



a Press Ganey Solution

CAHPS® Dental Plan Survey

2022 SoonerCare Adult Member Research

Prepared for: The Oklahoma Health Care Authority

(Through a contract with KFMC Health Improvement Partners)

June 2022



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Background. The CAHPS® Dental Plan Survey was adopted as an official CAHPS product in 2006. It is currently being used to evaluate dental programs that cover over 2.8 million lives and will soon expand to over 3.5 million covered lives.

SPH has conducted the CAHPS® Health Plan Survey since the program's inception in 1995. SPH has also been a Medicare CAHPS® certified survey vendor and a Medicare Health Outcomes Survey supplier since the start of those programs, as well.

KFMC Health Improvement Partners contracted with SPH Analytics to conduct the CAHPS Dental Plan survey, on behalf of the Oklahoma Health Care Authority.

Objectives. The CAHPS Dental Plan Survey is used by those interested in assessing, improving and reporting on the quality and value offered by dental plans.

Specific objectives include:

- Determination of member ratings of:
 - Their dental plan overall
 - Overall dental care provided
 - Their regular dentist overall
 - The ease of finding a dentist
- Assessment of member perceptions related to:
 - Care from dentists and staff
 - Access to dental care
 - Dental plan services

Standard measurement of all areas mentioned to facilitate meaningful comparisons among dental plans that wish to disclose their data to consumers.

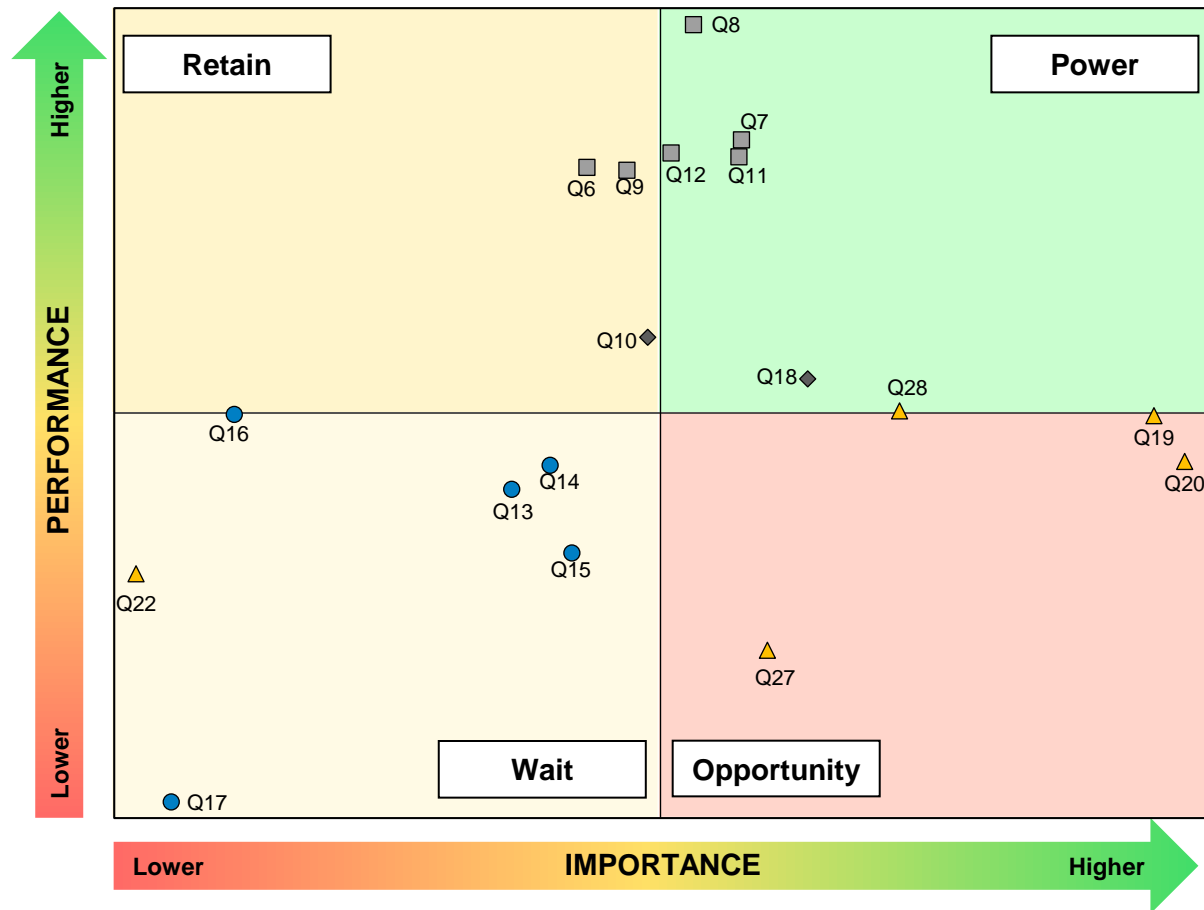
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Executive summary: POWeR™ Chart

Key driver analysis

The key drivers of the overall dental plan rating are presented in the POWeR™ Chart classification matrix below. The table assesses the key drivers and each measure is ranked by importance within each quadrant. Focus resources on improving processes that underlie the most important items and look for a significant improvement in the overall health plan rating (see Appendix C for more details).

POWeR™ Chart classification matrix



- ▲ Dental plan services
- ◆ Overall Ratings
- Care from dentists and staff
- Access to dental care

Survey Measure	Score	Importance	Performance	
Power				
Q28	Plan's customer service treated you with courtesy and respect	83.3%	72	50
Q18	Rating of Dental Care ¹	76.4%	63	54
Q7	Dentist listened carefully	89.8%	57	84
Q11	Dentist/staff did everything to make you feel comfortable during dental work	90.4%	57	82
Q8	Dentist treated you with courtesy and respect	93.8%	53	100
Q12	Dentist/staff explained what they were doing while treating you	90.6%	51	82
Opportunity				
Q20	Dental plan covered what you and your family needed done	80.1%	100	44
Q19	Dental plan covered all services you thought were covered	80.1%	95	50
Q27	Plan's customer service gave you information or help needed	54.2%	60	21
Wait				
Q15	Specialty dental appointments were as soon as wanted	67.1%	42	33
Q14	Emergency dental appointments were as soon as wanted	86.8%	40	44
Q13	Regular dental appointments were as soon as wanted	76.7%	36	41
Q16	Spent more than 15 minutes in waiting room (Sometimes or Never)	81.6%	11	50
Q17	If waited more than 15 minutes, were kept updated on reason and length of delay	43.8%	5	0
Q22	800 number, written materials and website provided needed information	65.0%	0	30
Retain				
Q10	Rating of Regular Dentist ¹	77.0%	49	59
Q9	Dentist spent enough time	89.1%	47	80
Q6	Dentist explained things in a way that was easy to understand	86.7%	43	80

¹ Overall ratings are top-3-box scores (% 8, 9 and 10).



