



Assurant Employee Benefits Introduces Dental Network Optimization Program

Feet on the Street Target Dentists Who Matter Most to Employees

Kansas City, Mo., Dec. 14, 2011 – No matter how large a dental network may be, it's not valuable to employees if their dentists aren't in it. With its new Dental Network Optimization Program, Assurant Employee Benefits can customize and target its efforts to help recruit the dentists who matter most to employees – those they already visit.

Available for employer groups with a minimum of 100 lives, the Dental Network Optimization Program puts its local recruiting team, or feet on the street, to work on enlisting the dentists that employees designate as their current provider of choice.

"With more than 74,000 unique dentists in more than 135,000 referable locations, our dental network is one of the largest networks in the country," said Paul Walker, product consultant with Assurant Employee Benefits. "The Dental Network Optimization Program will help make it even stronger and more valuable by making sure it includes the right dentists for our employer groups and their employees."

Through the program, each participating employer is assigned a dental network manager, who will work closely with them through the recruitment process. The manager will complete a disruption analysis based upon the employees' current dentists to determine those who currently are not part of the DHA® network. The recruiting team then will contact those non-network dentists and ask them to become an in-network provider. The team will provide monthly updates on recruitment activities, and its targeted efforts will continue for 90 days or until they have attempted to recruit all of the desired dentists.

To learn more about Assurant Employee Benefits' Dental Network Optimization Program, visit www.assurantemployeebenefits.com or contact your Assurant sales representative or employee benefits broker.

About Assurant Employee Benefits

Assurant Employee Benefits specializes in quality employee benefits and services, including long-term and short-term disability, life and accidental death and dismemberment insurance, dental coverage, and disability reinsurance management services. Assurant Employee Benefits is the brand name for insurance products underwritten by Union Security Insurance Company and for prepaid dental products provided by affiliated prepaid dental companies. In New York, insurance products are underwritten and prepaid products are provided by Union Security Life Insurance Company of New York, which is licensed in New York and has its principal place of business in Syracuse, New York. Plans contain limitations, exclusions, restrictions and reductions.

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