



For Immediate Release

May 20, 2020

Dominion National Adds Prevention Rewards to Small Group Dental Plans

Arlington, VA - Dominion National, a leading dental insurer and administrator of dental and vision benefits headquartered in Arlington, Va., announced the addition of its innovative Prevention Rewards program to its small group dental plans effective July 1, 2020. Through Dominion's Prevention Rewards, each covered family member who receives two cleanings during the plan year from a participating Dominion network dentist receives a \$20 cash reward.

Previously Dominion had limited this incentive program to large groups. Due to its popularity and the positive correlation between receiving preventive dental care and reducing costly future dental treatment, Dominion is extending this program to small groups that enroll in Dominion's shelf PPO products.

"Our Prevention Rewards program offers a unique benefit and incentive to go to the dentist for your preventive care," said President Mike Davis. "We are pleased to extend this program to more clients to help ensure access to preventive dental care and mitigate the need for more extensive treatment. As dental offices across the country plan to re-open for non-emergency services in the near future, we want to do our part to encourage our members to maintain and improve their oral health safely and affordably."

Dominion's Prevention Rewards continues to be available for large groups upon request.

About Dominion National

Dominion National, incorporated in 1996, is an agile and innovative provider and administrator of dental and vision benefits. Dominion serves over 900,000 members, including leading health plans, employer groups, municipalities, associations and individuals among its diverse client base. For more information, please visit DominionNational.com or follow Dominion National on Facebook, LinkedIn or Twitter.

Dominion National is the brand name for the Dominion group of companies. Dental plans are underwritten by Dominion Dental Services, Inc. (DDSI). Dominion Dental Services USA, Inc. (DDSUSA) is a licensed administrator of dental and vision benefits. Vision plans are underwritten by Avalon Insurance Company, and administered by DDSUSA, in DC, DE, MD, PA and VA. Vision Plans are underwritten by DDSI in all other states where Dominion National operates. The Discount Program is offered through DDSUSA.