Questionnaire. A modified version of the CAHPS Dental Plan survey was used to standardize the measurement and reporting of dental health care quality. SPH produced the questionnaire and cover letter using the health plan logo. The cover letters also provided the information needed to take the survey online, in English or in Spanish.

Data collection. The data collection technique was a two-wave mailing (with phone follow-up) to sampled members, with an option to complete the survey online.



Staffing of the toll-free help line. SPH staffed a toll-free phone line for members to call if they had any questions.



Sample design.

- **Qualified respondents.** KFMC Health Improvement Partners provided SPH with a file of eligible adult dental members for inclusion in the study, on behalf of the Oklahoma Health Care Authority.
- **Sample type.** A simple random sample of 1,700 members was drawn.



Sample size/sampling error. A total of 197 members completed the survey with an overall sampling error of $\pm 7.0\%$ at 95% confidence, using the most pessimistic assumption regarding variance ($p=0.5$).



Response rate. The return volume and response rate information is summarized in the table to the right:

Item	Total
Total mailed	1,700
Undeliverable	111
Total completed surveys	197
Mail completes	123
Phone completes	52
Internet completes	22
Adjusted response rate	12.4%
Overall sampling error	$\pm 7.0\%$

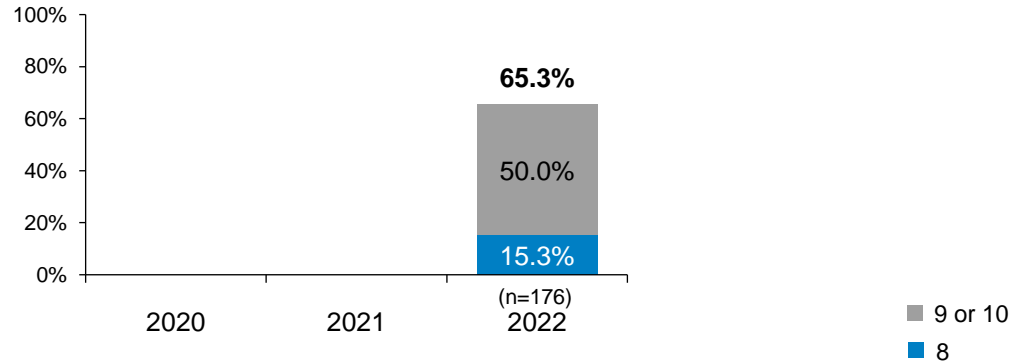


Data processing and analysis. SPH processed all completed surveys and analyzed the results.

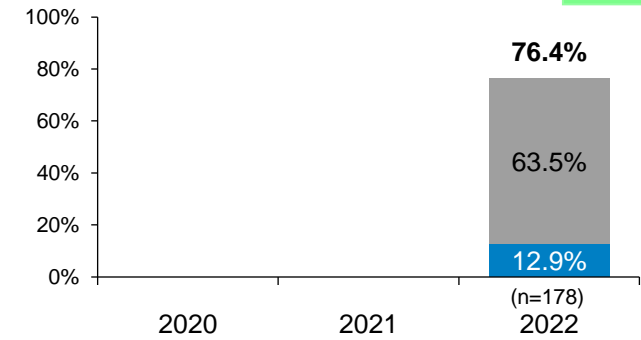
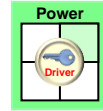
Research findings

- More than three and four rated their overall dental care and their regular dentist favorably (a rating of 8, 9 or 10), and roughly two in three gave a favorable rating for their dental plan.
- More than half gave a favorable rating for the ease of finding a dentist.

