

## DENTAL

# Recruiting the right dentists for your employees

Our Dental Network Optimization Program<sup>1</sup> is a personalized, targeted recruiting effort with a strong emphasis on the dentists your employees already visit. Through this program, your assigned Dental Network Manager will focus specifically on recruiting these dentists so your employees can continue receiving care from the same provider.

We realize that no matter how large our current network is nationally, it doesn't help your employees if their dentists are not in our network. By participating in this program, you and your employees will know that we are recruiting the dentists in your area that matter the most.

**Your group is important to us – we want to make sure our network includes the dentists that your employees are currently seeing.**

Over 25 Dental Network Recruiters throughout the nation



**130K**

130,000+ unique dentists making us one of the top PPO networks nationally<sup>2</sup>



**To get started with our Network Optimization Analysis, you will need to complete three easy steps:**

- 1** Provide your consent for us to use the name of your group when contacting dentists on behalf of your company, for participation in our PPO network. See the Client Consent on page 2 for details.
- 2** Provide an Excel spreadsheet with the current dentists your employees utilize. Your prior dental carrier can provide you with a claims report that we could use for this information. (Must include: Facility Name, Provider Name, Street Address, Phone Number, Specialty, Provider/Facility Tax Identification Number and Paid Claim Amount.) Upon request, we will share a sample claims report.
- 3** Provide our referral form to all of your employees. They can give this to their dentists to make them aware that you have added a plan with the Sun Life Dental Network®.

**Once we have received all of the items listed above, the recruiting will begin.**

### What will we do?

- We will complete a disruption analysis based on the Excel spreadsheet you provide. This will let us know which dentists your employees utilize that are currently not part of our PPO network.
- We will contact the dentists your employees use that are not currently in our network and ask them to become an in-network provider.<sup>4</sup>
- We will provide you monthly updates on recruitment activity. This will include all dentists contacted and indicate those successfully contracted, as well as the status of those still in progress.

Our targeted efforts will continue for 90 days or until we have attempted to recruit all of the dentists on your list. Despite our recruiting efforts, some dentists may choose not to join the network or may not meet our credentialing standards for participation.

By your signature below, you, the Policyholder/Participating Employer, agree to follow the steps set forth above.

### Client Consent

By participating in this program, you consent to our using your name, location, number of employees, and business relationship with us in printed, spoken and electronic communications (Communications) to recruit and retain dentists in our PPO network.

- All Communications, whether or not they contain information about you, are and will remain our sole property. We will have the right to copyright or otherwise legally protect Communications and the means by which they are stored. You will not receive and are not entitled to any current or future compensation related to Communications or their use.
- This authorization and consent will remain in effect until your employees are no longer entitled to access our PPO network (unless earlier revoked), and for such additional period as may be reasonably necessary to remove your name from Communications. You may revoke this authorization and consent by providing at least 30 days' advance written notice to us at the following address: Sun Life, Attn: Supervisor, Network Development, 2323 Grand Boulevard, Kansas City, MO 64108.

Policyholder/Participating Employer Signature and Title:

Date:

1. To be eligible for this program, your group must have at least 100 lives, provide the information listed and be approved by us.

2. Zelis Network Analytics data as of January 2022 and based on unique dentist count. Sun Life's dental networks include its affiliate, Dental Health Alliance, L.L.C.® (DHA), and dentists under access arrangements with other dental networks. Nationwide counts are state level totals.

4. Only dentists that meet our credentialing requirements will be asked to join the network.

Group insurance policies are underwritten by Sun Life Assurance Company of Canada (Wellesley Hills, MA) in all states, except New York. In New York, group insurance policies are underwritten by Sun Life and Health Insurance Company (U.S.) (Lansing, MI).

Products contain limitations, exclusions, reductions and restrictions. Issued contracts determine all plan features and benefits. Product offerings may not be available in all states and may vary depending on state laws and regulations.

© 2022 Sun Life Assurance Company of Canada, Wellesley Hills, MA 02481. All rights reserved. The Sun Life name and logo are registered trademarks of Sun Life Assurance Company of Canada. Visit us at [www.sunlife.com/us](http://www.sunlife.com/us).