Glazed ribs, grilled corn on the cob, and berry fruit salads are delicious! However, they are also notorious for getting caught between the teeth and slightly under the gum line. If they are not removed, it will become plaque! (Did you know that if you do not floss, you miss cleaning 35% of tooth surfaces?)

Consider these tips after consuming these kinds of foods:

Rinse with water right after eating.

Brush and floss regularly.

Use a water pick when you can.

By following these tips, your breath will be fresher, your food will taste better, your mouth will feel cleaner, and your dental work will last longer.

Icy cold soft drinks are also big summer favorites and a significant source of tooth decay, affecting people of all ages. Acids and sugar in soft drinks soften tooth enamel, which can result in cavities.

How many soft drinks are consumed by the average American family? It is estimated that 20% to 80% of children consume at least 1 soft drink a day. Over the term of your lifetime, soft drink consumption has a cumulative effect on tooth enamel.

Larger serving sizes make the problem even worse. From 6.5 ounces in the 1950s, the typical soft drink had grown to up to 20 ounces by the 1990s.*

Consider trying these tips to reduce your exposure to risks caused by consumption:

Substitute drinks. Water, milk, and 100% fruit juice have less sugar and acid.

Dilute your drinks. Use seltzer to dilute flavored sodas, and water with fruit juices. A healthier alternative that keeps you hydrated with lower calories and less risk to your teeth.

Rinse with water after a soft drink to stop the exposure of tooth enamel to acids.

Sugar-free gum that contains xylitol. Chew one stick after eating or drinking sugary foods.

Use fluoride toothpaste and mouth rinse for fewer cavities and stronger tooth enamel.

Rinse with a fluoride mouthwash. Your dentist can recommend an over-the-counter one.

Get professionally applied fluoride treatment available in a painless foam, gel or rinse.

Soft drinks are hard on your teeth. By reducing the amount you drink, practicing good oral hygiene, and seeking help from your dentist and hygienist, you can counteract their effect.

Follow these tips yourself and encourage your kids to do the same. You and your family will enjoy summer without compromising your dental health!

*LIQUID CANDY REPORT: HOW SOFT DRINKS ARE HARMING AMERICAN'S HEALTH by Michael Jacobson, Ph.D., Center for Science in the Public Interest, Washington, D.C.

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