



# CAHPS® Dental Plan Survey

2024 SoonerCare Child Member Research

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**Prepared for: The Oklahoma Health Care Authority**

(Through a contract with KFMC Health Improvement Partners)

June 2024

# Table of contents

<b>Background and objectives</b>	<b>2</b>
<b>Executive summary</b>	<b>3</b>
<b>Methodology</b>	<b>4</b>
<b>Research findings</b>	<b>5</b>
Overall ratings	6
Composite global proportions and mean scores	7
Care from dentists and staff	8
Access to dental care	11
Dental plan services	13
Transportation assistance	16
<b>Appendices</b>	
Appendix A: Member profile	17
Appendix B: Overall ratings and composite score summary tables	20
Appendix C: SatisAction™ key driver statistical model	24

# Background and objectives

**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.

Press Ganey has conducted the CAHPS® Health Plan Survey since the program's inception in 1995. Press Ganey 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 Press Ganey 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

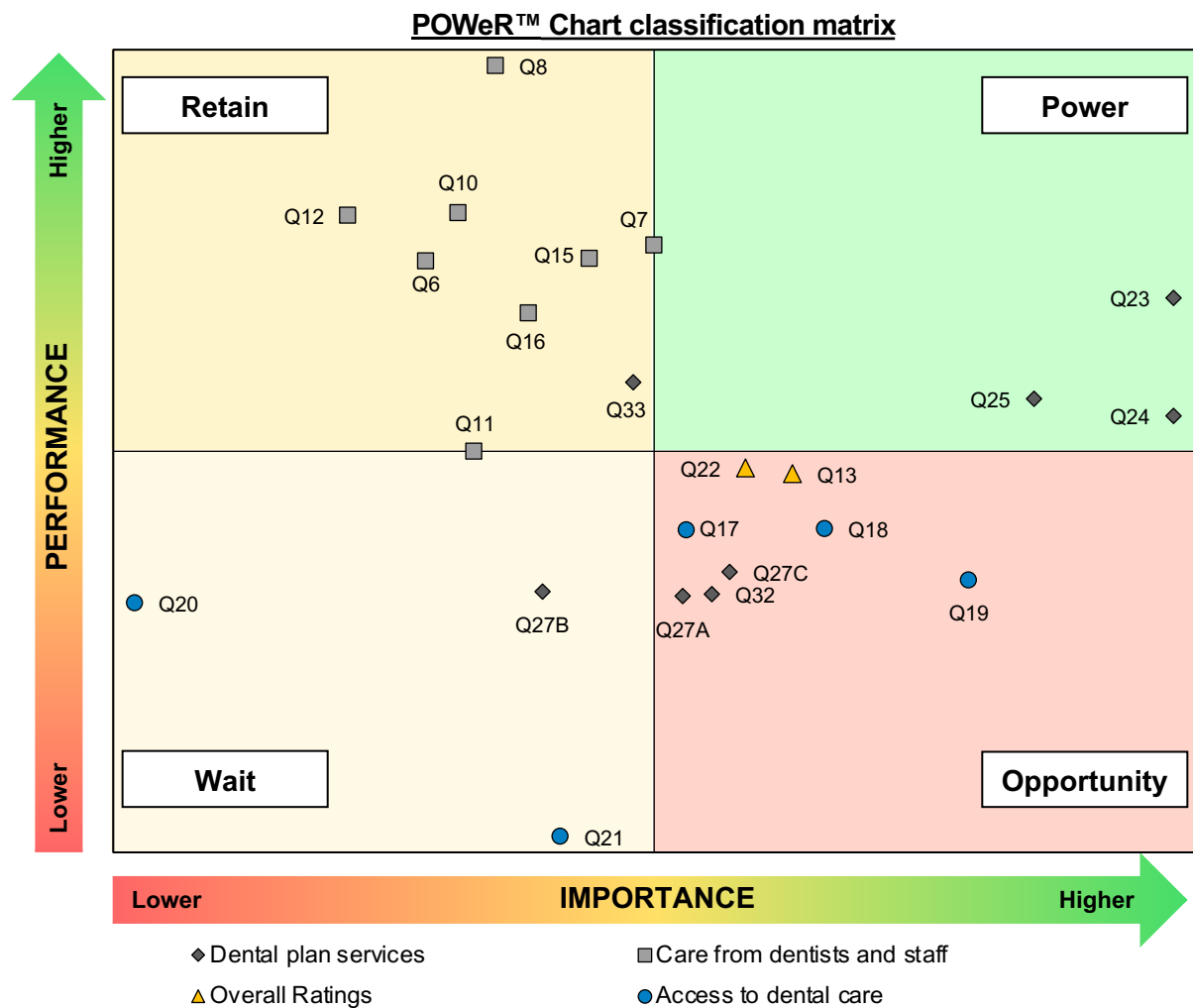
Standard measurement of all areas mentioned to facilitate meaningful comparisons among dental plans that wish to disclose their data to consumers.

CAHPS® is a registered trademark of the Agency for Healthcare Research and Quality (AHRQ).

# 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 dental plan rating (see Appendix C for more details).



Survey Measure	Score	Importance	Performance
<b>Power</b>			
Q23. Dental plan covered all services you thought were covered	95.4%	100	69
Q24. Plan meet all your child dental care needs	96.8%	100	54
Q25. Plan covered what your child needed to get done	95.7%	85	57
<b>Opportunity</b>			
Q19. Specialty dental appointments were as soon as wanted	77.2%	79	34
Q18. Emergency dental appointments were as soon as wanted	90.5%	66	40
Q13. Rating of Regular Dentist <sup>1</sup>	91.3%	63	47
Q22. Rating of Dentist Care <sup>1</sup>	90.9%	58	48
Q27C. Found needed information from written materials	75.0%	57	35
Q32. Plan's customer service gave you information or help needed	72.2%	55	32
Q17. Regular dental appointments were as soon as wanted	86.2%	53	40
Q27A. Found needed information from toll free number	78.1%	53	32
<b>Wait</b>			
Q21. If waited more than 15 minutes, were told reason for delay/how long delay would be	45.4%	41	0
Q27B. Found needed information from website	76.7%	40	33
Q20. Spent more than 15 minutes in waiting room (Sometimes or Never)	81.7%	0	31
<b>Retain</b>			
Q7. Dentist listened carefully	96.2%	50	76
Q33. Plan's customer service treated you with courtesy and respect	94.4%	48	59
Q15. Dentist/staff did everything to make you feel comfortable during dental work	96.5%	44	74
Q16. Dentist/staff explained what they were doing while treating you	94.3%	38	67
Q8. Dentist treated you with courtesy and respect	97.4%	35	100
Q11. Dentist spent enough time with your child	94.3%	33	50
Q10. Dentist explained things in a way that was easy to understand	96.7%	32	80
Q6. Dentist explained your child's dental health in a way that was easy to understand	95.1%	29	74
Q12. Satisfied with the overall care provided by regular dentist	96.6%	22	79

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

# Methodology



**Questionnaire.** A modified version of the CAHPS Dental Plan survey was used to standardize the measurement and reporting of dental health care quality. Press Ganey 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.** Press Ganey staffed a toll-free phone line for members to call if they had any questions.



## Sample design.

- **Qualified respondents.** KFMC Health Improvement Partners provided Press Ganey with a file of eligible child dental members for inclusion in the study, on behalf of the Oklahoma Health Care Authority.
- **Sample type.** A simple random sample of 2,500 members was drawn.
- **Sample size/sampling error.** A total of 289 members completed the survey with an overall sampling error of  $\pm 5.8\%$  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:



**Data processing and analysis.** Press Ganey processed all completed surveys and analyzed the results. Percentages lower than 5% are not labeled in charts or graphs where space does not permit.

## Composite global proportion and mean score references.

- Care from Dentist and Staff (Q6, Q7, Q8, Q10, Q11, Q12, Q14, Q15, Q16).
- Access to Dental Care (Q17, Q18, Q19, Q20, Q21).
- Dental Plan Costs and Services (Q23, Q24, Q25, Q27A-C, Q29, Q32, Q33).
- The composite global proportion scores are derived by adding the scores for the questions within the composite and dividing the result by the number of questions in the composite.

