

Human-centered support: What dentists value most

Quick facts on provider support

Dental practices are often balancing multiple insurance relationships, patient needs and day-to-day administrative demands. In that environment, provider support is all about knowing where to go for answers and having a consistent point of contact when questions arise.

New Humana research shows that dentists place real value on accessible, human-centered support from insurance network partners. While digital tools and streamlined processes remain important, the findings suggest that many providers still want continuity, clarity and a reliable person to turn to when navigating insurance-related questions.¹

A single point of contact stands out

When asked which network improvement would be most useful to their practice, dentists most frequently selected a single point of contact.¹

- 30% of dentists identify a single point of contact as the most useful network improvement
- 31% consider a single point of contact absolutely essential to their practice

For providers, that preference points to a need for continuity in the network relationship. Instead of navigating different representatives or repeating the same issue multiple times, dentists appear to value a support model that creates a clearer path to answers.¹

A single point of contact is the most useful network improvement



30% of dentists identify a single point of contact as the most useful network improvement¹

Nearly one-third call it essential



31% consider a single point of contact absolutely essential to their practice¹

Source: 1. “Humana – Dentist Survey,” Opinium Research, January 2026

Dedicated support can strengthen network relationships

Human-centered support also emerged as a relationship-strengthener in the findings. When asked what would make their relationship with insurance networks stronger:

- 52% of dentists cited access to a dedicated support representative¹

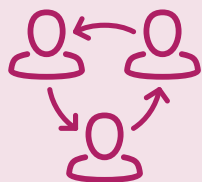
That finding reinforces the idea that support can and does influence how providers experience and evaluate a network relationship.

Dedicated support can strengthen network relationships

52% of dentists say access to a dedicated support representative would strengthen their relationship with insurance networks.¹

Why it matters

In a multi-network environment, even small communication gaps can add complexity for practice teams. A more consistent support experience can help reduce uncertainty, improve clarity and make the network relationship easier to manage.



What these findings indicate

Dentists value network partners that offer clear, consistent and accessible support. A single point of contact and dedicated support representative can help create continuity in a complex insurance environment, making the network relationship easier for practices to navigate.

Source: 1. “Humana – Dentist Survey,” Opinium Research, January 2026