



New Dental Choice Introduces Discount Dental Plans in New York City

Local general dentists and specialists join discount dental network offering 15% to 60% savings on dentist visits, exams and procedures.

SAN DIEGO, Oct. 21, 2011 /PRNewswire/ -- [New Dental Choice](#), a comprehensive and affordable discount dental plan provided by First Dental Health, has expanded access to its program to include more than 600 general dentists and specialists throughout New York City. The dental plan, which utilizes the Principal Dental Access Network, offers [discount dental plans](#) to individuals, families and businesses of all sizes.

"Faced with the high cost of dental care, people are looking for new ways to access affordable, quality dental services," according to Dr. Michael S. Grossman, President and CEO of First Dental Health. "We are pleased that those who live and work in New York City can now take advantage of our low-cost program and save up to 60% on their dental bills."

In addition to dental services discounted vision services through VSP Vision Care, the EPIC Hearing Service Plan, and the Prescription Discount Card Program administered by CVS Caremark are available to members through the New Dental Choice membership card. "Members of New Dental Choice are not only eligible for dental savings, they can use their New Dental Choice card to save money on vision, hearing and prescription drug services," said Dr. Grossman.

The first discount dental plan to be licensed by the state of California in 2006, which has some of the most stringent discount regulations in the country, New Dental Choice meets all state dental plan compliance standards, including the consumer guidelines set by the State of New York.

New Dental Choice was created by practicing dentists to provide affordable dental services to people who aren't covered by dental insurance. Their discount dental plan options offer savings that average between 15 and 60 percent on all common dental procedures, and require no waiting period for activation, have no restrictions and no annual maximum benefit. New Dental Choice is a service of [First Dental Health](#), one of the largest independent dental network management companies in California, and one of the Inc. 500|5000 fastest-growing private companies in America in 2010 and 2011. First Dental Health is also the recipient of the 2011 Most Innovative Product or Service Award, Small Business category, from the San Diego Regional Chamber of Commerce.

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