

## **Measuring Satisfaction With Dental Insurance**

#### 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 30<sup>th</sup> August 4<sup>th</sup>, 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**

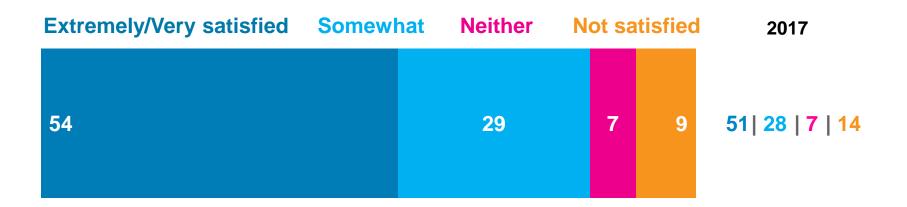
- Dental insurance enrollees, who have used their plans in the past year, remain highly satisfied with their provider and coverage.
- Consumers particularly like their ability to easily find and see in-network dentists, allowing them to receive high-quality preventive care.
- Value is also an important 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...

	Satisfied	Neither	Not satisf	ied	2017
The ability to find an in-network dentist in my area	81		13	6	78   14   8
The ability to quickly get a dental appointment with an in-network provider	81		12	7	80   15   5
The ability to find an in-network dental specialist in my area	77		16	7	<b>71   22   7</b>
The ability to contact my dental insurance provider with questions or feedback	70		24	6	69   26   5
The communications I receive from my dental insurance provider	67		26	7	66   29   5

#### 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...

	Agree	Neither	Disag	ree	2017
It allows me to get regular, preventive check-ups and cleanings that prevent gum disease and cavities	86		11	3	83   13   4
It allows me to receive high-quality dental care	76		18	6	<b>73</b>   <b>21</b>   6
Receiving and using my dental insurance benefits is simple and straight-forward	76		18	6	<b>72   21   7</b>
It makes it easy for me to get a dental appointment in a timely fashion	75		19	6	72   22   6
It gives me options to choose a dentist that best fits my needs	75		18	7	71   21   7

## 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...

	Satisfied	Neither	Not sati	sfied	2017
The affordability of my dental insurance policy	79		12	9	74   15   11
The services and benefits that are covered by my dental insurance provider	77		11	12	<b>75</b>   <b>12</b>  13
The value I receive for my monthly premium	73		17	10	67   17   16
The savings my dental insurance policy delivers	73		16	11	66   20   14

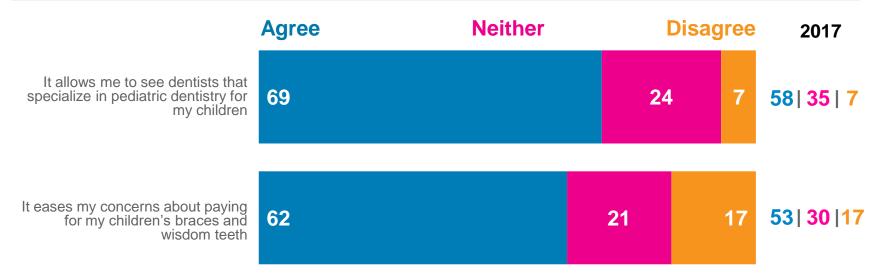
### Consumers are feeling the cost-saving benefits of their plans

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

	Agree	Neither	Disagree		2017
It provides affordable coverage that allows me to take care of my dental health	73		17	10	69   22   9
It saves me hundreds of dollars in out-of-pocket costs	68		19	13	63   22   15
It eases my concerns about paying for unexpected procedures like crowns, root canals, and fillings	65		23	12	59   22   19

#### 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?

