New dental benefits solution shifts the focus from treatment to prevention

SOMERVILLE, Mass. (Sept. 25, 2026) – A proactive approach to oral and overall health is the focus of a new employer benefits solution launched by United Concordia Dental. Concordia Clarus combines enhanced preventive coverage, advanced screening tools and personalized insights to help identify potential health concerns sooner and enable informed care decisions.

Oral diseases affect millions of Americans, with cavities remaining one of the most common chronic conditions, according to the Centers for Disease Control and Prevention. As evidence continues to reinforce the connection between oral health and overall wellness, United Concordia Dental President and CEO Ed Shellard, DMD, introduced Concordia Clarus, a first-of-its-kind product, at ADA Forsyth® dentech™ 2026 to address a growing need to identify emerging oral health issues and support prevention and proactive care.

"The link between the mouth and the body is clear, yet many dental benefit plans remain primarily focused on addressing problems after they occur," said Shellard. "We wanted to create a solution that goes beyond paying for treatment when something goes wrong. Concordia Clarus is about giving people greater opportunities to understand, protect and maintain their health over the long term."

At the core of Concordia Clarus is a framework built around six interconnected pillars: Diagnose, Prevent, Treat, Protect, Educate and Engage. This approach aligns clinical care, health education and member engagement to encourage prevention and timely intervention.

Key features of Concordia Clarus include:

- **Advanced diagnostic and wellness screening**: Detection of potential health concerns through salivary, HbA1c and glucose testing, as well as additional oral evaluations and advanced imaging, such as 3D scans and intraoral photos.
- **Enhanced preventive care**: Expanded options for maintaining a healthy smile, including up to four cleanings annually, adult fluoride treatments and gum disease care.
- **Personalized education and engagement tools**: Better access to dental information and guidance through Smart Scan, an AI-powered tool that screens for potential dental concerns, digital dental assessments and tailored wellness resources.
- **Predictable costs**: Fixed copayments with no deductible and no annual maximum.
- **Children's oral health support**: $0 copayments for covered non-orthodontic services for children through age 11. Optional child orthodontic coverage is also available.
- **Proactive protection**: Broader coverage for therapies that promote long-term wellness, including dental implant maintenance, sleep apnea oral appliances, night guards and athletic mouthguards.

Concordia Clarus is available to employer groups with two or more employees in select states. Coverage is effective Jan. 1, 2027. Learn more about Concordia Clarus.

For more information about United Concordia, visitUnitedConcordia.com or sign up to receive company news updates.

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