

DIGITAL ENGAGEMENT WITH DENTAL MEMBERS INCREASES UTILIZATION AND SATISFACTION

A DentaQuest Case Study



ABOUT THE PARTNER

The client is a state managed Medicaid program that serves more than 1.7 million Members, including low-income individuals.

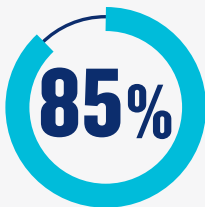
THE CHALLENGE

Improve Member Engagement

With member tolerance to traditional outreach methods like postcards and robocalls dwindling, the client sought a new way to increase utilization of dental care services among members and improve their overall experience. PHI security limitations on printed materials prevent the inclusion of relevant information that can make it easier and faster for members to access care. This causes an increase in customer service calls from frustrated members trying to find a dentist or schedule an appointment.

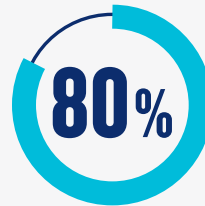
THE DENTAQUEST SOLUTION

Meet Members Where They Are



85% of national Medicaid adults have a mobile phone

The average American looks at their phone²



80% of them don't answer calls from unknown numbers¹



Nearly **two in three** program members say receiving text messages would **increase their likelihood to read information about their benefits and oral health**³



DentaQuest leveraged a HIPAA-compliant, third-party platform to send SMS notifications linking to a personalized, secure web feed that allows for the inclusion of important member information such as dentist contact information and benefit updates, links to find a dentist tools and click-to-call easy scheduling.

THE RESULTS

By implementing secure SMS technology to send important dental care messages, DentaQuest was able to increase utilization and improve member satisfaction for the client.

13% INCREASE IN UTILIZATION

More than **50K** **NON UTILIZERS**  **SUBMITTED A CLAIM**
after outreach via SMS

HOUSEHOLDS WITH NEW CLAIMS ROSE BY 10.5%



Visit **DentaQuest.com** to learn how a partnership with DentaQuest can drive your competitive advantage with dental and vision solutions that optimize the member experience.

ABOUT DENTAQUEST

A Mission-Driven Company

Everything we do — whether it's processing claims, educating dentists, teaching kids to brush and floss, developing dental insurance plan options, donating to local communities or researching better ways to keep mouths healthy — is directed at improving the oral health of all. As the largest government program (Medicaid, Medicare Advantage, Duals and Exchange) dental benefit administrator in the nation, we have:

- More than 33 million members across the United States.
- 107,000 network provider partners with oral access points across all 50 states.
- 75 oral health centers deliver dental care to underserved populations.
- 50+ years of experience in dental insurance and benefits administration.

¹McClain, C. 2020 December 14. Most Americans don't answer cellphone calls from unknown numbers. Pew Research Center. <https://www.pewresearch.org/fact-tank/2020/12/14/most-americans-dont-answer-cellphone-calls-from-unknown-numbers/>

²2018 Global Mobile Consumer Survey: US Edition A new era in mobile continues. Deloitte. <https://www2.deloitte.com/content/dam/Deloitte/us/Documents/technology-media-telecommunications/us-tmt-global-mobile-consumer-survey-exec-summary-2018.pdf>

³2021 DentaQuest Member Satisfaction Study

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