United Concordia Dental expands veteran support with oral health initiative and workforce recognition

CAMP HILL, Pa. (July 9, 2026) — Withnearly 7 million U.S. veterans ineligible for dental coverage through the Veterans Health Administration, United Concordia Dental joins CareQuest Institute for Oral Health's® Support Veteran Smiles campaign to help expand access to dental care.

According to the U.S. Department of Veterans Affairs (VA), three out of four veterans eligible for VA medical care do not qualify for dental coverage. These benefits are primarily limited to those with service-connected oral health conditions or a 100% disability rating.

Through this collaboration, United Concordia is partnering with CareQuest Institute as part of a coalition of 19 organizations nationwide in a campaign now underway through year-end. The initiative raises awareness, highlights gaps in eligibility and encourages policy solutions to expand access. The effort centers on a video featuring real veterans' experiences, alongside a new report highlighting disparities in access to care and oral health outcomes.

"Every veteran should be able to get the dental care they need, along with resources that support their oral health and overall well-being," said Ed Shellard, DMD, president and CEO, United Concordia Dental. "We're working toward that by helping expand access to services through community partnerships and grants, and as an employer, creating meaningful career opportunities for those who served our nation."

Efforts to recruit and develop veteran employees have earned United Concordia recognition as a top employer for the third consecutive year.

The 2026 Top Veteran Employer honor from U.S. Veterans Magazine reflects the company's targeted hiring and development programs for those transitioning to civilian employment. These include the company's Voices of Employees That have Served (V.E.T.S.) Business Resource Group, which offers peer support, networking and a Buddy Program that pairs new veteran hires with experienced employees.

United Concordia also brings extensive experience serving military-connected populations through the administration of dental benefits for service members, their families and veterans.

"We believe investing in veteran employees honors their service while strengthening our workforce," said Shellard. "Supporting their success is not only the right thing to do — it makes us a stronger, more resilient organization."

To learn more about United Concordia, visit UnitedConcordia.com or sign up to receive company news updates.

Contact:
Kristy Cramlet
United Concordia Dental
717-260-7762
kristy.cramlet@ucci.com

Leilyn Perri
Highmark Health
717-302-4243
leilyn.perri@highmarkhealth.org

Additional assets available online: Photos (1)