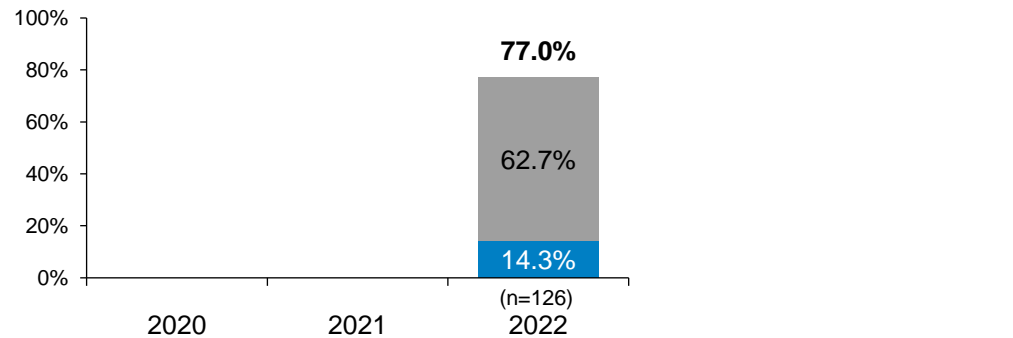
Q29. Rating of Dental Plan



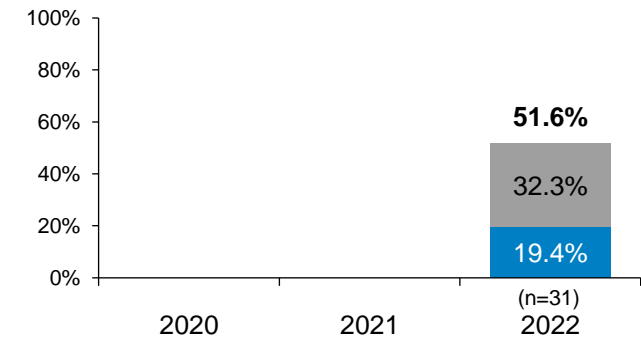
Q18. Rating of Dental Care



Q10. Rating of Regular Dentist



Q25. Rating of Ease of Finding a Dentist

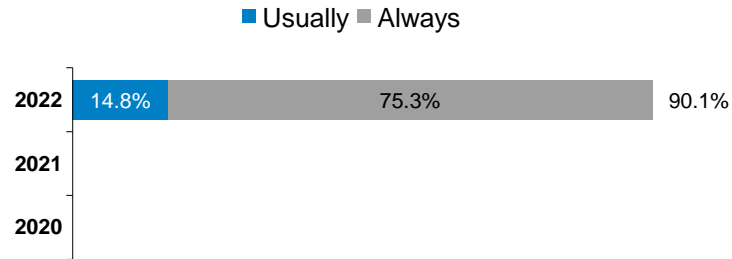


Composite global proportions and mean scores

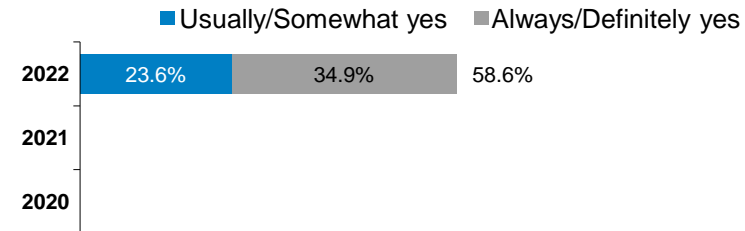
Global Proportions

Mean Scores

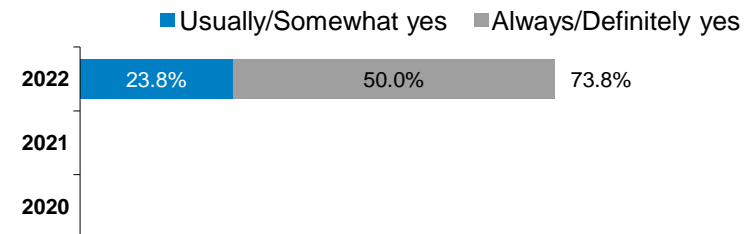
Care from dentists and staff



Access to dental care



Dental plan services

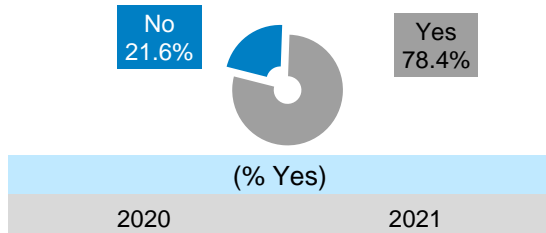




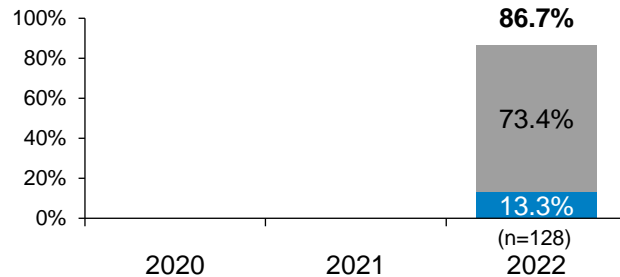
Care from dentists and staff

- Roughly nine in 10 indicated that the dentist always or usually explained things in a way that was easy to understand, listened carefully, treated them with courtesy and respect, and spent enough time with them.

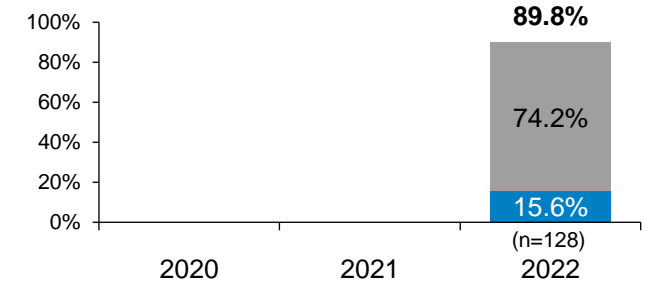
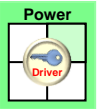
Q4. Have a regular dentist



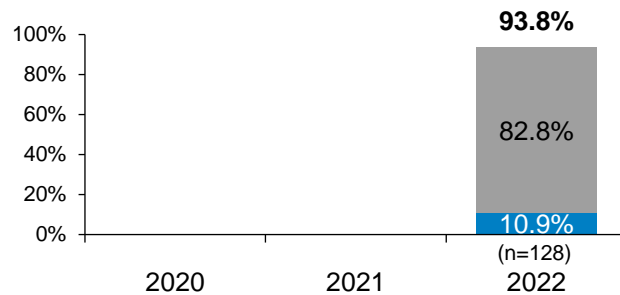
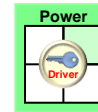
Q6. Dentist explained things in a way that was easy to understand



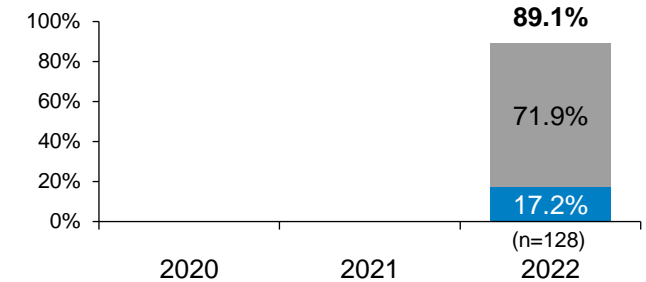
Q7. Dentist listened carefully



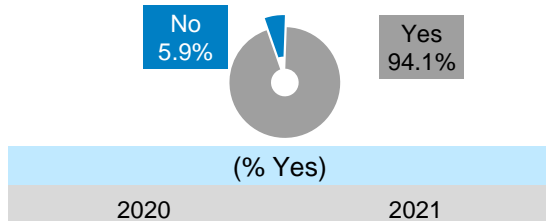
Q8. Dentist treated you with courtesy and respect



Q9. Dentist spent enough time



Q5. Have seen regular dentist in the last 6 months

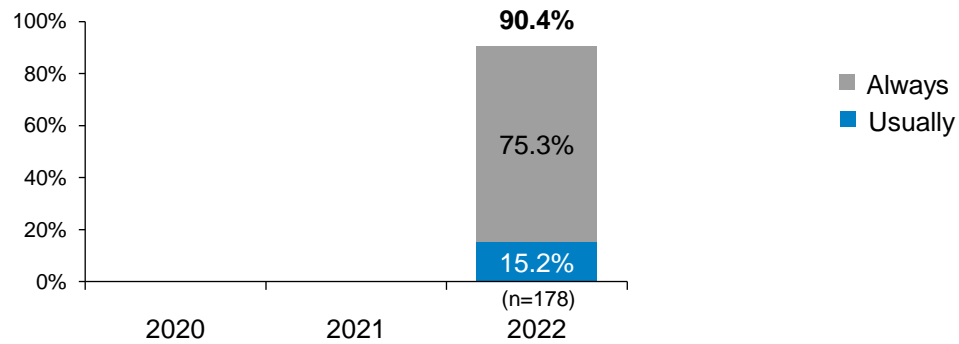
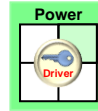


Care from dentists and staff composite

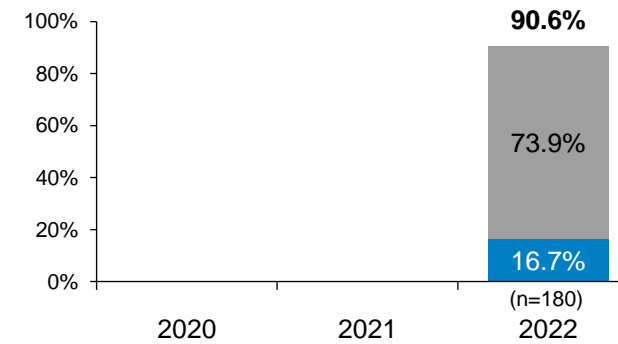
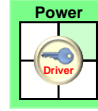
	2020	2021	2022
Global proportion	-	-	90.1%
Mean score	-	-	2.6532

- Roughly nine in 10 indicated that the dentist and dental staff did everything they could to help them feel comfortable and explained what the staff were doing during treatment.

