

# Driving Business Growth with Strategic Partnerships

By John Doyle

**At United Concordia Dental, we're always looking for opportunities to work with new partners who want to provide the best possible dental solutions for their customers. Of our more than 10.2 million total members, we have nearly 3 million thanks to our various strategic partnerships.**





## Benefits of Strategic Partnerships

Teaming up with the right strategic partner can help a company reach new target audiences, expand market coverage and broaden new product and service offerings. These alliances have mutual benefits and help businesses grow by sharing resources, expertise, knowledge, technology and more. When a company lacks all the capabilities it needs to stay competitive in an ever-changing marketplace, a partnership can help fill these gaps.

At United Concordia, our partners rely on our dedicated dental partnership team to help promote the value of dental benefits to their customers, pairing our dental solutions with their medical, life or disability offerings. Our individualized approach allows us to deliver personalized dental solutions for our partners in all market segments they sell – whether they need cost-effective administration, broader access to national Commercial and/or Medicare-compliant PPO networks or innovative products to meet customers' specific needs.

United Concordia's unique partnership model allows our partners to keep their brand and product, own the financials and retain the forward-facing broker relationships and sales process handled by their sales and account management team. A risk-sharing partnership may also be considered if a partner is interested in that approach.

## Driving Business Growth

The right partnerships can serve as a growth strategy, producing the kind of scale, innovation, and brand awareness that are difficult for companies to match on their own. As a national dental solutions partner, our success in increasing dental membership and driving growth for our partners is rooted in our state-of-the-art administrative platform, local and national network solutions and our proprietary go-to-market growth playbook.

Helping our Blue Cross and Blue Shield plan partners across the nation add over 2 million net dental members since 2017 is a testament to our commitment to deliver personalized dental solutions to support their growth. Strategic partnerships are increasingly crucial to helping companies grow their business. When executed correctly, these alliances can drive business growth and add tremendous value for your customers and bottom line. At the end of the day, investing in strategic partnerships is investing in your business.



*John Doyle is the vice president of Partnership Sales, Business & Government Strategy at United Concordia Dental, a national dental solutions subsidiary of Highmark Inc. With more than 30 years of dental industry experience, he oversees the company's development of strategic partnerships with medical-focused health carriers. He can be contacted via email at [john.doyle@ucci.com](mailto:john.doyle@ucci.com).*