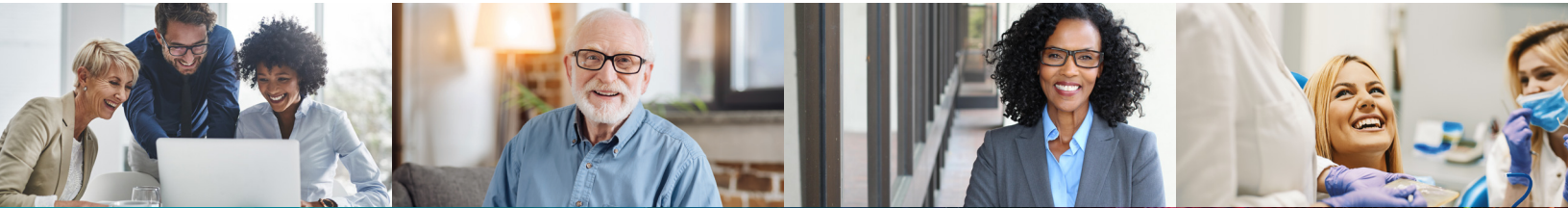
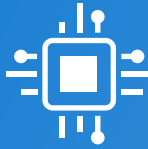


**Payer Insights:**

# STRENGTHENING PROVIDER COLLABORATION IN DENTAL & VISION CARE



**SKYGEN**<sup>®</sup>



Advanced technologies are creating new potential for healthcare industry partners to collaborate in driving innovation and efficiency, and enhancing the delivery of care. For healthcare payers, understanding their dental and vision providers' priorities and perspectives is essential for optimizing this potential.

**The SKYGEN PULSE 2025 Report draws on extensive research with a diverse sample of dental and vision professionals from across the U.S., spanning various demographics, specialties, business models and regions, to offer an in-depth look at the wants, needs and challenges faced by dental and vision providers in their practice. PULSE 2025 provides a comprehensive view of the dental and vision care landscape as seen through providers' eyes.**

(Scan QR code to download the full report)



Some of the significant challenges providers face today involve billing, reimbursement, patient eligibility verification, and authorization. The study shows strong provider support for both value-based reimbursement models and enhanced coverage of preventive services to improve health equity. In addition, there's growing provider interest in advanced technologies like AI for utilization management, along with a need for integrated billing and coding systems to streamline practice management.

In this eBook, we uncover the key findings and opportunities they create for payers to deepen dental and vision provider relationships. We'll highlight technologies health plans can use to refine their offerings, leading to increased revenue, expanded provider participation, and improved provider and member experiences.



## KEY FINDING #1:

# PROVIDERS WANT TECHNOLOGIES THAT STREAMLINE ADMINISTRATION AND BILLING.

Given the complexity of modern dental and vision practices, it's clear why providers want gains in efficiency with administration—and they're looking to technology for those gains. One third of vision providers and 30% of dental providers say patient eligibility verification and authorization requirements are their major billing challenges.

### Administrative Technology:

WHAT PROVIDERS WANT

### Automated Billing & Coding Software

**52%**  
of dental providers

**51%**  
of vision providers

**“A digitized system for claims management which can accurately identify errors or missing information for a smoother overall process would be great.”** – PULSE 2025 Provider

**“Claims and denials should be notified to us within the treatment procedure time to lower the after-visit annoyance.”**

– PULSE 2025 Provider



### Opportunities for Payers:

SKYGEN connects payers with providers via technologies that drive efficiencies and reduce administrative burden by streamlining claims processing, adjudication and billing.

#### SKYGEN's Dental & Vision Benefits Automation Solutions

- Automates claims processing & adjudication
- Enhances accuracy & speed in billing reimbursement

#### SKYGEN's Dental Hub

- Treatment plan submission, Smart claims
- Providers can verify eligibility with ease across multiple payers

## KEY FINDING #2:

# PROVIDERS SUPPORT PAYER USE OF AI TO ENHANCE UTILIZATION MANAGEMENT SPEED, ACCURACY & CONSISTENCY.

As insurers integrate artificial intelligence (AI) into their operations, most (90%) providers want them to integrate AI into processes like utilization management and claims adjudication. More than half (56%) of dental and vision providers are exploring AI options, and 35% are already using AI in their practice.

