

HARRISBURG, Pa., Oct. 1, 2013 /PRNewswire/ -- Be a champion for wellness by liking [United Concordia's Facebook page](#) and casting your vote Oct. 1 – Nov. 30 for one of three national charities – [American Diabetes Association](#), [March of Dimes](#) or [Arthritis Foundation](#).

To view the multimedia assets associated with this release, please click: <http://www.multivu.com/mnr/58162-united-concordia-champions-for-wellness-charity-program>

(Photo: <http://photos.prnewswire.com/prnh/20131001/MM82610>)

Through the "[Champions for Wellness](#)" [charity program](#), visitors who "like" United Concordia's Facebook page can award a total of \$25,000 to charity while learning about the connection between oral and overall wellness.

"Today, research points to oral health as a 'missing piece' of overall health," said James Bramson, D.D.S., chief dental officer at United Concordia. "At United Concordia, we believe it is our mission — and our responsibility — to ensure that people understand the importance of good oral health. This charity giving program is one of the tools we are using to educate people about how a healthy mouth can be part of a healthy body."

United Concordia selected the three charities for its Facebook program based on landmark research it conducted with parent company Highmark Health Services. That research showed a [significant reduction in health care costs](#) is possible when an individual with diabetes, heart disease, cerebrovascular disease (stroke) or rheumatoid arthritis, or who is pregnant, is treated for gum disease.

Participants have the chance to share the program with friends via Facebook, Twitter and email, and are able to vote once daily. The program includes a running tally of votes to let participants know which charity is on top at the time of their visit. At the end of the program, the charity with the most votes will receive \$20,000; second place, \$3,000; third place, \$2,000.

[United Concordia Dental](#) has partnered with mobile, social and digital engagement provider [ePrize](#) to power the program across a microsite, mobile optimized site and social channels. "Health and dental insurance brands have the same desire to connect, engage and build relationships with their customers as any other brand, if not more so, because of the educational opportunity," said Sara Kowal, vice president of Innovation at ePrize. "United Concordia Dental is making dental care education dynamic and showing their own commitment to oral health's impact on overall health, by making such a sizeable donation in the form of grand prize sweepstakes to some of the top healthcare charities."

[A QR code](#) is available for individuals interested in voting via their smartphones, which will take users to a mobile-friendly website. [Visit the "Champions for Wellness" Charity Program](#) for more information, or [download the QR code](#) to vote from your mobile phone during October and November.

SOURCE United Concordia Dental

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<https://news.unitedconcordia.com/2013-10-01-Cast-Your-Vote-for-Oral-and-Overall-Wellness-Oct-1-Nov-30>