

PPO USA introduces the CONNECTION Newsletter

Welcome to the first issue of the PPO USA CONNECTION newsletter.

The newsletter provides prospective and current clients with news about our company, our networks and the people

behind PPO USA, as well as industry news. We plan to send you the PPO USA CONNECTION twice a year, via regular mail or email. Please contact Denise Guthrie, PPO USA Client Relations Account Supervisor, with feedback,

and let her know if you prefer to receive your newsletter by mail or email. Call (816) 434-4434 or email denise.guthrie@geha.com. We'll send you a small gift in return!

CONNECTION Dental Launches Ambitious Recruitment Effort

Aiming to increase network size by 15,000 to 20,000 practicing providers, PPO USA's CONNECTION Dental Network announces the launch of an extensive new recruitment effort. "We're taking on this ambitious project to improve network access for PPO USA clients, GEHA members and FEDVIP dental plan members," says PPO USA Network manager Shannon Reynolds, who will direct the recruitment.

In May recruitment packets were mailed to over 120,000 dentist locations. GEHA projects that the network will contact over 100,000 providers by telephone during the recruitment. "We're tackling a



Recruitment packets were mailed to over 120,000 dentist locations encouraging practicing providers to join and "Grow with CONNECTION Dental."

sizeable project," Reynolds said.

Nominations from patients using non-participating providers often

result in successful recruitments, and we ask that you encourage your patient groups using CONNECTION Dental to submit nominations. Those employees can submit nominations by mail, email or telephone. You'll find more details about the nomination process on our website, www.ppousa.com.

GEHA's board of directors approved the recruitment plan during its April 2007 annual meeting. The company has committed to the additional staffing and financial resources necessary for the success of the recruitment. PPO USA's Client Relations will provide detailed recruitment results by state for PPO USA clients each month.

NETWORKS - BY THE NUMBERS



As of October 2007, Medical Network states included: AK, AL, CO, IA, ID, LA, MN, MS, MT, ND, NE, NM, NV, OK, SD, TN, UT, WI, WV, WY

- 1,338 participating hospitals
- 140,794 participating physicians
- 7,454 facilities



As of October 2007: CONNECTION Dental network included 48,236 participating providers consisting of:

- 38,145 general dentists and
- 10,094 specialists

GEHA News

PPO USA is a division of Government Employees Health Association (GEHA). This division offers clients access to the PPO USA Medical Network and the CONNECTION Dental Network. In this column, you'll find background information as well as current news about GEHA.

GEHA offers health and dental insurance to federal employees and retirees, as well as their dependents, nationwide. The

organization began as the Railway Mail Hospital Association in 1937 when a group of 30 railway mail clerks banded together to help pay hospital expenses for sick or injured co-workers. Now celebrating its 70th anniversary as an organization, GEHA evolved to become the second-largest carrier in the Federal Employees Health Benefits Program (FEHBP) and covers more than 400,000 lives.

In 2006, GEHA was selected as

one of four national companies to offer dental insurance to 3.8 million federal civilian employees and retirees under the new Federal Employee Dental and Vision Insurance Program (FEDVIP). GEHA Connection Dental Federal offers two plans under this new insurance.

The employees of the PPO USA division of GEHA are proud to be part of a company with such a rich history and exciting future.

Client Relations Corner

The Client Relations Department is responsible for implementation of new accounts and ongoing account management for PPO USA clients. Our goal is to provide our clients with excellent service in a timely and professional manner. In this issue we'll introduce you to your Client Relations Team.

Denise Guthrie, PPO USA Client Relations Account Supervisor, 816-434-4435, denise.guthrie@geha.com. Denise has worked for GEHA for

23 years. She oversees all aspects and responsibilities of the Client Relations Department.

Gina Bowers, PPO USA Client Relations Account Executive, 816-434-4449, gina.bowers@geha.com. Gina has 20 years' experience in the insurance industry. At GEHA, she manages all PPO USA client relationships.

Jessica Bennett, Client Relations Specialist, 816-434-4431, jessica.bennett@geha.com. With eight years at GEHA, Jessica serves the day to day needs of clients accessing the PPO USA Medical Network.

Janna Gates, Client Relations Specialist, 816-434-4432, janna.gates@geha.com. With nine years at GEHA, Janna serves the day to day needs of clients accessing the CONNECTION Dental Network.