

ADA Members Insurance Plans now brought to you by Protective.

Protective is honored to continue the relationship with the ADA that has served the insurance needs of dentists and their families for more than 86 years.

With Protective, you can continue to take advantage of your exclusive ADA member benefit — with low ADA member rates and high quality insurance coverage. The ADA Members Insurance Plans is here to provide protection and financial security for you, your family and your practice.

A culture that shares a set of values that help guide the way we serve our customers — ADA members like you.



Do the Right Thing

Do what's right, always. Live with integrity and honesty. Say what you mean, do what you say and stand behind what you do.



Serve People

Have a servant's heart. Serve by leading people to the right solutions. Always treat others as you would like to be treated. Improve the quality of life for those we serve.



Build Trust

Build relationships on trust. Listen. Understand what people need. Care. Earn trust. View each customer as a friend for life.



Simplify Everything

Life is complex. Our business shouldn't be. Tear down the walls of complexity, relentlessly. Use common sense. Communicate clearly. Streamline, clarify and simplify everything we do.

Protective continues to earn top financial performance ratings.

These independent organizations assign ratings measuring financial strength and claims-paying abilities. They consider factors such as overall operating performance, asset quality, financial flexibility and capitalization.

	Protective Life Insurance Company	Protective Life and Annuity Insurance Company
STANDARD & POOR'S	AA-	AA-
MOODY'S	A1	-
FITCH	A+	A+
A.M. BEST	A+	A+

As of December 31, 2020

An insurance rating is an opinion of the rating agency of the insurance company's financial capacity to meet the obligations of its insurance policies in accordance with their terms. Each of the independent rating organizations that rates Protective has assigned its rating based on a variety of factors, including the company's operating performance, asset quality, financial flexibility, and capitalization. A rating is not a recommendation to purchase, sell, or hold insurance contracts. Ratings are subject to change at any time. The insurer may have paid a fee to the rating agency.

ADA Members Insurance Plans



Protective refers to Protective Life Insurance Company, home office Nashville, TN and Protective Life and Annuity Insurance Company, home office Birmingham, AL. Protective Life Insurance Company is not licensed in New York. In New York, the group policy and certificates will be issued by Protective Life and Annuity Insurance Company. ©2021 Protective Life Insurance Company. All Rights Reserved.

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Not a Deposit	Not Insured By Any Federal Government Agency
No Bank or Credit Union Guarantee	Not FDIC/NCUA Insured May Lose Value