



NEWS RELEASE

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Blue Cross and Blue Shield of Minnesota to offer Dental Plans with United Concordia Dental

Blue Cross Dental will be available starting in 2016

EAGAN, Minnesota and HARRISBURG, Pennsylvania (September 15, 2015) — Blue Cross and Blue Shield of Minnesota (Blue Cross) today announced plans to offer dental products in 2016, the result of a new agreement with Pennsylvania-based United Concordia Dental.

The new dental portfolio, to be called Blue Cross Dental, will consist of a variety of comprehensive and low-cost preferred provider organization (PPO) products for purchase by individuals and businesses. It will offer a range of prices, cost-sharing and benefits, and provide access to United Concordia's Advantage *Plus* 2.0 network. As one of the nation's largest dental provider networks, Advantage *Plus* 2.0 offers deep discounts on services throughout the country. United Concordia will also administer and provide claims administration for the product portfolio in Minnesota.

"We believe that people want an option for more coordinated dental and medical coverage," said David Corkum, senior vice president of commercial markets, Blue Cross and Blue Shield of Minnesota. "Aligning the expertise of Blue Cross and United Concordia makes a lot of sense. Not only will these new products provide an enhanced patient experience, but I believe they can help increase awareness of the important link between oral health and total health."

"United Concordia is excited to bring our more than 40 years of experience in dental benefits to Minnesotans," said F.G. "Chip" Merkel, president and chief executive officer, United Concordia

Dental. “Our relationship with Blue Cross allows us to expand into the Midwest, offering us new opportunities for growth and demonstrating our commitment to wellness. We are well-positioned to help Blue Cross make a healthy difference in people’s lives – a mission that aligns with our own.”

Product benefits and prices are subject to regulatory review and approval by the Minnesota Department of Commerce. Details will be available later this fall for 2016 coverage options.

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About Blue Cross and Blue Shield of Minnesota

Blue Cross and Blue Shield of Minnesota, (Blue Cross) with headquarters in the St. Paul suburb of Eagan, was chartered in 1933 as Minnesota’s first health plan and continues to carry out its charter mission today: to promote a wider, more economical and timely availability of health services for the people of Minnesota. A nonprofit, taxable organization, Blue Cross is the largest health plan based in Minnesota, covering 2.6 million members in Minnesota and nationally through its health plans or plans administered by its affiliated companies. Blue Cross and Blue Shield of Minnesota is an independent licensee of the Blue Cross and Blue Shield Association, headquartered in Chicago. Go to bluecrossmn.com to learn more about Blue Cross and Blue Shield of Minnesota.

About United Concordia Dental

United Concordia Dental is an innovative dental wellness company working to deliver high-quality, cost-effective care. Headquartered in Harrisburg, Pa., the company has more than 7.5 million members, one of the nation’s largest dentist networks, an AM Best A- (Excellent) rating and is licensed in all 50 states, D.C. and Puerto Rico. United Concordia has a companywide dedication and commitment to superior customer service, which is evident in the design, implementation, administration and servicing of research-backed wellness programs. For more information about United Concordia products, visit www.UnitedConcordia.com.