



Delta Dental of Virginia  
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## Humorous Ads Highlight Impacts of Bundling Insurance Coverage

*Delta Dental of Virginia campaign shows benefits of working with dental experts.*

Roanoke, VA—(August 25, 2014)— Bundling medical and dental coverage with one insurance carrier may not be all that it's cracked up to be. That's the bottom line for a humorous new ad campaign launched by Delta Dental of Virginia (DDVA).

The video vignettes: [prostate exam](#) and [not even close](#) are designed to create awareness among businesses, individuals/families and insurance brokers about the hidden consequences of bundling medical and dental insurance. The videos direct viewers to a website [thatstherooth.com](http://thatstherooth.com) so they can make informed decisions when purchasing coverage.

One potential pitfall of bundling dental insurance with a medical carrier is having access to a smaller network of dentists which may mean that the insured has to leave their trusted dentist for an in-network dentist or else pay more out-of-pocket. In other circumstances, people must meet an insurance company's much higher medical deductible before dental benefits are covered. This can result in delays in addressing oral health issues or paying out-of-pocket for dental care because the medical deductible has not been met.

"There is much more to a dental plan than a cheap or discounted rate. Expertise, dentist network, customer service, and a commitment to oral health should all be part of the evaluation when choosing a dental benefits provider," said Chris Pyle, vice president of marketing and government relations, Delta Dental of Virginia. "While bundling might seem attractive on the surface, it can have real financial and oral health implications."

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