

# LifeSmile Menu

# Healthy Smile, Happy Life:

Introducing the LifeSmile Employee  
Oral Wellness Program from Delta Dental

## It's a Simple Idea:

If your smile is healthy, your life can be happy!

**LifeSmile** from Delta Dental is a complete oral wellness program that helps employees and patients focus on their oral health and well being with tools, tips and touchpoints for improving and maintaining good dental health habits.

## Postcards + Emails

Keep them informed, up to date and fully engaged with timely communications on topics relevant to their lives. Direct mail postcards and HTML-formatted emails can be sent to the right targets at the right time for maximum impact.

### Topics include:

- Preventive Care for Adults
- Preventive Care for Children
- Oral Health Assessments
- Effects of Sugar
- Pregnancy/Infant Oral Health
- Reminder to Schedule Exam
- Baby's First Dental Exam



## Start Their Next Year Right



Schedule Their First Dental Exam Now



## Start Their First Year Right

It's time to schedule your baby's dental exam. Oral wellness is one of the foundations for overall health. When our mouths, gums, or teeth aren't healthy, our bodies may be more susceptible to other problems—and that includes baby teeth! Tooth decay is the single-most common chronic infectious disease that affects children in the United States. The littlest smiles need the most care. So if your baby has reached their first birthday, it's time to meet the dentist!

## Healthy Smile, Happy Life

LifeSmile can help you prevent disease and keep you on the path toward a healthier, happier life for you and your baby. Take advantage of numerous free resources for improving your oral health at [oralhealth.deltadental.com](http://oralhealth.deltadental.com).

## What's Your Score?

Is your oral health at risk? Take a quick online assessment that you can share with your dentist to help identify risk indicators and make a plan for protecting your smile.

[Take the Online Assessment](#)



[HOME](#)

[ORAL HEALTH LIBRARY](#)

[DENTAL RISK ASSESSMENT](#)

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# Rack Cards + Flyers

Quick tips, fast facts, and items of interest—keep them engaged with oral wellness rack cards and flyers that touch on a wide variety of subjects.

## Topics include:

- Preventive Care for Adults
- Preventive Care for Children
- Oral Health & Diabetes
- How Fluoride Helps
- Brushing & Flossing Basics
- Importance of Regular Exams
- Pregnancy and Oral Health
- Periodontal Disease
- Dental Anxiety
- Tooth Sensitivity
- Mouth Guards
- Night Grinding/Bruxism
- Brushing & Flossing
- Smoking Cessation
- Effects of Sugar

Diabetes



## HEALTHY SMILES FOR PEOPLE WITH DIABETES

If you have diabetes, it's important to take good care of your teeth and gums. Why? Gum disease can make it harder to control your diabetes. And if you don't have diabetes, good dental care can lower your chances of developing periodontal (gum) diseases.



## FOLLOW THE FLOSS TO A HEALTHIER SMILE

Nobody wants to lose a tooth, but gum disease—which causes tooth loss—can sneak up on you. To get rid of the bacteria that causes gum disease you have to get rid of all the plaque. Flossing at least once a day helps clean plaque from hard-to-reach places between teeth and under the gum line—lowering your risk of cavities and helping to prevent gum disease.

[oralhealth.deltadental.com](http://oralhealth.deltadental.com)

## Brochure

**LifeSmile** keeps employees and patients moving forward toward better overall wellness and even potentially lower medical costs through improved periodontal health.

An engaging brochure introduces the program to employers and dental practices and concisely explains the benefits of participation.



## Healthy Smile, Happy Life



Introducing the LifeSmile Employee Oral Wellness Program

[oralhealth.deltadental.com](http://oralhealth.deltadental.com)

**It's a simple idea:** if your smile is healthy, your life can be happy. Oral health is part of overall health, and the foundation for a healthy and active lifestyle. Because oral health directly affects overall wellness, employees who have poor dental health may be more susceptible to other serious conditions. LifeSmile from Delta Dental helps your employees focus on their oral health and well-being with tools, tips and touch points for improving and maintaining good dental health.

**Employers** offer a healthier benefits package that may lead to healthier, more productive employees who spend less time away from work with dental-related illnesses.

**Employees** get the tools they need to live healthier, more productive lives—all thanks to the value-added, health-building benefits provided by their employer.