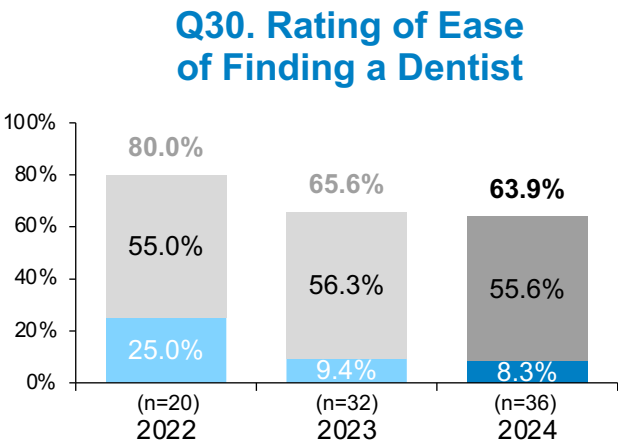
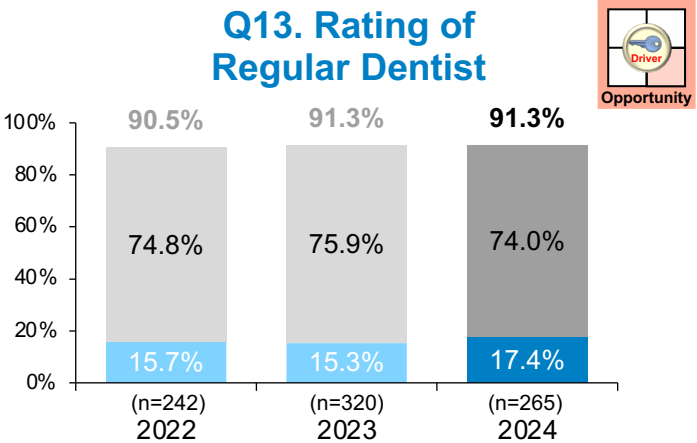
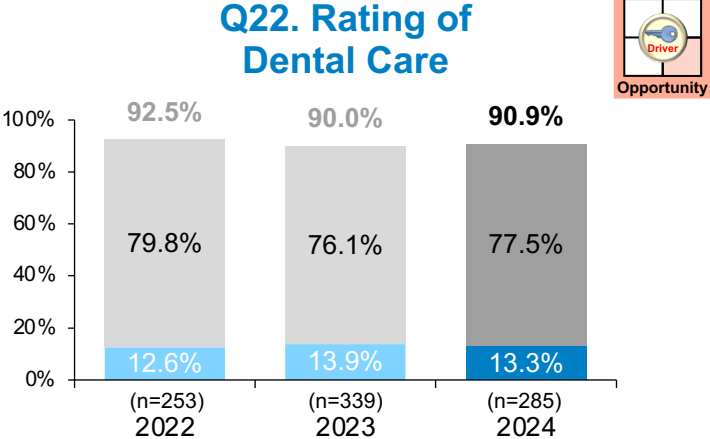
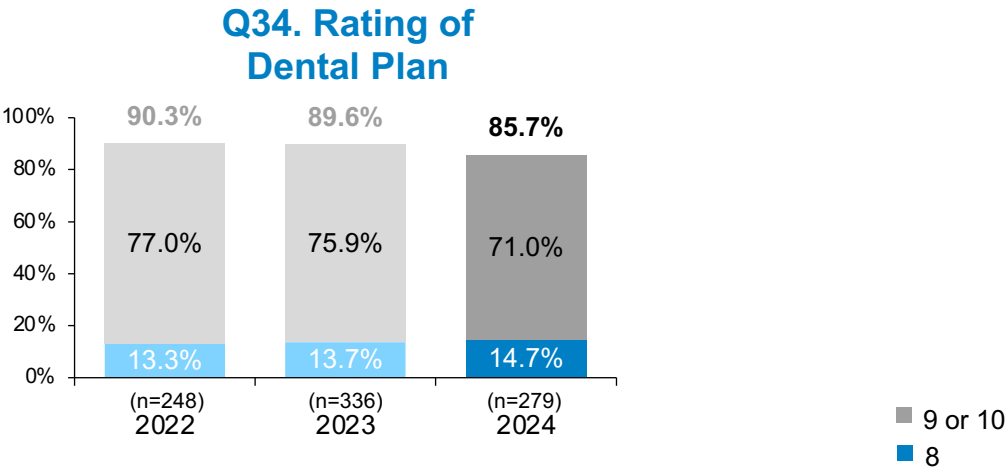
Item	Total
Total mailed	2,500
Undeliverable	188
Total completed surveys	289
Mail completes	110
Phone completes	121
Internet completes	58
Adjusted response rate	12.5%
Overall sampling error	$\pm 5.8\%$

## Research findings

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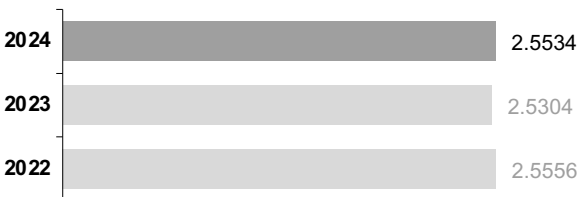
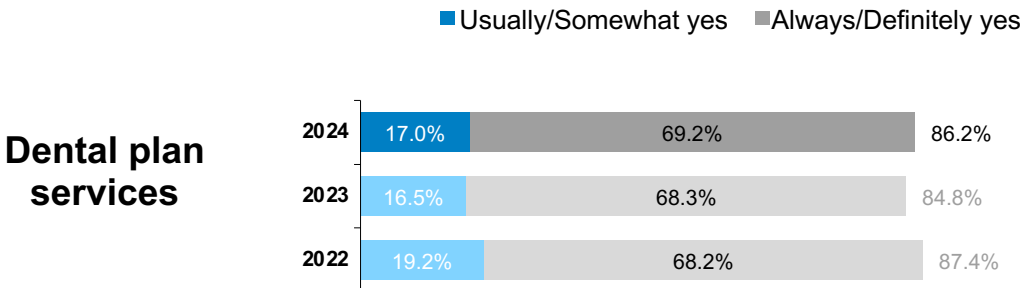
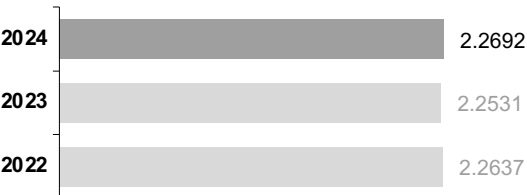
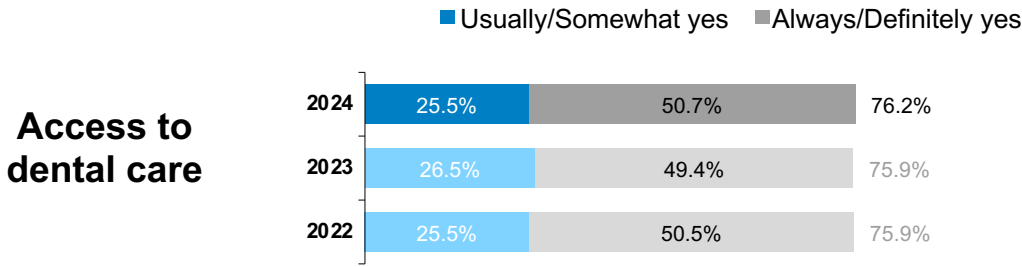
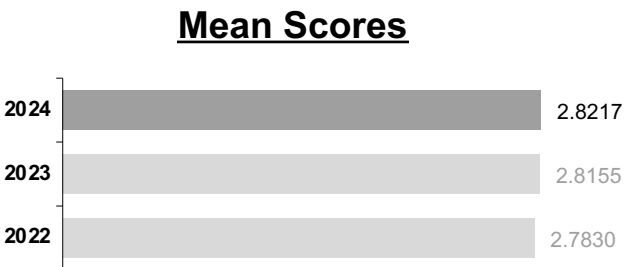
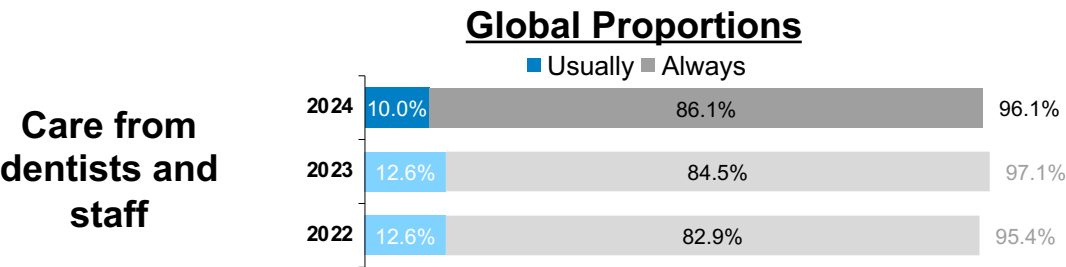
# Overall ratings

- At least nine in 10 rated their child's overall dental care, regular dentist and dental plan favorably (a rating of 8, 9 or 10).
- More than six in 10 respondents gave a favorable rating for the ease of finding a dentist for their child.



