

## **Delta Dental of Colorado**

### **CWCC Company of the Year Award Finalist – Medium**

Delta Dental of Colorado has changed its corporate culture much over the years. When Kate Paul joined Delta Dental as president and CEO in 2001, there were no women on the organization's 17-member board of directors. Eight years later, the number of women board members outnumbered men.

Delta's senior leadership team is comprised entirely of women with one exception. Kate supports her women executives with mentoring and educational programs to expand their skills and areas of expertise. For example, Delta Dental executives have one-on-one mentoring with career coaches. They attend national educational seminars and they also meet with their national counterparts at meetings of the Delta Dental Plans Association members. Delta Dental women executives also have had the opportunity for intensive business training, such as the advanced management program at Harvard University.

Company executives also are encouraged to be on boards of organizations that interest them, expanding their networking capabilities, and have all served as company lead in the annual United Way campaign.

Delta Dental focuses on its workforce, providing care and attention to their many women employees. About 85 percent of Delta Dental employees are women. The company provides 100 percent health care coverage for employees and their families, and a generous benefits package. Delta Dental also provides flexible work schedules and tuition reimbursement for employees.

"Although Delta Dental is a medium-size company with about 100 employees, it doesn't think small," said Barbara Springer, Delta Dental of Colorado. "It provides a warm and caring work environment for employees to explore their passions and extend their creativity. Women have played a strong role in the company for more than 50 years."

At monthly all employee meetings, employees are encouraged to ask questions about company goals and operations. The company also implemented an employee recognition program that gives staff certificates and cash awards for hard work done well.

In 2008, Delta Dental launched the Give Program, an innovative charitable initiative that involved all employees and board members. The company provided each employee and board member \$1,000 to give to a charity of their choice. The goal of the giving program was to more fully help employees explore their passions, especially since many of them were not in a position to support their favorite causes financially.

"The philosophy of the company is clearly evident in the success of Delta Dental and in the hearts of the employees and clients who are served daily through the goodness and pay it forward process modeled from the top of the company through the employees to the clients," said Peggy Rudden, CASA's executive director.

Delta Dental contracts with more than 85 percent of dentists statewide, more than any other dental benefits plan. The majority of women dentists statewide contract with Delta Dental.

Community participation and leadership is also an important part of the mission and values of Delta Dental. Each year, employees and their families volunteer for worthwhile community causes, including redecorating rooms at a homeless shelter; assisting at Special Olympic events; working at The Children's Hospital annual toy drive and the 9News food drive. With the example and encouragement of senior leadership, 100 percent of Delta Dental employees contributed to the Mile High United Way campaign.

Delta Dental also takes the lead in helping underserved Colorado by administering benefits for uninsured children enrolled in Child Health Plan Plus. This year, Delta Dental created four oral health videos designed for pregnant women, and parents of young children, urging them to Start Now & prevent cavities in their kids.