

HARRISBURG, Pa., Dec. 18, 2012 /PRNewswire/ -- United Concordia Dental, one of the nation's largest dental insurers, today unveiled its newly redesigned corporate website, www.UnitedConcordia.com. The new website allows multiple audiences to quickly and more efficiently get what they want and need, while delivering a more user-friendly experience.

"Our redesigned site represents a major milestone in our company's efforts to better serve the changing needs and lifestyles of our customers," said F.G. Merkel, president and COO. "In fact, we are building a variety of consumer touch points, including our website, which will allow visitors to interact with us, when, where and how they want. These touch points will help us engage more deeply with our customers."

United Concordia's redesigned website boasts a cleaner, more open and colorful visual design, as well as the following enhancements:

- Easier and More Intuitive Navigation
- Task-Focused User Centered Design
- Improved Login Experience
- Enhanced Search Features
- Powerful Dental Health Center
- Social Media Sharing Capabilities

Additionally, the new website includes a robust media center (LINK) for consumers, journalists and bloggers that provides the latest news and information about the dental insurer, as well as links to a variety of resources, including annual reports, videos, audio clips, health care reform, and oral health and wellness tips.

"This website is only the beginning of our company's efforts to expand our interactive capabilities," said Merkel. "We are also building our mobile and social media platforms to provide more channels for interested individuals to engage with us," said Merkel.

Earlier this year, United Concordia released the iDental® mobile app for its individual dental product members and launched [Facebook](#), [Twitter](#) and [LinkedIn](#) social media sites, all new consumer touch points designed to make it easier for consumers to engage with the company.

In the coming months, United Concordia will add responsive design capabilities to its website, allowing visitors to access the site from a smart phone, tablet or desktop computer and view content that has been optimized for that particular device.

Visit www.UnitedConcordia.com for more information.

SOURCE United Concordia Dental

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