



Voyager Family Dental, LLC

To Whom It Concerns,

In recent months it has come to our attention and the attention of countless private dental practice owners around Wisconsin that Delta Dental has acquired Cherry Tree Dental, a deal that is unique and a first to our state, and puts the future of provider driven treatment care at risk. We are starkly against this acquisition, specifically the way the deal was made, with no warning given to the WDA or its supporting chapters. This letter is to relay our concerns with the acquisition, stating the problems in both the short term and long term that may and will occur if this acquisition is allowed to proceed unchecked and unregulated.

When an insurance company like Delta Dental owns a group dental practice in Wisconsin, it creates a serious conflict of interest. As both the payer and the provider, the company is positioned to prioritize its own financial interests over patient care. This dual role gives the insurer the power to influence treatment decisions, potentially limiting the care patients receive to what is most cost-effective for the insurance company rather than what is clinically best for the patient. Patients may not realize that recommendations are being shaped by profit motives instead of unbiased medical judgment, which undermines trust in the dentist-patient relationship.

Additionally, such ownership can distort the competitive landscape for independent dental practices in Wisconsin. Independent dentists must negotiate fair reimbursement rates with Delta Dental, but if the insurer owns its own practices, it has little incentive to offer competitive rates to outside providers. This can lead to suppressed reimbursements for independent dentists, making it harder for them to operate sustainably and reducing patient choice in the long run. Over time, this consolidation of power could result in fewer independent dental offices, less innovation in care delivery, and a system where patients are funneled toward insurer-owned practices with limited transparency and diminished accountability. This clearly displays a situation where the highest standard of patient care will be diminished by a profit driven insurance company, with little to no regard for what is best for the patient, with increasing profit as the highest priority. We cannot allow our beautiful state to go down this path.

Sincerely,

A handwritten signature in blue ink, appearing to read "Caleb Abfall", followed by the letters "DDS" written in a smaller, separate script.

Dr. Caleb Abfall, DDS

A large, stylized handwritten signature in blue ink, appearing to read "Mason Wistenberg", followed by the letters "DDS" written in a smaller, separate script.

Dr. Mason Wistenberg, DDS

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