



help for thousands of kids ... a decade of Dental Days

In our December issue, we described how the University of Nebraska Medical Center College of Dentistry helps children in need with its free dental sealant program.

February 4 marked the 10th anniversary of another great UNMC College of Dentistry program: Children's Dental Day. At this event, the College provides dental care to underserved children in Nebraska, while first-year dental students keep the kids entertained with games and activities that teach them about oral hygiene.

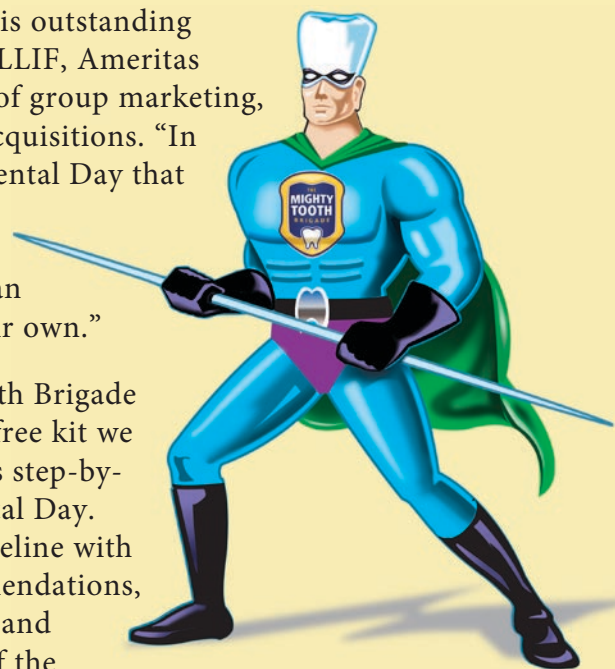
Since 2001, the program has provided more than 4,000 children with \$2 million in care, including dental screenings, cleanings, fluoride treatments, sealants, cavity fillings, education and emergency care.

Ameritas Group has been the primary financial supporter of the Children's Dental Day program since it began.

"As a leader in the dental insurance business, Ameritas Group knows the importance of providing oral care for children. We're grateful to have them as our partner and celebrate this milestone with them," said Dr. John Reinhardt, dean of the UNMC College of Dentistry.

"We are proud to be part of this outstanding program," said Karen Gustin, LLIF, Ameritas Group's senior vice president of group marketing, national accounts and block acquisitions. "In fact, we were so inspired by Dental Day that we created The Mighty Tooth Brigade®, a cast of characters to help other organizations plan a children's Dental Day of their own."

Ameritas Group's Mighty Tooth Brigade characters are featured in the free kit we put together to lead volunteers step-by-step through a successful Dental Day. The kit includes a detailed timeline with preparation ideas and recommendations, communication opportunities and examples, advice for the day of the event, sample forms and more. We've used it to present the program model to numerous dental schools across the country, sharing our experiences to help them succeed in hosting similar events. Our goal: bring smiles to the faces of children and families across the country.



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Our customer service claims contact center associates have earned BenchmarkPortal's Center of Excellence certification for 2010 – our fourth year in a row!

Developed by Purdue University's Center for Customer-Driven Quality, BenchmarkPortal is the largest call center benchmarking database program in the world. The Center's Director of Benchmarking Dr. Jon Anton said, "We benchmark the performance of thousands of customer service call centers across America, so we can say with complete confidence that the Ameritas Group call center is operating in the top 10 percent of all call centers in its industry."

To achieve annual certification as a Center of Excellence, our call center associates participate in BenchmarkPortal's rigorous certification process. It's based on established scientific methods that measure operational metrics, customer satisfaction and agent satisfaction. Our associates also must meet Ameritas Group's own set of stringent service standards by participating in ongoing training and continuing education.

Providing exceptional customer service has always been a core competency and differentiator for Ameritas Group. Treating people right – it sounds so simple, but have you noticed it's getting harder to find? We believe that being able to count on us for great service is one big reason our customers keep coming back.

news you can use

Submitted article content or links are posted on our websites (under the "our latest" tab, click the "our articles" quick link):

Joe Deyo, state manager, Nashville Group Office, authored "**Dental insurance – Is it all the same?**," an article published in the December print and online editions of *Health Insurance Underwriter* magazine.

Karen Gustin wrote "**Finding solutions in the midst of change: Trends for 2011**," an article about voluntary benefit trends that was published in the January issue of *Health Insurance Underwriter*. She also authored "**Parents value eye care benefits for their families**," published in the January issue of *California Broker* magazine.



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