↑↓ Score is significantly higher or lower than the previous year's score.

# Composite global proportions and mean scores



The scale for the composite mean scores is based on the question scale. In this case, the Getting Treatment Quickly, How Well Clinicians Communicate and the Perceived Improvement composites are 1.0000 – 3.0000 scales. See below:

- Always = 3.0000
- Usually = 2.0000
- Sometimes/Never = 1.0000

The ten-point scale is assigned a value of

- 0 = 0, 1 = 1, 2 = 2, 3 = 3, and so on, through the value of 10 = 10.

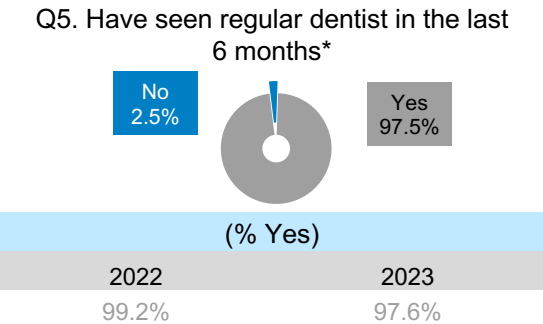
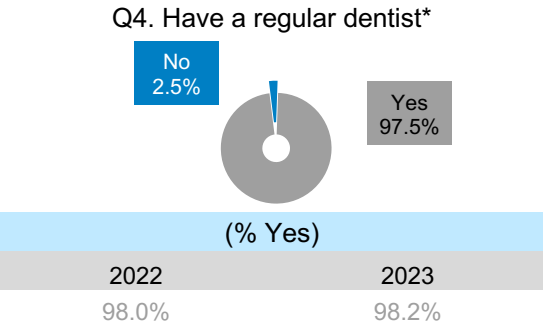
Global Proportion refers to the total percentage of respondents that gave a top-two scale score. The scale for the composite mean scores is based on the question scale, composites are 1.0000 – 3.0000 scales.

↑↓ Score is significantly higher or lower than the previous year's score.



# Care from dentists and staff

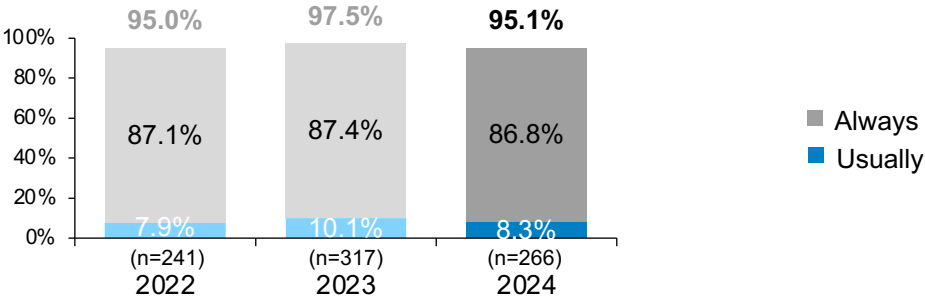
Nearly all indicated that the dentist always or usually explained their child’s dental health in a way that was easy to understand, listened carefully and treated their child with courtesy and respect.



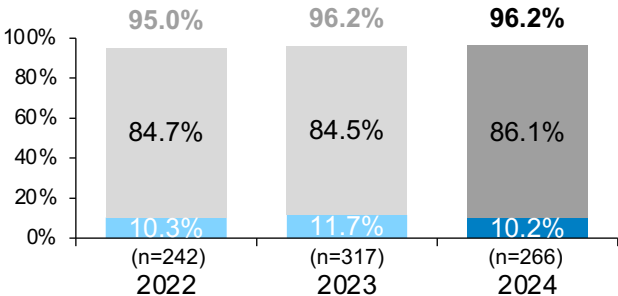
\*Indicates that the measure is not included in the composite score.

Please refer to page 7 for statistical references and footnotes.

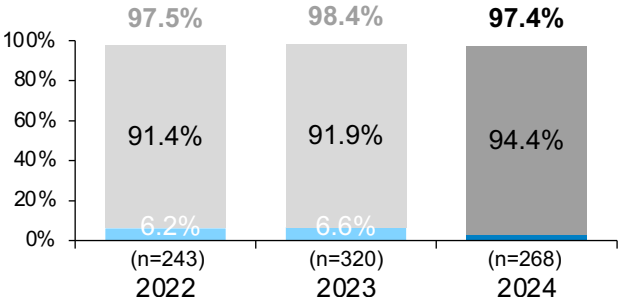
Q6. Dentist explained your child’s dental health in a way that was easy to understand



Q7. Dentist listened carefully



Q8. Dentist treated your child with courtesy and respect

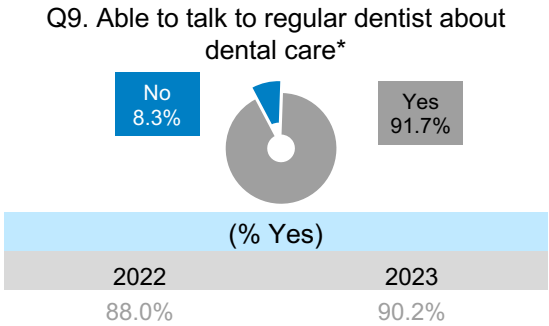


Care from dentists and staff composite			
	2022	2023	2024
Global proportion	95.4%	97.1%	96.1%
Mean score	2.7830	2.8155	2.8217

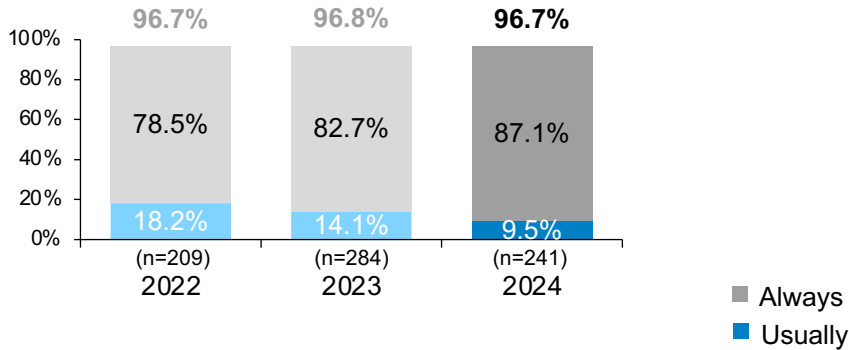
↑↓ Score is significantly higher or lower than the previous year’s score.

# Care from dentists and staff

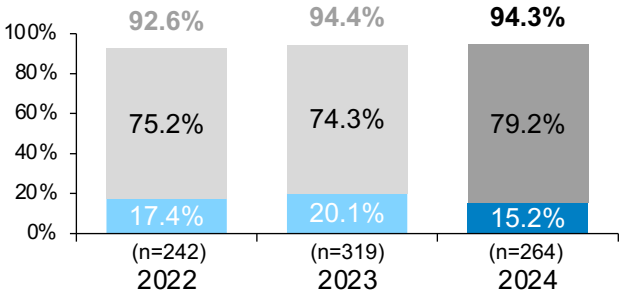
- More than nine in 10 indicated that their child's dentist always or usually explained things in a way that was easy to understand and spent enough time with their child.
- Similarly, more than nine in 10 indicated that they are satisfied, overall, with the care provided by their child's regular dentist and would recommend them to other parents.



