

Dental Directory Added to Find & Price Care

Care Navigation

Package	Product/Platform	Population	Launch Date
Rally® Advantage	Find & Price Care	[REDACTED]	8/27/2020
N/A	Find & Price Care	[REDACTED]	8/27/2020

Highlights

- What's happening:** [REDACTED] plan members with [REDACTED] dental coverage will soon have access to the Dental Directory in Find & Price Care. The addition of this new directory will offer these members the ability to view, compare, and connect with dental providers without leaving the Find & Price Care experience.
- When's it happening:** The Dental Directory will be available to [REDACTED] plan members on August 27, 2020
- Why we're doing it:** Adding dental providers to Find & Price Care creates a more unified experience for users who already search for other types of providers, allowing them to connect with dental providers in the same way.

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What We're Doing

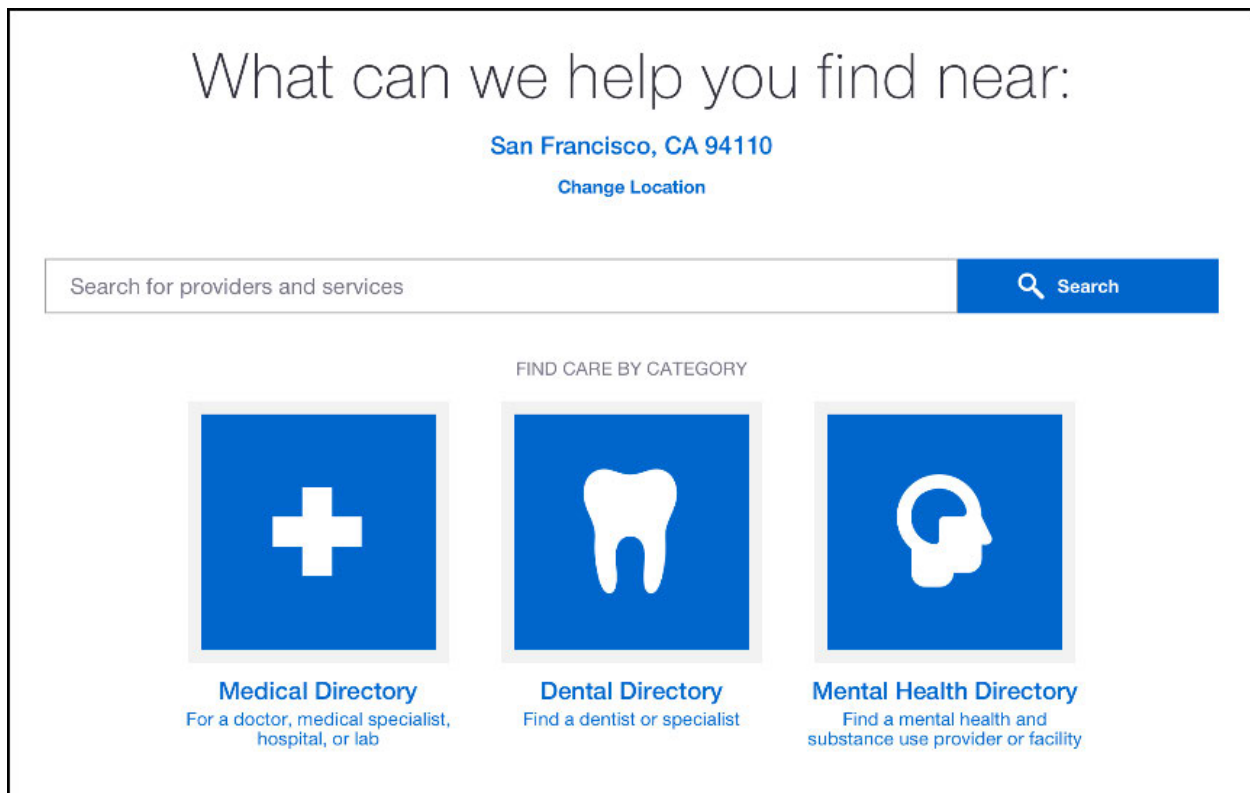
Note: The ability to search for dental providers in Find & Price Care is still in development and, as such, the screens and feature details included in this document may change when the feature is released.

Introducing the Find & Price Care Dental Directory

The current Find & Price Care experience allows users to search for providers who accept their insurance and meet their needs. In order to find a dental provider, [REDACTED] users with a [REDACTED] dental plan and access to Find & Price Care have had to search outside of that experience using a link on the Directory Landing page to a [REDACTED] dental search site outside of Find & Price Care. Although the user's plan type carries over from Find & Price Care, all other information, such as the user's search radius, is not.

