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## ***NEWS RELEASE***

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### **Rocky Mountain Health Plans Teams with Beta Health Association to offer Alpha Dental Product to Groups and Individuals Statewide**

(GRAND JUNCTION, Colo.) – Approximately 42 percent of Colorado adults lack dental insurance or coverage, and studies indicate that poor oral health can lead to long term health problems, higher health care costs and lost productivity. That's why Rocky Mountain Health Plans and Beta Health Association are teaming up to offer Beta Health's Alpha Dental product (a discounted fee-for-service dental plan) to Rocky Mountain members statewide.

According to the Colorado Department of Public Health and Environment and other sources:

- Approximately 42 percent of Colorado adults do not have dental insurance or coverage.
- Only 68 percent of adults visit the dentist every year.
- In spite of the fact that most oral disease is preventable, each year in Colorado, 7.8 million hours of school hours are lost to oral pain.
- Approximately 26 percent of third grade children have untreated tooth decay.
- Approximately 79 percent of adult diabetics have lost teeth due to decay or gum disease.
- There is a strong relationship between the poor oral health of expectant mothers and pre-term low birth rate babies.

(more)

Rocky Mountain members can now get the Alpha Dental product through an employer-sponsored program or on an individual basis. Members can select from more than 460 Colorado contracted dentists and dental specialists. There is no waiting period and no annual limit to the amount of services a member can use, including orthodontics for both children and adults.

“At Rocky Mountain Health Plans, we take pride in our 30-year history of putting people first,” said John Hopkins, President and CEO, RMHP. “That’s why we work hard to meet market demands by developing partnerships, like the one we’ve created with Beta Health. We are committed to offering our members more choices and new health care options.”

“Across Colorado, approximately 63 percent of all employers do not offer a dental plan due to the cost of not only the medical plan, but also the high monthly premiums of dental plans” said Rod Henningsen, President and CEO, BHA. “That is where our *Alpha Dental* product fills a need. It offers an enormous amount of benefits and pricing flexibility. Preferred pricing for members of Rocky Mountain Health Plans is also a huge plus.”

### **About Rocky Mountain Health Plans**

Rocky Mountain Health Plans (RMHP) is a Colorado not-for-profit founded in 1974 that provides medical benefits and services to more than 189,600 enrollees, including PPO, HMO, shared-funding, and partially self-funded medical plans. It also provides health plans for Medicare and Medicaid-eligible persons and children who receive care under Colorado’s Child Health Plan Plus program.

For more information, contact Rocky Mountain Health Plans at 800-843-0719 or visit [www.rmhp.org](http://www.rmhp.org).

### **About Beta Health Association**

Beta Health Association, Inc. is a Denver based company that has specialized in both voluntary group (employee paid) and contributory group (employer paid) dental products dental plans since 1990. It is one of the few organizations in Colorado that offers an individual dental plan as well.