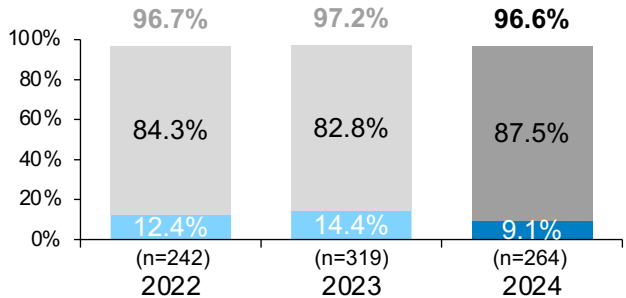
Q10. Dentist explained things in a way that was easy to understand



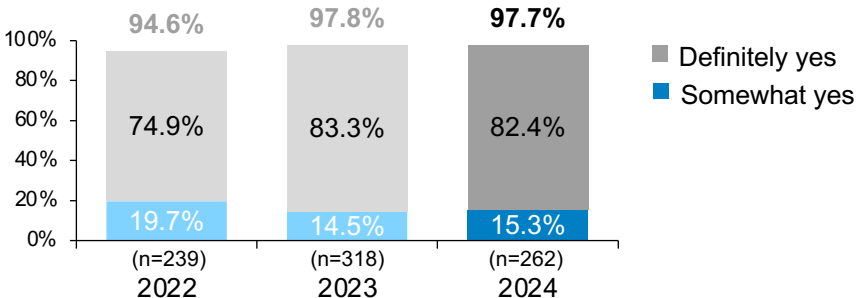
Q11. Dentist spent enough time with your child



Q12. Satisfied with the overall care provided by regular dentist in the last 6 months



Q14. Regular dentist recommended to parents looking for a new dentist



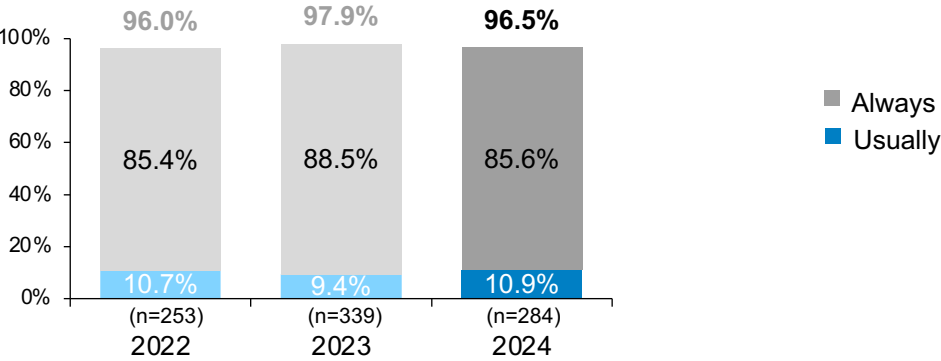
\*Indicates that the measure is not included in the composite score.

↑↓ Score is significantly higher or lower than the previous year's score.

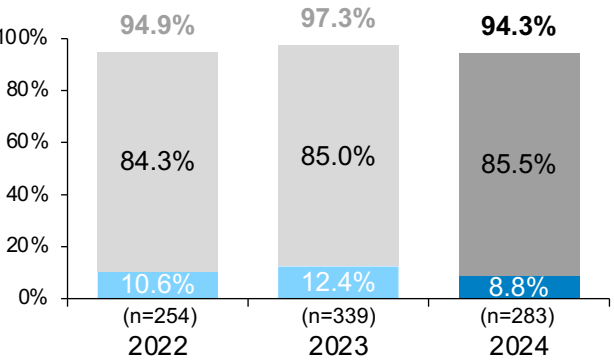
# Care from dentists and staff

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

**Q15. Dentist/dental staff did everything they could to help your child feel comfortable during dental work**



**Q16. Dentist/dental staff explained what they were doing while treating your child**

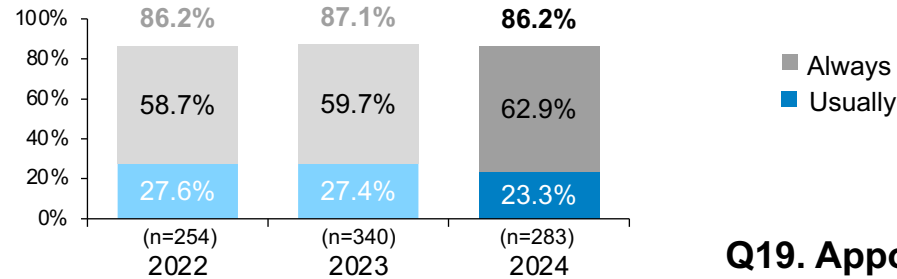


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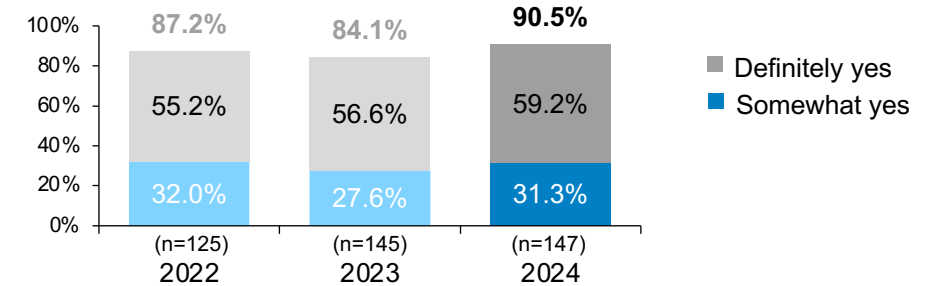
# Access to dental care

- More than eight in 10 got regular and emergency appointments for their child as soon as they wanted.
- More than three in four indicated that they were able to get an appointment for their child with a dental specialist as soon as they wanted.

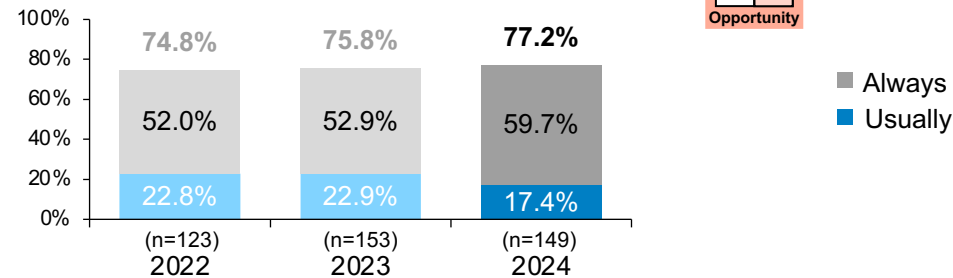
**Q17. Regular dental appointments were as soon as wanted**



**Q18. Emergency appointments were as soon as wanted**



**Q19. Appointments with dental specialists were as soon as wanted**



Access to dental care composite			
	2022	2023	2024
Global proportion	75.9%	75.9%	76.2%
Mean score	2.2637	2.2531	2.2692

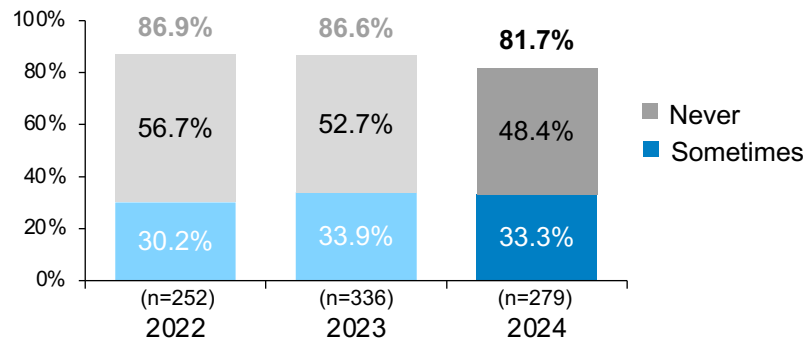
Please refer to page 7 for statistical references and footnotes.

↑↓ Score is significantly higher or lower than the previous year's score.

# Access to dental care

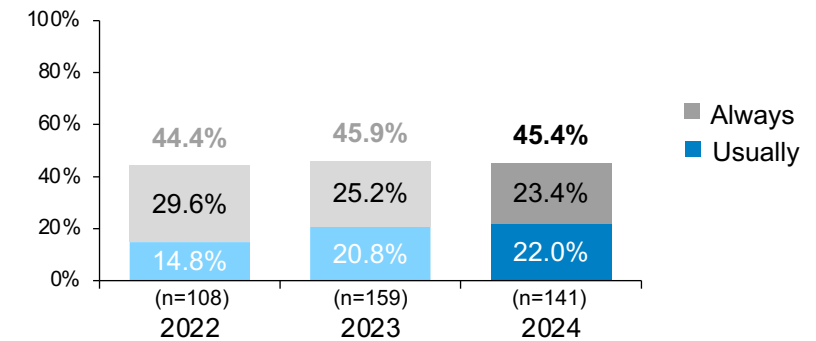
- More than eight in 10 indicated that they did not have to spend more than 15 minutes in the waiting room before they saw someone for their child's appointment.
- Among those who experienced a wait that exceeded 15 minutes, less than half were informed about the delay.

