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TruAssure Insurance Company Launches New Dental Insurance Plans to Cover Groups and Individuals with Comprehensive, Hassle-Free Dental Coverage

Naperville, Ill. (January 9, 2017) — TruAssure Insurance Company, a standalone dental benefits carrier, today announced the launch of a comprehensive set of new dental plan options for small and large companies, as well as for families and individuals. These new options offer employers flexible, standalone dental plan coverage with a focus on prevention, easy administration and access to a large, national network of dentists.* Family and individual options offer hassle-free coverage focusing on prevention and flexibility, in many cases providing unique benefits such as teeth whitening and orthodontia.

The introduction of these plans is in direct response to the growing demand for dental insurance and preference for flexible, affordable benefits. According to the National Association of Dental Plans (NADP), three-quarters of employees expect their employers to provide dental insurance, with orthodontia and cosmetic procedures such as teeth whitening among the most requested benefits. NADP has also shown that individual dental coverage is a growing market, rising from 2 percent of dental coverage in the U.S. in 2011 to 7.2 percent at the close of 2014.

With this rollout of plans, TruAssure is expanding its footprint and addressing these needs. The company now offers group plans and dental plans for individuals and families in more than 25 states, with other state filings pending regulatory approval. The company also offers dental savings programs, which are available nationwide.

“Dental insurance is a valued benefit that helps employers attract and retain the best employees. TruAssure’s flexible dental plans provide employers with straightforward, affordable options that keep their employees healthy and reduce administrative headaches,” said Bernie Glossy, CEO of TruAssure Insurance Company. “For small and large businesses and individuals, we reduce the complexities of dental insurance, making sure people have access to the dental care they need to keep smiling.”

The company’s new small group plans provide employers with flexible options and a range of deductibles and annual maximums to meet the needs of businesses with two to nine eligible employees. Plans are easy to administer, providing the coverage employees want at the best savings. For employers with five to nine eligible employees, TruAssure’s Small Group Select plans have no employee waiting periods.

As part of this rollout of new dental plans, TruAssure is also introducing customizable dental solutions for large groups. Whether these companies are looking for fully insured or self-funded options, these plans make administration for groups easy and affordable.

TruAssure's new suite of individual and family plans — Max Savings, Choice and Choice Plus — include a variety of options and benefits that many other carriers don't offer, such as three teeth cleanings per year and composite (white) fillings on all teeth. TruAssure's Choice and Choice Plus plans do not have waiting periods and allow individuals to choose from a selection of annual maximums. All plans are easy to understand and offer child-only options and no age limits for individuals older than 65.

TruAssure small group and individual plans are now available in 26 states: Alabama, Arizona, California, Florida, Georgia, Idaho, Indiana, Iowa, Kansas, Louisiana, Michigan, Minnesota, Mississippi, Missouri, Nebraska, North Carolina, Ohio, Oklahoma, Oregon, Pennsylvania, Tennessee, Texas, Utah, West Virginia, Wisconsin and Wyoming. Additional states are pending regulatory approval.

TruAssure also offers Affordable Care Act (ACA)-certified plans for groups and individuals. The ACA-certified Basic and Preferred plans meet the requirements for pediatric dental coverage and include coverage for adults. ACA plans are available in 21 states: Alabama, Arizona, Florida, Georgia, Indiana, Iowa, Kansas, Louisiana, Michigan, Mississippi, Missouri, Nebraska, North Carolina, Ohio, Oklahoma, Pennsylvania, Tennessee, Texas, Virginia, West Virginia and Wisconsin.

To learn more about TruAssure Insurance Company and its dental insurance plans, visit www.truassure.com.

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Based in Naperville, Ill., TruAssure Insurance Company is part of a family of dental plan companies with over 50 years of experience and two million members nationwide. As a standalone dental benefits carrier, TruAssure offers dental plans to groups, individuals and families across the country. TruAssure provides comprehensive dental benefit options and strives to make dental coverage as easy and hassle-free as possible. TruAssure plans are not available in all states; some states are pending regulatory approval. Visit truassure.com for available plans. TruAssure dental savings programs are available nationwide.

*TruAssure dental plans are offered in association with DenteMax dental networks. DenteMax dentists accept new patients.