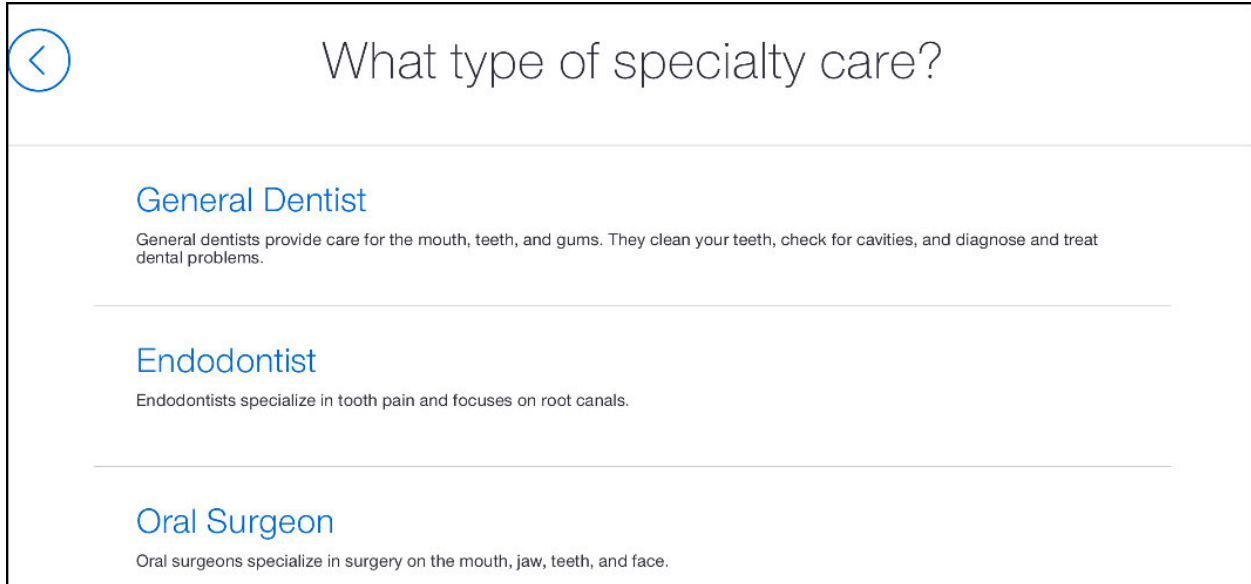
To provide a more seamless experience for [REDACTED] authenticated [REDACTED] plan members searching for dental care, Rally Health is adding a Dental Directory to Find & Price Care.

Figure 1: Directory Landing Page with Dental Directory Node (mock)



Authenticated [REDACTED] members will be able to use Find & Price Care's guided search experience specific to search, compare, and view dental providers using new dental specialties.

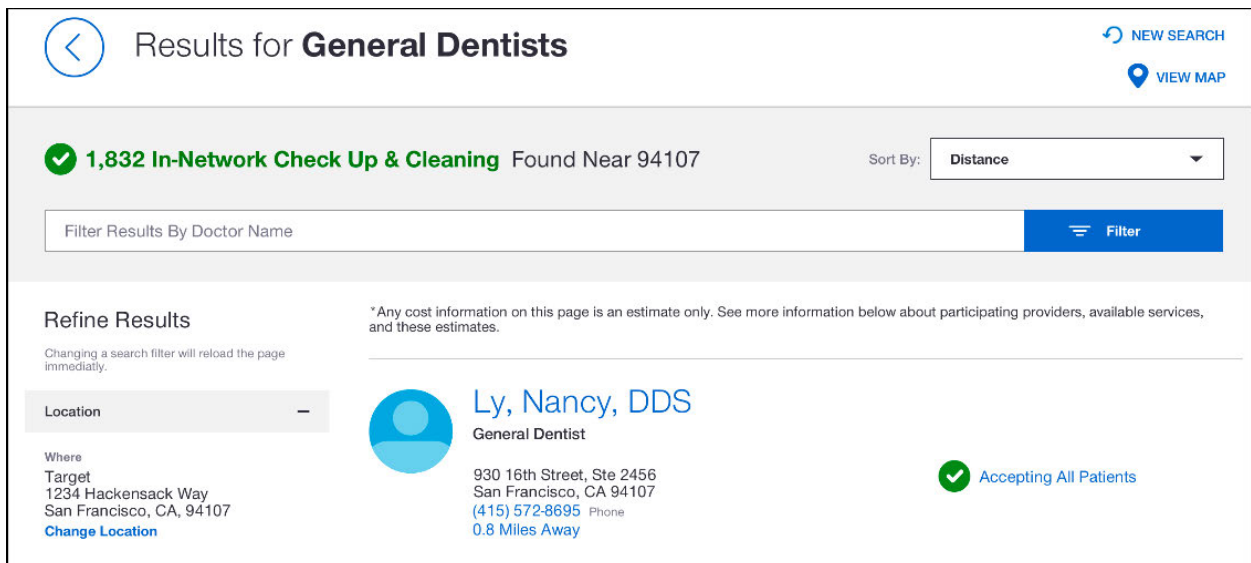
Figure 2: Dental Guided Search Specialties (mock)



