

**BITING**edge is a publication produced by Ameritas Life Insurance Corp.  
for dentists involved in managed dental care plans.

Ameritas Home Office - Managed Dental Care Division • 800-755-8844

# BITING edge

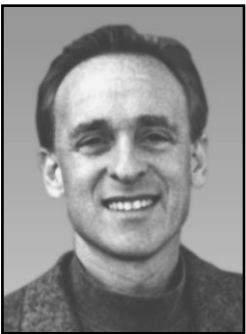
ISSUE NO. 14

- Online with Ameritas
- Submitting Claims
- New Benefits Package
- Ruler or Rules?
- Who's Who

**Inside this issue**

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## Who's Who at AMDP



**M**Meet Dr. Nate I. Weiner, DDS! He is the new dental director for Ameritas Managed Dental Plan, Inc., AMDP in Southern California. With more than 17 years of dental practice experience, he has been involved with Ameritas managed care since 1992 and a managed care advocate since the purchase of his first dental practice.

Having served as dental director for another plan, he has over a decade of experience in this area. He participates in various dental organizations such as the Los Angeles Dental Alliance and Alpha Omega Dental Fraternity, while growing two prosperous dental practices.

As AMDP dental director, Weiner's major responsibilities involve chairing AMDP's Quality Assurance and Peer Review Committees, managing the specialty referral area, and developing quality assurance policy and procedures. Additional tasks include enforcing panel provider guidelines, resolving plan grievances and managing plan compliance through the California Department of Managed Health Care, the regulatory agency that monitors DHMO plans. Residing in Newport Coast, Calif., Dr. Weiner and his wife, Darlene, have three children. He is on the board of the Balboa Angling Club for White Sea Bass Preservation and he and his family enjoy tennis, boating and fishing. Contact Dr. Weiner by calling 1-800-336-6661, ext. 228, or by emailing him at [nweiner@ameritas.com](mailto:nweiner@ameritas.com).

## Congrats!



Karen Gustin, LLIF, was elected vice president - Ameritas group marketing and training. In this role, she is responsible for managing the areas of marketing, advertising, product development, market research, sales training and group communications. She also will continue to work with the group managed care provider network managers and specialists.



Amie Webster, regional manager - provider networks west, recently completed her Bachelor of Arts Degree in English from Arizona State University and The College of Liberal Arts and Sciences.



# Happy New Year!



## RULER or Rules?

by Dr. Nate I. Weiner, DDS

Many dentists ask the question, "Are the rules of managed care fair?" I believe that not only are they fair, they can be helpful. Many of us become dentists because we like being independent. We enjoy the benefits of being our own boss. We look at our practices as our "kingdoms." The responsibilities and demands are yours as the all-knowing ruler! Hiring a loyal staff, deciding where to build a strong castle and keeping your subjects from beheading you are just a few concerns. One important decision the kings of yesteryear did not have to make was whether or not to participate in managed care dentistry.

Choosing a managed care program has consequences. The loss of some autonomy by the participating provider can be negative. However, a format of policies and guidelines should be very helpful. The insurance company is trying to protect its customers. They must enforce uniform standards in their providers' offices. Rules for sterilization procedures, copayments and reimbursement processes must be standard and equal for all.

The most difficult aspect of conforming to a managed care system is being comfortable when the plan auditor visits your practice. "How dare this outsider stroll into my office and criticize me! They know nothing of my patients, staff, and concerns." This attitude is understandable, but not helpful. Rather, the provider in charge must look at the auditor as being a tremendous benefit. The review process brings an additional organizational system that is positive and necessary. Keep your sights on the *big picture*. Welcoming the auditor and their suggestions are important in making your practice a success. Keep in mind, when you follow your auditor's policies, you have an OSHA-approved environment.

The Department of Insurance and other regulatory agencies set the rules for provider offices. It's comforting to know that if your office implements all standards, it can hold up under close examination. I encourage you to consider the auditor's review as a "complimentary practice management consultation seminar" tailored for your office. How much money would you be willing to spend for a professional consultant to come in and make smart business suggestions? Remember the auditors are knowledgeable about OSHA demands and other state agency policies required by law. Your auditor can answer compliance questions for you. By achieving a compliant dental office, you will be providing quality care for your patients and protecting yourself.

