



# :DentalPlans.com

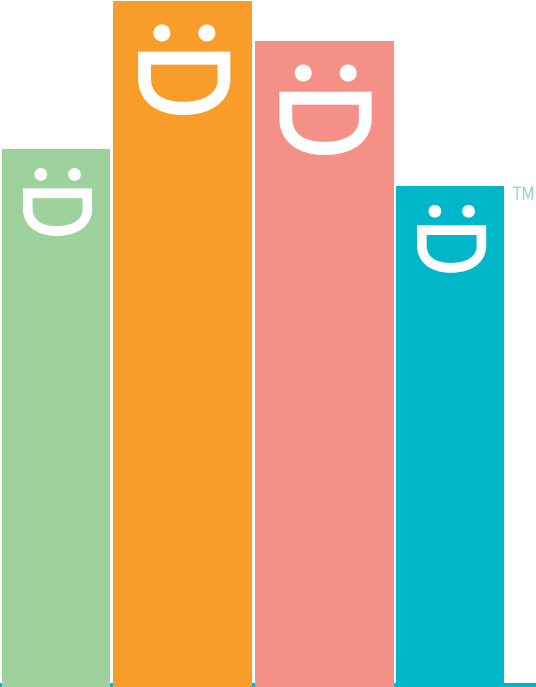
Join. Save. Smile.

## Media Kit



# Table of Contents

- About DentalPlans.com 3
- Company Timeline 4
- Meet the Team
  - Jenn Stoll - CCO 5
  - Marge Keen - VP Network Relations 5
  - Tara Rivera - VP Finance 6
  
- DentalPlans.com’s Customer Profile 7
- What is a Dental Savings Plan? 8
- Dental Savings Plans vs Insurance 9
- Why Don’t People Have Dental Insurance 10
- Average Cost of Dental Procedures 11
- Saving America, One Smile at a Time 12
- In The News 13
- Resources 14



## About DentalPlans.com

DentalPlans.com, founded in 1999, is a leading dental and health savings marketplace in the U.S., helping more than a million people to affordably access quality healthcare services. Our mission is to empower consumers with the tools, information, and services that they need to live happier, healthier lives.

We provide comprehensive resource centers aimed at helping people to maintain/regain optimal health, and successfully navigate the maze of healthcare payment options (including Obamacare and Medicaid.)

Our independent research – the :DP SmileMeter™ and :DP SmileIndex™ – delivers a unique look into the consumer healthcare market. We offer user-friendly access to a wide selection of traditional dental insurance and 30+ dental savings plans, along with innovative healthcare offerings including telemedicine, medical advocacy, and online counseling services. Our online plan comparison and savings calculator tools help consumers to make smart choices about essential healthcare services, and our :DP AtYourService® customer support team leaves no question unanswered. For more information, visit us at DentalPlans.com and find us on Facebook, Twitter, Pinterest and YouTube.

## Quick Stats

- **Established in 1999**
- **More than 1 million members served**
- **Over 100,000 participating dentists nationwide**
- **30+ plans to choose from**
- **Save 10-60% at the dentist**



## Company Timeline

- 2020
  - Named one of the Healthiest Employers in South Florida by South Florida Business Journal for the second consecutive year
- 2019
  - Named one of the Healthiest Employers in South Florida by South Florida Business Journal
- 2018
  - Named one of the Best Places to Work by the South Florida Business Journal
- 2017
  - Acquired by Internet Brands, Inc., becoming part of the company's healthcare vertical
- 2015
  - Suze Orman becomes a brand educator for DentalPlans.com
  - Expanded product offering to include dental insurance
- 2014
  - Revealed re-brand relaunch
- 2013
  - Named one of the Fastest Growing Companies in America by Inc. Magazine for the third consecutive year
- 2012
  - Acquired by Riverside Company as one of 60+ healthcare investments
  - Named one of the Fastest Growing Companies in America by Inc. Magazine for the second consecutive year
- 2011
  - DentalPlans.com hosts First Annual Dental Plan Summit
  - Named one of the Fastest Growing Companies in America by Inc. magazine
  - Named one of Florida's Best Companies to Work For by Florida Trend Magazine
  - Exceeded \$25 Million in sales
- 2009
  - DentalPlans.com partners with Cigna
- 2007
  - DentalPlans.com partners with Careington
- 2006
  - DentalPlans.com partners with Aetna®
- 2002
  - Exceeded \$1 Million in sales
- 1999
  - DentalPlans.com Inc. was Founded



## Jenn Stoll - CCO

Jenn Stoll joined DentalPlans.com in 2003 and now serves as the company's Chief Commercial Officer. As a key member of the company's executive leadership team, Stoll is dedicated to ensuring a worldclass product offering and partner marketing platform that will enable consumers to enjoy a compelling shopping experience with DentalPlans.com. She leads company efforts with carrier partners, broker-affiliates, group businesses and the dentist marketing channel.

