

# BiteSize News

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HELPING YOU  
BRUSH UP  
ON DENTAL  
MARKETS

## Cost concerns are causing a decline in dental attendance

The financial climate is starting to have a real effect on dental attendance and according to new research by Denplan, **10% of private patients would cancel necessary dental treatment due to cost.**

The survey of 1,000 adults, conducted by Denplan, also found that 34% of patients would delay regular dental check-ups and hygiene visits by 3-4 months on average\*, despite the proven links between regular dental attendance and maintaining excellent oral health.



Given these facts, helping employees with the cost of their dental treatment has never been more important and can form a truly integral part of any employee wellbeing package. Providing a dental plan designed for regular use will provide employees with cash reimbursement for their routine care, and ensure they remain in good dental health.

### KEY FACTS:

- 1 10% of private patients would cancel prescribed treatment due to cost
- 2 34% of private patients would delay or cancel a check-up due to cost
- 3 The average appointment delay was between 3 & 4 months



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\*TNS OnLineBus Survey, 1,000 adults were surveyed: 12-16 June 2008.

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