

Dental plans as an employee benefit

Key points:

- ✓ **21%** of employees say dental is an important benefit that keeps them loyal to their employer
- ✓ **34%** of companies who are considering adding or removing benefits in 2010 are considering adding a dental plan
- ✓ **59%** of employees would consider taking out a dental plan if their company offered it

Retention and loyalty

Both employees and companies see a dental plan as a key way of promoting loyalty and increasing employee retention. **46%** of companies believe that a dental benefit helps retain existing employees and **21%** of employees say dental is an important benefit that keeps them loyal to their employer. In fact, a dental plan rated the highest health and wellbeing benefit for increasing employee loyalty – exceeding both PMI and health cashplans.

Choice of dental plan provider

When choosing a dental plan provider, the key factor for **24%** of company decision makers is the simplicity of the product, because they want to ensure employees can easily understand and take advantage of the benefit. **23%** of companies also cite cost as a key factor, so choosing a value for money option is essential.

Costs for a dental plan start from as little as £4 per employee per month, but it's important to use expert dental companies, rather than general insurance providers. They can not only provide experience that is based on the latest developments in the dental industry, but also products that are specifically tailored to promote preventive dental care and are easy to use.

Solution

Denplan offers a wide range of products – from accident and emergency right through to a combination of our most popular and comprehensive products, up to the value of £2,300. Plans are designed to suit all needs – Denplan Elementary is a plan specifically designed for NHS treatment, and Essential, Essential Plus, Extensive and Extensive Plus offer a range of solutions for private treatment. In this way, Denplan offer more freedom in the way employees can use their cover; making dental a great deal more attractive than some other wellness benefits and far more widely used.

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.

Denplan Limited, Denplan Court, Victoria Road, Winchester, SO23 7RG, UK
Tel: +44 (0) 1962 828000. Fax: +44 (0) 1962 840846. Email corporate@denplan.co.uk
Registered in England No. 1981238. Registered address 5 Old Broad Street, London EC2N 1AD, UK.



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