



CONTACT:

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

FOR IMMEDIATE RELEASE

**The Dental Care Plus Group Promotes
Two Members of Senior Management**

(Cincinnati OH, December 11, 2013) – The Dental Care Plus Group (DCPG), a leading provider of dental insurance, announces the promotions of:

- Rebecca Hetzer to Executive Director of Sales, Established Business and Marketing
- Rachel Finn to Director of Established Business

As Executive Director, Hetzer will oversee new sales and the renewal of DCPG's existing book of business. She will also work with the marketing and corporate communications department to develop overall strategic initiatives designed to promote DCPG products in the Ohio, Kentucky and Indiana markets.

Hetzer has been with DCPG for 10 years. She previously worked as a senior benefits specialist at an independent consulting and brokerage firm. Hetzer is a graduate of the University of Kentucky, where she earned a degree in Health Administration. She currently resides with her family in Northern Kentucky.

As Director of Established Business, Finn will continue to coordinate the delivery of renewals and provide maintenance for all in-force business. In addition, she will focus on developing a strategy for renewing business in the health care reform environment.

Finn has been with DCPG for seven years. Prior to that, she was a benefit specialist at a Cincinnati-based broker agency. Finn holds a Bachelor of Science in psychology from Tulane University and a Master of Social Work with a concentration in health and gerontology from the University of Cincinnati. She also has a Master of Business Administration from Wright State University. She currently resides with her family in Deer Park, Ohio.

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The Dental Care Plus Group provides dental insurance and third-party administration services to employers based in Ohio, Kentucky and Indiana. DCPG insurance plans cover employees living anywhere in the United States through a dentist network of more than 150,000 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.