

# Spread the smiles with Anthem's Ortho@Home

## Our orthodontic benefits now include at-home clear aligners

With increasingly busy lives, consumers want convenient, budget-friendly options when it comes to their health care services — and that includes their dental care. The fact that over 60% percent of the counties in the United States don't have an orthodontist's office<sup>1</sup> makes it critical that Anthem offers choices in orthodontic care for our members. Enter ... technology!

Through technology, we have more opportunities to reach more consumers and offer our members more choices in their orthodontic care. That's why we now cover Ortho@Home as a new choice for teeth straightening for our members with orthodontia coverage.<sup>2</sup>

In most cases, using at-home clear aligners will cost members less than \$1,000 out of pocket after they use their orthodontic benefit.<sup>3</sup>



### More smiles all around

This new, lower-cost option for teeth straightening helps more of your clients' employees get orthodontic care. With Anthem dental, members with orthodontic coverage will get an in-network discount of \$150 to \$200 off retail pricing for at-home orthodontia. It's convenient, too, since the whole process can be done at their home — no need for monthly visits to an orthodontist's office.

Here's how it works:

- Employees get free impressions of their teeth by getting a digital scan at a retail location near them that's in their plan or by ordering an at-home impression kit from a retailer in their plan (\$0 with rebate).
- A dental professional or orthodontist will create a personalized treatment plan.
- When treatment is complete, members get a first retainer free to keep their smile in place.

With coverage for at-home orthodontia for teeth straightening, employees will enjoy:

- Lowest possible negotiated fees
- Average treatment plan is 6 months or less
- Free premier teeth whitening
- Free retainers (first set)<sup>3</sup>
- Money-back guarantee
- Convenient at-home treatment; no orthodontist office visits required
- No claims to file — the Ortho@Home provider will file all claims for our members

At-home clear aligners are for mild to moderate orthodontic care. The orthodontist will determine the most appropriate level of care and develop a personalized treatment plan. The out-of-pocket cost varies by orthodontic plan, but employees get the lowest negotiated fee.



## Promoting good health

Good dental health and correct teeth alignment can reduce the risk of plaque and bacteria collecting in the mouth and causing infection in other parts of the body when the immune system has been compromised by disease or other health conditions.<sup>4</sup>

With their Anthem dental benefits, employees can save a lot on at-home aligners.<sup>5</sup> Standard orthodontic coinsurance and maximums apply.

## Healthy smile, healthy confidence

- 99.7% of Americans feel a smile is an important social asset<sup>6</sup>
- 74% believe an unattractive smile could hurt a person's chance for career success<sup>6</sup>

With a healthy smile, employees are more likely to be engaged with their dental health, which will help keep them healthier overall!

## Popular Ortho@Home providers

Anthem has partnered with several popular providers to offer network discounts for Ortho@Home. To find a participating provider, please visit [anthem.com](https://www.anthem.com) or our Sydney Health mobile app.



## Want to keep your clients and their employees smiling?

Call your Anthem Specialty representative to learn more about our dental plans.

Anthem data based on in-network discounted negotiated pricing, April 2020.

<sup>1</sup> American Association of Orthodontists, *2017 Orthodontic Workforce Report* (April 2018): [aaoinfo.org](https://www.aaoinfo.org).

<sup>2</sup> Ortho@Home is available to eligible Anthem members with orthodontic coverage. Coverage is included on plans with the Prime and Complete and Dental Blue 100/200/300 PPO networks.

<sup>3</sup> Except with SmileDirectClub, which charges a small fee.

<sup>4</sup> Dental Health Foundation Ireland, *Links between oral & general health: The Mouth-Body Connection* (accessed March 2020): [dentalhealth.ie](https://dentalhealth.ie).

<sup>5</sup> Out-of-pocket cost estimate based on Anthem dental plan design for employee-only coverage with a 50% orthodontic benefit. This is only an example. Actual costs will vary based on the individual member's plan design.

<sup>6</sup> American Academy of Cosmetic Dentistry, *Cosmetic Dentistry: State of the Industry Survey 2015*.

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