Delta Dental's LifeSmile program offers employers a wide range of oral wellness options. The LifeSmile toolkit includes everything from basic education materials to a comprehensive data-driven health management approach that **helps employees maintain good oral health** and potentially avoid serious medical complications. LifeSmile keeps your employees moving forward toward better overall health and may lower medical costs through improved periodontal health.

LifeSmile can help you target specific behaviors, groups or individuals to **create more opportunities for better health and potential savings**. And this programmatic material can easily be incorporated into your company's existing wellness program and customized to your goals.



LifeSmile brings together an entire menu of educational program components that can be organized to serve your goals. And you'll not only receive the tools to do the job, but also receive the reporting needed to measure progress and guide performance with recommended next steps.

### LifeSmile Topics:

- Oral Health and Overall Wellness
- Value of Preventive Care
- Pregnancy and Oral Wellness
- Infant and Child Oral Health
- Oral Health for People with Diabetes
- Managing Periodontal Disease
- Brushing and Flossing
- Fluoride
- Sensitivity and Pain
- Dental Visit Anxiety
- Smoking Cessation
- And More

### LifeSmile Content:

- Online Self-Assessments
- Online Library of Dental Health Topics
- Online and Print Newsletters
- Online and Print Reminder Communications
- Educational Posters, Rack Cards, and Flyers
- Social Media Updates
- Diagnostic Reporting on Prevention/Value

For more information visit [oralhealth.deltadental.com](http://oralhealth.deltadental.com)



LifeSmile Menu

# Posters

Posters provide a passive but effective way to engage employees and patients where they work, socialize and spend time with one another, gaining attention and calling them to action.

## Topics include:

- Oral Health & Overall Wellness
- Preventive Care for Adults
- Preventive Care for Children
- Oral Health Assessment
- Risks of Oral Cancer
- Introduction to LifeSmile



## Is Your Healthy Smile at Risk?

Oral health is a foundation for overall wellness. By knowing your risks for oral diseases and infections, you can better control the factors that lead to future problems. Here are some factors that increase your risk of mouth infections, dental disease and even oral cancer.

### Are You at Risk?

- Do you smoke? Smokers are four times as likely as nonsmokers to develop periodontal (gum) disease.
- Do you use smokeless tobacco? Using tobacco in any form increases the risk of mouth and throat cancer.
- Do you have more than two drinks a day or often have five or more drinks at a sitting? Excessive alcohol consumption can increase your risk of oral cancer.
- Going through hormonal changes? Pregnancy and menopause can cause inflamed gums.
- Have diabetes? People with this condition are at higher risk for gum infections.

What's your score? If you're concerned about your risks, or if you want to learn more about preventing oral disease, visit [oralhealth.deltadental.com](http://oralhealth.deltadental.com) to take a quick risk assessment and find out how healthy your smile really is.



## Healthy Smile, Happy Life.

Oral health is part of overall health, and the foundation for a healthy and active lifestyle. When our mouths, gums or teeth aren't healthy, our bodies may be more susceptible to other serious conditions. It's a simple truth: Healthy smile, happy life.

### Is Your Overall Health at Risk?

- Almost 40% of American adults will experience moderate to severe periodontal (gum) disease.\*
- Gum disease is caused by bacteria that form plaque on your teeth.
- Left untreated, these bacteria can infect the tissues surrounding and supporting your teeth.
- Gum disease has been associated with diabetes, heart disease, stroke and other health problems.

Keeping your smile healthy is an important step in keeping your body healthy. For tips, tools and resources to help you improve and maintain your oral wellness and overall health throughout the year, make sure to bookmark [oralhealth.deltadental.com](http://oralhealth.deltadental.com).

\* Source: CDC Morbidity and Mortality Weekly Report Supplements - November 22, 2013 / 62(03):129-135 Periodontitis Among Adults Aged ≥30 Years - United States, 2009-2010

## Integration Flyer

**LifeSmile** from Delta Dental can help employees stay on the path toward better overall health and higher productivity, while helping target specific behaviors, groups or individuals to create more opportunities for potential savings.

A special integration flyer describes in detail how LifeSmile programmatic material can be incorporated into any company's existing wellness program with ease, customized to their goals.



## Healthy Smiles, Happy Employees

How to Integrate LifeSmile into Your  
Existing Employee Wellness Program



LifeSmile from Delta Dental can help your employees stay on the path toward better overall health and higher productivity, while helping you target specific behaviors, groups, and individuals to create more opportunities for potential savings.

