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**NEW WISCONSIN DENTAL ASSOCIATION DENTAL SAVINGS CLUB  
CONNECTS PATIENTS WITH MORE AFFORDABLE, TRANSPARENT AND CONVENIENT CARE**

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***Club members can save up to 55% with new alternative to dental insurance***

WEST ALLIS, Wis. – The Wisconsin Dental Association today announced the launch of the [WDA Dental Savings Club](#), which allows members to save up to 55% on oral health care from a statewide network of WDA member dentists. The program, a partnership between the WDA and Menomonee Falls-based SKYGEN, reduces cost as a barrier to care for those with no or not enough dental coverage and is the first of its kind to be sponsored by a state dental association.

“Research by the American Dental Association and others shows that over 90% of Americans recognize the connection between good oral health and good overall health,” said WDA President-elect **Dr. Tom Reid** (Madison), a Dental Savings Club provider. “Yet, only about half see a dentist regularly, with most citing cost as their reason to forgo treatment. With the new WDA Dental Savings Club, we can help keep people healthy by ensuring they have access to affordable, transparent and convenient care from WDA dentists they can trust.”

Club membership is a great option for those without dental insurance or whose oral health needs exceed their yearly benefits, Dr. Reid said. Members pay a low annual fee (\$48/individual and \$108/family) to receive savings of up to 55% at participating dental offices statewide. Unlike dental insurance, the Club covers virtually all procedures, including cosmetic and elective, and patients can see general dentists and specialists. There are no yearly maximums, and no reimbursement forms or paperwork. Everything – from finding a dentist, requesting an appointment and paying the bill in the dental office immediately after treatment – is done via an easy-to-use mobile app.

***Transparent pricing***

WDA Dental Savings Club members get more transparency with prices based on data from [FAIR Health](#), a national, independent, not-for-profit organization whose mission is to bring transparency to healthcare costs and health insurance information. For most services, fees are set at 15% to 55% below the 50th percentile of the FAIR Health fees to help members receive significant savings on preventive and restorative dental care. All Club dentists have the same fee schedule – members will receive the same price no matter which dentist they use. And with the app, they can request and receive the recommended dental care treatment plan with the actual prices for each service before committing to the work.

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### ***A non-insurance option for employers***

Club memberships opened to the public on July 1, and the Club is also available to employers and associations who want to provide a dental benefit to employees and members.

“Small business owners know that offering dental benefits is a way to set themselves apart in a really tight hiring market, and the WDA Dental Savings Club makes it affordable for employers to do just that,” Dr. Reid said. “Additionally, we’re working with Medicare supplement providers and insurance brokers to include the WDA Dental Savings Club among their offerings. As insurance costs continue to skyrocket, we’re finding there’s a really strong demand for a modern, non-insurance alternative. That’s the new WDA Dental Savings Club, and we’re excited to see it grow.”

As of early July, WDA Dental Savings Club members could see dentists at over 400 access points throughout the state, and more dental offices are joining the network weekly. For information on the Club, patient savings and to join, visit [www.WDAclub.com](http://www.WDAclub.com).

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### **About the Wisconsin Dental Association**

The Wisconsin Dental Association, with 3,100 members across the Badger State, is the leading voice for dentistry in Wisconsin. WDA member dentists are committed to promoting professional excellence and quality oral health care. Established in 1870, the WDA is headquartered in West Allis and has a legislative office in Madison. The WDA is affiliated with the American Dental Association - the largest and oldest national dental association in the world. For more information, call 414-276-4520, visit [WDA.org](http://WDA.org) and find us on [Facebook](#), [Instagram](#) and [LinkedIn](#).

### **About SKYGEN**

SKYGEN transforms dental and vision benefits management and administration with flexible technology and services that connect and change lives for the better. Through partnerships with payers, providers and government agencies, SKYGEN helps its customers navigate dental and vision benefits management and administration. With its portfolio of third-party administration (TPA), intelligent Software as a Service (SaaS) automation, marketplace connectivity, risk management solutions and above-and-beyond services like Enhanced Benefit Management (EBM), Provider Select Suite platforms, mobile apps and portals, SKYGEN serves nearly 50 million members across all 50 states, more than 40 government and commercial insurers and process 3 million claims monthly. For more information, please visit [www.skygenusa.com](http://www.skygenusa.com).