

# Company and employee attitudes to dentistry

## Key points:

- ✓ **Up to 78%** of companies are aware of issues regarding access to dentistry
- ✓ **Over 85%** of large companies agree that their employees would consider dental as a tangible, usable benefit
- ✓ **Up to 87%** of employees agreed that dentistry supported their overall health and wellbeing

The 2011 Dental Benefits Survey reported that up to **92%** of companies and up to **87%** of employees recognise that good dental health supports overall wellbeing. However, around **20%** of employees agree that there are issues accessing dentistry at the moment and up to **46%** of companies believe this is affecting their employees' dental health. Interestingly, up to **59%** of companies agree that the cost of dentistry would put them off going to the dentist and **74%** of employees agree that the cost of dental care is rising.

We recognise that this information is valuable to employee benefit decision-makers, so we have drilled down into these results further to give a more comprehensive overview.

### What do employees think about dentistry?

The Survey has revealed that, in general, there is not a significant change in employee opinions when taking into account company size – despite large differences in perceptions of company decision makers by company size. This is highlighted when looking at the value of dental plans as a tangible, usable benefit - with just under **53%** of companies with under 100 employees in agreement and up to **86%** of companies with over 10,000 employees in agreement.

Conversely, employees of smaller companies seem to be more image conscious, with **35%** of small company employees believing the main value of a dental plan is to keep a good smile, compared to **29%** for employees of larger companies. However, around **20%** of employees across all company size brackets are having trouble finding a dentist.

### What do companies think about dentistry?

All companies have an understanding of the rising costs of dental treatment. This is reflected in reality, as dentists' hourly rates have risen by an average of **12%** since 2010. Awareness of the impact of NHS access issues also increases as companies get larger in size. Around **21%** of companies with fewer than 100 employees believe that NHS access issues are having an effect of their employees' dental health, rising to **46%** among larger companies.

Interestingly, this contrasts with a slight decline in the perception that there are issues around NHS access at the moment, with agreement ranging from **68%** to **75%**. This suggests that companies view the impact of NHS access on employees as distinct from their own perception of access issues.

Furthermore, all companies believe that good dental health supports overall wellbeing, but larger companies have greater belief that Government cuts will impact dental provision, with up to **69%** in agreement – an opinion which is also reflected in employee attitudes.

### Solution

Dental payment plans are great as part of a corporate wellbeing package because they are something that everybody can use and they support the overall wellbeing of employees. Denplan has a range of unique value-added services such as a 24-hour helpline for employees, a unique 'find a dentist' service for those employees looking to join or change a dentist, and a dedicated Account Management team who can work with companies to identify the solution that best meets their employees' needs. Denplan also has 25 years of experience so you can be confident that you will receive the most appropriate and usable packages to offer to your employees.

For a copy of the Denplan 2011 Dental Benefits Survey, or for more information about its range of payment plans options, please call 0800 838 951 or email [corporate@denplan.co.uk](mailto:corporate@denplan.co.uk).

\*Survey conducted online, by Denplan, with 626 employee benefit decision makers in UK companies in January and February 2011. Second survey conducted online by YouGov on behalf of Denplan in January and February 2011 with a nationally representative sample of 3,106 UK adults, 1,814 who work full or part time

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