

# Angel Flight Marketing Services

## DentaQuest- State of Illinois

Call Center Services, Market Research, Customer Surveys, Analytics & Reporting, Database Management

### Client: DentaQuest

#### Situation

DentaQuest is the third largest dental benefits administrator in the United States, but are one-of-a-kind in the approach taken to improving oral health. The innovative dental benefits solutions offered to deliver better outcomes at a lower cost to approximately 20 million members across the United States. New ways to improve the effectiveness of care delivered through private dental offices, hospital-based clinics, and safety net dental programs through the research and clinical care practiced at the DentaQuest Institute are also important. DentaQuest sought out marketing outreach to various State of Illinois residents in different neighborhoods and communities to assess the level of health care services provided to them, as part of a large market research effort.

#### Goals

Where every person has access to quality dental care. Collect and assess healthcare levels of satisfaction through surveys and outreach.

#### Strategies

Marketing outreach to various State of Illinois residents and neighborhoods, in both English and Spanish languages, while utilizing the vast DentaQuest of Illinois network was completed. Marketing Research and outreach services were provided to All Kids of Illinois recipients, a Department of Health and Family Services program, plus analytics and databases were updated.

Based on customer satisfaction survey results and analytic trends, information-based recommendations for improving efficiencies for conducting market research, as well as trend reports were given to DentaQuest. For example, after each round of DentaQuest market research survey and outreach project, an analysis was performed by Angel Flight Marketing Services. This analysis took into account historical data points from previous market research, outreach and surveys results, and allowed for recommendations to be made about future possibilities and long-term solutions made by the client based on past performance.



#### Solution

##### These campaign projects included

- Conduct telephonic outreach campaigns for healthcare recipients to over 90,000 Illinois residents annually for over eight years
- Collect and assess healthcare level of satisfaction surveys as a function of market research
- Track and evaluate communication effectiveness of healthcare provider(s) from patients and medical services recipients throughout the State of Illinois
- Evaluate and make data-driven recommendations and trend analysis reports, as it related to the survey results, such as levels of customer satisfaction for doctor visits and opportunities for improvement to the All Kids of Illinois program, annually for eight consecutive years.
- Bi-weekly reporting and status updates

#### Results

By watching the general trends in the data results and reporting measurements taken, DentaQuest is/was able to potentially influence purchases and sales, redefine their customer experiences, and maximize opportunities for future value-added success. At the same time, it is important to look at this historical data in a larger context to establish the benefit that Angel Flight Marketing Services provides at high levels of success.