Stoll served as a marketing consultant to DentalPlans.com for two years, as Vice President of Marketing for five years, and President for 3 years. She brings 15 years of digital marketing experience to the company. Stoll previously was Director of Marketing at Naviant/eDirect/Sweepsclub.com and a Product Buyer/Destination Manager with Certified Vacations. She is a member of the National Association of Dental Plans (NADP), a Board Member of Consumer Health Alliance (CHA), and has been a Chief Executive Member of Vistage Florida since 2009.

Stoll holds a Bachelor of Science degree from Syracuse University. She was also named to South Florida Business Journal's 40 under 40 in 2012.



## Marge Keen - VP of Network Development

Marge Keen brings more than 15 years of experience to the dental industry, specializing in dental savings plans. Since joining DentalPlans.com in 2002, a leading online dental and health savings online marketplace in the U.S., Keen has contributed to the company's success, providing innovative solutions for expedient growth. As the company's current Vice President of Network Development, she is integral in creating, maintaining, and growing network relationships, products, and overall revenue.

Keen also served as the company's Senior Director of Network Development as well as the Vice President of Sales. As the Vice President of Sales, she managed all operational functions for the company's call center. In that capacity, she developed and implemented sales strategies to increase revenue and oversaw more than 50 staff members.

Keen holds a Bachelor's in Education from Florida Atlantic University.



## Tara Rivera - VP of Finance

As the Vice President of Finance, Tara Rivera serves as a key member of DentalPlans.com's executive leadership team. In this role, Rivera is responsible for providing accurate and timely financial reporting, treasury management, corporate tax functions as well as financial analysis and reporting to drive company growth and performance.

Rivera, a seasoned professional, brings more than 15 years of finance and accounting experience to her current role. And, before being promoted to Vice President in 2016, Rivera served as DentalPlans.com's Controller since joining the company in 2013. Prior to DentalPlans.com, Rivera held various positions including Senior Director of Accounting and Finance with Alorica; Senior Assistant with Deloitte & Touche LLP; and Senior Financial Analyst with Seacor Holdings Inc.

Rivera holds a Bachelor of Science in Business Administration from the University of Florida, graduating with Honors, and she also attended Florida Atlantic University with a concentration in accounting. Rivera is a Certified Public Accountant in the State of Florida.



## DentalPlans.com's Customer Profile

DentalPlans.com, founded in 1999, is a leading dental and health savings marketplace in the U.S., helping more than a million people to affordably access quality healthcare services. Our mission is to empower consumers with the tools, information, and services that they need to live happier, healthier lives.

We provide comprehensive resource centers aimed at helping people to maintain/regain optimal health, and successfully navigate the maze of healthcare payment options (including Obamacare and Medicaid.)

### Gender

Male	44%
Female	56%

### Age

18 - 24	1%
25 - 34	5%
35 - 44	6%
45 - 54	11%
55 - 64	24%
> 65	52%

### Race

White	92%
Black	2%
Hispanic	2%
Other	4%

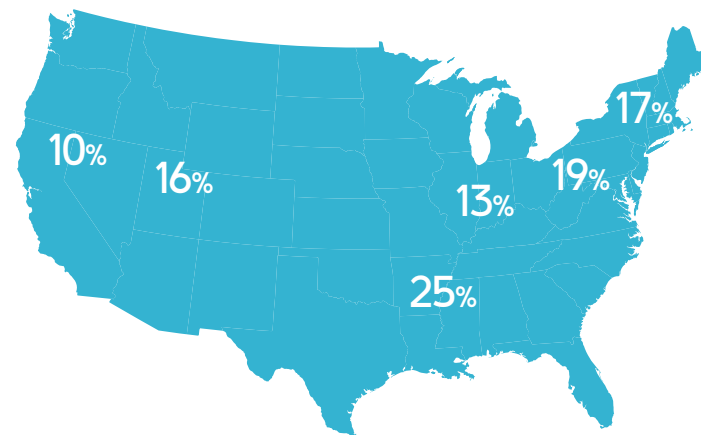
### Relationship Status

Single	35%
Married/Partnered	65%

### Household Income

> \$25k	15%
\$25k - \$49k	31%
\$50k - \$74k	25%
\$75k - \$99k	14%
> \$100k	14%

### Where do they live?



## What is a Dental Savings Plan?

**Dental savings plans** offer an affordable alternative to traditional insurance. Members pay a single, annual fee and gain access to a network of dentists who have agreed to offer reduced fees to plan members. Since the rates are pre-determined, members always know what the cost of any treatment will be. Typical savings are 10-60% off the dentist's customary fees.

