

## TRANSFORMING The Digital Journey in Dental

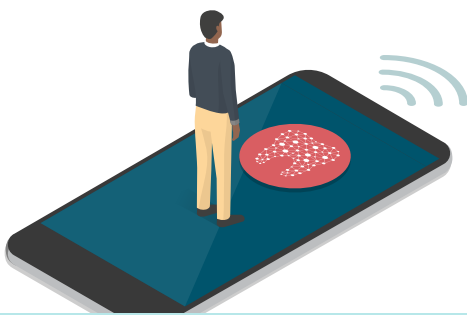
Dentists are eager to grow their practices and actively market their services using a variety of digital channels

**77%** PRACTICE WEBSITES

**68%** SOCIAL MEDIA

**48%** EMAIL

**21%** ONLINE ADVERTISEMENTS



Unfortunately, among the list of commonly used digital marketing channels available to providers, one very important channel is never mentioned – provider searches on payer websites.

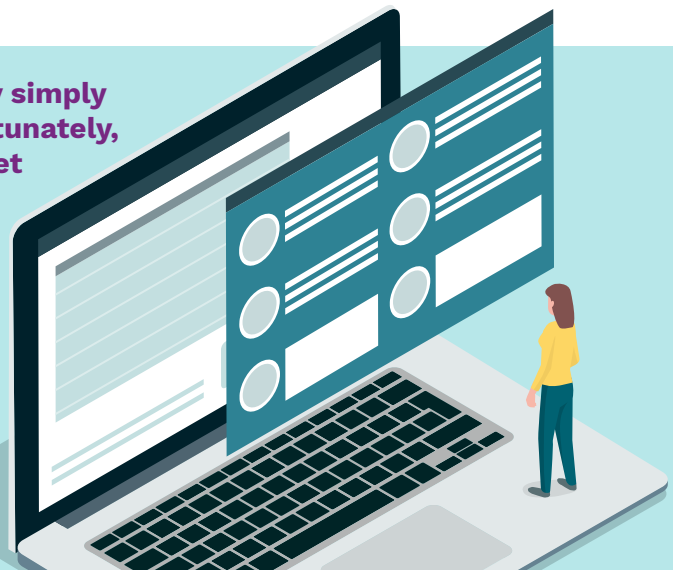
**54%** of patients searching online channels for healthcare providers are searching on their payers' websites

This is likely because providers take it for granted that by simply participating in a network, their listing will appear. Unfortunately, using standard provider search technologies on the market today - which are predominantly based on an alphabetic listing of providers within the patient's specified proximity - many high quality providers' listings never see the light of day!

**75%** of patients never scroll past the first page of search results

As a matter of fact

**18.4%** of patients simply choose the provider ranked first in search results



With technology paying very little attention to the other factors that matter most to patients, such as patient experience and cost, it's no wonder average patient attrition in a dental office is 12% to 15%!

**27.7%** of patients say unsatisfactory patient experiences make them switch dentists.

**10.5%** of adult patients say that cheaper prices from another dentist would motivate them to switch practices.

And, it's no secret that the cost of dental care directly correlates with industry-wide quality, appropriateness of care, and efficiency. Considering the ever-increasing growth of national dental expenditures, payers have urgent need to ensure we're referring patients to the very best providers, while saving money!

Dental care expenditures amount to approximately

**\$135**  
billion

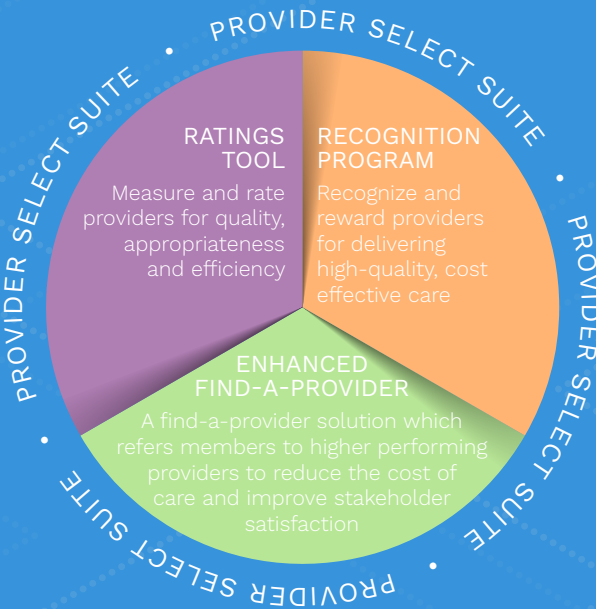
An estimated

**\$12.5**  
billion, or 5%, is lost to dental fraud and abuse

### THE SOLUTION

Cut your costs while increase members' access to the best dental care, reduced out-of-pocket, and improved satisfaction, all while giving high-quality providers a powerful marketing tool by replacing your old-school provider search with SKYGEN Provider Select Suite.

The Provider Select Suite helps dental payers identify, refer to, and recognize the high-performing providers within their programs.



By looking at more than just location and alphabet, Provider Select aligns the interests of payers, providers, patients, employer groups and state partners in the common goal of providing high quality, appropriate and effective care at lower costs for everyone!

#### POTENTIAL ANNUAL COST OF CARE SAVINGS

Hypothetical savings based on an analysis of more than 750 dentists within a single state. Provider performance ratings distribution: approximately 25% in the below average performance rating category; approximately 50% in the average performance rating category; and approximately 25% in the above average performance rating category.

Scenario #1

Move **3%** of Patients to the next highest performing rating category

**\$291,000** Savings  
\$0.09 PMPM

Scenario #2

Move **5%** of Patients to the next highest performing rating category

**\$485,000** Savings  
\$0.15 PMPM

Scenario #3

Move **10%** of Patients to the next highest performing rating category

**\$970,000** Savings  
\$0.29 PMPM

**READY TO LEARN MORE**

Get in you SKYGEN Client Experience Executive to bring the benefits of the **Provider Select Suite** to your health plan stakeholders.