**Q20. Spent more than 15 minutes in waiting room before seeing someone**



If always, usually or sometimes...

**Q21. If so, were told reason for delay/how long delay would be**

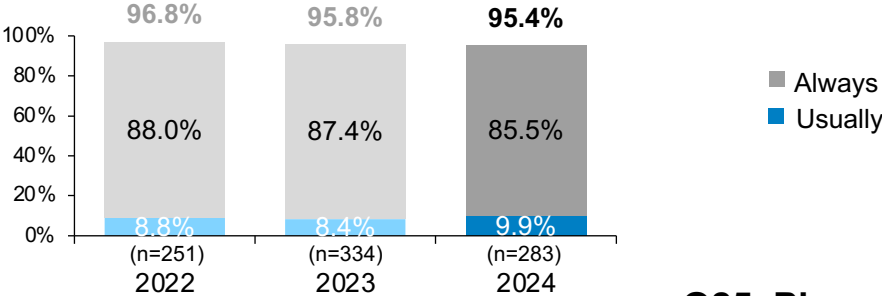
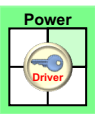


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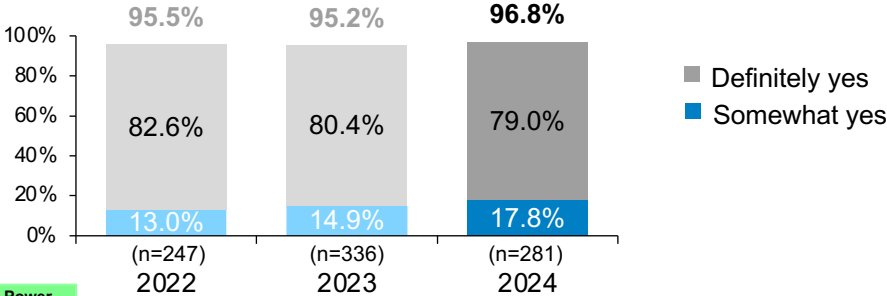
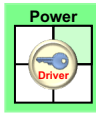
# Dental plan services

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

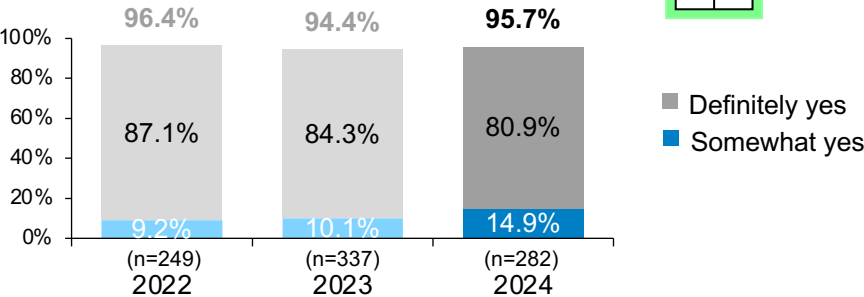
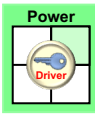
**Q23. Plan covered all the services you thought were covered**



**Q24. Plan met all your child dental care needs**



**Q25. Plan covered what your child needed to get done**



Dental plan services composite			
	2022	2023	2024
Global proportion	87.4%	84.8%	86.2%
Mean score	2.5556	2.5304	2.5334

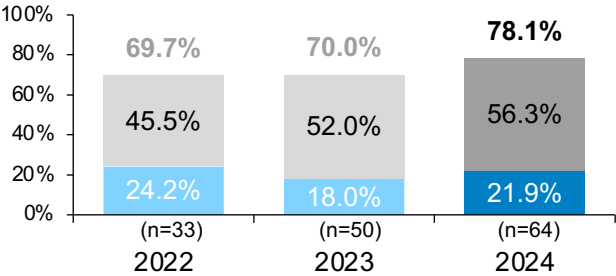
Please refer to page 7 for statistical references and footnotes.

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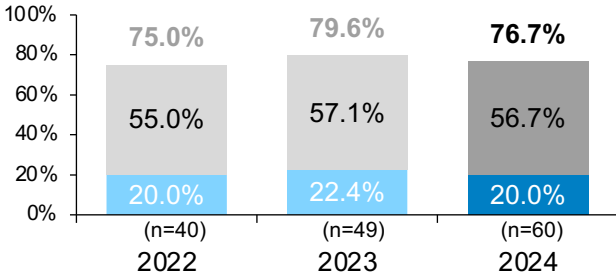
# Dental plan services

- Among the few who tried to find additional information, most were able to get it from the toll-free number, the written information or the website.

Q27A. Found needed information from toll free number

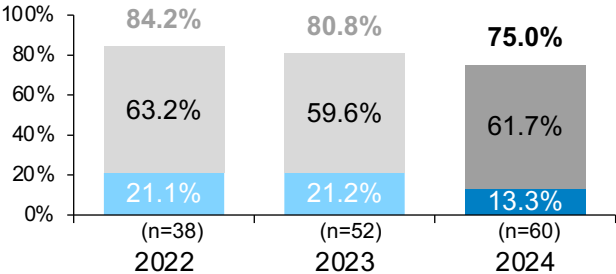


Q27B. Found needed information from website

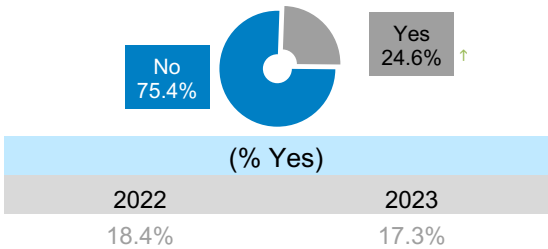


Always  
Usually

Q27C. Found needed information from written materials



Q26. Tried to find information from 800 number, written materials or website\*



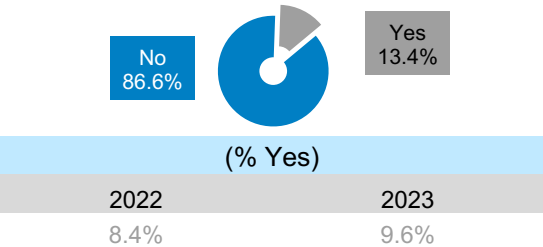
\*Indicates that the measure is not included in the composite score.

↑↓ Score is significantly higher or lower than the previous year's score.

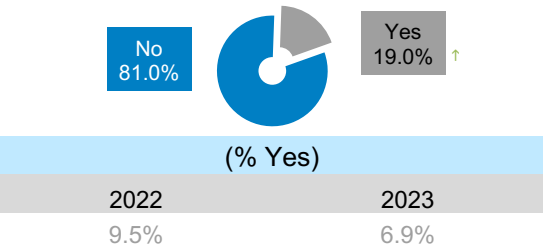
# Dental plan services

- Among the few who used plan information to find a new dentist for their child, all but three respondents indicated that the information helped them.
- Among those who called customer service, the vast majority indicated that the representative gave them needed information and treated them with courtesy and respect.

