

**Press Release**

**Industry:** Dental Insurance

**Company:** Liberty Dental Plan



FOR IMMEDIATE RELEASE

**DENTAL HMO ANNOUNCES NEW OWNERSHIP**

**Newport Beach, CA, Dec. 16, 2001** – Preferred Dental Plan, Inc., a Newport Beach dental HMO, was bought out of receivership by a Southern California dentist. Dr. Amir Neshat purchased Preferred Dental Plan's Knox-Keene license as a health maintenance organization and its book of business. As of December 2, 2001, the HMO's name was changed to **Liberty Dental Plan of California** to reflect its new identity and improved product offerings.

Liberty Dental's program features low out-of-pocket costs, a wide network of qualified dental professionals, the option to change dentist selections any time, and complete orthodontic coverage. These benefits come without claim forms, prohibitive deductibles or restrictive annual maximums. "Members will enjoy a broader range of products that fit their needs and budgets," said Richard Herrera, Director of Operations. "Brokers will profit from competitive commissions and efficient administration."

Free from the liability of its predecessor and directed by a new management team, Liberty Dental has emerged as a new player in the market. "We are excited about a fresh start as a quality HMO that proactively adapts to changing health care needs," said Dr. Neshat, Liberty Dental's CEO. "The management team has extensive experience with dental HMOs and brings many professional relationships to the table." Dr. Neshat, who received his Doctor of Dental Surgery degree from University of Southern California, is also chairman of Newport Coast Dental, Inc., a dental management company with practices throughout Orange and San Diego Counties.

Liberty Dental has already achieved several of its objectives for enhanced customer service. The HMO recently revamped all IT systems and employed a new staff of experienced and courteous customer service representatives. These improvements have maximized efficiency, accuracy, and personalized service. For instance, Liberty Dental can now process emergency claims within just 24 hours.

Liberty Dental also plans to further expand its products and services. The HMO is now in the process of widening its dental provider networks. "If you have a dentist, contact us and we'll attempt to add them to our network," said Dr. Neshat. Other objectives include extending coverage to other states and adding vision plans. "Affordable care shouldn't mean limited service," said Dr. Neshat, "That philosophy is the foundation of all that we do."

*Liberty Dental Plan of California is a new dental HMO that provides managed care products from prepaid plans to discount plans for employer groups and individuals. For more information, visit: [www.libertydentalplan.com](http://www.libertydentalplan.com).*