WHERE PROVIDERS  
SEE BENEFIT IN  
PAYER USE OF AI

Utilization Management

90%

of providers

Claims Adjudication

87%

of providers

**“Machine learning software designed to provide tailored treatment suggestions based on individual health data would be highly beneficial. This type of tool could revolutionize the way healthcare is delivered by optimizing treatment plans to suit each patient’s unique needs.”** – PULSE 2025 Provider

**“Artificial intelligence technology with the capability to identify dental problems such as cavities and gum diseases could significantly improve the overall efficiency of dental diagnoses and treatment processes.”** – PULSE 2025 Provider

### Opportunities for Payers:

SKYGEN integrates with best-in-class partners who bring the advantages of AI into dental and vision benefits management.

#### SKYGEN’s Dental & Vision Benefits Automation Solutions

- Enables real-time AI review of radiographs and periodontal charting for automated approvals of treatment plans and authorizations

#### SKYGEN’s Virtual Visits

- Integrates use of the patient’s phone camera into the remote dental visit, allowing live scanning of the dentition to detect tooth and gum issues

### KEY FINDING #3:

## PROVIDERS URGE PAYERS TO INCREASE COVERAGE OF SPECIFIC PREVENTIVE SCREENINGS TO IMPROVE PATIENT OUTCOMES.

One third of providers say that expanding coverage for preventive care is critical for improving patient outcomes. This approach could lead to earlier interventions, reducing the long-term healthcare costs associated with managing advanced diseases, and improving the overall quality of life for patients.

WHERE PROVIDERS  
WOULD INCREASE  
PREVENTIVE  
SCREENS

Advanced diagnostic tools  
for oral cancer

**42%**  
of dental providers

Conditions like diabetic  
retinopathy

**26%**  
of vision providers

### Opportunities for Payers:

SKYGEN enables payers to lean into preventive care with benefit plan flexibility and automation that makes it easy to integrate specialized or advanced screenings for oral or vision health. With SKYGEN, payers can access insights that enable focused allocation of resources, and strategies to influence provider behavior in use of advanced diagnostic tools.

#### SKYGEN's Dental & Vision Benefits Automation Solutions

- Create conditional benefit plans that automatically adjust benefits based on criteria such as diagnosis, place of service, or state-specific requirements
- Integrate wellness programs tailored to employees, with conditions that can be customized and limited by factors like frequency of use
- Add and manage new or experimental benefits within specific populations or markets

#### SKYGEN's Enhanced Benefit Management

- Optimize benefit designs and reimbursement strategies
- Better align offerings with patient and provider needs
- Ensure essential preventive care is supported

#### SKYGEN's Provider Select Suite's Recognition Program

**Helps payers reward providers who**

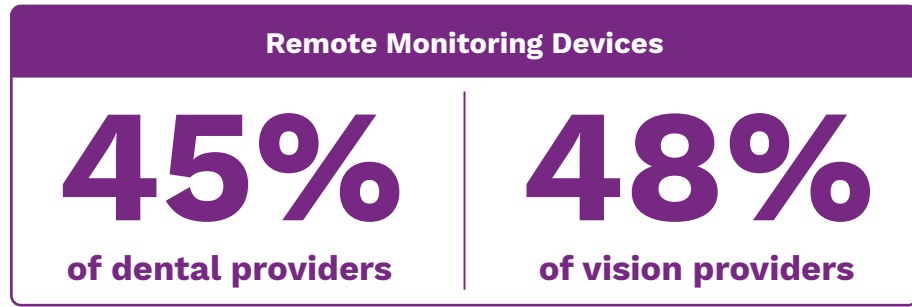
- Adopt advanced screening technologies
- Deliver high-quality care
- Display improved outcomes as a result of new technology adoption

## KEY FINDING #4:

# REMOTE MONITORING DEVICES TOP PROVIDERS' WISH LIST FOR CLINICAL TOOLS THAT ENHANCE CARE.

Dental and vision providers are eager to join this rapidly growing healthcare trend: Use of remote monitoring devices for personalized, real-time care that helps reduce the potential for health emergencies. Remote monitoring could help dental providers assess patient progress and make treatment decisions. Vision providers could use it for early disease detection and proactive management. One of the key enablers of provider success with these technologies is automated integration of data from the device.

