



DEPARTMENT OF COMMERCE & INSURANCE

P.O. Box 690, Jefferson City, Mo. 65102-0690

In Re:

ALPHA DENTAL PROGRAMS, INC.
(NAIC #95163)

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)

Market Conduct Investigation No. 455359

ORDER OF THE DIRECTOR

NOW, on this 27th day of January 2026, Director Angela L. Nelson, after consideration and review of the Stipulation of Settlement (hereinafter “Stipulation”) entered into by the Division of Insurance Market Regulation (hereinafter “Division”) and Alpha Dental Programs, Inc. (NAIC #95163) (hereinafter “Alpha Dental”), relating to the market conduct investigation no. 455359, does hereby issue the following orders:

This order, issued pursuant to §374.046.15¹ and §374.280 RSMo, is in the public interest.

IT IS THEREFORE ORDERED that the Director does hereby approve the Stipulation as agreed to by Alpha Dental and the Division.

IT IS FURTHER ORDERED that Alpha Dental shall not engage in any of the violations of statutes and regulations set forth in the Stipulation, shall implement procedures to place it in full compliance with the requirements in the Stipulation and the statutes and regulations of the State of Missouri, shall maintain those corrective actions at all times, and shall fully comply with all terms of the Stipulation.

¹ All references, unless otherwise noted, are to Revised Statutes of Missouri 2016.

IT IS SO ORDERED.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the seal of my office
in Jefferson City, Missouri, this 27th day of January, 2026.



Angela L. Nelson

Angela L. Nelson
Director

**IN THE DEPARTMENT OF COMMERCE AND INSURANCE
STATE OF MISSOURI**

In Re:)
)
Alpha Dental Programs, Inc.)
(NAIC # 95163)) **Market Conduct Investigation No. 455359**
)

STIPULATION OF SETTLEMENT

It is hereby stipulated and agreed by the Division of Insurance Market Regulation (hereinafter the “Division”), and Alpha Dental Programs, Inc. (hereinafter “Alpha Dental”), as follows:

WHEREAS, the Division is a unit of the Missouri Department of Commerce and Insurance (hereinafter the “Department”), an agency of the State of Missouri, created and established for administering and enforcing all laws in relation to insurance companies doing business in the State of Missouri;

WHEREAS, Alpha Dental has been granted a certificate of authority to transact the business of insurance in the State of Missouri;

WHEREAS, the Division conducted a market conduct investigation of Alpha Dental, investigation no. 455359;

WHEREAS, based on the market conduct investigation of Alpha Dental, the Division alleges that:

1. Alpha Dental used the term “health maintenance organization” or “HMO” in the course of its operation without possessing a valid HMO license, in violation of § 354.464, RSMo.¹
2. Alpha Dental’s website advertisement misrepresents the conditions of the DeltaCare USA Essential Plan, in violation of §§ 375.934 and 375.936(6)(a).
3. Alpha Dental does not list the policy form number in the website advertisement for the American Association of Retired Persons, in violation of 20 CSR 400-5.700(12)(A).

¹ All statutory references, unless otherwise noted, are to the 2016 Revised Statutes of Missouri.

A. **Scope of Agreement.** This Stipulation of Settlement (hereinafter “Stipulation”) embodies the entire agreement and understanding of the signatories with respect to the subject matter contained herein. The signatories hereby declare and represent that no promise, inducement, or agreement not herein expressed has been made, and acknowledge that the terms and conditions of this agreement are contractual and not a mere recital.

B. **Remedial Action.** Alpha Dental agrees to take remedial action, bringing it into compliance with the statutes and regulations of Missouri, and agrees to maintain those remedial actions at all times. Such remedial actions shall include the following:

1. Alpha Dental agrees to cease using the term “health maintenance organization,” “HMO,” and all other variations of HMO, such as “DHMO” or “DHMO-type,” in all Missouri advertisements unless a valid HMO license is obtained.

2. Alpha Dental agrees not to make misrepresentations or false statements regarding the Delta Care USA Essential Plan or any other similar plan it offers for sale in Missouri.

3. Alpha Dental agrees to ensure policy form numbers are listed in advertisements that are invitations to contract, pursuant to 20 CSR 400-5.700(12)(A).

4. Alpha Dental agrees to conduct an audit of all its advertisements for group and individual coverage, including but not limited to, websites, brochures, mailings, etc., for compliance with Missouri law including but not limited to §§ 354.464, 375.936(6)(a), and 20 CSR 400-5.700(12)(A) and the requirements in remedial actions 1, 2, and 3. The Company shall conduct and report the results of the audit, including supporting evidence, as requested by the examiners within 60 days of the date of the Order adopting this stipulation.

C. **Compliance.** Alpha Dental agrees to file documentation pursuant to § 374.190 with the Division, in a format acceptable to the Division, of any remedial action taken to implement compliance with the terms of this Stipulation, including the payment of refunds to claimants. Alpha Dental agrees to

provide such documentation within 150 days of the entry of the Order approving this Stipulation unless otherwise specified in Section B above.

D. **Non-Admission.** Nothing in this Stipulation shall be construed as an admission by Alpha Dental, this Stipulation being part of a compromise settlement to resolve disputed factual and legal allegations arising out of the above-referenced market conduct investigation.

E. **Waivers.** Alpha Dental, after being advised by legal counsel, does hereby voluntarily and knowingly waive any and all rights to procedural requirements, including notice and an opportunity for a hearing, and review or appeal by any trial or appellate court, which may have otherwise applied to the market conduct investigation no. 455359.

F. **Amendments.** No amendments to this Stipulation shall be effective unless made in writing and agreed to by authorized representatives of the Division and Alpha Dental.

G. **Governing Law.** This Stipulation shall be governed and construed in accordance with the laws of the State of Missouri.

H. **Authority.** The signatories below represent, acknowledge and warrant that they are authorized to sign this Stipulation, on behalf of the Division and Alpha Dental, respectively.

I. **Counterparts.** This Stipulation may be executed in multiple counterparts, each of which shall be deemed an original and all of which taken together shall constitute a single document. Execution by facsimile or by electronically transmitted signature shall be fully and legally effective and binding.

J. **Effect of Stipulation.** This Stipulation shall not become effective until entry of an Order by the Director approving this Stipulation.

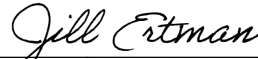
K. **Request for an Order.** The signatories below request that the Director issue an Order approving this Stipulation and ordering the relief agreed to in the Stipulation, and consent to the issuance of such Order.

DATED: January 20, 2026



Teresa Kroll
Chief Market Conduct Examiner
Division of Insurance Market Regulation

DATED: 01/07/26



Name: Jill Ertman
Title: Senior Manager, Marketing
Alpha Dental Programs, Inc.