Q11. Dentist/staff did everything to make you feel comfortable during dental work

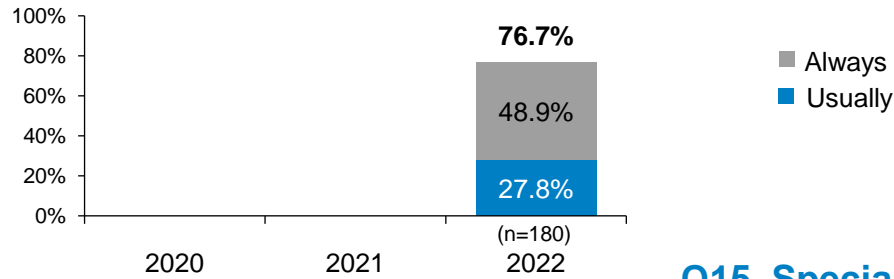


Q12. Dentist/staff explained what they were doing while treating you

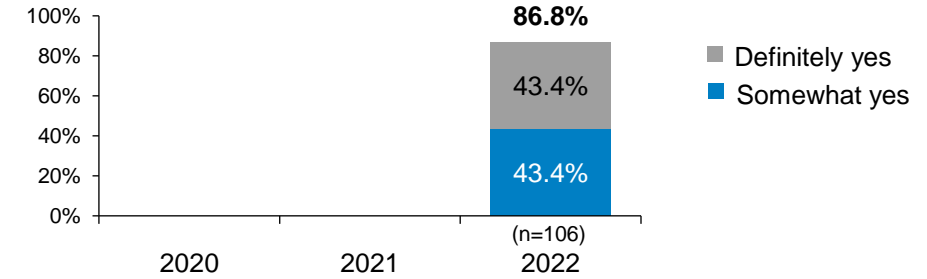


- More than three in four got regular and emergency appointments as soon as they wanted.
- Two in three indicated that they were able to get an appointment with a dental specialist as soon as they wanted.

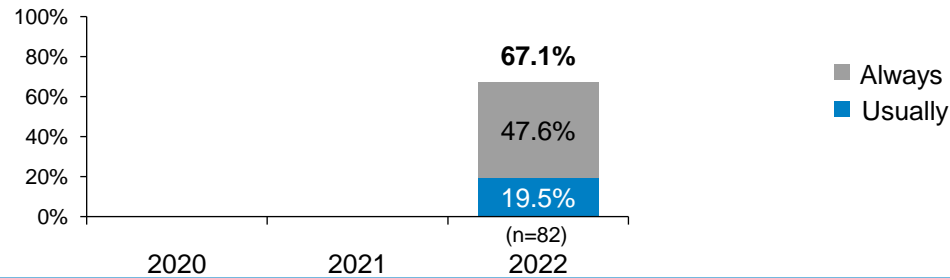
Q13. Regular dental appointments were as soon as wanted



Q14. Emergency dental appointments were as soon as wanted



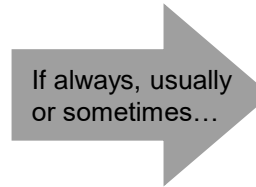
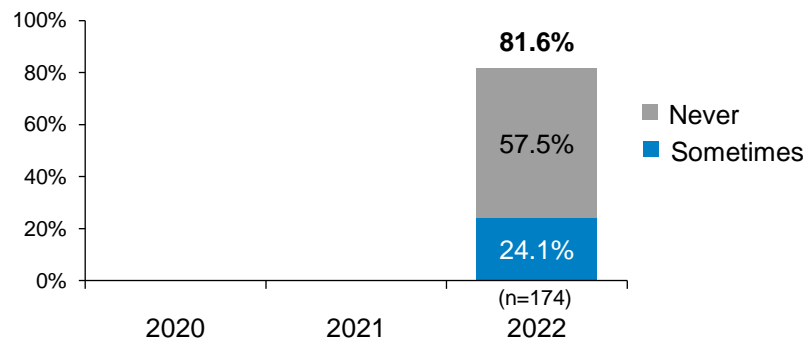
Q15. Specialty dental appointments were as soon as wanted



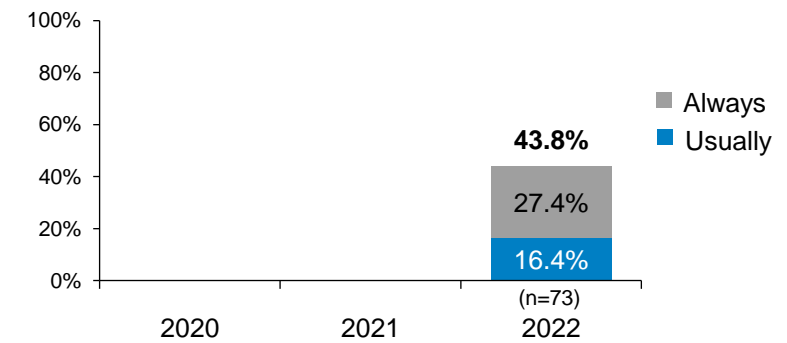
Access to dental care composite			
	2020	2021	2022
Global proportion			58.6%
Mean score			1.9349

- More than eight in 10 indicated that they did not have to spend more than 15 minutes in the waiting room before they saw someone for their appointment.
- Among those who experienced a wait that exceeded 15 minutes, less than half were informed about the delay.

