

Dear Employer,

Doing right by your employees is a big task, especially when it comes to providing benefits that optimize their wellness. Scientists are still working to understand all the connections between oral health and the body's health, but we know enough about periodontal (gum) disease now to help people with certain medical conditions improve their oral and overall health. **Educate your employees about gum disease and encourage them to sign up for Smile for Health®—Wellness as part of their dental plan.** You'll help them improve their wellbeing, which means your workplace will be productive and that helps your bottom line.

We developed this kit to support you in encouraging eligible employees to register for Smile for Health®—Wellness. Use these resources to make your employees aware of gum disease and the advantage of using Smile for Health®—Wellness:

Print Materials

**Please use the commercial print formatted document and specifications sheet provided to fulfill your printing needs locally. Iron Mountain is unable to accommodate custom print orders.*

- **Poster (11 x 17)**—Print this poster and hang it around your company's building:
 - [Self-Print Format](#)
 - [Commercial Print Format](#)
 - [Commercial Printing Specification Sheet](#)

- **Flyer**—This communication encourages your employees to sign up for Smile for Health®—Wellness. Use it as a hand out, e-mail it or post it around your office.
 - [Self-Print Format](#)
 - [Commercial Print Format](#)
 - [Commercial Printing Specification Sheet](#)

- **Postcard (4x6)**—Use this as a direct mailer to encourage your employees to sign up for Smile for Health®—Wellness.
 - [Self-Print Format](#)
 - [Commercial Print Format](#)
 - [Commercial Printing Specification Sheet](#)

Materials to Download

- **Email(s) or letter(s) to employees**—This communication introduces Smile for Health®—Wellness and encourages them to register for the program as part of their dental plan. Send them to your employees every week or every other as either an e-mail or a letter—whatever format works best for you.
 - [“What’s the missing piece to your overall health? Your mouth.”](#)
 - [“Gum disease. Can it lead to health problems beyond your mouth?”](#)
 - [“Sign up for Smile for Health®—Wellness through My Dental Benefits!”](#)

- **Smile for Health®—Wellness video**—Play the video for your employees to understand the connection between oral and total body health.

Smile for Health® – Wellness Employer Toolkit Resources

- [Download WMV version](#)
- [Download MP4 version](#)

- **Online resources**—Suggest to your employees to visit **UnitedConcordia.com** and read up about the connections between oral and overall health in the **Dental Health Center** found on **UnitedConcordia.com**.
 1. Visit **UnitedConcordia.com**.
 2. Under **Members Home**, click on **Dental Health Center**.
 3. Read about common conditions associated with oral health.

Use these resources to launch an enrollment campaign to get your employees signed up for Smile for Health®—Wellness. Download a suggested [promotion campaign schedule](#).