

HOW DO DENTAL BENEFITS RANK?



Did you know that employees consider dental benefits to be an essential part of their benefits package? According to the August 2014 issue of California Broker, a National Association of Dental Plans' (NAPD) study on group purchaser behavior found that employees ranked dental benefits as the third most important kind of benefit, behind health/medical insurance and retirement savings plans such as 401 (k)s. The NAPD study also found that 49% of employees ranked dental benefits as "essential."

What factors motivate decision-makers' selections?

- Desired plan features
- Member services
- Cost sensitivity

Dental benefits often become a distinguishing factor when it comes to recruiting and retaining employees. According to the study, 47% of employees saw dental benefits as a "differentiator" for employers.

Considering the significance of dental benefits to employees and employers, it is essential to recognize its role in the employee benefits package. Furthermore, better oral health maintains employees' productivity and protects companies' bottom lines. Given these considerations and demand for access to care, affordable dental care should still remain a key benefit in the employee benefits package.