I feel a great sense of satisfaction knowing that my office is complying with the rules set by the insurance company. My patients are receiving royal treatment and my business is profitable. It's good to be king!

## New Benefits Package

Ameritas and First Ameritas want to help your practice be the best in every way. Many doctors and practice managers have expressed the need for attracting and retaining key employees. In response, we're in the final stages of developing a personalized benefits package for you and your employees.

### Ameritas Worksite Benefits Program

We've put together a portfolio of benefits exclusively for our providers and their employees. This outstanding program features a wide range of benefits including:

- State-of-the-art computer system with FREE unlimited Internet access and Email, featuring 24/7 tech support and in-home or office service
- Retirement, savings and investment programs
- Life, disability and other insurance products
- Customized practice loans and on-line banking services

To finance the benefits chosen, we offer the payment flexibility of:

- Employer-pay-all
- Employee-pay-all through convenient payroll deduction
- Cost-shared basis designed by you, the employer

To learn more about this exciting new program, call Jaymie Sebek toll free at 1-888-603-0394 today!



Jaymie Sebek recently joined the Ameritas home office as worksite benefits specialist. She'll assist in offering our exclusive worksite benefits package to you and your employees. By offering this personalized package, we hope to promote your continued success and strengthen our partnership.

Sebek holds a bachelor's degree in business administration with an emphasis in marketing from the University of Nebraska – Kearney. She also holds the Certified Enrollment Specialist designation. Before

joining Ameritas, she worked for US Bank in Lincoln as assistant branch manager. Before moving to Lincoln, she worked for Financial Brokerage in Omaha as field sales manager. She and her husband, Russ, enjoy the great outdoors, camping, sports and spending time with family.

## Submitting Claims

### Faxed Claims

Although electronic submission is the claims submission of choice, we've also got a dedicated claims fax line for you. With this direct fax line, no cover sheet is necessary. Fax dental claims and perio charting to (402) 467-2030. Include the patient's name (may be the insured or a dependent covered under the insured) and the insured's Social Security Number (the person carrying the insurance) on each faxed sheet. To make certain your documents fax clearly, please be sure all handwriting and/or typing is dark and legible, with no shaded or highlighted areas. Thank you!

### Electronic Claims

Not only are electronic claims fast and accurate, but by submitting claims electronically, we can *pay you faster* through our 7-day check consolidation process (versus 14 days for non-Eclaims). With electronic claims, postage and envelope expenses are eliminated, and your office's claims data entry time is reduced to a minimum. Plus we pay the per-claim electronic submission fee for Ameritas and First Ameritas Participating Provider Organization providers who submit claims electronically through ENVOY Corp. (888) 545-6127 or WebMD (888) 416-0673. Both national clearinghouses offer a variety of services including a network of vendors offering the practice management software needed to submit electronic claims.

For more information, call ENVOY or WebMD at the toll-free numbers listed; contact the National Dental EDI (Electronic Data Interchange) Council at [www.ndedic.org](http://www.ndedic.org), phone (602) 266-7740; or call Tish Kohler in our home office at 1-800-487-5553, ext. 7829.

## Online with Ameritas

Log on to [www.YourDentalSolutions.com](http://www.YourDentalSolutions.com)  
In New York, [www.NY.YourDentalSolutions.com](http://www.NY.YourDentalSolutions.com)

### Client Benefits and Claim Status

View an insured's coinsurance, deductibles, maximums and more, or find out if the most recent claim filed is pending or paid. Have the member/insured's last name and Social Security Number handy.

No Internet service? Call 1-800-487-5553 to access our Automated Information Network and request a dental benefit summary by fax.

### Join Our Panel

As part of our Participating Provider Organization or Prepaid panel, you have the benefits of expanding your patient base and increasing referrals. Future website additions will be especially designed for dentists and geared toward recruiting while providing valuable information to existing panel members.

### Newsletters

The *BitingEdge* newsletter was developed for our PPO and Prepaid panel dentists. The newsletters are saved as electronic pdf files and can be viewed using Adobe Acrobat® Reader 4.0, which is available at no charge via [www.adobe.com](http://www.adobe.com).

If you are interested in contributing to *BitingEdge*, please e-mail Lori McPherson at [lmcperson@ameritas.com](mailto:lmcperson@ameritas.com).

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