



FOR IMMEDIATE RELEASE

CONTACT:

Sarah Fry
sfry@dentalcareplus.com
513-554-1100 ext. 1131

**The Dental Care Plus Group Adds Christiny Betsch
to Marketing and Corporate Communications Department**

(Cincinnati OH, July 18, 2013) – The Dental Care Plus Group (DCPG), a leading provider of dental benefits, announced the addition of Christiny Betsch to the Marketing and Corporate Communications Department.

Betsch will serve as Marketing and Corporate Communications Coordinator with a concentration on organizing DCPG sponsorships and events as well as coordinating promotions and value-added programs for both external and internal DCPG audiences. In addition, Betsch will contribute to external content such as media releases, sales collateral, social media posts and e-Letter articles.

Betsch began with DCPG in May of 2013 upon completion of college. She previously worked as an intern for DCPG. Betsch earned a Bachelor of Arts & Science degree in both advertising and public relations from Xavier University.

#

The Dental Care Plus Group provides dental insurance and third-party administration services to employers based in Ohio, Kentucky and Indiana. In addition, the company markets Vision Care Plus, a line of vision insurance products sold in conjunction with DCPG's dental plans or separately. DCPG insurance plans cover employees living anywhere in the United States through a dentist network of more than 140,000 locations. The company was founded in 1986 by dentists practicing in Greater Cincinnati and Northern Kentucky. Today, the company is the region's leading dental insurance carrier. For more information, visit: www.dentalcareplus.com.