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## **The Dental Care Plus Group Announces Julie Lange as Director of Marketing and Corporate Communications**

**(Cincinnati, OH, January 2, 2014)** – The Dental Care Plus Group (DCPG), a leading provider of dental insurance, has added Julie Lange as director of marketing and corporate communications. As director, Lange will be responsible for developing and implementing marketing and communications strategies and plans to support DCPG's business objectives. She will ensure these strategies and plans effectively resonate across all DCPG geographic markets, including expansion markets.

Specifically, Lange will support the launch of DCPG's individual dental product in 2014 leveraging her direct-to-consumer experience.

Lange has worked in both the agency and corporate worlds and has a background in market research, brand strategy and digital/interactive tactics. Most recently, Lange was employed with WellPoint (Blue Cross and Blue Shield) as a marketing strategy director. She graduated from Ohio State University with a bachelor's degree in English literature. Lange currently resides in Cincinnati, 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](http://www.dentalcareplus.com).*