## How Does it Work?



### 1. Pick the Perfect Plan

Consumers can use the online marketplace at [dentalplans.com](http://dentalplans.com) to search for a plan that best meets their dental needs or they can contact a member of our :DP AtYourService® Team by phone.



### 2. Gain Access to our Dentist Network

Dentist within the plan networks have agreed to provide deep discounts (10-60%) on most dental procedures and members may visit any of the dentists on their plan.



### 3. Smile & Save

Plans are activated within 72 hours from time of purchase and can be used immediately upon activation, even for more extensive procedures. There is no waiting period or annual spending limit, so members can visit the dentist as often as they like. Some plans offer additional savings on prescriptions, vision, and hearing care as well.





## Dental Savings Plans vs Insurance

Unlike insurance, with **Dental Savings Plans** there are no reimbursement claims to file, no annual caps, nor is there a waiting period for the more expensive services. You can even save on cosmetic (whitening and implants) and orthodontic (braces) procedures that may not typically be covered by dental insurance, depending on the plan you choose.

**Dental insurance** pays a portion of the costs associated with dental services. Purchasers of dental insurance pay a monthly rate, called a premium, for their coverage.

Many insurance plans have a yearly benefit cap, typically \$1,000 to \$1,500 per year. As soon as the insurer has paid that amount, you pay for any additional care and procedures that you may need.

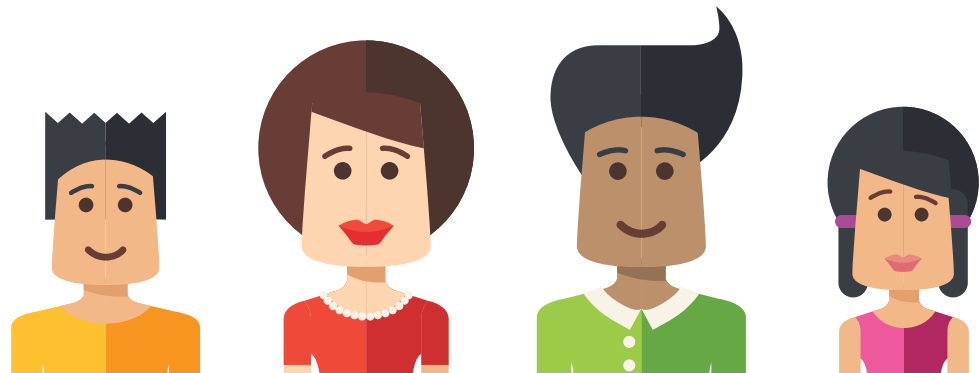
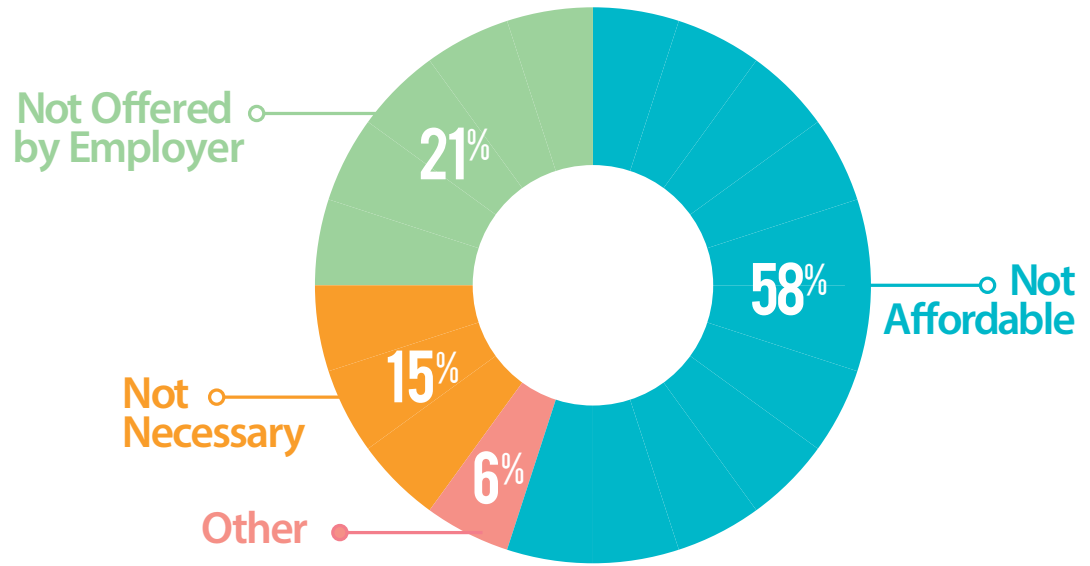
**INSURANCE CAPS AT**  
**\$1,000 OR \$1,500**  
in annual benefits per person covered.

