



## Case Study

# Delta Dental KY Rating Web Application



## COMPANY

Delta Dental of Kentucky (DDKY), a national network of Delta Dental companies, is committed to delivering dental insurance and ensuring every Kentuckian has a healthy and happy smile. Since its incorporation in 1996, the client has been serving the state with quality insured dental products and providing quick access to practicing dentists.



## CHALLENGES

Though the company is 28 years old and provides insured dental and vision products, it has faced a communication challenge between vendors and its clients. To ensure seamless collaboration between its clients and network of insurance service providers/dental companies/vendors, the client looked to develop a responsive web and mobile rating application with user-friendly UX/UI, mainly for vendors and clients in Kentucky, with plans to extend to global markets.





## SOLUTION

V-Soft’s seasoned digital team, with best practices in the design and development of user-friendly web and mobile responsive applications, delivered a customized web solution that met the client’s business objectives. We have implemented a structured and comprehensive web development methodology, ensuring a transparent collaboration between the development team and the client.

Our solution empowered the client’s rating application users and insurance service providers to connect with different dental and vision insurance products and prices and generate rates automatically based on their requirements.

This web-based rating application was developed with a set of client-centric and vendor-centric features, ensuring increased personalization.

This revamped, user-friendly application allows clients to choose different dental and vision insurance plans and get a list of vendors and brokers offering insurance products at attractive prices. Further, integration of profiles, insurance products, renewals, accounts management, etc., improved the uniqueness of the application. These features are primarily aimed at increasing healthcare value and optimizing client satisfaction.

On the vendor front, the modernized application allows vendors to accept or reject insurance claims, set new prices for products, upload/download documents to/from the SkyGen app, and upload/download documents to/from the rating application with ease.



## RESULTS

- These features are primarily aimed at increasing healthcare value and optimizing user engagement.
- Easy-to-manage new sales and proposals
- Offered clients seamless access to a nationwide network of vendors within their location to claim insurance products
- Allowed vendors to post multiple plans at once with prices, ensuring efficient collaboration.
- Auto-generation of plans and prices ensures customer satisfaction.
- Implementation of Agile sprint plans ensured real-time collaboration and rapid deliverables.
- The streamlined online process ensured a reduction in operational costs.
- SMS, e-mail notifications, and scheduled e-mails enabled low communication at a low-cost of investment.



## Technologies Used

React, Docker, Azure, DevOps, MS SQL, Bootstrap, Java Script, jQuery, dotnet Core, Swagger, Web API’s, NPM Commands, CI/CD pipelines, and VS 2022