



NEWS RELEASE

MEDIA INQUIRIES

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FOR IMMEDIATE RELEASE

PPO USA Launches Rebranding to Increase Focus on Clients

Lee's Summit, MO, (August 6, 2013) – PPO USA, Inc., a leading dental cost management company launches a corporate rebranding effort that includes a new logo and a complete overhaul of the company website. The new identity will make its debut at the National Association of Dental Plans CONVERGE 2013 conference in Las Vegas, NV, September 9, 2013.

“Our clients are the reason we come to work every day,” says Mark Coyne, Vice-President of Sales. “We provide products, industry advice, and tools to help clients retain and grow their business. In order for clients to recognize PPO USA as a current and evolving business partner, it was necessary for us to look at our brand.”

The rebranding will touch all corporate communications such as sales tools, social media, and a new website. In fitting with the client centric approach to the new brand identity, the PPO USA website will now feature a ‘client portal’, the Business Center, where clients can access industry reports on-demand. “The Business Center is a place to share and exchange documents and communications with clients,” says Coyne. “Our clients want to play a more active role in how we do business together, and the Business Center fosters such collaboration.”

A company page on LinkedIn has joined the social media efforts where followers are able to browse PPO USA product offerings as well as receive industry news updates. The fresh approach to the new corporate identity was done with client’s business needs in mind. “We strive to influence our industry by empowering clients with valuable network solutions,” Coyne says.

About PPO USA: PPO USA was formed in 1997 to market access to the Connection Dental® Network, Connection Vision® powered by EyeMed, and Connection Hearing® by HearPO. These customized solutions are offered to lower health care costs and improve accessibility for clients such as third-party administrators, insurance companies, unions, consultants, brokers and self-insured employer groups. What started as a two person team utilizing grassroots efforts to grow and gain industry insight has become one of the nation’s leading dental cost management companies. Today, PPO USA’s team utilizes and shares more than 100 years of industry expertise to provide products, industry advice, news and tools to help clients retain and grow business.

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