



Measuring Satisfaction With Dental Insurance

August 14, 2019
Washington, DC

Methodology

- Global Strategy Group, on behalf of AHIP, conducted an online survey of 529 dental insurance enrollees who have visited their dentist, oral surgeon, orthodontist, or other dental specialist within the last year.
- The survey was fielded from July 30th – August 4th, 2019
- Surveyors took care to ensure that the geographic and demographic divisions of this population are properly represented by the survey's respondents.

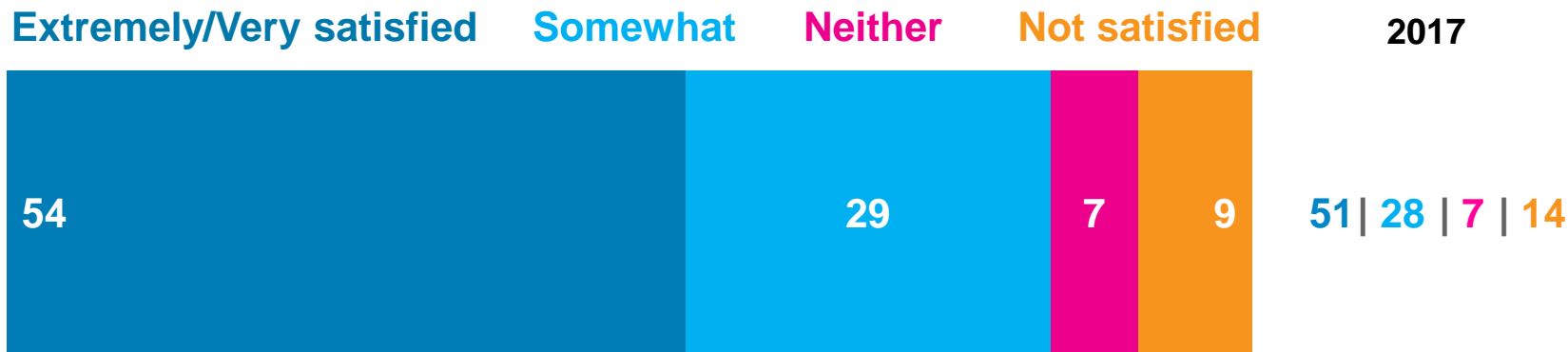
Key Findings

- Dental insurance enrollees, who have used their plans in the past year, remain highly satisfied with their provider and coverage.
- Consumers particularly like their ability to easily find and see in-network dentists, allowing them to receive high-quality preventive care.
- Value is also an important part of the positive experience enrollees have with their dental insurance – premiums are affordable and, their plans save them money.
- Parents feel peace of mind – their dental insurance makes it possible to afford dental care for their children.

The High-Quality Dental Plan Experience

Consumers remain overwhelmingly satisfied with their dental insurance provider

Overall, how satisfied are you with your dental insurance provider?



This satisfaction is driven by positive feelings about easy access to in-network dentists

Thinking about your dental insurance provider, how would you rate your satisfaction with...



With the easy access to providers their plans provide, enrollees are receiving high-quality care

Thinking about your dental insurance plan, please indicate whether or not you agree with...



The Value of Dental Insurance Coverage

Consumer satisfaction with cost and value for their premiums has grown even stronger

Thinking about your dental insurance provider, how would you rate your satisfaction with...



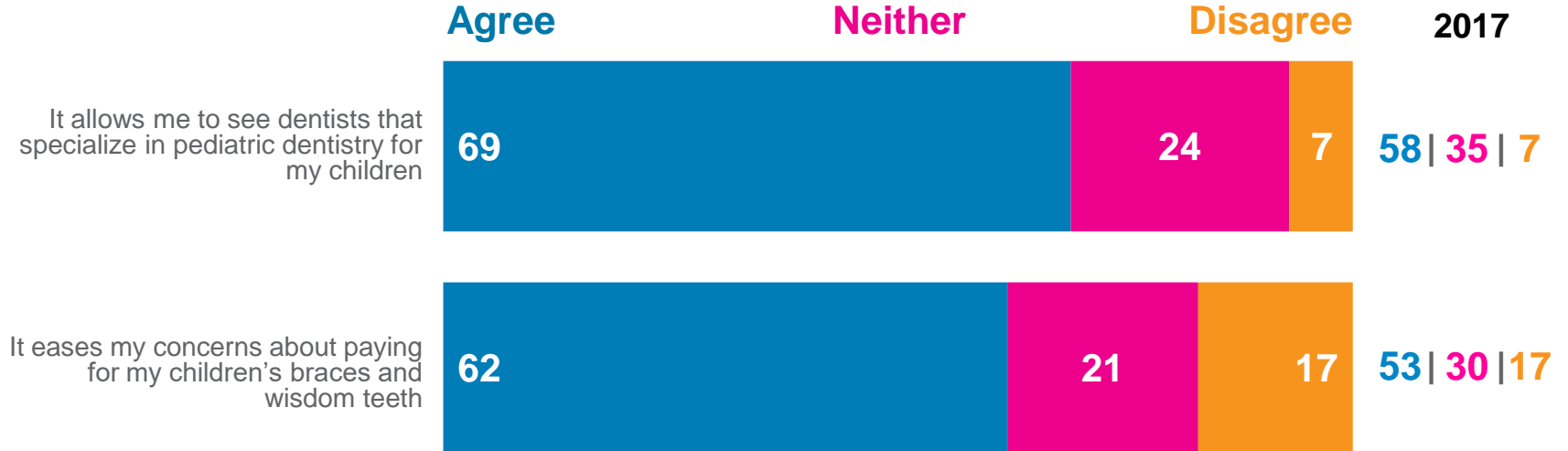
Consumers are feeling the cost-saving benefits of their plans

Thinking about your dental insurance plan, please indicate whether or not you agree with...



Dental plans give parents the ability to provide focused dental health treatment for their children

Thinking about your dental insurance plan, please indicate whether or not you agree with... (if parent)



Dental insurance is important not just for preventive care but also for protection from unexpected costs

Which of the following do you think you would have likely experienced without dental insurance?