Find & Price Care’s text search function will also be enhanced to include new keywords related to dental health. Even when a user is in the medical or mental health directory (if available), searching on dental keywords will provide dental health providers.

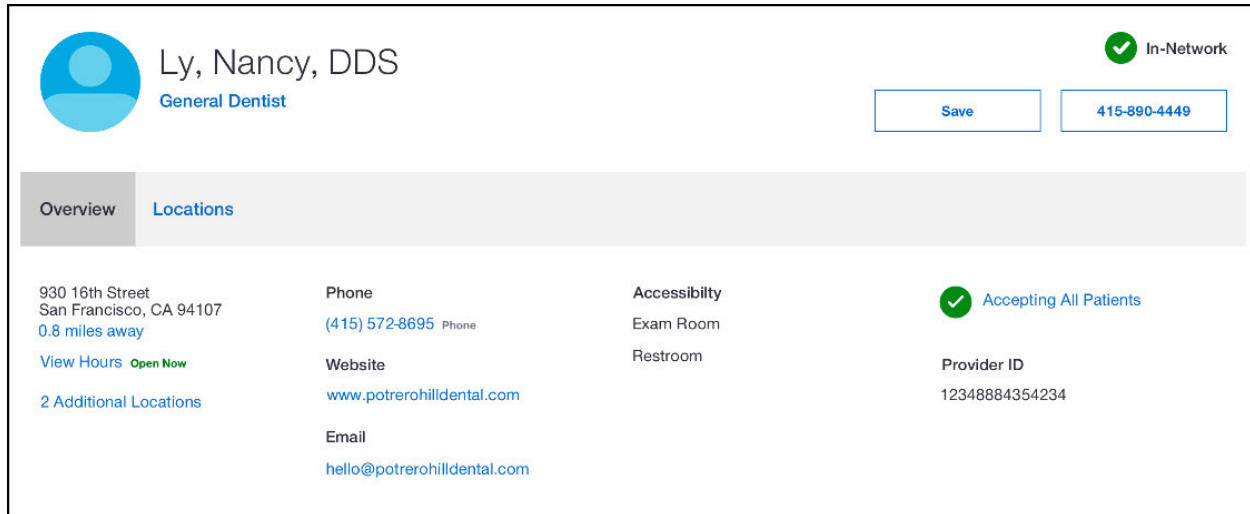
When users search for dental care, they will be able to sort, filter, and see a map view of their provider search results in the same way they do when viewing medical or mental health provider search results.

Figure 3: Dental Provider Search Results (mock)



Users will also see comprehensive Provider Details pages for the dental providers seen in their searches.

Figure 4: Dental Provider Details (mock)



Other features available when searching for medical or mental health providers, such as the ability to print or email their search results, save or email a provider directory, or save providers for later viewing, will also be available.

This is phase 1 of this initiative. In future phases Rally Health plans to expand this feature to the unique needs of other user populations such as members of [REDACTED] plans and provide cost information.

Why We're Doing It

The Rally Vision

Helping people connect with providers they need is an important part of Rally Health's mission to put health in the hands of the individual. Find & Price Care provides that service to users searching for medical or mental health providers who meet their needs, and the addition of the Dental Directory will help them find dental providers in the same way.

This will not only increase the number of members who use Find & Price Care to search for providers, but also increase the number of users who connect with a covered dental provider after searching for one. Receiving care from covered providers reduces costs for both the member and their insurer.

The Research

Rally Health conducted a survey asking consumers about their experiences when searching for a dental provider. The results showed consumers searching for dental care often consult family or friends and/or perform a search use a public search engine (like Google) before consulting their