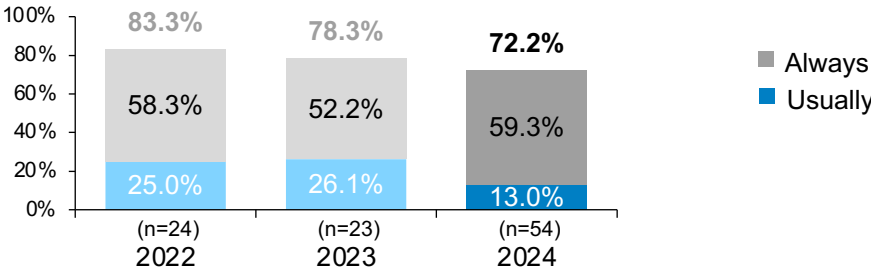
Q28. Used information from plan to find a new dentist\*



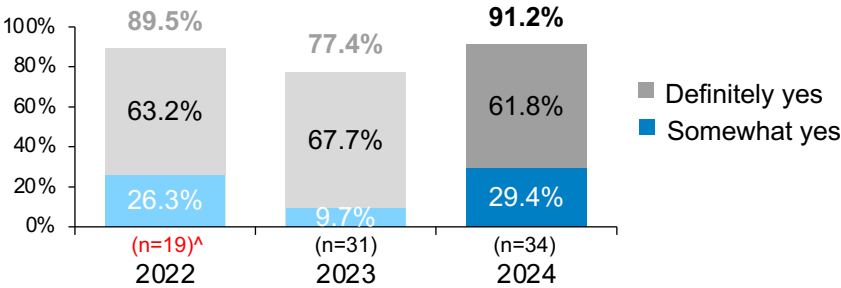
Q31. Tried to get information or help from dental plan's customer service\*



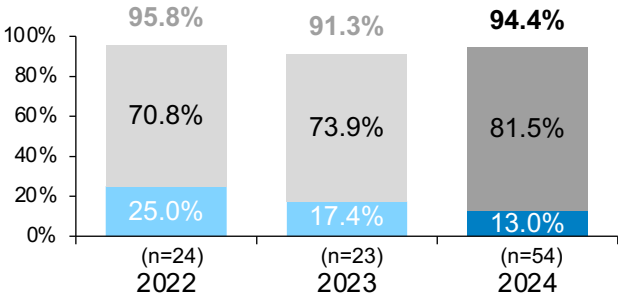
Q32. Plan's customer service gave you information or help needed



Q29. Information from plan helped find a dentist



Q33. Plan's customer service staff treated you with courtesy and respect



\*Indicates that the measure is not included in the composite score.

↑↓ Score is significantly higher or lower than the previous year's score.

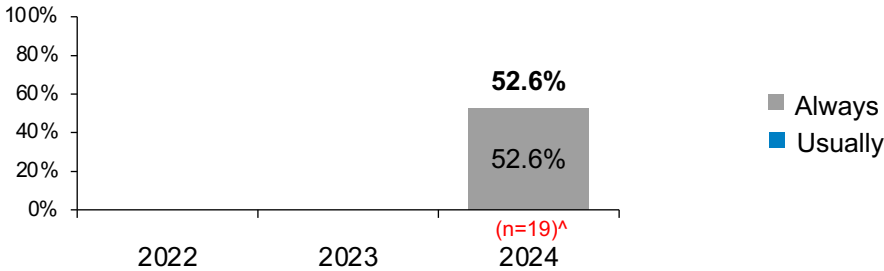
A caret (^) indicates a small base (under 20). Interpret results with caution.



# Transportation assistance

- 10 out of 19 indicated that the help with transportation for their child met their needs.

**Q33A. Help with transportation for your child met your needs<sup>†</sup>**  
**(% Usually or Always)**



A caret (^) indicates a small base (under 20).  
Interpret results with caution.

## Appendix A: Member profile

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# Member profile

	2022	2023	2024
<b>Member health</b>			
<b>Overall condition of teeth and gums (Q35)</b>			
Excellent/very good	62.7%	66.3%	58.7%
Good	29.7%	26.6%	28.0%
Fair/poor	7.6%	7.1%	13.3% ↑
<b>Member Demographics</b>			
<b>Child's age (Q36)</b>			
Less than 1 year	0.0%	0.0%	0.0%
1-5	18.7%	15.9%	13.8%
6-10	34.7%	31.6%	32.5%
11-older	46.6%	52.5%	53.7%
<b>Child's gender (Q37)</b>			
Female	52.6%	54.0%	44.4% ↓
Male	47.4%	46.0%	55.6% ↑
<b>Child's ethnicity (Q38)</b>			
Hispanic or Latino	30.5%	34.6%	35.3%
Non-Hispanic or Latino	69.5%	65.4%	64.7%
<b>Child's race (Q39)</b>			
White	73.8%	72.4%	69.6%
American Indian or Alaska Native	19.6%	17.8%	19.2%
Black or African-American	15.0%	12.9%	13.4%
Asian	3.8%	6.7%	3.6%
Native Hawaiian or other Pacific Islander	2.1%	1.5%	2.2%
Other	10.8%	13.5%	15.2%

↑↓ Score is significantly higher or lower than the previous year's score.

# Member profile (Cont'd)

	2022	2023	2024
<b>Parent/Guardian Demographics</b>			
<b>Age (Q40)</b>			
Under 18	4.9%	11.5% ↑	7.0% ↓
18-24	4.5%	2.7%	2.4%
25-34	32.8%	23.1%	24.1%
35-44	35.2%	36.1%	37.8%
45-54	12.6%	14.5%	16.8%
55-64	5.3%	5.6%	8.0%
65 to 74	4.0%	5.9%	3.1%
75 or older	0.8%	0.6%	0.7%
<b>Gender (Q41)</b>			
Female	90.4%	89.1%	92.3%
Male	9.6%	10.9%	7.7%
<b>Education (Q42)</b>			
Some college or less	86.0%	82.0%	86.0%
College graduate or more	14.0%	18.0%	14.1%
<b>Relation to Child (Q43)</b>			
Mother or father	89.7%	88.5%	86.6%
Grandparent	5.4%	6.1%	6.5%
Legal guardian	3.3%	4.5%	5.8%
Aunt or uncle	0.4%	0.3%	0.7%
Other relative	0.0%	0.0%	0.4%
Older brother or sister	0.4%	0.3%	0.0%
Someone else	0.8%	0.3%	0.0%

↑↓ Score is significantly higher or lower than the previous year's score.

## Appendix B: Overall ratings and composite score summary tables

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# Overall ratings and composites - global proportions

	2022	2023	2024
<b>Rating of Dental Plan (Q34) (% 8, 9 or 10)</b>	<b>90.3%</b>	<b>89.6%</b>	<b>85.7%</b>
<b>Rating of Dental Care (Q22) (% 8, 9 or 10)</b>	<b>92.5%</b>	<b>90.0%</b>	<b>90.9%</b>
<b>Rating of Regular Dentist (Q13) (% 8, 9 or 10)</b>	<b>90.5%</b>	<b>91.3%</b>	<b>91.3%</b>
<b>Rating of Ease of Finding a Dentist (Q30) (% 8, 9 or 10)</b>	<b>80.0%</b>	<b>65.6%</b>	<b>63.9%</b>
<b>Care from dentist and staff (% Always or Usually)</b>	<b>95.4%</b>	<b>97.1%</b>	<b>96.1%</b>
Q6. Dentist explained your child's dental health in a way that was easy to understand	95.0%	97.5%	95.1%
Q7. Dentist listened carefully	95.0%	96.2%	96.2%
Q8. Dentist treated you with courtesy and respect	97.5%	98.4%	97.4%
Q10. Dentist explained things in a way that was easy to understand	96.7%	96.8%	96.7%
Q11. Dentist spent enough time with your child	92.6%	94.4%	94.3%
Q12. Satisfied with the overall care provided by regular dentist	96.7%	97.2%	96.6%
Q14. Regular dentist recommended to parents looking for a new dentist	94.6%	97.8%	97.7%
Q15. Dentist/staff did everything to make you feel comfortable during dental work	96.0%	97.9%	96.5%
Q16. Dentist/staff explained what they were doing while treating you	94.9%	97.3%	94.3%
<b>Access to dental care (% Always or Usually)</b>	<b>75.9%</b>	<b>75.9%</b>	<b>76.2%</b>
Q17. Regular dental appointments were as soon as wanted	86.2%	87.1%	86.2%
Q18. Emergency dental appointments were as soon as wanted (% Definitely yes or Somewhat yes)	87.2%	84.1%	90.5%
Q19. Specialty dental appointments were as soon as wanted	74.8%	75.8%	77.2%
Q20. Spent more than 15 minutes in waiting room for appointment (% Sometimes or Never)	86.9%	86.6%	81.7%
Q21. If waited more than 15 minutes, were told reason for delay/how long delay would be	44.4%	45.9%	45.4%
<b>Dental plan services (% Always or Usually)</b>	<b>87.4%</b>	<b>84.8%</b>	<b>86.2%</b>
Q23. Dental plan covered all services you thought were covered	96.8%	95.8%	95.4%
Q24. Plan meet all your child dental care needs (% Definitely yes or Somewhat yes)	95.5%	95.2%	96.8%
Q25. Plan covered what your child needed to get done (% Definitely yes or Somewhat yes)	96.4%	94.4%	95.7%
Q27A. Found needed information from toll free number	69.7%	70.0%	78.1%
Q27B. Found needed information from website	75.0%	79.6%	76.7%
Q27C. Found needed information from written materials	84.2%	80.8%	75.0%
Q29. Information from plan helped find a dentist (% Definitely yes or Somewhat yes)	89.5% <sup>†</sup>	77.4%	91.2%
Q32. Plan's customer service gave you information or help needed	83.3%	78.3%	72.2%
Q33. Plan's customer service treated you with courtesy and respect	95.8%	91.3%	94.4%
Q33A. Help with transportation for your child met your needs <sup>†</sup>	-	-	52.6% <sup>†</sup>

<sup>†</sup> Indicates a new question in 2024.

