

HARRISBURG, Pa., Sept. 17, 2013 /[PRNewswire](#)/ -- United Concordia Dental's website, [UnitedConcordia.com](#), now boasts responsive design, optimizing a visitor's viewing experience whether on a desktop computer, laptop, tablet or smart phone.

"Responsive website design is another example of how United Concordia is evolving our online and digital platforms to engage with current and potential customers anywhere and anytime," said Nuwan Dassanaik, vice president of marketing. "No matter what device they are using, today's increasingly tech-savvy consumers expect fast download times and the ability to properly view, navigate and use websites."

A [2012 study by Compuware](#) reveals that almost half of mobile web users are less likely to return to a website after a bad experience, while a third will visit a competitor's site instead of retrying a website that is not working properly.

"The launch of our responsive website makes it easier for our members to get solutions, find information, stay in touch and make the connection between oral health and overall wellness," said Dassanaik. "Now, consumers can connect with us when, where and how they want."

For more information, visit [UnitedConcordia.com](#).

SOURCE United Concordia Dental

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