LifeSmile programmatic material can be incorporated into your company's existing wellness program and customized to your goals:

- If your workplace offers weekly health challenges, incorporate a "2 minute/2 times a day" brushing challenge one week.
- Share sugar-free recipes on company intranet or social media accounts.
- Provide rewards for a dental wellness quiz contest at your next staff meeting or wellness event.
- Employee health fairs are a great time to encourage employees to take the online dental risk assessment.
- Distribute dentist reminders to employees whose babies are celebrating their first birthdays.
- Encourage employees to share success stories of reaching oral health goals on your intranet or social media.
- Provide LifeSmile smoking cessation materials where remaining smokers congregate.
- Have a healthy smile "selfie" contest where employees guess which smile belongs to whom.
- Provide mouthguard educational materials to staff at sports day events and at the beginning of each school year.

### *Want more ideas or need hands-on help?*

Our LifeSmile program managers and wellness champions can help you assess and plan a schedule of content and activities structured to help you achieve your employee wellness goals. All it takes is a quick questionnaire to help our team identify educational opportunities for your employees.



It's like an oral health support system. LifeSmile provides your employees with gentle reminders and helpful touch points all year long.

### LifeSmile

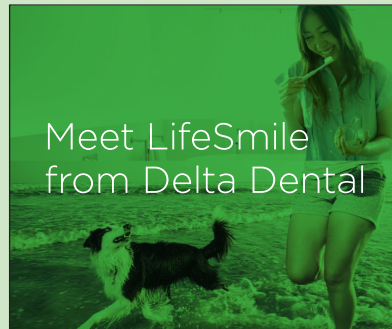
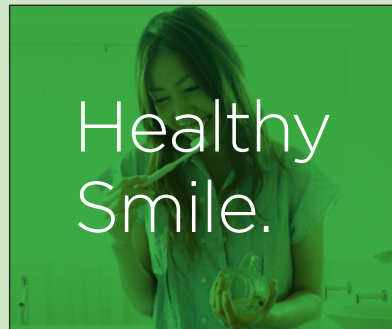
Healthy employees can create considerable healthcare savings, and are more likely to stay with your company longer. LifeSmile makes it easier for your employees to improve and maintain good oral health. That's the kind of support you can only expect from America's leading dental benefits provider with the largest network of dentists. Delta Dental, the oral health experts.

[oralhealth.deltadental.com](http://oralhealth.deltadental.com)

## Web Banners

**LifeSmile** website or intranet display banners can be placed on internal corporate communications platforms to help introduce employees to the program and its many benefits.

Multiple sizes and variants are available to complement the layout and visual theme of an employer's intranet or internal communications website.



# Modular Slides PowerPoint

Make it simple and easy for everyone to understand. A special set of LifeSmile presentation slides are available to help everyone from brokers, HR directors and dentists to employers and employees themselves get the basics of the program and understand what it means to them.

These presentations can be customized to each new audience and arranged to best suit your presentation style and time available.




# Healthy Smiles, Happy Employees

Introducing the LifeSmile Employee Oral Wellness Program from Delta Dental

# It's a Simple Idea:

If your smile is healthy, your life can be happy.

## Section Name



### LifeSmile Topics:

- Oral Health and Overall Wellness
- Importance of Regular Checkups and Cleanings
- Risks of Sugar, Smoking, Smokeless Tobacco
- Brushing, Flossing, Fluoride
- Managing Periodontal Disease
- Bruxism, Sensitivity, Pain
- Pregnancy and Oral Wellness
- Infant and Child Oral Health
- Dental Visit Anxiety
- And much more

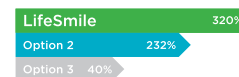
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## Section Name

### The Bottom Line:

- Employees get support and tools to help them adopt healthier behaviors
- Importance of regular checkups and cleanings
- Employers can realize potential savings from reduced restorative costs
- Employers may also see reduced medical costs for medical chronic disease management
- And, their employees are more likely to be healthier, more productive, and spend less time away from work for dental care



**It's Simple:** By choosing LifeSmile you will see 320% increase in savings over the other leading competitors.



**1 out of 10** employers will see reduced medical costs for medical disease management.

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**LifeSmile** makes it easier for your employees or patients to improve and maintain good oral health. That's the kind of support you can only expect from the oral health experts at Delta Dental, America's largest dental benefits provider with the largest network of dentists.



Keep your employees smiling at [oralhealth.deltadental.com](https://oralhealth.deltadental.com)