

# Happy Holidays!

from directACCESS Dental Plans

We wish you and yours the best this time of year. The holiday season often turns our thoughts to children. Below is some worthwhile information about children's oral health.

## Children Dental Health

A study conducted by the Children's Dental Health Project (CDHP) relates the following rather alarming statistics.

~ Nearly half of all 5-year-olds and two-thirds of teens have had cavities, which is largely preventable. The impact of cavities can effect children's overall health and their ability to eat, sleep, socialize, and learn, the group noted. Researchers estimated that California children missed a total of 874,000 school days due to dental problems in 2007.

~ Americans made about 882,000 visits to hospital emergency rooms in 2010 for preventable dental conditions, according to U.S. government estimates. Nearly 48,000 of these dental-related emergencies involved children.

~ 33% of adults report that someone in the family has a toothache or other dental problem. Many go untreated due to cost.

For as low as \$13/month, directACCESS can help families save on their children's dental care. There is no waiting period, no deductible, no out-of-pocket maximum. Sign them up and they can use it today!

## Proper Oral Hygiene

The American Dental Association (ADA) has many recommendations on how to help children develop good oral hygiene habits while they are young so that when they are older they have less tooth decay.



The ADA recommends starting good habits early, even before the first tooth appears. They recommend using a damp wash cloth to wipe your baby's gums clean. As children grow they recommend parents brush or supervise brushing and flossing of teeth. It is recommended to brush teeth twice

a day and floss at least once. Don't forget the regular dentist visits (REMEMBER: directACCESS can help reduce the cost of those visits.) For more tips and recommendations for good oral hygiene visit [www.mouthhealthy.org](http://www.mouthhealthy.org).

## **directACCESS Broker's Website**

In order to help you sell more directACCESS we are creating a website dedicated just for our appointed agents. On this website you will be able to submit applications, check your commissions, access sales training materials and forms, and have access to a cost estimator that will help you show your clients their potential savings at different dental offices.

Watch for more information coming shortly!

### **directACCESS Dental Plans**

75 South 500 West, Suite 200, Bountiful, Utah 84010

Phone: (866) 696-6527

Websites: [www.directaccesssales.com](http://www.directaccesssales.com)

Appointed agents in need of marketing materials [click here.](#)

