



First Dental Health Launches Nationwide Discount Dental Plan With Added Discount Plans Access

California's first licensed discount dental plan expands nationwide and adds VSP, the EPIC Hearing Service Plan, and Prescription Discount Card Program.

SAN DIEGO, Aug. 26, 2011 /PRNewswire/ -- New Dental Choice, a comprehensive and affordable discount dental plan provided by [First Dental Health](#), is now available nationwide. In addition, the plan now offers its members access to discount vision, hearing and prescription drug programs.

Discount dental plans from [New Dental Choice](#) are now available to individuals, families and businesses of all sizes at over 100,000 general dentist and specialist locations across the United States. VSP, the EPIC Hearing Service Plan, and Prescription Discount Card Program providers will now offer their services to members using the New Dental Choice membership card.

"We're excited about being able to now serve consumers throughout the United States, with quality discount dental plans and affordable vision, hearing and prescription drug programs," says Dr. Michael S. Grossman, President and CEO of First Dental Health. "This is a big step in our growth, and we welcome the millions of people who utilize VSP, EPIC and our Prescription Discount Card Program to become New Dental Choice members."

The New Dental Choice discount dental plan was created to provide affordable dental services to people who aren't covered by dental insurance. It was the first discount dental plan to be licensed by the state of California in 2006, and with expansion nationwide, the company will meet the discount dental plan compliance standards set by each state.

Founded in 1955, VSP is the largest not-for-profit vision benefits and services company in the United States providing members and their families with the best eye care possible through more than 38,000 access points in their private-practice doctor network. From small businesses to Fortune 500 companies, VSP serves more than 35,000 clients, and has more than 56 million members nationwide.

The Prescription Discount Program is administered by CVS Caremark, recognized and accepted by pharmacies nationwide for their experience; dedication to value, service, and quality; and solid retail pharmacy network and mail service. The Prescription Discount Card is accepted by more than 60,000 pharmacies nationwide.

The EPIC Hearing Service Plan -- the nation's first specialty care carve out for the vital sense of hearing -- provides referral access to a national network of audiologists and ENT physicians (the largest of its kind in the country) and savings on all name brand manufacturer hearing aid technology. EPIC's pricing is fixed and published up front to their members, representing savings of 20-50% off the Manufacturers' Suggested Retail Price (MSRP).

"These quality discount programs provide an affordable alternative to costly individual and family insurance programs," according to Dr. Grossman. "For members of New Dental Choice, this means that in addition to saving 15 to 60 percent on dental procedures, they can now use their New Dental Choice card to save money on these other important health care services."

CONTACT: Katelynn Sarcione, Marketing Communications Manager, 858-444-2604, katelynn.sarcione@newdentalchoice.com