small to tall PEDIATRIC DENTISTRY

SCOTT T. ROWLEY, D.M.D., M.S.D.
BENJAMIN D. RUDER, D.D.S.
MAUREEN H. CALLENDER, D.D.S., M.S.D.
AARIKA D. ANDERSON ELTER, D.M.D.
DANIEL M. WALSH, D.M.D., M.S.D.

BOARD CERTIFIED PEDIATRIC DENTISTS

March 30, 2023

To all of our families using Principal Financial dental insurance:

We are writing today to explain a recent decision to enhance our ability to serve the oral health of kids in our community. As a proud, locally owned small business, we prioritize providing our patients with exceptional pediatric dental care, along with a commitment to community and philanthropic outreach. (Maybe you have seen our logo hanging inside Oly On Ice, on exhibits at Hands On Children's Museum or on the side of a Boys & Girls Clubs van, for example.)

We continue to evaluate our business practices to make sure they align with our values. It has become increasingly difficult to belong to dental insurance plans and to continue to deliver top notch patient care. After careful consideration, we find that the limitations placed on Small to Tall Pediatric Dentistry by Principal Financial insurance company and its umbrella payer, United Concordia, are too restrictive.

Small to Tall Pediatric Dentistry will no longer be in network as a provider. What does this mean to you? We sincerely value our relationship with your family and in reality, very little will change.

- Your family will continue to be welcome for treatment in our office.
- We will continue to verify your benefits and bill Principal Financial on your behalf.
- We will continue to accept new Principal Financial patients and families.
- Exams, x-rays, cleanings will likely have a minimal, if any, change in fees.
- We will easily be able to share with you the financial differences in continuing your care with us.
- Small to Tall Pediatric Dentistry will no longer be listed as a preferred provider on the website.
- Principal Financial and/or United Concordia may send you a letter encouraging you to find a dentist in their network. They may tell you it will cost less, but in reality, it means very little will change. Give us a call to learn more.

We are hopeful that you will continue to trust the Small to Tall Pediatric Dentistry team with your family's dental care. We stay committed to providing positive dental experiences for your family.

For questions or additional clarification, please call us at 360.459.5885.

Sincerely,

DMD MSD

Scott Rowley Benjamin Ruder Maureen Callender

Owners, Small to Tall Pediatric Dentistry