

Delta Dental of Virginia Announces New President & CEO, Frank Lucia

ROANOKE, Va.—(October 10, 2017)—Delta Dental of Virginia announced today that Frank Lucia will serve as the dental insurer’s new president and chief executive officer, effective November 13, 2017. Lucia succeeds George A. Levicki, who is retiring after 36 years of distinguished service.

Lucia was president and chief executive officer of Dean Health Plan in Madison, Wisconsin.

“We are excited to have Frank Lucia as our next president and CEO,” said Lyn Brooks, chairman of Delta Dental of Virginia board of directors. “His leadership experience, health and dental plan expertise and business acumen make him a good fit to lead Delta Dental of Virginia into the future.”

Levicki, who announced his impending retirement in March 2017, will work with Lucia to ensure a smooth transition and will be available as an advisor to the Company.

“The entire board thanks George for his leadership of Delta Dental of Virginia for more than three decades,” Brooks said. “He has transformed a fledgling dental insurance company that started in his predecessor’s garage and created a dynamic, multi-faceted organization that is well poised for the future. We have grown from 58,000 subscribers in 1991 to over a million today.”

Lucia is an experienced health and dental insurance and business leader. Prior to serving in a variety of leadership roles at Dean Health Plan, he gained a broad range of relevant experience working for Price Waterhouse, WR Grace, Inc. and CIGNA Corporation, including Cigna Dental. Lucia earned his bachelor’s degree in Accounting from Binghamton University and his master’s degree of business administration from the University of Miami.

“I’m thrilled to begin my new role at Delta Dental of Virginia,” said Lucia. “The company is innovative, nimble and has a talented and motivated team. I’m looking forward to building upon what George and his team have accomplished.”

About Delta Dental of Virginia

Delta Dental of Virginia is a member company of the Delta Dental Plans Association, the nation’s largest, most experienced dental benefits carrier providing dental coverage to more than 75 million people in more than 139,000 groups across the nation. For additional information about Delta Dental of Virginia, visit www.deltadentalva.com.