**Clinical Tech  
Tools:**  
  
WHAT  
PROVIDERS  
WANT



### Opportunities for Payers:

SKYGEN's dental and vision benefits automation platform supports payer-provider collaboration by enabling the integration of various member data elements from clinical remote monitoring devices. The platform can capture and share clinical data from remote monitoring devices with providers, ensuring they have access to critical information for enhanced patient care.



## KEY FINDING #5:

# PROVIDERS SAY PAYER-DEPLOYED PREDICTIVE/ANALYTICS TOOLS WOULD ENHANCE PATIENT CARE.

Thirty-four percent of providers would like to see insurers deploy patient risks/outcomes predictive analytics tools in order to enhance patient care. These types of tools can be used for earlier detection of health issues and developing personalized care plans, both of which can lead to better patient outcomes.

**“Utilizing patient data algorithms can forecast the course of a disease and customize treatment regimens.”**

– PULSE 2025 Provider

**“Tools that predict patient needs and trends help practices manage resources effectively.”**

– PULSE 2025 Provider

**“Provide us a tool to compare our practice to industry norms in order to give our patients the best care possible.”**

– PULSE 2025 Provider

### Opportunities for Payers:

SKYGEN supports payers with options for advanced data and predictive analytics that help them achieve program goals.

#### SKYGEN's Data Warehouse

- Easy payer access to member data
- Built-in reporting and export to external analytics platforms

#### SKYGEN's Enhanced Benefit Management

- Payer insights can lead to better coverage decisions, plan design, and appropriate reimbursement strategies
- Ensuring cost control while enhancing patient outcomes

## KEY FINDING #6:

# PROVIDERS SEE PAYER MARKETING SUPPORT AS A TOP DRIVER FOR THEIR GROWTH.

All providers responding to the PULSE 2025 research say they intend to grow their business, and about 20% are concentrating on offering an enhanced patient experience to do so. About four in ten providers agree that payers can help with practice growth strategies by offering marketing support.

**“Companies should provide training programs to patients and educate them about their insurance properly.”**

**“The practice would benefit greatly from the use of digital feedback technologies and advanced patient feedback systems.”**

**“Comprehensive tools for creating and presenting treatment plans to patients.”**

**“Need for software capable of running campaigns and can engage with patients. automatically”**

– PULSE 2025 Providers

### Opportunities for Payers:

With SKYGEN, payers can support dental and vision practice growth with technologies that help providers attract new patients, enhance member experiences and satisfaction, and make it easier to enroll and search providers when choosing to purchase a plan. SKYGEN also makes it easy for providers to join payer networks.

#### SKYGEN Dental Hub

- Offers tools for rapid credentialing
- Simplifies and speeds joining of new payer networks

#### SKYGEN's Provider Select Suite's Find-a-Provider

- Directs members to high-performing providers
- Optimizes provider visibility
- Showcases quality of care and proximity to members

#### SKYGEN'S Member Mobile App & Member Portal

- Provides easy, 24/7 access to essential benefits information and management
- Payers can push out appointment reminders, education about preventive care, and other important messages
- Ability to integrate virtual care

