

# SmileWay® Wellness Program: Take the Challenge



We'll do whatever it takes and then some.

## Welcome to the SmileWay Wellness Program

Take the SmileWay Challenge, a fun way to learn how to improve your dental health. In this program, you manage your level of participation because it's: Your smile. Your health. Your way.

Delta Dental's new SmileWay Wellness Program provides a fun and interactive way for you to increase your dental health knowledge. By participating in the program, you can learn good oral health habits to help you and your family avoid pricey and painful dental problems. And because there is a known link between oral and overall health, you may find you are healthier overall.

The SmileWay Challenge provides recommendations for how to participate in the program by taking advantage of the extensive resources available on our SmileWay Wellness site.

The screenshot shows the Delta Dental SmileWay Wellness Program website. At the top, there is a navigation bar with links for 'Individuals & Enrollees', 'Dentists', 'Employers', 'Administrators', 'Brokers', 'About Us', 'Legal Notices', 'Contact Us', and 'Delta Dental en Español'. A search bar is located on the right. The main content area is divided into several sections:

- Oral Health Topics:** A list of categories including Emergency Care, Kids and Teens, Seniors, Nutrition, Mouth-Body Connection, Preventive Care, Conditions, and Dental Treatments.
- Just for Kids:** A section with a cartoon character icon, offering dental health tips, games, and stories for kids and health education materials for teachers. It includes a link to 'Meet the Smiles'.
- Free Newsletter:** A section encouraging users to subscribe to the dental health e-newsletter, 'Dental Wire', and to preview the most recent issue or read back issues.
- Take the SmileWay Challenge:** A central feature with an illustration of a woman holding a laptop. It lists three bullet points: 'Review Your Habits', 'Get Educated', and 'Stay Informed', followed by a 'Start Now' button.
- What is plaque?:** A text-based article explaining that plaque is constantly growing in the mouth and should be removed by brushing and flossing.
- How to select a toothbrush:** A text-based article discussing different types of toothbrushes (angled heads, raised bristles, oscillating tufts) and how to choose the best one.
- Watch Your Health:** A section with video thumbnails and titles: 'Preventive dental care: beyond the basics 03:28', 'Diet and your dental health 02:58', and 'Caring for teeth with braces 03:12'. Each video has a brief description of its content.
- SmileWay:** A logo with the tagline 'Your smile. Your health. Your way.' and social media icons for Facebook and Twitter.
- Review Your Habits:** A section with a 'Gum Quiz' and 'Cavity Quiz' and an illustration of a woman.
- Glossary of Dental Terms** and **Glossary of Insurance Terms**.
- Oral Health Booklet:** A section offering a collection of top oral health tips in a printer-friendly file.
- Connection Between Oral and Overall Health:** A section explaining the link between oral and overall health and how to improve both.

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mysmileway.com

## WE KEEP YOU SMILING®

Why do 59 million enrollees trust their smiles to Delta Dental?\*

- More dentists
- Simpler process
- Less out-of-pocket

## Connect with us!

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twitter.com/deltadentalins  
youtube.com/deltadentalins

## Product administration

Delta Dental includes these companies in these states:  
Delta Dental of California – CA •  
Delta Dental of Pennsylvania – PA & MD •  
Delta Dental of West Virginia – WV •  
Delta Dental of Delaware, Inc. – DE •  
Delta Dental of the District of Columbia, Inc. – DC •  
Delta Dental of New York, Inc. – NY •  
Delta Dental Insurance Company – AL, FL, GA, LA, MS, MT, NV, TX, UT

\*Delta Dental of California, Delta Dental of Pennsylvania and Delta Dental Insurance Company, together with our affiliate companies and Delta Dental of New York, are members, or affiliates of members, of the Delta Dental Plans Association, a network of 39 Delta Dental companies that together provide dental coverage to more than 59 million people in the U.S.

## The SmileWay® Wellness Challenge

### 1. Review your habits

Take one or both of our interactive quizzes to see if you are at risk for cavities or gum (periodontal) disease. When you receive your quiz results, you can sign up to receive customized emails based on your risk level.

