

NEW “GENERAL AGENT” PARTNERSHIP

Healthplex is pleased to announce the signing of General Agent Professional Group Marketing.

Besides selling all of Healthplex and Dentcare’s lines of products, PGM is also introducing an exclusive dental plan.

The PGM Tri-Choice Dental Plan offers groups one dental plan with three different options including a dental benefit with no copayments on over 85% of utilized dental services!

Healthplex looks forward to a very successful relationship with PGM.

ZERO COPAY PLANS!

Healthplex is proud to administer the only insured dental plans in the state that carry zero copayments. In partnership with Dentcare, the underwriter of these plans, members can receive dental services at any of the over 1600 general dentists and specialists who participate in this exclusive panel. This brings patients’ out-of-pocket costs far lower than any competitor in the marketplace. These plans cover all dental services, even orthodontics (cosmetic dentistry is excluded).

With these plans, an average family will save over \$1,000 a year in dental costs. In these economic times who could imagine a better gift



to give to your employees? Please contact the Healthplex Sales and Marketing Department at 1-800-468-0466 for more information.

WHAT’S THE “BUZZ” AT THE DENTAL OFFICE?

Even the bravest among us can still feel nervous when hearing the noise of a drill in a dental office. But thanks to the latest advancements in technology, a visit to the dentist just became quieter!

Inspired by the efforts of a foreign car manufacturer that developed a system for removing road noise to allow a driver to hear emergency sirens, Professor Brian Millar at King’s College London Dental Institute developed a headset that blocks the high pitched sound of a dental drill. This headset will allow the patient to only hear the voices of the dentists and others in the room, thus creating a more relaxed environment.*

After a decade of designing, engineering and testing, it is projected that this dental headset will be available to the public soon. We’ll keep you posted!

*Canadian Broadcasting Corporation CBC News: <http://www.cbc.ca/health/story/2011/01/07/dentist-drill-noise-headphones.html>

DENTAL TRIVIA

Most tooth loss in people under 35 years of age is caused by athletic trauma, fights or accidents. The cause of most tooth loss in people over 35 is periodontal disease.

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CHEW ON THIS



floss. Floss. FLOSS.

You have heard it over and over again: “Floss every day. Twice a day is best.” But how many of us do this? Not most, it appears. 58% of Americans say they deserve a “C” or lower for their efforts to floss on a daily basis. About 20% give themselves an “F.”¹

Fact is, we cannot reach the spaces between our teeth or under our gum line with a toothbrush.

Brushing alone leaves food particles in those spaces which results in halitosis (bad breath) and can also lead to tooth decay (cavities), gingivitis (early stage gum disease) and periodontitis (late stage gum disease). Most researchers agree on the systemic effects of periodontitis, i.e. that periodontal pathogens can work their way into the blood stream and thereby affect distant sites in the body, potentially introducing serious health risks such as heart disease.²

Bottom line, we need to get much more serious about our oral health. The good news is that removing the plaque build-up that leads to periodontal disease can be achieved with daily flossing. It’s part of the “preventive incentive,” a mantra at Healthplex.

Once you commit to flossing every day, follow these steps recommended by the Mayo Clinic to make sure you are flossing effectively:³

- **Use generous amount of floss.** Break off about 18" of floss. Wind most of the floss around the middle finger on one hand and the rest around the middle finger on the other hand, leaving about 1 inch to floss your first tooth.

- **Floss one tooth at a time.** Use thumbs and forefingers to gently pull the floss from the gumline to the top of the tooth to scrape off plaque. Rub the floss against all sides of the tooth. Unwind to fresh floss as you progress to the next tooth.

- **Stick with it.** Like everything else, flossing comfortably takes time. If you have trouble getting floss through your teeth, try a waxed variety. If you find it difficult to manipulate the floss with your fingers, use a floss holder.



And if all of this has not convinced you to improve your flossing regimen, this fact may. Three in five Americans prefer clean teeth and fresh breath to traditional romantic overtures like candles, romantic music and flowers. So before your next night out with that special someone, instead of spending money on chocolate or champagne, be sure to book an appointment for a professional cleaning (and remember to floss) — with a Healthplex plan, that won’t cost you a penny!

¹ Dentistry blog, Shawn Watson, Nov. 15, 2010

² A SURVEY OF FLOSS FREQUENCY, HABIT AND TECHNIQUE, Stuart L. Segelnick, D.D.S., M.S., NYSDJ May/June 2004

³ Mayo Clinic. ORAL HEALTH: BRUSH UP ON DENTAL CARE BASICS

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