↑↓ Score is significantly higher or lower than the previous year's score.

A caret (^) indicates a small base (under 20).  
Interpret results with caution.

# Overall ratings and composites – Mean scores

	2022	2023	2024
<b>Overall mean ratings: 0 to 10 scale</b>			
Rating of Dental Plan (Q34)	9.13	9.14	8.98
Rating of Dental Care (Q22)	9.19	9.17	9.18
Rating of Regular Dentist (Q13)	9.13	9.18	9.13
Rating of Ease of Finding a Dentist (Q30)	8.15	7.50	7.86
<b>Composite scores: Three-point mean scores</b>			
Care from dentists and staff	2.7830	2.8155	2.8217
Access to dental care	2.2637	2.2531	2.2692
Dental plan services	2.5556	2.5304	2.5534

The scale for the composite mean scores is based on the question scale. In this case, the Getting Treatment Quickly, How Well Clinicians Communicate and the Perceived Improvement composites are 1.0000 – 3.0000 scales. This scale also applies to the composites in the Dental reports. See below:

- Always = 3.0000
- Usually = 2.0000
- Sometimes/Never = 1.0000

The ten-point scale is assigned a value of

- 0 = 0, 1 = 1, 2 = 2, 3 = 3, and so on, through the value of 10 = 10.

↑↓ Score is significantly higher or lower than the previous year's score.

# Overall ratings and composites – Demographic analysis

2024 Demographic Analysis	Child's Age				Child's Gender	
	Less than 1 year (L) 0	1-5 (M) 39	6-10 (N) 92	11+ (O) 152	Male (P) 158	Female (Q) 126
Rating of Dental Plan (Q34) (% 8, 9 or 10)	NA	94.9% O	87.9%	82.2%	89.7% Q	81.0%
Rating of Dental Care (Q22) (% 8, 9 or 10)	NA	97.4% O	90.2%	89.3%	92.3%	88.9%
Rating of Regular Dentist (Q13) (% 8, 9 or 10)	NA	92.1%	92.0%	90.4%	91.7%	90.6%
Rating of Ease of Finding a Dentist (Q30) (% 8, 9 or 10)	NA	100% NO^	58.8% ^	57.1% ^	66.7%	60.0% ^
Care from dentists and staff (% Always or Usually)	NA	98.8%	94.0%	96.6%	95.5%	96.8%
Q6. Dentist explained things	NA	97.4%	93.1%	95.6%	95.3%	94.8%
Q7. Dentist listened carefully	NA	100% N	92.0%	97.8%	95.9%	96.6%
Q8. Dentist treated your child with courtesy and respect	NA	97.4%	95.5%	98.6%	96.6%	98.3%
Q10. Dentist spent enough time with your child	NA	100% N	92.4%	98.4%	96.9%	96.4%
Q11. Dentist/staff did everything they could to make your child feel comfortable during dental work	NA	100% NO	93.1%	93.3%	92.4%	97.4%
Q12. Dentist/staff did everything they could to make your child feel comfortable during dental work	NA	97.4%	95.5%	97.0%	95.9%	97.4%
Q14. Dentist/staff explained what they were doing while treating your child	NA	100% N	95.4%	98.5%	97.2%	98.3%
Q15. Dentist/staff did everything they could to make your child feel comfortable during dental work	NA	100% NO	94.6%	96.6%	96.8%	96.0%
Q16. Dentist/staff explained what they were doing while treating your child	NA	97.4%	94.6%	93.2%	92.9%	96.0%
Access to dental care (% Always or Usually)	NA	83.8%	77.2%	72.4%	74.3%	78.6%
Q17. Regular dental appointments were as soon as wanted	NA	82.1%	87.9%	86.0%	84.4%	88.9%
Q18. Emergency dental appointments were as soon as wanted (% Definitely or Somewhat yes)	NA	100% NO	92.5%	84.6%	88.8%	92.4%
Q19. Specialty dental appointments were as soon as wanted	NA	92.6% NO	74.5%	72.6%	74.1%	82.1%
Q20. Spent more than 15 minutes in waiting room for appointment (% Sometimes or Never)	NA	76.3%	82.2%	82.3%	82.2%	80.8%
Q21. If waited more than 15 minutes, were kept updated on reason and length of delay	NA	68.2% O	48.8%	36.5%	42.0%	48.6%
Dental plan services (% Always or Usually)	NA	90.7%	86.1%	84.4%	86.6%	85.2%
Q23. Plan covered all the services you thought were covered	NA	100% NO	94.4%	94.7%	97.4%	93.5%
Q24. Plan covered what your child needed to get done (% Definitely or Somewhat yes)	NA	100% O	100% O	93.9%	98.1%	95.0%
Q25. Found needed information from 800 number, written materials or website	NA	100% O	98.9% O	92.6%	98.1% Q	92.7%
Q27A. Information from plan helped find a dentist (% Definitely or Somewhat yes)	NA	75.0% ^	73.9%	81.3%	84.2%	69.2%
Q27B. Received needed information from dental plan's customer service	NA	88.9% ^	76.2%	72.4%	72.7%	81.5%
Q27C. Customer service staff treated you with courtesy and respect	NA	90.0% ^	76.2%	67.9%	74.3%	76.0%
Q29. Customer service staff treated you with courtesy and respect	NA	100% ^	93.8% ^	84.6% ^	95.0%	85.7% ^
Q32. Customer service staff treated you with courtesy and respect	NA	75.0% ^	71.4%	72.0%	66.7%	76.9%
Q33. Customer service staff treated you with courtesy and respect	NA	87.5% ^	90.5%	100%	92.6%	96.2%
Q33A. Help with transportation for your child met your needs†	NA	75.0% ^	50.0% ^	44.4% ^	57.1% ^	50.0% ^

† Indicates a new question in 2024.

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

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A caret (^) indicates a small base (under 20).  
Interpret results with caution.



## Appendix C: SatisAction™ key driver statistical model

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

# Background

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**Overview.** The key driver statistical model is a powerful, proprietary statistical methodology used to identify the key drivers of the overall rating 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.

# Methodology

**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.

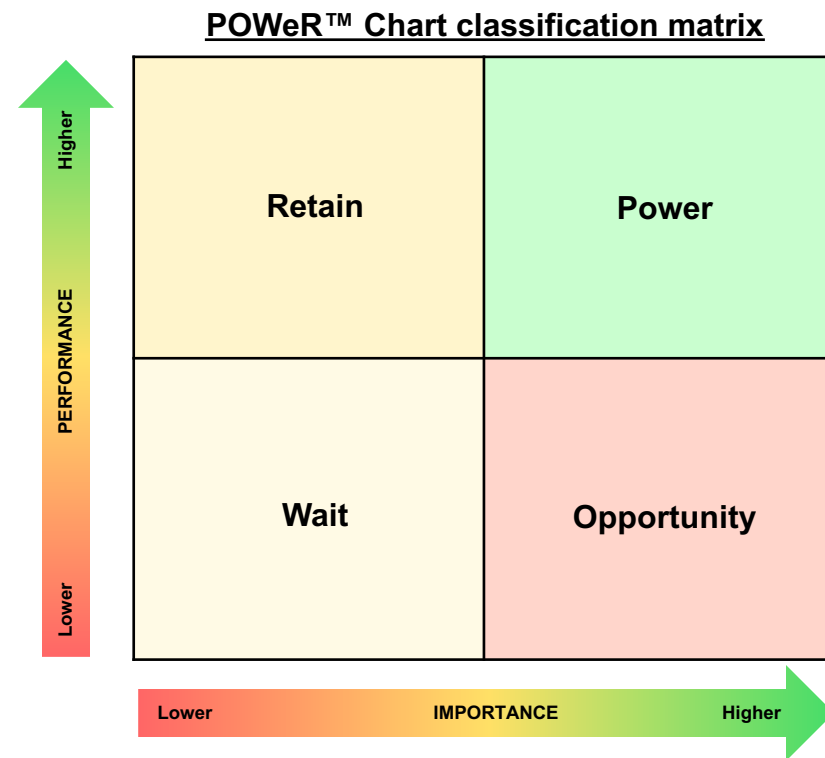
## **Performance analysis.**

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.

