

Cigna Takes the Mystery out of Picking a Dentist and Getting Dental Care with New Online and Mobile Tools

BLOOMFIELD, Conn., 07 April, 2016 - Cigna (NYSE: CI) is making selecting a dentist and budgeting for dental expenses easier for Dental Preferred Provider Organization (DPPO) customers through new online comparison tools. The enhancements include personalized out-of-pocket costs by service and by dental office as well as detailed profiles about each dentist, often including photos and videos. The [tools](#) are now available on myCigna.com, Cigna's personalized customer website, and the myCigna mobile app.

"Eliminating surprises is an important step in encouraging people to go to the dentist. I believe that patients who have easy access to details about my practice, can read other patients' reviews about my services and see photos of my office online ahead of time will be more at ease and, ultimately, be more likely to get regular dental checkups," said Ebi Nikjoo, DDS, a California dentist participating in Cigna's DPPO network.

According to [Cigna research](#), adults who skip oral health checkups despite having dental benefits often say it is because they are afraid of the cost or of the dentist. More than one-fourth of people with dental benefits surveyed aren't using them to their full advantage, many because of these fears. The new tools help eliminate these obstacles by providing more upfront information about the dental visit.

Before scheduling an appointment, Cigna customers can compare their out-of-pocket costs among multiple dentists for the same services. For most DPPO customers this also reflects their plan's coinsurance and deductible. In addition, customers can consider a "Brighter Score" which evaluates the dentist's professional history, affordability and patient reviews.

"Many consumers read movie reviews before buying a theater ticket or restaurant reviews before making a reservation – reading patients' reviews of dentists before making an appointment can be reassuring and encourage appropriate levels of dental care. Having easy access to out-of-pocket cost information and each dentist's professional history can help eliminate surprises before, during and after dental visits," said Fred Scardellette, Vice President, Specialty Business Operations for Cigna.

Cigna is the first health service company to provide its customers with these enhancements from Brighter, a health care technology company that has created a SaaS-enabled healthcare marketplace that makes it easier for providers and payers to help individuals get the most value from dental benefits.

Later this spring, customers will also be able to take advantage of online and mobile appointment scheduling and electronic appointment reminders for network DPPO dentists who choose to offer these conveniences.

About Cigna

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