Q16. Spent more than 15 minutes in waiting room for appointment

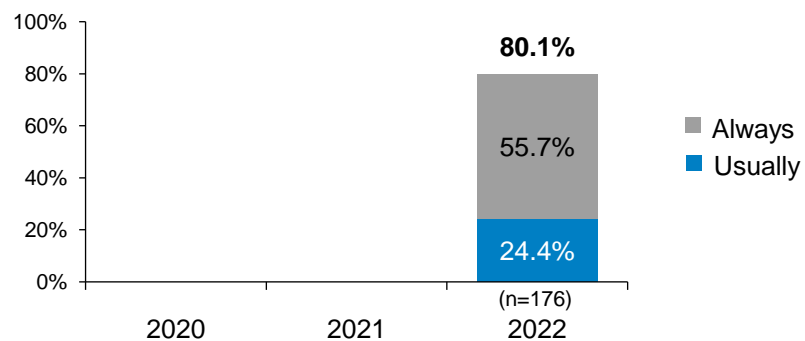


Q17. If so, were kept updated on reason and length of delay

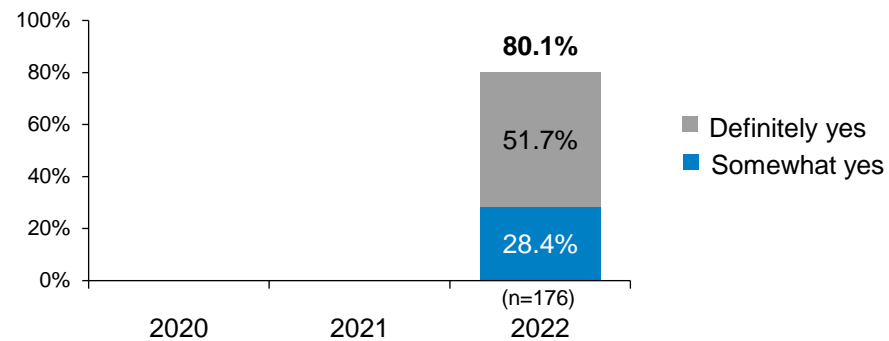


- Eight in 10 indicated that the plan typically covered services as expected and that the plan covered what was needed.

Q19. Dental plan covered all services you thought were covered



Q20. Dental plan covered what you and your family needed done

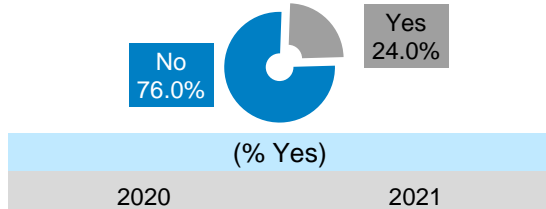


Dental plan services composite

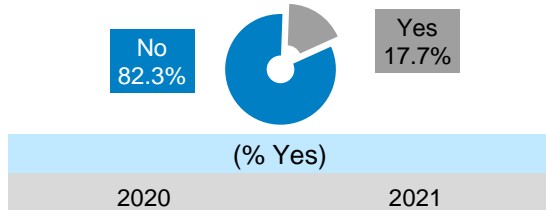
	2020	2021	2022
Global proportion			73.8%
Mean score			2.2377

- Of those who looked for plan information, eight in 10 indicated that the information helped them find a dentist they were happy with.
- Among those who have called customer service, most indicated that the representative gave them the information they needed and treated them courtesy and respect.

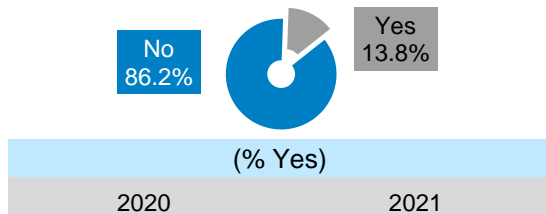
Q21. Tried to find information from 800 number, written materials or website



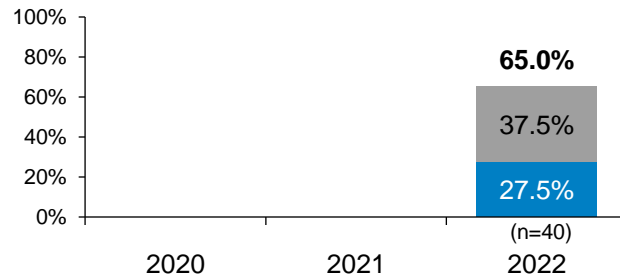
Q23. Used information from plan to find a new dentist



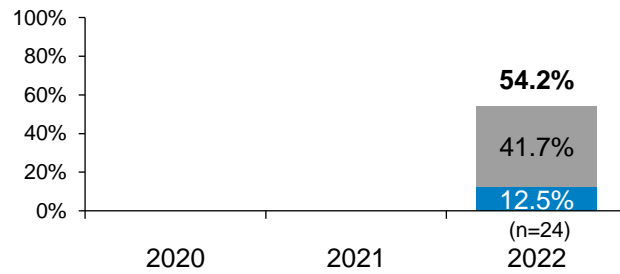
Q26. Tried to get information or help from dental plan's customer service



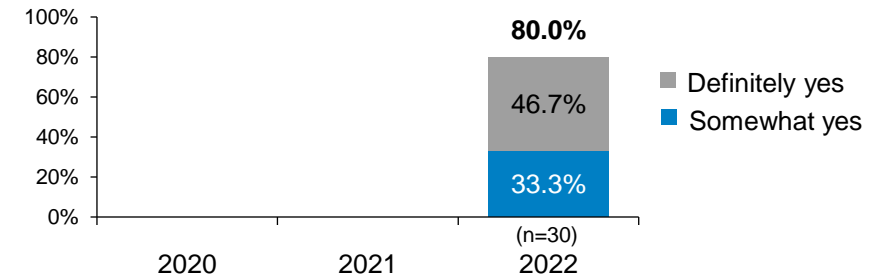
Q22. 800 number, written materials and website provided needed information



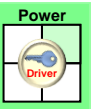
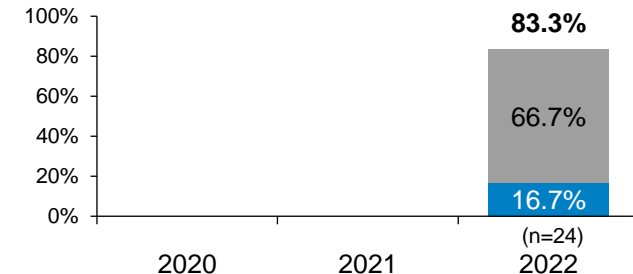
Q27. Plan's customer service gave you information or help needed



Q24. Plan information helped find a dentist you were happy with



Q28. Plan's customer service treated you with courtesy and respect



Appendix A: Member profile

	2020	2021	2022
Member health			
Overall condition of teeth and gums (Q30)			
Excellent/very good			30.4%
Good			31.0%
Fair/poor			38.6%
Member Demographics			
Age (Q31)			
18-24			23.9%
25-34			10.0%
35-44			13.3%
45-54			18.3%
55-64			26.1%
65 or older			8.3%
Gender (Q32)			
Female			70.0%
Male			30.0%
Race/ethnicity (Q34/Q35)			
White			75.9%
Hispanic or Latino			18.4%
American Indian or Alaska Native			15.5%
Black or African-American			12.6%
Asian			2.3%
Other			8.0%
Education (Q33)			
Some college or less			95.5%
College graduate or more			4.5%

