



NEWS RELEASE

FOR IMMEDIATE RELEASE

Date: April 21, 2025

Contact: Di Salas
Director of Marketing & Communications
(808) 429-1986
di.salas@HawaiiDentalService.com

Nathan Hokama
Strategic Communication Solutions
(808) 226-7470
nhokama@scsolutions-hi.com



Di Salas



Melanie Quon

Hawaii Dental Service (HDS) Promotes Two to Directors

Honolulu, Hawaii — Hawaii Dental Service, the state's leading dental benefits plan, recently announced the promotions of Di Salas to director of marketing and communications, and Melanie Quon to director, compliance and privacy officer.

Salas reports to Elaine Fujiwara, chief customer officer, and Quon reports to Quin Ogawa, chief financial officer.

Salas is responsible for developing and implementing strategic marketing plans and forecasts, business development, evaluating and performing market analyses, community relations, and overseeing internal and external communications, including employee, employer group, and dentist publications, collateral materials, websites, and social media. She also oversees HDS's signature programs, including SMILEWell, an oral health wellness program for employers.

This is Salas's third promotion since she joined HDS in 2018. She started as public relations and social media specialist, was promoted to brand and communications strategist, and was named marketing and communications manager in early 2024.



NEWS RELEASE

Salas, an Aiea resident, earned a Bachelor of Arts degree in journalism and Spanish, and Master of Arts degree in Spanish, both from the University of Hawaii at Manoa. The Aiea resident is a member of the American Marketing Association – Hawaii Chapter, the Hawaii Chapter of the Public Relations Society of America, the Hawaii Society of Business Professionals, and was part of Cohort 7 of the Patsy T. Mink Leadership Alliance.

Quon is responsible for managing HDS's day-to-day compliance activities, internal monitoring, fraud waste and abuse, and external audits. She is also responsible for enforcing regulations on all aspects of HDS business operations and providing guidance on compliance issues. She also functions as HDS's privacy officer to meet requirements of the Health Insurance Portability and Accountability Act.

Quon joined HDS as compliance manager and privacy officer in July 2023, after serving as director of quality and compliance officer for Legacy of life Hawaii for nearly a decade, serving from April 2013 to July 2023.

Quon received a Bachelor of Science degree with distinction in family resources with a minor in sociology from the University of Hawaii at Manoa; a Master of Science degree in criminal justice administration from Chaminade University of Honolulu; and in June 2025, expects to receive a Doctorate in Education, focusing on organizational leadership for adaptation and change, from Chaminade University of Honolulu.

The Kaneohe resident is a member of the Health Care Compliance Association and the Project Management Institute, Hawaii chapter, and serves as board chair of the Hawaii section of the American Society for Quality and a member of the American Society for Quality's Pacific Region Quality Council Leadership Committee.

#

About Hawaii Dental Service

Hawaii Dental Service (HDS) is the leading dental benefits provider in the state, serving over one million residents throughout Hawaii, Guam, and Saipan. It has the largest network of dentists, with more than 95 percent of Hawaii's licensed, practicing dentists participating with HDS.

As a nonprofit founded in Hawaii in 1962, HDS is committed to making quality oral health care affordable and accessible. Employers who offer HDS dental plans to their employees represent Hawaii's diverse industries, companies, unions, associations, and nonprofit organizations. HDS also offers dental plans for individuals and families. HDS has been a part of Delta Dental, the nation's largest and most experienced dental insurance benefits provider, since 1966. This affiliation gives members access to a nationwide network of participating dentists.

For more information, visit HawaiiDentalService.com.