DELTA DENTAL®



DentaQual® Ratings — FAQ for Dentists

Beginning August 27, 2025, you can find a new star rating system in the Delta Dental online directory for Virginia dentists. Here are a few points to help you understand how your DentaQual® score helps new patients find you by objectively quantifying what makes you a great dentist.

1. WHAT IS DENTAQUAL?

DentaQual is a five-star rating system developed by Fluent (formerly P&R Dental Strategies), an independent dental informatics company. It offers an objective, data-driven measure of dental care quality using claims data — not patient reviews. Your DentaQual score:

- Appears on your online directory listing
- Is updated monthly based on available data

2. WHAT MAKES DENTAQUAL SCORING OBJECTIVE?

P&R Dental Strategies aka Fluent is a neutral, third-party dental informatics company that is not owned by any insurance carriers. DentaQual ratings are based on de-identified, aggregated claims data rather than subjective patient feedback. Performance is evaluated across five key metrics:

- Treatment outcomes
- Commitment to best practices
- Cost-effectiveness
- Patient retention
- Treatment recommendations

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TRUSTED STAR RATING SYSTEM

ATTRACTS NEW PATIENTS

DATA-DRIVEN METRICS

DentaQual® Ratings — FAQ for Dentists (continued)

Scores are calculated using statistical analysis and benchmarked against the average performance of dentists in your geographic region and specialty. Ratings are derived from DentaBase®, a multi-payer claims database. Note: Medicaid claims are not included.

3. HOW CAN DENTAQUAL HELP MY PRACTICE?

Your DentaQual® score serves as another resource to attract new patients. Unlike an online review you might find on social media, DentaQual's objectivity means your quality of your work will speak for itself. When it comes to online reviews, patients review dentists like they would a restaurant, prioritizing personality and speed of service over quality of care.

4. WHO RECEIVES A DENTAQUAL RATING?

DentaQual ratings are available for:

- Delta Dental PPO™ and Delta Dental Premier® network dentists
- Dentists with sufficient claims data to generate a score

If you don't have a rating, one may appear in the future as more data becomes available. Ratings are refreshed monthly.

5. WHAT IF I'M PART OF A GROUP PRACTICE?

DentaQual scores are tied to the individual dentist's NPI and the treatments they perform. As a result, dentists within the same group practice may have different ratings.

Questions? For more information about the DentaQual program or your score, contact P&R Dental Strategies aka Fluent at DentaQual@pandrdental.com or (609) 783-9380 on or after August 27, 2025.

