

DentaQuest Ranks Highest in Customer Satisfaction with Dental Plan Insurance

Overall Customer Satisfaction Reaches New High, Driven by Cost, Coverage and Communication

COSTA MESA, Calif.: 22 Nov. 2016 — **DentaQuest** ranks highest in customer satisfaction with dental plan insurers for the first time, performing particularly well in the cost and communications factors, according to the J.D. Power 2016 Dental Plan Satisfaction ReportSM released today.

The report measures customer satisfaction with dental plan insurance based on five factors (in order of importance): cost, coverage, communications, customer service and reimbursement. Satisfaction is calculated on a 1,000-point scale.

Overall satisfaction among dental plan members increases significantly to 774 in 2016, the highest level in the three years the study has been conducted (717 in 2015 and 723 in 2014). The increase in satisfaction is attributable to a significant 71-point gain in satisfaction in the communications factor (to 750 from 690 in 2015), as well as more modest gains in satisfaction with cost and coverage.

“Dental plans have embraced the challenges that have come with our more consumer-centric healthcare environment,” said **Rick Johnson, director of the Healthcare Practice at J.D. Power**. “In addition to offering cost-efficient solutions, effectively communicating with members will need to be the norm if dental plans want to maintain or increase member satisfaction.”

The report finds that satisfaction drives plan members’ intended loyalty. Among dental plan members who rate their overall experience outstanding (10 on a 10-point scale), 86% say they “definitely will” choose their current carrier in the future, compared with the report average of 50%.

Dental Plan Rankings

DentaQuest ranks highest customer satisfaction with dental plan insurers with a score of 801 points, a 65-point improvement from 2015. **Aetna** ranks second (791) and **UnitedHealthcare** ranks third (782).

The 2016 Dental Plan Satisfaction Report is based on responses from 2,652 dental plan members. The study was fielded in October 2016. The National Association of Dental Plans was used as the third-party market share source for the 2016 report.

For more information about the 2016 Dental Plan Satisfaction Report, visit <http://www.jdpower.com/industry/healthcare>

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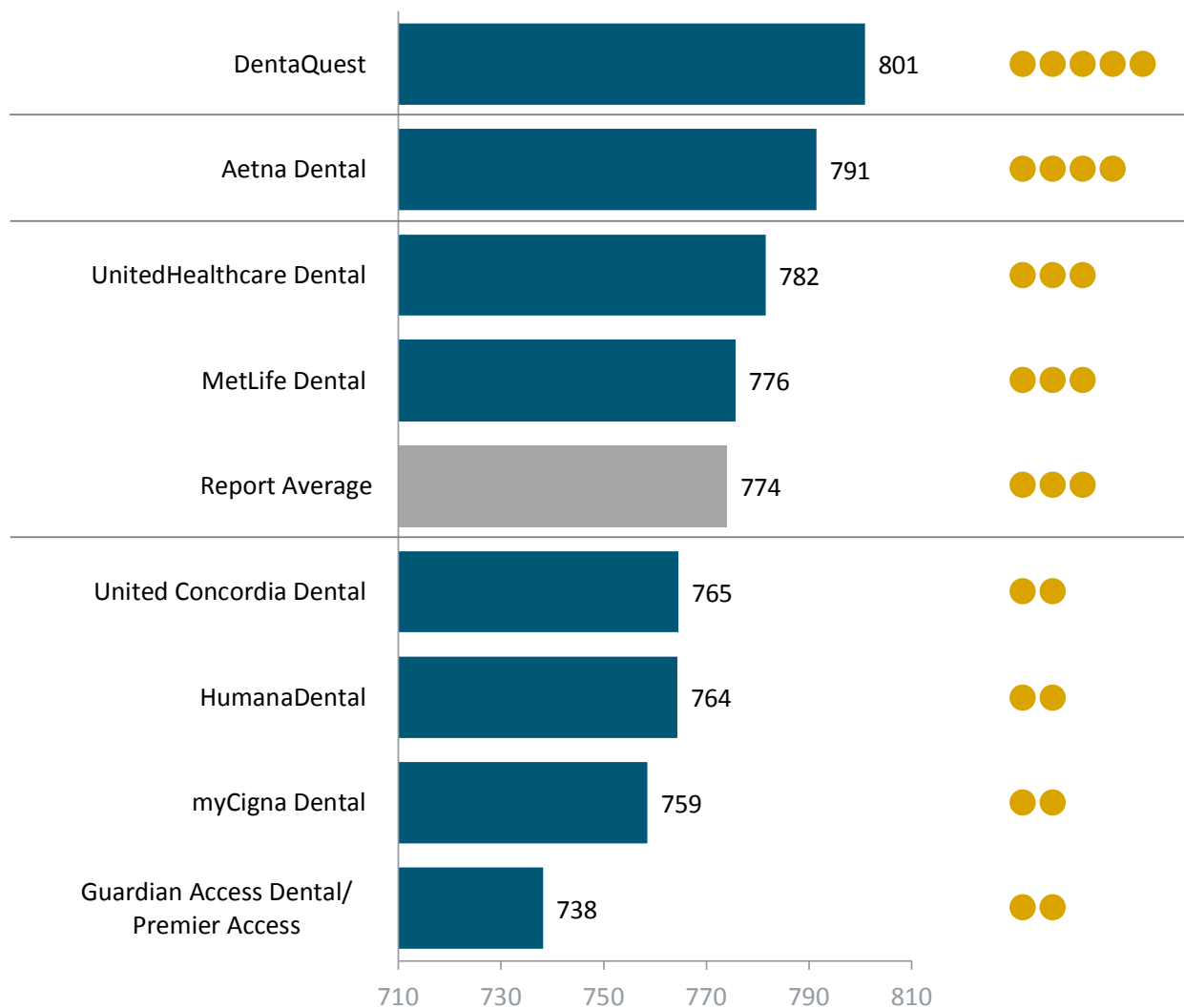
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J.D. Power 2016 Dental Plan Satisfaction ReportSM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

JDPower.com
Power Circle RatingsTM
for consumers:



Note: Report average includes dental plan providers that do not meet report requirements to be ranked individually.

* United Concordia Dental scores do not include scores from BlueCross BlueShield plans that it administers.

Source: J.D. Power 2016 Dental Plan Satisfaction ReportSM

Power Circle Ratings Legend

- Among the best
- Better than most
- About average
- The rest

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J.D. Power 2016 Dental Plan Satisfaction ReportSM

Award-Eligible Dental Plan Providers Included in the Study

<u>Company</u>	<u>CEO Name</u>	<u>Location</u>
Aetna Dental	Michael Cardillo	Blue Bell, Pa.
Cigna	David Cordani	Bloomfield, Conn.
DentaQuest	Steve Pollock	Boston, Mass.
Guardian Life Insurance Company of America	Deanna Mulligan	New York, N.Y.
Humana Insurance Company	Bruce Broussard	Louisville, Ky.

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