

2009

Subscriber Satisfaction Results

Background and Methodology

Since 2002, Delta Dental of Colorado has used HealthCare Research, Inc. (HCR) to conduct a random survey of Delta Dental's subscribing members. Each month, a randomly selected list is pulled from all subscribers who filed claims in the previous month. Professional interviewers from HCR subsequently conduct 100 surveys per month by telephone, surveying subscribers equally from the four primary plan types. The data are weighted by subscriber volumes in each plan to accurately represent all subscribers. Results are posted online, showing both monthly and year-to-date progress. This enables Delta Dental to track changes over time and monitor the quality of services delivered to its subscribers.

Satisfaction with Delta Dental

This year, when asked, **"How satisfied are you with having Delta Dental for your dental insurance plan?"** 93% of subscribers filing claims in 2009 said they are satisfied with Delta Dental. This rating has historically remained above 90%, ranging just four points from 92% up to 96%. These consistently high ratings show a strong record of performance and stability.

There are four other key tracking measures on the Subscriber Satisfaction survey:

- ◆ *"How satisfied are you with how quickly you received your Explanation of Benefits statement?" – 96% are satisfied.*
- ◆ *"How satisfied are you with the accuracy of Delta Dental's payment for the dental care you received?" – 94%.*
- ◆ *"How satisfied are you with Delta Dental's response to your customer service inquiries?" – 94%.*
- ◆ *"How satisfied are you with the overall service you received regarding payment of your claim?" – 95%.*

Satisfaction with both EOB measures declined by two points in 2009, as subscribers appeared to be paying closer attention to their statements, perhaps as a result of harder economic times. Despite these declines, satisfaction improved by two points among those contacting Delta Dental's Customer Service for assistance with a problem or question.