Both dental savings plans and dental insurance can help you to save money and stay healthy.

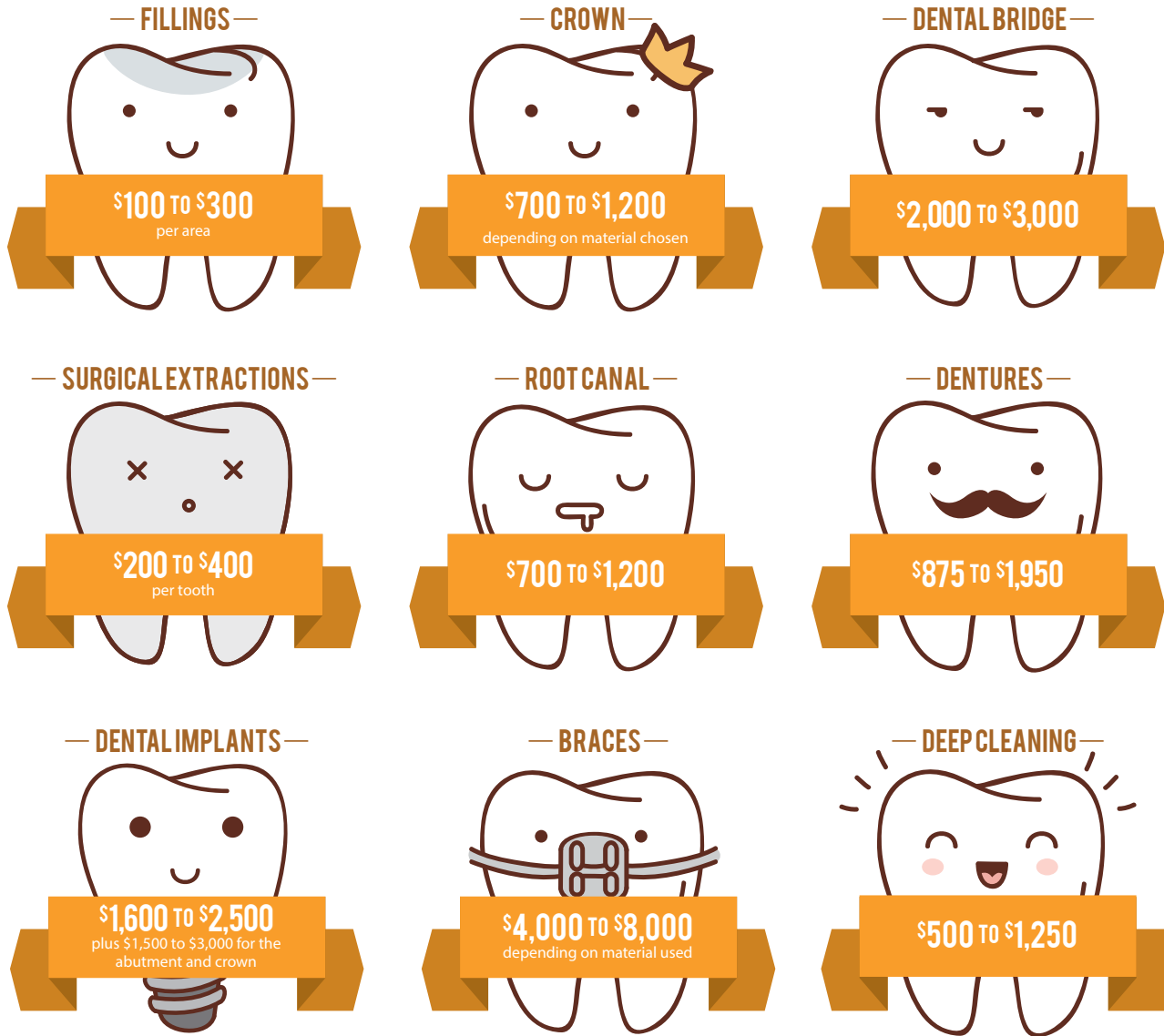
Advantages	Dental Savings Plans	Dental Insurance
Quick Plan Activation	<b>YES</b>	<b>NO</b>
No Health Restrictions	<b>YES</b>	<b>NO</b>
No Annual Limits	<b>YES</b>	<b>NO</b>
No Paperwork Hassles	<b>YES</b>	<b>NO</b>
No Waiting for Dental Care	<b>YES</b>	<b>NO</b>
Cosmetic Dentistry Savings*	<b>YES</b>	<b>NO</b>

