



Denplan

Member of the Global  Group

# Denplan survey reveals value of dental care among employers

## Background

Denplan has commissioned independent research into the attitudes of employers towards benefit schemes in the current economic climate. The survey was carried out amongst a nationally representative sample of 5,000 Directors and senior employees that were classed as 'decision makers' in their respective companies.

## Dental as a benefit

**17%**  
of companies were considering adding a dental plan as a benefit

Nearly 2 in 10 companies who do not currently offer a dental plan were considering adding it as a benefit. Among companies planning to review their employee benefits, a dental plan is the most popular 'well-being' benefit being considered, at 38%.

These results clearly show that despite the recession, dental benefits are continuing to grow in popularity as employers realise the importance of employee wellbeing.

**61%**  
of companies feel that the **simplicity of the product** influences their choice of dental plan

When employers were asked what influenced their choice of provider, particular importance was placed on the simplicity of products offered by their dental plan provider so that they can provide a product that is easy for their employees to understand and use. This is great news for Denplan, who arrange tailored products that are easy to use and claim on.

## The wellbeing benefit

We asked employers about how dental plans fit within employee wellbeing;

**76%** agreed that having a dental plan enhances employee well-being

**90%** agreed that **good dental health supports your overall wellbeing**

The link between dental benefits and employee wellbeing seems to be well established in the opinions of employers. The fact that the dental plans arranged by Denplan encourage regular dental attendance and preventive dentistry makes them an ideal way to support employee wellbeing.

## The dental market

**94%** agreed that they are aware of the **rising costs of dental care**

**87%** agreed that they are aware of the **issues regarding access to NHS dentistry at the moment**

In the current climate cost has become a key issue for many employees, and there is widespread recognition from employers that dental costs have been rising and NHS dentistry increasingly difficult to access. Providing a dental plan can help spread the costs for employees, and ensure they are able to access the regular dental care that is so important for their overall health.

**Even employers that were not currently offering a dental benefit agreed that their employees' well-being would be enhanced by providing a plan**

## Effect of the Recession

**11%**  
of companies are looking  
at benefit providers to  
find the best value

The recession has caused nearly half of employers to review their employee benefits portfolio, but the results suggest that companies are resisting the need to cut back on benefits. Employers are largely looking for the best value from their benefit for both the company and the employee. That's why it's important that providers add value with unique services such as those that Denplan arrange.

**76%**  
are likely to add a benefit  
that will be regularly used  
by the employee

When looking for good value benefits, employers are turning to the benefits which are the more tangible for employees. With 59% of adults visiting the dentist every six months\*, a dental benefit is one that is frequently usable, making it an ideal benefit choice in the current climate.

The plans that Denplan arrange are designed so that a patient is covered for regular check-ups to ensure that their oral health is at its best providing their employees with a benefit that they can use continuously.

Despite the recession **32%**  
of companies are considering  
adding benefits to their  
portfolio

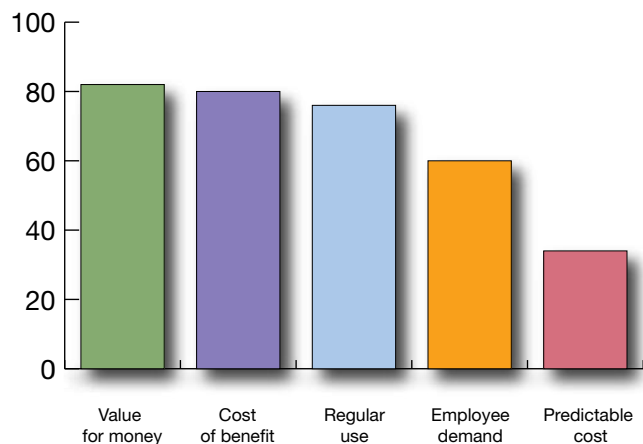
Around a third of employers surveyed said that they were considering adding benefits despite the current economic climate. This, along with the fact that companies are now focusing on employee wellbeing, shows that a dental plan is an ideal choice for those employers looking to expand their employee wellbeing offer.

## Summary

The following are the main points taken from the survey:

- Employee wellbeing is very important to employers. Dental benefits provide employers with a way to look after their employees wellbeing and by maintaining an individuals oral health the risk of heart disease and strokes can be reduced.
- Companies are looking for the best value from their benefits, not only the cost of the benefit per employee but the range of added services that the benefit can offer.
- Employers expect benefits to be simple to understand and look for benefits that can be regularly used.
- Even in the current economic climate, most employers anticipate maintaining their current level of benefits for their employees with some even looking to expand their benefit portfolio

## Factors affecting choice of new benefits



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\*Source: TNS Omnibus Survey, 1000 adults were surveyed: November 2008