

**J.D. POWER**

## **Dental Plan Satisfaction Rising as Communications and Plan Coverage Increase, J.D. Power Finds**

[Aetna Dental Ranks Highest in Customer Satisfaction](#)

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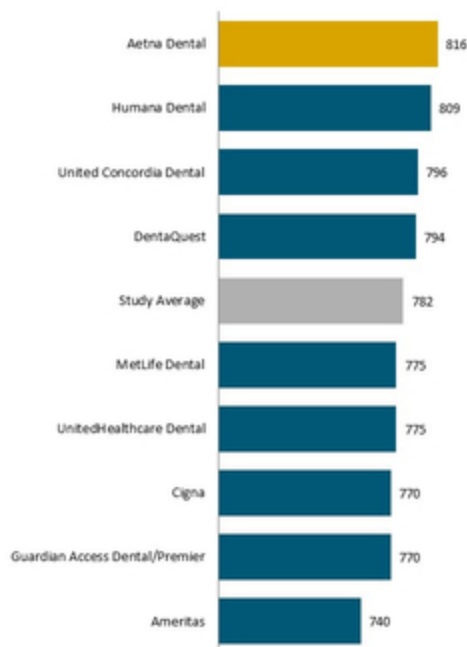
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## J.D. Power 2023 U.S. Dental Plan Satisfaction Study<sup>SM</sup>

### Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)



Note: United Concordia Dental scores do not include scores from BlueCross BlueShield plans that they administer.

Source: J.D. Power 2023 U.S. Dental Plan Satisfaction Study<sup>SM</sup>

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## J.D. Power 2023 U.S. Dental Plan Satisfaction Study (Graphic: Business Wire)

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TROY, Mich.--(BUSINESS WIRE)--Overall customer satisfaction with dental plans is up 18 points (on a 1,000-point scale) from a year ago, according to the J.D. Power 2023 U.S. Dental Plan Satisfaction Study,<sup>SM</sup> released today. The study shows that dental plan providers must implement strong communication strategies to showcase plan value and increase customer satisfaction.

“Last year, the results of this study showed us that dental plans must increase communication strategies to showcase plan value to increase customer satisfaction,” said **Christopher Lis, managing director of global healthcare intelligence at J.D. Power**. “Findings from this year’s study show that dental plans took note as communication and coverage factors had the largest weighted year-over-year increases. Customers want to make sure they know their deductibles and coverage benefits—with full transparency on out-of-pocket costs. The efforts of health plans like Aetna and Humana to inform and educate insureds have not gone unnoticed and are reflected in their higher overall satisfaction scores.”

### Study Ranking

**Aetna Dental** ranks highest in overall customer satisfaction with a score of 816. **Humana Dental** (809) ranks second and **United Concordia Dental** (796) ranks third.

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The study is based on responses from 1,411 dental plan members and was fielded in March-April 2023.

For more information about the U.S. Dental Plan Satisfaction Study, visit <https://www.jdpower.com/business/healthcare/us-dental-plan-satisfaction-study>.

See the online press release at <http://www.jdpower.com/pr-id/2023059>.

## About J.D. Power

**J.D. Power** is a global leader in consumer insights, advisory services and data and analytics. A pioneer in the use of big data, artificial intelligence (AI) and algorithmic modeling capabilities to understand consumer behavior, J.D. Power has been delivering incisive industry intelligence on customer interactions with brands and products for more than 50 years. The world's leading businesses across major industries rely on J.D. Power to guide their customer-facing strategies.

J.D. Power has offices in North America, Europe and Asia Pacific. To learn more about the company's business offerings, visit [JDPower.com/business](https://www.jdpower.com/business). The J.D. Power auto shopping tool can be found at [JDPower.com](https://www.jdpower.com).

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