#### SKYGEN's Individual Enrollment Portal for Dental & Vision Plans

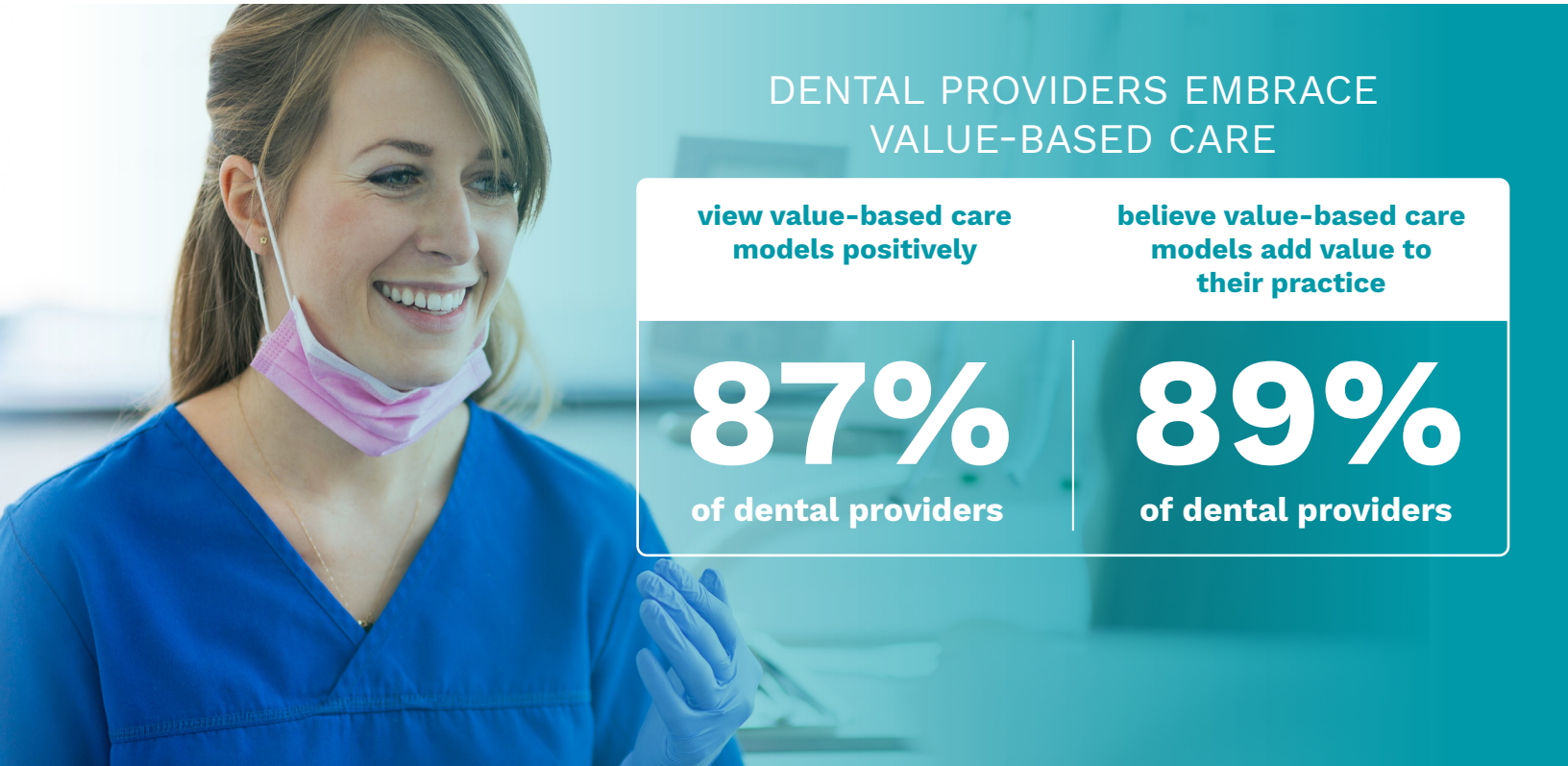
- Offers simple, guided shopping experiences for individuals purchasing and enrolling in a plan
- Self-service tools make it fast and convenient to securely compare plan offerings, select monthly or annual payment options, and get ongoing support



## KEY FINDING #7:

# 90% OF DENTAL PROVIDERS EXPRESS STRONG INTEREST IN VALUE-BASED CARE.

Nearly all providers in the 2025 PULSE survey report experience with value-based care, and agree that value-based care reimbursement models motivate adaptation of practice methods. Importantly, they're also willing to adapt their practice to meet value-based care requirements with strategies such as optimization of electronic health records for better tracking and sharing of data, developing stronger care coordination processes with other healthcare providers, expanding access to care through more flexible hours and telemedicine, and investing in additional staff training.



## DENTAL PROVIDERS EMBRACE VALUE-BASED CARE

view value-based care models positively

# 87%

of dental providers

believe value-based care models add value to their practice

# 89%

of dental providers

### Opportunities for Payers:

SKYGEN facilitates payer transitions to value-based care with technologies that simplify planning and adoption, as well as alignment of provider incentives with quality outcomes.

