

Dentistry and your employees

Key points:

- ✓ **43%** of employees attend the dentist every six months
- ✓ Almost **60%** of employees attend the dentist at least once a year
- ✓ **41%** of employees say that they would cancel an appointment for necessary dental treatment due to cost, potentially compromising their overall oral health and wellbeing

Dental access

NHS dentistry in the UK has been a topic of much discussion and debate in the media over recent years. Both companies and employees recognise the issues in accessing an NHS dentist at present, with **81%** of company decision makers and **67%** of employees aware of difficulties regarding access.

However, reduced access to services is not only an inconvenience – **22%** of employees also feel that difficulties accessing NHS dentistry is having an effect on their dental health. Not only can a corporate dental benefit therefore provide a financial incentive to employees, it can also ensure that they receive the very best in preventive dental care.

Dental costs

Both companies and employees are increasingly aware of the rising costs of dental care, (**90%** and **64%** respectively). However, this is having a significant effect on appointment cancellations with **41%** of employees willing to cancel a necessary dental appointment due to cost.

Interestingly, **44%** of employees also said that having a dental plan, provided as an employee benefit, would change their view on cancelling a dental appointment, meaning they can keep up the regular dental attendance that is so important.

Solution

Dental payment plans are great as part of a corporate wellbeing package because they are something that everybody can use. With some payment plan specialists, such as Denplan, offering money back for NHS charges as well as private care, dental is a benefit that can be widely used and is therefore a great deal more attractive to employees than some other benefits.

It's essential that you find a provider that can offer value, service and expertise before you have the confidence to offer this benefit to your employees. Denplan has a range of unique value-added services such as a 24-hour helpline for employees and a dedicated Account Management team who can work with companies to identify the solution that best meets their needs.

For a copy of the Denplan 2010 Dental Benefits Survey, or for more information about its range of payment plans options, please call 0800 169 3279 or email corporate@denplan.co.uk.

*The term "employee" refers to individuals currently in employment. Denplan contacted 6,000 corporate decision makers during March 2010, 518 responded. Denplan commissioned YouGov to conduct independent research with 1,486 employees during March 2010.

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