\*Available on select plans

# WHY DON'T PEOPLE HAVE DENTAL INSURANCE?



# AVERAGE COST OF DENTAL PROCEDURES



Source: <http://images.dentalplans.com/2015/infographics/SmileIndex-Affordability-Infographic.pdf>

## AVERAGE SAVINGS WITH A DENTAL SAVINGS PLAN

- 58%** off Fillings (Surface, White, Front Tooth)
- 56%** off Dental Crowns (Porcelain on High Noble Metal)
- 58%** off a Bridge (Tooth Segment)
- 56%** off Root Canal (Bicuspid)
- 51%** off Root Canal (Molar)
- 62%** off Dentures (Full Upper)
- 67%** off a Single Extraction (Simple)
- 57%** off a Deep Cleaning (Perio Scaling)

The sample table above is a small selection of common procedures discounted by CIGNAPlus Savings. The procedures discounted under CIGNAPlus Savings offer similar savings to the sample above. Sample Savings for ZIP code 33176



## Saving America, One Smile at a Time

At DentalPlans.com, our mission is to provide access to high quality dental care by offering affordable dental savings plans that connect consumers to excellent dentists across the nation. For over 15 years we have helped enable more than 1 million people to live healthier, happier lives, one smile at a time.

Your readers want to know about affordable ways to access dental care and they may be struggling to understand how different options (like the ACA, Medicare, Medicaid, or private insurance) affect them. DentalPlans.com can offer trustworthy information to navigate through all of that as well as educate consumers on how to take control of their oral health.

Annually, DentalPlans.com conducts proprietary research on the state of dental health in America, along with statistics on other timely topics such as telemedicine. To review any of this research, contact our PR specialist at [pr@dentalplans.com](mailto:pr@dentalplans.com). We understand reporters' needs and will work with you to ensure that you get the comments/information you need, no matter how tight the deadline.

We look forward to helping you educate your readership on the importance of dental health as well as how to save money in the process.

## Contact Information

### Media

If you are interested in featuring DentalPlans.com or would like to speak with our expert team, please email us at [PR@DentalPlans.com](mailto:PR@DentalPlans.com) or call us at 833-742-5097

## In The News

As the leading source of affordable and easy-to-use alternatives to dental insurance, DentalPlans.com connects consumers to significant savings on their dental care.

DentalPlans.com has been featured on programs like The Balancing Act on Lifetime Television, Worldwide Business with kathy ireland®, and eHealth Radio to discuss the importance of oral health and how to save money on necessary dental services.

Named as one of Inc. 5000's Fastest Growing Companies three years standing (2011-2013), DentalPlans.com is committed to enabling people across the US to lead healthier lives by providing access to savings as well as educational content through our Dental Information Center and proprietary research.

DentalPlans.com has been featured in media outlets nationwide, including:



# WALL STREET JOURNAL

[Read Articles](#)

[Click Here](#)

[Read Press Releases](#)

[Click Here](#)

[More Information Available in Our Press Center](#)

<https://www.dentalplans.com/press-room>

## Resources

Logos and iconography are available for download below. Use is restricted to media institutions.

If you are interested in featured DentalPlans.com, please email us at [PR@DentalPlans.com](mailto:PR@DentalPlans.com) or call us at 833-742-5097.

Logo with Tagline



Logo without Tagline



[Download EPS](#)

[Web](#) | [Print](#)

[Download Image](#)

[JPG](#) | [Transparent PNG](#)

[Download EPS](#)

[Web](#) | [Print](#)

[Download Image](#)

[JPG](#) | [Transparent PNG](#)



[Download EPS](#)

[Web](#) | [Print](#)

[Download Image](#)

[JPG](#) | [Transparent PNG](#)