#### SKYGEN's Dental & Vision Benefits Automation Solutions

- Unparalleled flexibility for adding and managing new benefits within specific populations or markets, making it easy to implement value-based care programs

#### SKYGEN's Provider Select Suite's Ratings Tool & Recognition Program

- Helps payers identify and reward high performing providers who adopt value-based care strategies

#### SKYGEN's Enhanced Benefit Management

- Offers analytics and strategic planning to optimize reimbursement models and improve care quality

## KEY FINDING #8:

# PROVIDERS AGREE THAT INSURERS CAN DRIVE MEANINGFUL HEALTH EQUITY BY IMPROVING ACCESS TO PREVENTIVE CARE.

Over a third of healthcare providers believe the most impactful way for insurers to increase health equity for members in underserved communities is by expanding access to preventive care. By prioritizing preventive care, insurers can help mitigate the impact of health disparities, and offer a proactive approach to health.



### Opportunities for Payers:

SKYGEN technologies and expertise support payers in reaching health equity goals with a range of options, from network-building and supplemental benefits for specific populations to member engagement and education that helps address health disparities.

#### SKYGEN's Clinical Experts

- Work with clients to maximize care
- Highlight opportunities for improved or supplemental benefits packages to support the unique needs of select populations

#### SKYGEN Dental Hub

- Streamlined credentialing capabilities ensure providers can join networks quickly and easily, increasing access to care

#### SKYGEN'S Member Mobile App

- Provides easy access to care information, appointment reminders, and preventive care education
- Member-level messaging for appointment reminders and sharing preventive care opportunities

#### SKYGEN's Provider Select Suite

- Ensures patients can quickly find the best provider
- Identifies high performing providers for rewards or incentives

## KEY FINDING #9:

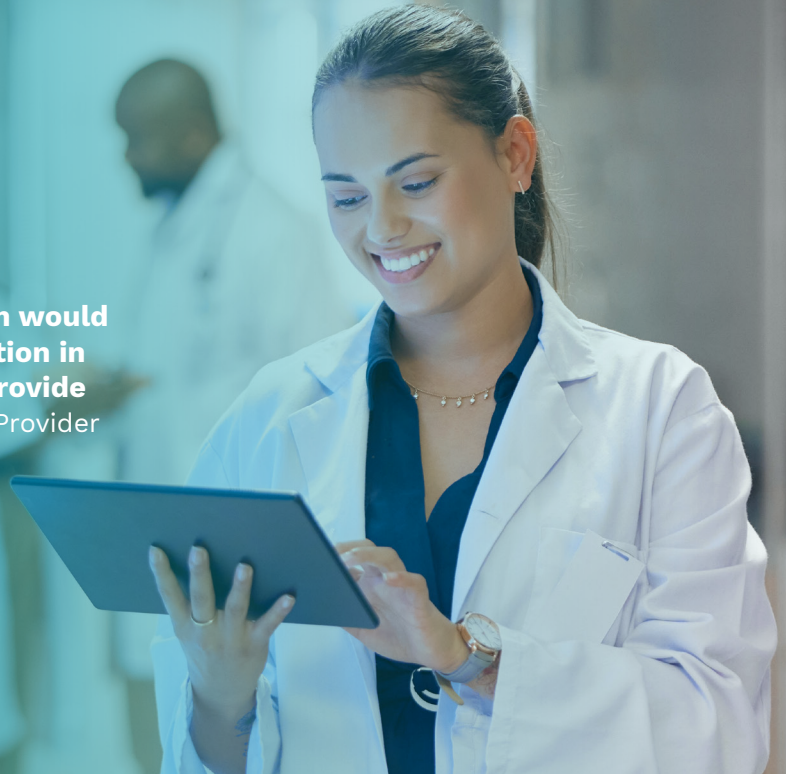
# ENHANCED PAYER-PROVIDER COMMUNICATION IS ESSENTIAL FOR IMPROVING CARE INTEGRATION AND COLLABORATION.

Nearly 9 in 10 providers are very or extremely interested in collaborative care, and 40% believe enhanced communication channels will help establish the foundation for closer provider-payer partnerships. More than a third (34%) would like an open exchange of research and best practices.