### 2. Get educated

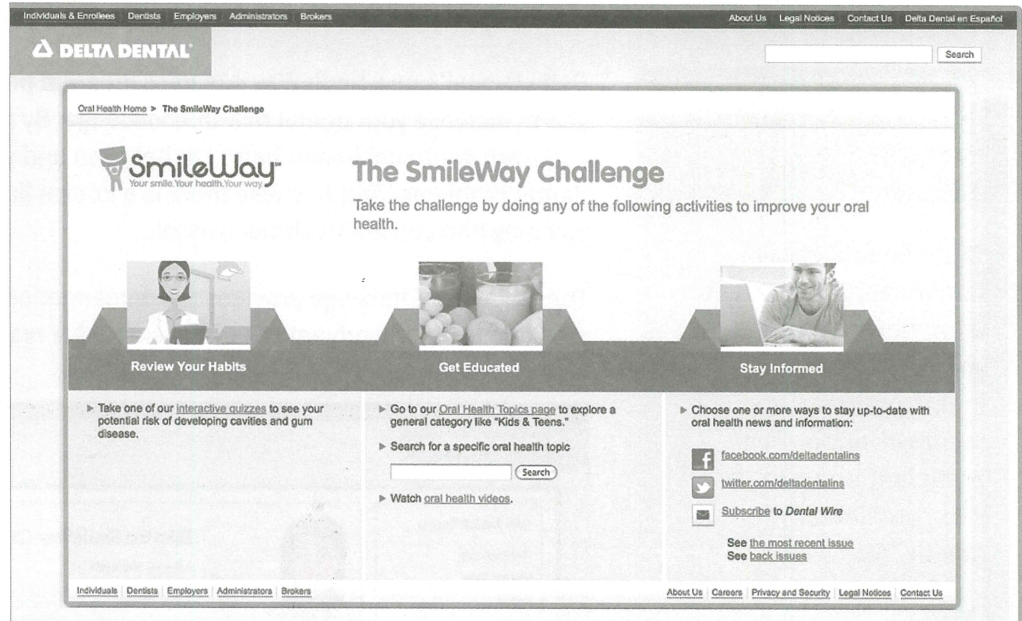
Read any of the 100+ articles on dental health-related topics – everything from acid reflux to x-rays. We also have a variety of short videos on specific topics.

### 3. Stay informed

Receive regular dental health tips and information from us by:

- following us on Twitter
- connecting with us on Facebook
- signing up for our e-newsletter (sent to your email box six times a year)

All of this is accessible from our SmileWay Wellness site at **mysmileway.com**. Bookmark the page so you can refer to it frequently.



### Simple ways to participate in the Challenge

- Take the cavity quiz: [deltadentalins.com/oral\\_health/dental-cavity-quiz/](http://deltadentalins.com/oral_health/dental-cavity-quiz/)
- Take the gum (periodontal) quiz: [deltadentalins.com/oral\\_health/gum-disease-quiz](http://deltadentalins.com/oral_health/gum-disease-quiz)
- Read 3 dental health articles: [deltadentalins.com/oral\\_health/index-all.html](http://deltadentalins.com/oral_health/index-all.html)
- Watch 3 dental health video clips: [deltadentalins.com/oral\\_health/videos.html](http://deltadentalins.com/oral_health/videos.html)
- Visit our children's website and take the cavity quiz or play a game: [mysmilekids.com](http://mysmilekids.com)
- Like us on Facebook: [facebook.com/deltadentalins](http://facebook.com/deltadentalins)
- Follow us on Twitter: [twitter.com/deltadentalins](http://twitter.com/deltadentalins)
- Subscribe to the *SmileWay Wellness Newsletter*: [go.deltadentalins.com/SU-DentalWire.html](http://go.deltadentalins.com/SU-DentalWire.html)



[deltadentalins.com/enrollees](http://deltadentalins.com/enrollees)



# ONE BEAUTIFUL SMILE!

## EASY PREVENTIVE CARE

A simple routine can help keep your smile bright.

- › **Gather your tools.** Start with a toothbrush with soft, rounded bristles, fluoride toothpaste and floss.
- › **Set a schedule.** Dentists recommend brushing at least twice a day and flossing at least once. Brush again after high-carbohydrate meals or snacks, sweets or sugary beverages.
- › **Be thorough.** Brush teeth for at least two minutes each session, angling your toothbrush at 45° and making short, circular strokes. Use just enough pressure to feel the bristles (don't squish them). When you're done, brush your tongue to remove bacteria.
- › **Don't forget floss.** Floss removes plaque from between teeth and below the gumline. Don't worry if gums feel tender at first. They'll feel better once bacteria is removed, in five to six days.
- › **Rinse to refresh.** After brushing and flossing, rinse your mouth vigorously with mouthwash or water to remove any loosened plaque and food particles.
- › **Go pro.** Twice-a-year dental cleanings are an important part of maintaining your oral and overall health. Call your dentist for an appointment today.

