

How Do Dental Benefits Rank?



Did you know that dental plans rank as the third most important employee benefit? According to the February 2006 issue of Employee Benefit News, the National Association of Dental Plans (NADP) completed a study on group purchaser behavior, which listed dental benefits as a top priority, following right behind health and retirement.

Dental benefits often become a distinguishing factor when it comes to recruiting and retaining employees. According to the study, approximately 71% of employers currently offer dental benefits to their employees.

What factors motivate decision-makers' selections?

- **Desired plan features**
- **Member support**
- **Brand loyalty**
- **Cost sensitivity**
- **Price**

The survey also states that 58% of employers with dental benefits believe the benefit is critical to employee retention. Considering the significance of dental benefits to employees and employers, it is essential to recognize their role in the employee benefits package. The key is to realize the advantage of providing cost savings with significant and competitive benefits.