

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 – Premier, PPO, EPO, and Voluntary. 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

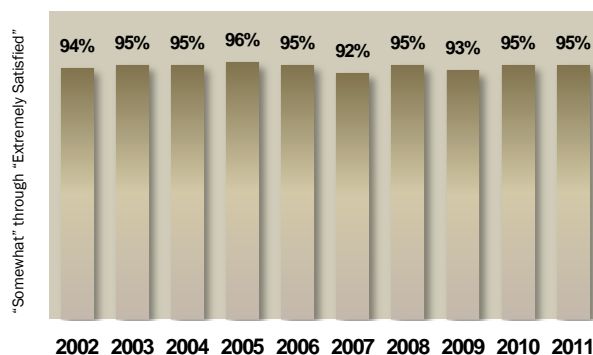
This year, when asked, *“How satisfied are you with having Delta Dental for your dental insurance plan?”* **95% of subscribers** filing claims in 2011 said they are satisfied with Delta Dental. This rating has historically remained above 90%, ranging just four points from 92% up to 96%. These consistently 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?”* – **95% are satisfied.**
- *“How satisfied are you with the accuracy of Delta Dental's payment for the dental care you received?”* – **93% are satisfied.**
- *“How satisfied are you with Delta Dental's response to your customer service inquiries?”* – **92% are satisfied.**
- *“How satisfied are you with the overall service you received regarding payment of your claim?”* – **94% are satisfied.**

While three of these four measures remained exactly the same as the year prior, satisfaction with EOB Accuracy fell two points (statistically significant). Regardless, Overall Satisfaction remained exactly the same as in 2010, indicating the continued high level of service provided to those with plans from Delta Dental of Colorado.

Overall Satisfaction



Key Tracking Measures