HELP YOUR TEETH  
LAST A LIFETIME.

 DELTA DENTAL



WE KEEP YOU SMILING®

## HEALTHY TEETH AT EVERY AGE

Make smart choices to protect your smile.

- › **Eat to treat teeth.** Consider your teeth when choosing meals and snacks. Eat a balanced diet including enamel-strengthening calcium and vitamins A and C. Avoid sugary treats and drinks – or if you do choose them, remember to brush afterwards.
- › **Flourish with fluoride.** Fluoride is a cost-effective cavity fighter. Always choose fluoride toothpaste, and if your tap water isn't fluoridated (or if you drink bottled or filtered water), ask your dentist about supplemental tablets, drops, lozenges or professionally applied treatments.
- › **Say 'no' to tobacco.** Tobacco breaks down periodontal tissues, resulting in gum disease and tooth loss. Heavy smokers may be up to three times more likely to lose teeth and those who chew tobacco are at higher risk for oral, pharyngeal, head and neck cancers.<sup>1</sup>

## GROWING TEETH – TIPS FOR KIDS

Good dental care gives your child a healthy start.

- › **Baby days:** Clean children's teeth and gums with a soft, damp cloth as soon as the first tooth is visible (around 6 months). If your baby sleeps with a bottle, it should only contain water.
- › **Bone builders:** Swap candy and high sugar treats for calcium-rich snacks like low-fat yogurt and cheese.
- › **Strong defense:** If your child plays sports, invest in a mouthguard from your sports store or dentist.<sup>2</sup>
- › **Decay duty:** Decay can creep in with remaining permanent teeth. Make sure your child has good dental hygiene and regularly visits the dentist.
- › **Saving sealants:** Sealants are plastic coatings, applied pain-free to protect children's molars. Part of preventive care, they're covered under most Delta Dental plans.<sup>3</sup>

## AGING TEETH – TIPS FOR SENIORS

Understanding changing dental needs can help keep seniors healthy.

- › **Know your medications:** Some drugs adversely interact with dental anesthesia. Keep your dentist informed about any health changes (especially new medications).
- › **Keep dentures clean:** Plaque sticks to dentures as well as natural teeth. Talk to your dentist about the best way to keep your dentures clean to avoid discomfort, infection or bone loss.
- › **Visit the dentist regularly:** Preventive care is a must at any age – but it's especially important for seniors to be evaluated regularly. Family members should help schedule regular dental visits for seniors who are homebound or live in a nursing home.



### SMILEWAY® WELLNESS PROGRAM

Visit [mysmileway.com](http://mysmileway.com) – a one-stop-shop for oral health-related tools and tips, including interactive quizzes, a risk assessment tool and a subscription link for *Grin!*, our fun, free oral health e-newsletter.

Have children in your life? Stop by [mysmilekids.com](http://mysmilekids.com) for kid-friendly oral health stories, games and tips.

Some information courtesy of The Academy of General Dentistry

<sup>1</sup> According to "Oral Health Risks of Tobacco Use and Effects of Cessation," Warnakulasuriya, Dietrich, Bornstein, Peidro, Preshaw, Walter, Wennström and Bergström, 2010.

<sup>2</sup> Mouthguards are not covered under all plans; refer to your plan brochure for more information.

<sup>3</sup> Refer to your plan documents for more information about your coverage.

### PRODUCT ADMINISTRATION

Delta Dental includes these companies in these states: Delta Dental of California – CA, Delta Dental of Pennsylvania – PA & MD, Delta Dental of West Virginia, Inc. – WV, Delta Dental of Delaware, Inc. – DE, Delta Dental of the District of Columbia – DC, Delta Dental of New York, Inc. – NY, Delta Dental Insurance Company – AL, FL, GA, LA, MS, MT, NV, TX and UT.

These enterprise companies are members, or affiliates of members, of the Delta Dental Plans Association, a network of 39 Delta Dental companies that together provide dental coverage to more than 60 million people in the U.S. The website [deltadentalins.com](http://deltadentalins.com) is the home of the Delta Dental companies listed above. For other Delta Dental companies, visit the Delta Dental Plans Association website at [deltadental.com](http://deltadental.com).

