United Concordia Dental & Philips Enter Agreement for Special Access to Philips Sonicare Oral Healthcare Products

HARRISBURG, Pa. (06/02/2021) – A new agreement between Phillips and United Concordia Dental will provide unique access to select Philips Sonicare oral healthcare products for employers and brokers who currently work with the national dental solutions partner.

United Concordia's Sales and Service representatives will share a special link to a co-branded microsite with their existing clients and brokers in the coming weeks. For purchases made on that site, members will receive a special offer on select Philips Sonicare oral healthcare products, including Philips Sonicare ProtectiveClean electric toothbrush models, Philips AirFloss water flossers and Philips Sonicare for Kids.

The agreement, effective immediately, runs through December 2022.

"Ensuring access to products that can reduce the risk of gum disease and tooth decay is a top priority," said Quinn Dufurrena, DDS, chief dental officer for United Concordia. "The advantages of using rechargeable toothbrushes and water flossers are significant; our agreement with Philips Sonicare- Oral Healthcare should help ensure cost is much less of a factor when making important oral health decisions."

Studies show that using an electric toothbrush can decrease the presence of plaque and gingivitis by 10% - 20%, compared to a manual toothbrush, while also helping to prevent users from brushing too hard, which can cause damage to tooth enamel.

"This agreement is only the first step in a relationship designed to provide employers several avenues for their workforce to maintain excellent oral health," said Dufurrena.

"Evidence linking oral health to overall health continues to grow, and working with an innovative organization like United Concordia, we can explore solutions that can help ensure their members can better manage and improve their oral care at home," said Michael Kuhne, Oral Healthcare Leader for Philips North America. "This program is a great example of our shared commitment as industry leaders to improving health and well-being."

Eligible customers, age 18 or older, can take advantage of the online discount for select Philips Sonicare products.

# # #

Contact:
Paul Braverman
United Concordia Dental
315-521-0889
paul.braverman@ucci.com

Silvie Casanova
Philips North America
781-879-0692
silvie.casanova@philips.com

About United Concordia

United Concordia Dental is a leading national dental solutions partner focused on delivering high-quality, cost-effective dental care. Headquartered in Harrisburg, Pa., the company has over 9.1 million members, one of the nation's largest dentist networks, an AM Best "A" (Excellent) rating and has licensed entities in all 50 states, D.C. and Puerto Rico. United Concordia is committed to providing remarkable experiences to our customers, with a focus on enhancing their total health. Sonicare discounts are not available in all states. For more information about United Concordia, visit UnitedConcordia.com.

About Royal Philips

Royal Philips (NYSE: PHG, AEX: PHIA) is a leading health technology company focused on improving people's health and well-being, and enabling better outcomes across the health continuum – from healthy living and prevention, to diagnosis, treatment and home care. Philips leverages advanced technology and deep clinical and consumer insights to deliver integrated solutions.

Headquartered in the Netherlands, the company is a leader in diagnostic imaging, image-guided therapy, patient monitoring and health informatics, as well as in consumer health and home care. Philips generated 2020 sales of EUR 17.3 billion and employs approximately 77,000 employees with sales and services in more than 100 countries. News about Philips can be found at www.philips.com/newscenter.

---

https://news.unitedconcordia.com/united-concordia-news-releases?item=122466