



DENTAL INSURANCE

A STUDY OF CONSUMER PERSPECTIVE

HEALTH CHALLENGES VS. COVERAGE

A substantial portion of those without dental and vision insurance report facing vision and dental-related issues, underscoring the need for coverage.

49% of consumers describe their dental health as less than optimal

KEY ECONOMIC INFLUENCES

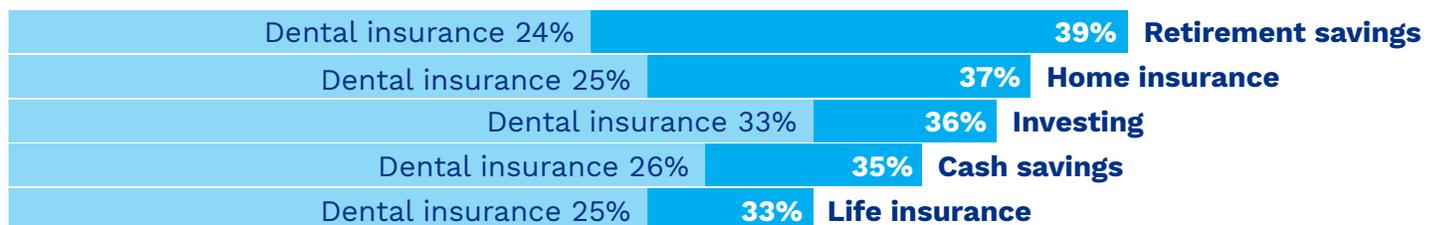
The broader economy and personal financial challenges play pivotal roles in consumers' decisions about dental and vision coverage.

71% attribute hesitancy to acquire dental insurance to the general state of the economy.

73% highlight inflation as a determining factor for whether or not they choose to acquire dental insurance.

PERCEIVED IMPORTANCE VS. OTHER INVESTMENTS - A VALUE MISMATCH

Dental insurance is undervalued by many consumers when compared to other financial commitments.



This infographic is a snapshot from the SKYGEN Pulse 2023 Report, a collaborative effort by SKYGEN and Hanover Research. The report provides valuable insights into consumer perceptions and barriers to benefits utilization in dental and vision. Notably, our research, based on a survey of over 5,000 consumers, highlights that the key to benefits utilization is dispelling misconceptions about specialty benefits plans.



Scan QR Code to access the full SKYGEN Pulse 2023 Report free of charge and learn how you can improve consumer perceptions of value.

SKYGEN[®]



©2023 SKYGEN USA. All rights reserved.