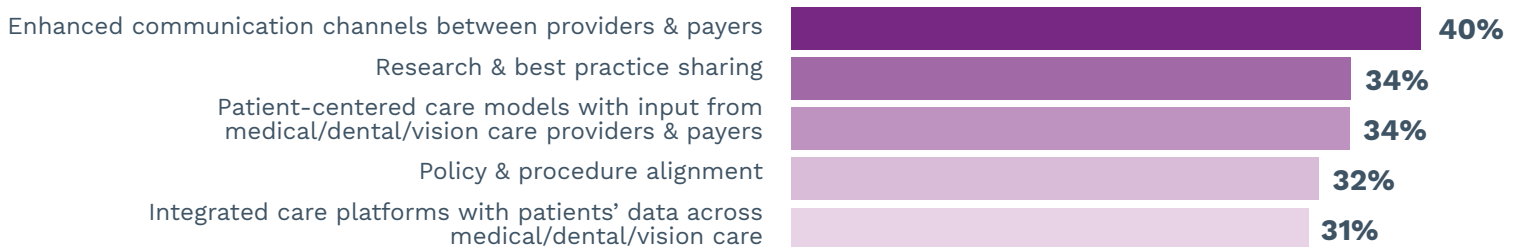
**“Provide easily accessible educational resources within the practice management software that helps our staff to manage better patient care.”** – PULSE 2025 Provider

**“A centralized patient data platform would allow me to see all patient information in one place so that I will be able to provide effective treatment.”** – PULSE 2025 Provider

**“They should offer the platforms for collaborative research and data sharing.”**  
– PULSE 2025 Provider

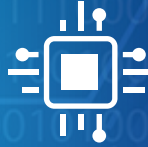


## PROVIDERS' TOP 5 WAYS TO STRENGTHEN PAYER-PROVIDER RELATIONSHIPS



### Opportunities for Payers:

**SKYGEN Dental Hub's Smart Messaging:** The smart messaging feature within the Dental Hub allows payers to send targeted communications to providers, helping to share important information, best practices, and research findings.



## SKYGEN HELPS YOU STRENGTHEN PROVIDER RELATIONSHIPS

SKYGEN helps payers build stronger ties with providers by facilitating streamlined, automated interactions that simplify administrative processes and support better patient experiences. Through our Software-as-a-Service (SaaS) benefits automation platform, payers can tailor dental and vision plans to include specific preventive care services. Our platform integrates value-based care, incentive benefits, and various tools aimed at enhancing access to care, improving overall health outcomes, reducing the cost of care, and recognizing high-performing providers. Additionally, our Third-Party Administrator (TPA) services cater to a broad spectrum of needs, enabling payers to outsource plan administration comprehensively.

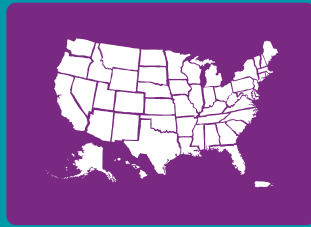




# SKYGEN IS A LEADING SUPPLIER OF TECHNOLOGY SOLUTIONS TO THE DENTAL & VISION BENEFITS MARKETPLACE.



Approaching 50 million lives on the platform spanning both commercial and government markets



SKYGEN's solutions serve in all 50 states, plus the District of Columbia and Puerto Rico



47K+ providers using SKYGEN Dental Hub in all 50 states

Ready to learn more about ways payers can strengthen dental and vision provider relationships and satisfaction? You can download the entire PULSE 2025 Report at no cost here. Simply scan the QR code.



Contact us to set up a conversation or walk through a demonstration of SKYGEN's dental & vision solutions.



## About SKYGEN

SKYGEN powers transformation of specialty benefits administration with technology and service solutions that reduce healthcare costs, improve access to care, increase healthcare value and elevate experiences and satisfaction for all stakeholders. SKYGEN partners with healthcare payers, delivery systems, and state regulatory agencies to administer dental and vision and other specialty benefits in both commercial and government markets. With its intelligent software-as-a-service (SaaS) automation, third-party administration (TPA), marketplace connectivity and risk management solutions, SKYGEN powers the nation's leading healthcare organizations, and serves nearly 50 million member lives across all 50 states plus the District of Columbia and Puerto Rico.

For more information, please visit [SKYGENUSA.com](https://www.skygenusa.com).



# SKYGEN®