Appendix B: Overall ratings and composite score summary tables



Overall ratings and composites - global proportions

	2020	2021	2022
Rating of Dental Plan (Q29) (% 8, 9 or 10)			65.3%
Rating of Dental Care (Q18) (% 8, 9 or 10)			76.4%
Rating of Regular Dentist (Q10) (% 8, 9 or 10)			77.0%
Rating of Ease of Finding a Dentist (Q25) (% 8, 9 or 10)			51.6%
Care from dentists and staff (% Always or Usually)			90.1%
Q6. Dentist explained things in a way that was easy to understand			86.7%
Q7. Dentist listened carefully			89.8%
Q8. Dentist treated you with courtesy and respect			93.8%
Q9. Dentist spent enough time			89.1%
Q11. Dentist/staff did everything to make you feel comfortable during dental work			90.4%
Q12. Dentist/staff explained what they were doing while treating you			90.6%
Access to dental care (% Always or Usually)			58.6%
Q13. Regular dental appointments were as soon as wanted			76.7%
Q14. Emergency dental appointments were as soon as wanted (% Definitely yes or Somewhat yes)			86.8%
Q15. Specialty dental appointments were as soon as wanted			67.1%
Q16. Spent more than 15 minutes in waiting room for appointment (% Sometimes or Never)			81.6%
Q17. If waited more than 15 minutes, were kept updated on reason and length of delay			43.8%
Dental plan services (% Always or Usually)			73.8%
Q19. Dental plan covered all services you thought were covered			80.1%
Q20. Dental plan covered what you and your family needed done (% Definitely yes or Somewhat yes)			80.1%
Q22. 800 number, written materials and website provided needed information			65.0%
Q24. Plan information helped find a dentist you were happy with (% Definitely yes or Somewhat yes)			80.0%
Q27. Plan's customer service gave you information or help needed			54.2%
Q28. Plan's customer service treated you with courtesy and respect			83.3%



Overall ratings and composites – Mean scores

	2020	2021	2022
Overall mean ratings: 0 to 10 scale			
Rating of Dental Plan (Q29)			8.03
Rating of Dental Care (Q18)			8.46
Rating of Regular Dentist (Q10)			8.45
Rating of Ease of Finding a Dentist (Q25)			6.87
Composite scores: Three-point mean scores			
Care from dentists and staff			2.6532
Access to dental care			1.9349
Dental plan services			2.2377

Overall ratings and composites – Demographic analysis

2022 Demographic Analysis	Age				Gender		Education		Medicaid LOB	
	18-34	35-44	45-54	55+	Male	Female	Some College or Less	College Graduate or More	Expansion	Unassigned
	(L) 61	(M) 24	(N) 33	(O) 62	(P) 54	(Q) 126	(R) 170	(S) 8*	(W) 76	(X) 121
Total respondents										
Rating of Dental Plan (Q29) (% 8, 9 or 10)	71.7%	58.3%	60.6%	64.4%	62.3%	66.7%	66.9%	37.5%	69.4%	62.5%
Rating of Dental Care (Q18) (% 8, 9 or 10)	82.0%	83.3%	72.7%	70.0%	77.8%	75.8%	76.8%	62.5%	74.6%	77.6%
Rating of Regular Dentist (Q10) (% 8, 9 or 10)	81.6%	83.3% ^	80.0%	66.7%	77.1%	76.9%	76.9%	80.0%	76.5%	77.3%
Rating of Ease of Finding a Dentist (Q25) (% 8, 9 or 10)	63.6% ^	66.7% ^	40.0% ^	41.7% ^	33.3% ^	56.0%	55.2% S	0.0%	46.2% ^	55.6% ^
Care from dentists and staff (% Always or Usually)	91.4%	91.7%	88.1%	89.1%	91.3%	89.6%	90.3%	85.0%	87.5%	91.9%
Q6. Dentist explained things in a way that was easy to understand	89.8%	88.9% ^	81.8%	84.6%	85.7%	87.1%	87.0%	80.0%	81.1%	90.7%
Q7. Dentist listened carefully	89.8%	88.9% ^	86.4%	92.3%	94.3%	88.2%	89.4%	100% R	86.8%	92.0%
Q8. Dentist treated you with courtesy and respect	93.9%	94.4% ^	90.9%	94.9%	94.3%	93.5%	93.5%	100% R	92.5%	94.7%
Q9. Dentist spent enough time	87.8%	94.4% ^	90.9%	87.2%	94.3%	87.1%	89.4%	80.0%	86.8%	90.7%
Q11. Dentist/staff did everything to make you feel comfortable during dental work	93.4%	91.7%	87.5%	88.5%	90.6%	90.4%	91.1%	75.0%	87.3%	92.5%
Q12. Dentist/staff explained what they were doing while treating you	93.4%	91.7%	90.9%	87.1%	88.9%	91.3%	91.2%	75.0%	90.3%	90.7%
Access to dental care (% Always or Usually)	64.5%	65.1%	53.4%	52.6%	59.9%	58.0%	59.1%	22.5%	58.1%	59.0%
Q13. Regular dental appointments were as soon as wanted	82.0%	70.8%	78.8%	72.6%	75.9%	77.0%	78.2%	50.0%	76.4%	76.9%
Q14. Emergency dental appointments were as soon as wanted (% Definitely or Somewhat yes)	94.3% N	100% ^NO	72.7%	81.8%	89.2%	85.5%	87.5%	50.0%	84.9%	88.7%
Q15. Specialty dental appointments were as soon as wanted	72.4%	83.3% ^	62.5% ^	56.0%	57.1%	72.2%	67.5% S	0.0%	66.7%	67.5%
Q16. Spent more than 15 minutes in waiting room for appointment (% Sometimes or Never)	79.7%	91.3%	87.1%	77.0%	75.0%	84.4%	81.8%	87.5%	76.1%	85.4%
Q17. If waited more than 15 minutes, were kept updated on reason and length of delay	53.6%	62.5% ^	40.0% ^	29.6%	52.0%	39.6%	44.3% S	0.0%	38.7%	47.6%
Dental plan services (% Always or Usually)	76.8%	80.4%	71.1%	71.5%	65.8%	77.0%	75.8%	52.1%	70.6%	75.7%
Q19. Dental plan covered all services you thought were covered	80.3%	82.6%	81.8%	78.0%	83.0%	78.9%	80.1%	75.0%	75.0%	83.7%
Q20. Dental plan covered what you and your family needed done (% Definitely or Somewhat yes)	79.7%	83.3%	81.3%	78.7%	81.5%	79.5%	79.6%	87.5%	79.2%	80.8%
Q22. 800 number, written materials and website provided needed information	70.0% ^	50.0% ^	50.0% ^	78.6% ^	77.8% ^	61.3%	64.1%	100% R	50.0% ^	73.1%
Q24. Plan information helped find a dentist you were happy with (% Definitely or Somewhat yes)	90.9% ^	100% ^O	80.0% ^	63.6% ^	66.7% ^	83.3%	85.7% S	0.0%	75.0% ^	83.3% ^
Q27. Plan's customer service gave you information or help needed	60.0% ^	66.7% ^	50.0% ^	50.0% ^	28.6% ^	64.7% ^	59.1% S	0.0%	55.6% ^	53.3% ^
Q28. Plan's customer service treated you with courtesy and respect	80.0% ^	100% ^	83.3% ^	80.0% ^	57.1% ^	94.1% ^	86.4%	50.0%	88.9% ^	80.0% ^

A capital letter and green font indicates that result is significantly higher than the corresponding column.

