Delta Dental of Colorado
Community Benefit
Annual Report

2012
Letter from Delta Dental of Colorado

As a non-profit, we are different than most insurance companies. Instead of focusing only on our bottom line, we also concentrate on doing good within our community. We demonstrate this commitment by giving 55% of our net gain to programs that benefit the community each year. Our current programs focus on children’s oral health through increased access to dental services and oral health education.

Chopper Toppers, a sealant program, and CHP+, dental coverage for income-qualified children, are expanding access to dental services for children in need. We know that the habits you adopt as a child can last a lifetime. To foster good oral health habits in future generations, we created Healthy Smiles for Colorado Kids, a kit with an oral health lesson video and lesson plan for K-2 teachers.

Delta Dental of Colorado Fund, a program that provides two years of free dental insurance to income-qualified individuals, completed its first year in 2012. This program provided free to dental care to people of all ages who otherwise would have gone without. People like a little 6 year old girl who was facing the prospect starting kindergarten with just 7 teeth. Thanks to the DDCO Fund, she received high-quality treatment and began school with 13 of her 20 teeth. More importantly, she no longer cries every night because of pain from dental disease. Her story and the many others we’ve heard are an important reminder of how the DDCO Fund is helping Coloradans in need. With the special efforts of caring DDCO board members, the DDCO Fund brought relief and healthier smiles to over 6,000 people in Colorado.

It is my distinct privilege to be the CEO of an organization that puts its mission of improving oral health first.

Kate Paul
CEO and President
Delta Dental of Colorado

Board Commitment to Community Benefit

The Delta Dental of Colorado Board of Directors has made a commitment to improve the oral health of the people of Colorado by giving 55% of net gain to projects and events that benefit our communities. This kind of giving is extraordinary and un-paralleled in the industry.

Specifically, thanks to the Delta Dental of Colorado Fund,

- more than 6,000 Coloradans have received dental benefits
- children who are enrolled in CHP+ and need more help can get it, providing greater access to the dental care they need
- local Colorado dentists have received $1.5 million through claims, many of whom are struggling in the current economy
- low-income DDCO-insured members can get help for their treatment needs through co-pay assistance
Dental disease is a big problem – over 8 million school hours are lost in Colorado each year due to dental pain. Delta Dental of Colorado has created a free, bi-lingual, oral health lesson video to help teach children about the importance of oral health and how to take care of their teeth.

Over 1,400 kits were distributed in 2012 to classrooms across Colorado. An estimated 42,000 students in grades K-2 have had oral health as part of their curriculum. Teachers can download the materials directly off our website, or they can request that a kit be sent to their school.

* Direct quotes from Coloradans applying for assistance through the DDCO Fund.
Supporting Colorado’s Communities

Acting upon our mission to “improve the oral health of the communities we serve,” we have given over $600,000 directly to our community. The following are a few of the activities we supported in 2012:

No Kidding! Campaign – $245,000
These funds went towards public service announcements and ads. The successful No Kidding! campaign theme was used to demonstrate the link between oral health and overall health. Messaging also includes the importance of childhood cavity prevention and early dental visits.

Mile High United Way – $70,000
Delta Dental of Colorado is a part of the Chairman’s Circle and a Champion of Hope Emeritus company. This means we’ve won the Champion of Hope award three years in a row and honors our commitment to the community. Our CEO, Kate Paul sits on the Mile High United Way Board of Directors and is a Tocqueville Ambassador.

Colorado Mission of Mercy (COMOM) – $30,000
COMOM is a large-scale dental clinic held annually in different Colorado communities. Delta Dental of Colorado was a major sponsor of the September clinic held in Pueblo. Over the course of the two-day clinic, more than 1,600 people received dental services including cleanings, fillings, root canals, and extractions.

American Red Cross – $20,000
Colorado experienced an extremely dry winter in 2012, resulting in a number of devastating wildfires. Beyond a monetary donation, Delta Dental of Colorado also provided goody bags containing toothbrushes, toothpaste and floss. These were distributed to evacuees, as well as put into emergency readiness kits for residents in affected areas.

Giving Back as an Active Member of Our Community

As a non-profit, we’re different than most insurance companies. Instead of worrying about our bottom line, we focus on doing good within our community. In 2012, we sponsored more than 25 tables, walks, runs and galas. Our employees donate their time to make these events possible, working with the Tooth Fairy to give out more than 27,000 goody bags filled with toothbrushes, toothpaste and floss last year.

2012 Community Events
Concerts for Kids Denver Day of Rock
American Heart Association Heart Walk
DaVita Kidney Rock 5K
LiveWell Colorado Viva Streets
Rocky Mountain PBS FunFest
JDRF Walk to Cure Diabetes
Boys and Girls Club Scream Scram 5K
Children’s Museum of Denver Trick or Treat Street
Ice Palace at the Cherry Creek Mall