# Methodology

**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 the overall rating of the 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 the overall rating of the dental plan but your performance is below average. Focus resources on improving processes that underlie these items and look for a significant improvement in the overall dental plan rating.
- *Wait.* Though these items still impact the overall rating of the 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 the overall rating of the dental plan but your performance is above average. Simply maintain performance on these items.



# 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 (Q34 -- overall rating of the dental plan) and the independent or predictor variables.

**The independent or predictor variables are:**

Q6	How often dentist explain things about your child's dental health in a way that was easy to understand?	Q22	What number would you use to rate all of the dental care your child personally received in the last 6 months?
Q7	How often did your regular dentist listen carefully to you?	Q23	How often did your dental plan cover all of the services you thought were covered?
Q8	How often did your regular dentist treat you with courtesy and respect?	Q24	Did your dental plan meet all of child's needs?
Q10	How often dentist explain things in a way that was easy for your child to understand?	Q25	Did your dental plan cover what your child needed?
Q11	How often did your regular dentist spend enough time with your child?	Q27A	How often did the toll-free number provide the information you wanted?
Q12	How often were you satisfied with the overall care provided by dentist?	Q27B	How often did the web site provide the information you wanted?
Q13	What number would you use to rate your child's regular dentist?	Q27C	How often did the written materials provide the information you wanted?
Q15	How often did the dentists/dental staff do everything they could to help your child feel comfortable?	Q32	How often did your dental plan's customer service give you the information or help you needed?
Q16	How often did the dentists/dental staff explain what they were doing?	Q33	How often did your dental plan's customer service staff treat you with courtesy and respect?
Q17	How often did you get dental appointments as soon as you wanted?		
Q18	Did you get to see an emergency appointment as soon as wanted?		
Q19	How often did you get a dental specialist appointment as soon as wanted?		
Q20	How often did you have to spend more than 15 minutes in the waiting room?		
Q21	How often did someone tell you why there was a delay or how long the delay would be?		

**The dependent variable is:**

Q34 What number would you use to rate your dental plan?

# Factor analysis results

**Factor analysis.** Factor analysis reduced the 23 highly-correlated model variables to seven orthogonal (uncorrelated) factors that explain 72.3% 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		Factors						
Survey Items		1	2	3	4	5	6	7
Q7	How often did your regular dentist listen carefully to you?	0.8049						
Q8	How often did your regular dentist treat you with courtesy and respect?	0.7629						
Q10	How often dentist explain things in a way that was easy for your child to understand?	0.7589						
Q6	How often dentist explain things about your child's dental health in a way that was easy to understand?	0.7550					0.2909	
Q12	How often were you satisfied with the overall care provided by dentist?	0.5757		0.3157		0.2828		
Q11	How often did your regular dentist spend enough time with your child?	0.5352		0.4967				
Q15	How often did the dentists/dental staff do everything they could to help your child feel comfortable?	0.5240		0.3729	0.2559	0.3242	0.2987	
Q16	How often did the dentists/dental staff explain what they were doing?	0.5152		0.4775				
Q27C	How often did the written materials provide the information you wanted?		0.8503					
Q27B	How often did the web site provide the information you wanted?		0.8240					
Q27A	How often did the toll-free number provide the information you wanted?		0.7270		0.3771			
Q32	How often did your dental plan's customer service give you the information or help you needed?		0.7051				0.3096	0.3681
Q33	How often did your dental plan's customer service staff treat you with courtesy and respect?		0.6957		-0.3266			0.2582
Q19	How often did you get a dental specialist appointment as soon as wanted?		0.3240	0.8246				
Q18	Did you get to see an emergency appointment as soon as wanted?	0.2957		0.7141	0.2529			
Q17	How often did you get dental appointments as soon as you wanted?	0.3386		0.6693				
Q22	What number would you use to rate all of the dental care your child personally received in the last 6 months?	0.3567		0.4333	0.3518	0.2801	0.2853	0.3218
Q23	How often did your dental plan cover all of the services you thought were covered?			0.2760	0.7885			
Q24	Did your dental plan meet all of child's needs?				0.7801			
Q25	Did your dental plan cover what your child needed?				0.7320		0.3136	
Q20	How often did you have to spend more than 15 minutes in the waiting room?					0.8335		
Q21	How often did someone tell you why there was a delay or how long the delay would be?			0.2677			0.7745	
Q13	What number would you use to rate your child's regular dentist?	0.4750						0.6770

# Regression analysis results

**Regression analysis.** The seven factors identified in the previous step were used as predictors in a regression model with Q34, the 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 the overall dental plan rating. These coefficients provide estimates of the relative importance of each factor in determining the overall dental plan rating. The table below shows the raw regression coefficients, beta coefficients (standardized regression coefficients) and the statistical significance of those coefficients. This model explains 59.6% of the variation in the dependent variable ( $R^2 = 0.596$ ).

Regression Coefficients

Variable	Unstandardized Coefficients	Standardized (Beta) Coefficients	Significance Level
Constant	9.0884	0.0000	0.0000
Factor 1 -- Q7, Q8, Q10, Q6, Q12, Q11, Q15, Q16	0.2666	0.2151	0.0000
Factor 2 -- Q27C, Q27B, Q27A, Q32, Q33	0.2787	0.2263	0.0000
Factor 3 -- Q19, Q18, Q17, Q22	0.4199	0.3547	0.0000
Factor 4 -- Q23, Q24, Q25	0.6675	0.5014	0.0000
Factor 5 -- Q20	0.1585	0.1280	0.0017
Factor 6 -- Q21	0.2583	0.2105	0.0000
Factor 7 -- Q13	0.4441	0.3223	0.0000

# Results

**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
Q23	How often did your dental plan cover all of the services you thought were covered?	100	69	95.4%
Q24	Did your dental plan meet all of child's needs?	100	54	96.8%
Q25	Did your dental plan cover what your child needed?	85	57	95.7%
Q19	How often did you get a dental specialist appointment as soon as wanted?	79	34	77.2%
Q18	Did you get to see an emergency appointment as soon as wanted?	66	40	90.5%
Q13	What number would you use to rate your child's regular dentist?	63	47	91.3%
Q22	What number would you use to rate all of the dental care your child personally received in the last 6 months?	58	48	90.9%
Q27C	How often did the written materials provide the information you wanted?	57	35	75.0%
Q32	How often did your dental plan's customer service give you the information or help you needed?	55	32	72.2%
Q17	How often did you get dental appointments as soon as you wanted?	53	40	86.2%
Q27A	How often did the toll-free number provide the information you wanted?	53	32	78.1%
Q7	How often did your regular dentist listen carefully to you?	50	76	96.2%
Q33	How often did your dental plan's customer service staff treat you with courtesy and respect?	48	59	94.4%
Q15	How often did the dentists/dental staff do everything they could to help your child feel comfortable?	44	74	96.5%
Q21	How often did someone tell you why there was a delay or how long the delay would be?	41	0	45.4%
Q27B	How often did the web site provide the information you wanted?	40	33	76.7%
Q16	How often did the dentists/dental staff explain what they were doing?	38	67	94.3%
Q8	How often did your regular dentist treat you with courtesy and respect?	35	100	97.4%
Q11	How often did your regular dentist spend enough time with your child?	33	50	94.3%
Q10	How often dentist explain things in a way that was easy for your child to understand?	32	80	96.7%
Q6	How often dentist explain things about your child's dental health in a way that was easy to understand?	29	74	95.1%
Q12	How often were you satisfied with the overall care provided by dentist?	22	79	96.6%
Q20	How often did you have to spend more than 15 minutes in the waiting room?	0	31	81.7%