Appendix C: SatisAction™ key driver statistical model

POWeR™ Chart shown in the executive summary on page 3.

Overview. The key driver statistical model is a powerful, proprietary statistical methodology used to identify the key drivers of overall ratings and provide actionable direction for satisfaction improvement programs. This methodology is the result of a number of years of development and testing using health care satisfaction data. We have been successfully using this approach since 1997.

The model provides the following:

- Identification of the elements that are important in driving the overall dental plan rating.
- Measurement of the relative importance of each of these elements.
- Measurement of how well members think the plan performed on those important elements.
- Presentation of the importance/performance results in a matrix that provides clear direction for member satisfaction improvement efforts by the plan.

Importance analysis. The importance analysis involves a multi-step process:

- Factor analysis is used to summarize the predictor set into a more manageable number of composite variables.
- Regression Model I is used to make preliminary estimates and identify leverage points and outliers.
- Leverage points and outliers are eliminated.
- Regression Model II is run on the remaining data to derive final estimates of the importance of the various satisfaction elements.

Factor analysis. Factor analysis is used to reduce the number of items in the predictor set to a smaller set of underlying constructs, or factors. It is necessary to go through this process because of the high degree of collinearity in the original data. This is a problem for the regression analysis to follow because regression assumes non-collinearity between predictor variables.

Regression analysis. Regression analysis is then used to predict overall plan ratings on the factors created in the previous step. As noted above, regression analysis is run in two steps. The first step is used to derive preliminary estimates of the importance of the various satisfaction elements and to identify outliers and leverage points. Those outliers and leverage points are eliminated before running the second regression model which produces final estimates of the importance of each satisfaction element.

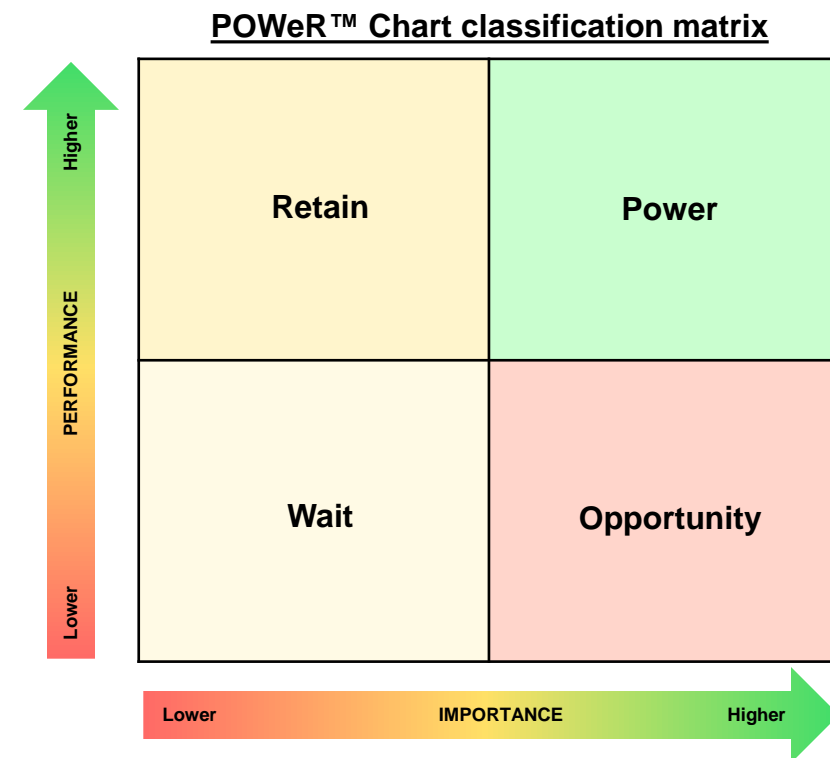
Derived importance. The relative importance of each survey item is derived from the combined results of the factor and regression analyses. The correlations of each question with each factor are squared and then multiplied by the standardized (beta) regression coefficients associated with each of those factors. This sum is then rescaled so that the largest value (most important item) is rescaled to 100 points, the smallest value is rescaled to 0 points and the median value is rescaled to 50 points.

Performance analysis.

Relative performance is also calculated for each survey variable. Ratings are rescaled on a 100-point basis (like importance values) so that the highest rating is set to 100 points, the lowest rating is set to 0 points and the median rating is set to 50 points.

Classification matrix. Results of the key driver modeling are presented in a classification matrix. The importance and performance results for each item in the model are plotted in a matrix like the one shown below. This matrix provides a quick summary of what is most important to your members and how your plan is doing on those items. The matrix is divided into four quadrants. The quadrants are defined by the point where the medians of the importance and performance scales intersect. The four quadrants can be interpreted as follows:

- *Power.* These items have a relatively large impact on overall rating of dental plan and your performance levels on these items are high. Promote and leverage strengths in this quadrant.
- *Opportunity.* Items in this quadrant also have a relatively large impact on overall rating of dental plan but your performance is below average. Focus resources on improving processes that underlie these items and look for significant improvements in overall dental plan ratings.
- *Wait.* Though these items still impact overall rating of dental plan, they are somewhat less important than those that fall on the right hand side of the chart. Relatively speaking, your performance is low on these items. Dealing with these items can wait until more important items have been dealt with.
- *Retain.* Items in this quadrant also have a relatively small impact on overall rating of dental plan but your performance is above average. Simply maintain performance on these





Variables in the model

Variables from the CAHPS Dental Survey that are important in determining member satisfaction are summarized below. This table also identifies the dependent variable (Q29 -- overall rating of dental plan) and the independent or predictor variables.

