



July 2, 2009

Blue Cross sells DenteMax unit to nationwide group

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Blue Cross Blue Shield of Michigan announced Wednesday that it has sold its Southfield-based DenteMax dental subsidiary to the Dental Network of America, a move that the insurer said would allow it to offer companies a larger network of dental care benefits.

Blue Cross would not disclose the price of the sale, which occurred Wednesday.

DenteMax will become a subsidiary to the Dental Network, keep its Southfield office open and retain most of its 84 employees, Blue Cross said.

Employees who provide DenteMax's customer service and claims processing services will join Blue Cross operations in Southfield, the company said.

DenteMax is a dental leasing network that recruits dentists and oversees quality and credentialing issues for companies that offer dental benefits. It is not an insurance company. Blue Cross has had a contract with its subsidiary, and will continue one with Dental Network, to oversee relationships for dentists that accept Blue Cross' Blue Dental coverage.

Blue Cross has 1.3 million dental members. DenteMax serves 5 million customers nationwide.

The Oakbrook Terrace, Ill., company is owned by the Health Care Service Corp., a company that runs Blue Cross plans in Illinois, New Mexico, Oklahoma and Texas.
