NEWS RELEASE

Regional Health Leaders Form Strategic Alliance in Kentucky

Center Care Health Benefit Programs and The Dental Care Plus Group Offer Provider-Inspired, Health-Driven Solutions

Media Contact:
Allison Dubbs
513-554-1100, ext. 189
513-484-3966 (cell)

(Cincinnati, OH,April 7, 2009) – The Dental Care Plus Group (DCPG) and Center Care Health Benefit Programs (CCHBP) announced today a strategic alliance in Kentucky. Executives from both organizations believe the synergies between the specialists in dental and the specialists in recruiting and contracting with quality networks will offer Kentucky employers and employees better value for their health care dollars.

Single Point of Contact for Best-In-Class Benefit Specialists

"Many medical carriers segue into dental as an easy way to increase revenue through existing operations," said DCPG President and CEO Anthony A. Cook, M.B.A., M.S. "But as their customers can tell you, dental is a specialty, not an extension of medical. We do dental better because we're focused rather than dispersing our efforts over a wide portfolio of products that we manage at varying degrees of competency. We've long understood the value of offering our plans in conjunction with a medical network. The problem was finding a medical program with the same values and high brand equity. We found those qualities in Center Care Health Benefit Programs."

"Center Care Health Benefit Programs is trusted throughout Kentucky for developing and administering better networks and health benefit programs," said John Mark Fones, Senior Vice President. "Like many health benefits programs, we want to offer our customers access to a dental network. The difference is we insist on providing our customers quality dental plans and customer service. We don't want to market a product we are not fully prepared to support, and we don't want to dilute the value of what we currently deliver. We solved the dilemma by partnering with DCPG."

According to Cook and Fones, the strategic alliance will provide employees, employers and brokers with convenient one-point-contact *as well as* the expert design and administration that only specialists can consistently deliver. Sales and provider recruitment will be integrated to cover Kentucky more effectively. Account management, customer service and key administrative functions will remain separate to ensure that plans are delivered as sold, and that experts oversee critical points in the benefit delivery system.

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DCPG and CCHBP products and services will continue to be offered separately as well as together. All Kentucky residents currently enrolled in DentaSelect, DCPG's PPO product, will have access to all dentists recruited by DCPG and Center Care.

Provider-Inspired, Health-Driven Solutions

DCPG is a dentist-owned insurance plan. Center Care Health Benefit Programs is owned by Commonwealth Health Corporation, based in south-central Kentucky. Ownership drives each company's commitment to designing affordable quality networks and programs that encourage good health habits and wider access to health care.

DCPG and Center Care Share Vested Interests in Kentucky

Center Care is based in Bowling Green, Kentucky. Founded to provide local employers with affordable, high quality health benefits, Center Care Health Benefit Programs has grown into a competitive medical benefits network over the last 19 years. Today,CCHBP is able to offer enhanced medical benefits to employers throughout Kentucky.

"About one-third of our dentist shareholders reside and practice in Kentucky," said Cook. "The chairman of the board practices oral surgery in Kentucky and is a former member of the Kentucky Dental Board."

"Both companies have roots in Kentucky, both know the state and both consider Kentucky integral to its long-term business," said Fones. "That should matter to employers looking for a smarter approach to health benefits."

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Center Care began in 1989 as an initiative to assist local employer groups in managing healthcare costs. Center Care is Kentucky's lease network of choice by major carriers, HMOs, third party administrators and self-insured employers. As a statewide network consisting of over 14,000 participating providers and over 100,000 members in Kentucky, Center Care is the largest lease network in the state. Center Care is based in Bowling Green, Kentucky.

Dental Care Plus originated in 1986 through a group of greater Cincinnati and Northern Kentucky dentists. Reorganized into The Dental Care Plus Group in 2003, the company is the largest dental insurer in the greater Cincinnati/Northern Kentucky area with rapidly expanding operations throughout Kentucky and the Miami Valley area of Ohio. The company is headquartered in Sharonville, Ohio.