The independent or predictor variables are:

- Q6 How often did your regular dentist explain things in a way that was easy to understand?
- Q7 How often did your regular dentist listen carefully to you?
- Q8 How often did your regular dentist treat you with courtesy and respect?
- Q9 How often did your regular dentist spend enough time with you?
- Q10 What number would you use to rate your regular dentist?
- Q11 How often did the dentists or dental staff do everything they could to help you feel as comfortable as possible during your dental work?
- Q12 How often did the dentists or dental staff explain what they were doing while treating you?
- Q13 How often were regular dental appointments as soon as wanted?
- Q14 Did you get to see an emergency dentist as soon as wanted?
- Q15 How often did you get a specialty dental appointment as soon as wanted?
- Q16 How often did you have to spend more than 15 minutes in the waiting room before you saw someone for your appointment?
- Q17 How often did someone tell you why there was a delay or how long the delay would be?
- Q18 What number would you use to rate all of the dental care you personally received in the last 6 months?
- Q19 How often did your dental plan cover all of the services you thought were covered?
- Q20 Did your dental plan cover what you and your family needed to get done?
- Q22 How often did the 800 number, written materials, or website provide the information you wanted?
- Q27 How often did your dental plan's customer service give you the information or help you needed?
- Q28 How often did your dental plan's customer service staff treat you with courtesy and respect?

The dependent variable is:

- Q29 What number would you use to rate your dental plan?

Factor analysis. Factor analysis reduced the 18 highly-correlated model variables to four orthogonal (uncorrelated) factors that explain 66.4% of the variation in the original variables. This is necessary due to the strong relationships or correlation between certain variables. The table below shows the factor correlations or loadings. For readability, only those variables with correlations greater than 0.250 are displayed.

Factor Correlations with Survey Variables

Question	Survey Items	Factors			
		1	2	3	4
Q7	How often did your regular dentist listen carefully to you?	0.9072			
Q8	How often did your regular dentist treat you with courtesy and respect?	0.8680			
Q9	How often did your regular dentist spend enough time with you?	0.8537			
Q10	What number would you use to rate your regular dentist?	0.8442			
Q6	How often did your regular dentist explain things in a way that was easy to understand?	0.8259			
Q18	What number would you use to rate all of the dental care you personally received in the last 6 months?	0.6716	0.4967	0.2862	
Q11	How often did the dentists or dental staff do everything they could to help you feel as comfortable as possible during your dental work?	0.5795	0.3801	0.4151	
Q12	How often did the dentists or dental staff explain what they were doing while treating you?	0.4910	0.2735	0.4797	
Q13	How often were regular dental appointments as soon as wanted?	0.4475	0.3193	0.3957	
Q28	How often did your dental plan's customer service staff treat you with courtesy and respect?		0.8737		-0.2980
Q27	How often did your dental plan's customer service give you the information or help you needed?		0.8229		
Q14	Did you get to see an emergency dentist as soon as wanted?	0.2757	0.5213	0.3432	0.2900
Q15	How often did you get a specialty dental appointment as soon as wanted?	0.2656	0.4490	0.4147	0.3700
Q17	How often did someone tell you why there was a delay or how long the delay would be?	0.2508	0.4180		0.2644
Q20	Did your dental plan cover what you and your family needed to get done?			0.8395	
Q19	How often did your dental plan cover all of the services you thought were covered?			0.8144	
Q22	How often did the 800 number, written materials, or website provide the information you wanted?				0.7686
Q16	How often did you have to spend more than 15 minutes in the waiting room before you saw someone for your appointment?	0.3646		0.2993	-0.5352

Regression analysis. The four factors identified in the previous step were used as predictors in a regression model with Q29, overall dental plan rating, as the dependent variable. Regression was first run to test the model and identify any observations that have a high degree of leverage on the regression coefficients (disproportionately high degree of influence relative to others) as well as observations that can be considered outliers because of inconsistent responses.

The high leverage cases and outliers were removed and the regression model was rerun. The regression coefficients for each factor provide the second set of inputs necessary to determine the key drivers of overall dental plan ratings. These coefficients provide estimates of the relative importance of each factor in determining overall dental plan ratings. The table below shows the raw regression coefficients, beta coefficients (standardized regression coefficients) and the statistical significance of those coefficients. This model explains 55.2% of the variation in the dependent variable ($R^2 = 0.552$).

Regression Coefficients

Variable	Unstandardized Coefficients	Standardized (Beta) Coefficients	Significance Level
Constant	8.1045	0.0000	0.0000
Factor 1 -- Q7, Q8, Q9, Q10, Q6, Q18, Q11, Q12, Q13	0.6967	0.2915	0.0000
Factor 2 -- Q28, Q27, Q14, Q15, Q17	0.7866	0.3718	0.0000
Factor 3 -- Q20, Q19	1.2188	0.5540	0.0000
Factor 4 -- Q22, Q16	0.1402	0.0640	0.2226

Derived importance. The importance of each survey item is derived from the combined results of the factor and regression analyses. The correlations of each question with each factor were squared and then multiplied by the standardized (beta) regression coefficients associated with each of those factors. This sum was then rescaled so that the largest value (most important item) is rescaled to 100 points, the smallest value is rescaled to 0 points and the median value is rescaled to 50 points.

Plan performance. Relative performance is calculated for each survey variable. Ratings are rescaled on a 100-point basis (like importance values) so that the highest rating is set to 100 points, the lowest rating is set to 0 points and the median rating is set to 50 points.

Question	Survey Items	Importance	Performance	Top 2/Top 3 Scores
Q20	Did your dental plan cover what you and your family needed to get done?	100	44	80.1%
Q19	How often did your dental plan cover all of the services you thought were covered?	95	50	80.1%
Q28	How often did your dental plan's customer service staff treat you with courtesy and respect?	72	50	83.3%
Q18	What number would you use to rate all of the dental care you personally received in the last 6 months?	63	54	76.4%
Q27	How often dental plan's customer service give you the information or help you needed	60	21	54.2%
Q7	How often did your regular dentist listen carefully to you?	57	84	89.8%
Q11	How often did the dentists or dental staff do everything they could to help you feel as comfortable as possible during your dental work?	57	82	90.4%
Q8	How often did your regular dentist treat you with courtesy and respect?	53	100	93.8%
Q12	How often did the dentists or dental staff explain what they were doing while treating you?	51	82	90.6%
Q10	What number would you use to rate your regular dentist?	49	59	77.0%
Q9	How often did your regular dentist spend enough time with you?	47	80	89.1%
Q6	How often did your regular dentist explain things in a way that was easy to understand?	43	80	86.7%
Q15	How often did you get a specialty dental appointment as soon as wanted?	42	33	67.1%
Q14	Did you get to see an emergency dentist as soon as wanted?	40	44	86.8%
Q13	How often were regular dental appointments as soon as wanted?	36	41	76.7%
Q16	How often did you have to spend more than 15 minutes in the waiting room before you saw someone for your appointment?	11	50	81.6%
Q17	How often did someone tell you why there was a delay or how long the delay would be?	5	0	43.8%
Q22	How often did the 800 number, written materials, or website provide the information you wanted?	0	30	65.0%