



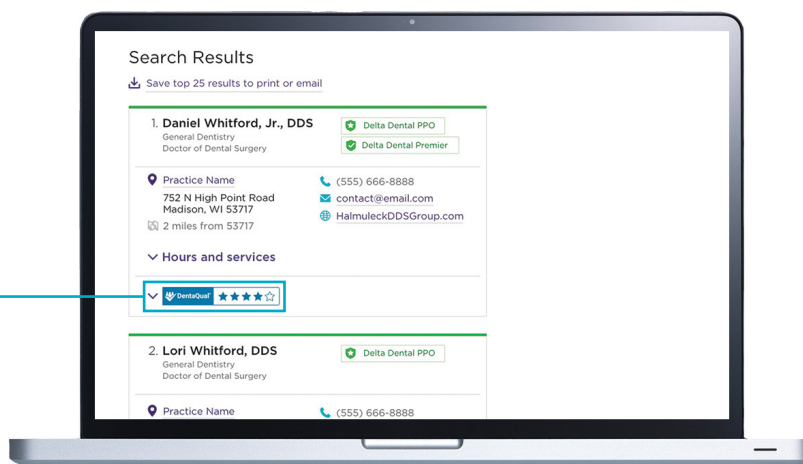
Finding the right provider made easier with DentaQual® ratings

There has been a growing demand in the marketplace for an objective tool to assist members in evaluating provider quality, and for employer groups, higher quality of care translates to more value for your buying dollar. A new feature of Delta Dental of Wisconsin's provider directory, the DentaQual provider quality rating system, is based on comprehensive data to empower members to navigate dentist options with ease. Powered by P&R Dental Strategies, the DentaQual rating system offers an independent, third-party scoring system based on a database of anonymized and aggregated claims that are continuously updated.

How DentaQual ratings work

When members search Delta Dental of Wisconsin's provider directory, providers with enough sufficient data will be assigned a score between one to five stars.* DentaQual ratings are based on claims data submissions from P&R Dental Strategies' multi-payer claims database of over four billion procedures from 65+ payers, rather than subjective patient reviews or testimonials. DentaQual compares each provider's score to the average score of their peers in the same specialty and geography to generate an overall quality rating that is updated monthly. In the directory, a score button will appear beneath the provider's name with a text description of the provider's score.

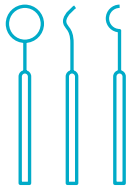
Quality Level	Star Grade Levels	Corresponding Scale Range (Index)**
Excellent	★★★★★	8.50 - 10.00
Above Average	★★★★☆	7.01 - 8.49
Good/Average	★★★★	4.00 - 7.00
Fair	★★★☆☆	2.50 - 3.99
Poor	★★★	1.00 - 2.49



*Not all network providers will have a rating due to limited data (less than 100 records) or their practicing three-digit zip code has less than three individual dentists within a specialty.

**10 represents the highest quality and 1 the lowest quality. The Index is calculated to the 2nd decimal place.

What are DentaQual scores are based on?



Treatment outcomes

Measures a provider's treatment success rate including the likelihood of repeat procedures and post-treatment problems.



Commitment to best practices

Evaluates how well a provider follows established dental standards and treatment methods, including sequence of prescribed care.



Cost-effectiveness

Compares the types and number of prescribed treatments as well as the average cost per patient for submitted dental fees and treatments.



Patient retention

Evaluates the degree of patient retention and loyalty as well as active sanctions, if any.



Treatment recommendations

Compares how a provider recommends treatments in relation to other dentists in their ZIP Code and specialty.

This uniform and unbiased scorecard can help members feel more confident about choosing a provider. Delta Dental of Wisconsin's provider directory aims to make finding a dentist as easy as possible. Now, along with languages spoken, office hours and other crucial information, members can see DentaQual's objective evaluations.

Visit www.deltadentalwi.com to review DentaQual ratings for Delta Dental of Wisconsin network providers.