

Consumer Health Insights:

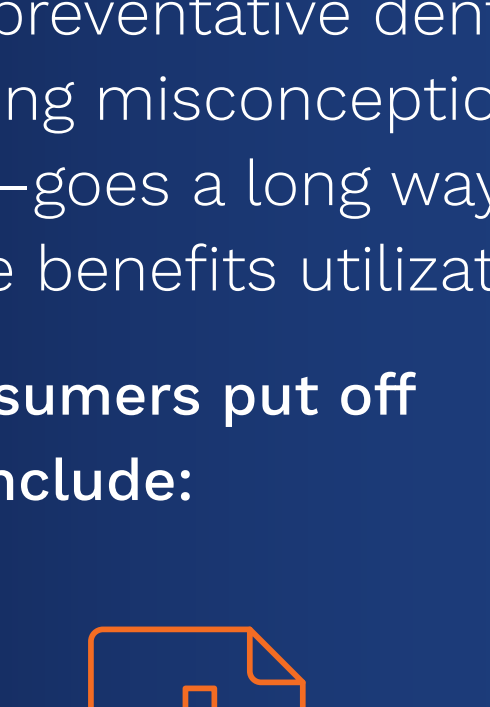
Helping Insurers Understand Consumer Perspectives



Consumers can't make use of what they don't understand. That quickly became the clearest takeaway from new data from SKYGEN, which identifies the nuances of consumer behavior, and the strategies insurers can employ to help them make the most of their vision and dental benefits.

Deep dive into the realities of consumer coverage

Cost is the top reason consumers lack dental/vision insurance.



Overall, consumers are held back by an inherent misconception or lack of understanding of the value surrounding specialty benefits plans.

Educating customers about the value of specialty benefits goes a long way in ensuring they get the coverage and healthcare they need.

Here's what you need to know about SKYGEN's latest research:

Themes in dental health

Raising awareness about preventative dental care—and clarifying lingering misconceptions about insurance coverage—goes a long way to ensure timely and proactive benefits utilization.

The top reasons consumers put off dental care include:

- Not having symptoms
- Lack of dental insurance
- High cost of care
- Inability to get an appointment

Top reasons for not seeking care prior to a dental emergency:



It's clear that these underlying misconceptions surrounding dental health and its value are vast, with consumers going so far as to opt out of seeking care due to a dental emergency for a variety of reasons, including the associated expenses, unreliable transportation and feeling okay until the emergency.

For the uninsured, expenses for treatments can soar into the thousands of dollars, and unforeseen dental emergencies can further exacerbate these costs:

- Preventive care
- Fillings
- Orthodontics
- Oral surgery

Themes in vision health

A similar story around consumers and specialty insurance emerges for vision. For the uninsured, expenses like the following can accumulate significantly, ranging from hundreds to thousands of dollars:

- Routine eye exams
- Eyeglasses
- Contact lenses
- Corrective procedures

Demand for transparency and accessibility

Cost is a major influence on consumers' selection of insurance. However, several other factors influence the decision-making process, as well. Of consumers affiliated with commercial insurance, discount plans or Medicare...



Consumers also want more access to information, providers and digital tools to make the vision and dental insurance buying process better:



Supporting the consumer with information and options

Giving consumers more choice and power over their benefits package enhances the entire benefits experience.

- From shopping around and selecting a plan
- To coordinating care among different providers
- To viewing bundles of vision and dental offerings
- To having choice in benefits packages based on frequency of care

Ideas for enhancing value perception

A significant challenge in helping consumers understand the value of dental and vision insurance is that the current perception of these insurances is skewed.

Dental and vision insurance is considered less valuable than other areas of investment, including:

- Investing
- Life insurance
- Cash savings
- Home insurance

Insurance plan providers need to lean into strategies that improve perceptions around the value of dental and vision insurance, including the following:

- Push for digital engagement (apps, web portals) for ease of access.
- Expand networks for better care accessibility.
- Stress clear, comprehensive information for informed decisions.
- Implement effective reminder systems for better care utilization.
- Tackle cost concerns with transparent pricing and flexible options.
- Customize packages to meet diverse consumer needs, including discounts.

The Bottom Line

Economic factors weigh heavily in consumers' decisions to get or not get vision or dental insurance. But there's a lot insurers can do to influence how these specialty benefits are perceived and help consumers understand how much savings and improved experience can be at stake. There's demand for more diverse insurance options and better communication from providers, and now is the perfect time to act on it.

SKYGEN: Driving Innovation in Dental and Vision Benefits Management and Administration for 30 Years.

With consumer expectations for a blend of logistical, communicative and technological enhancements that improve their experience in mind, it's up to insurers to meet the consumer where they are now and where they are headed.

Interested in learning more about our solutions and services? **Bookmark our resource page** for additional downloadable assets and more information about the solutions we offer to help support your digital transformation.

SKYGEN partners with payers, providers and government agencies on flexible technology and service solutions that help them navigate dental and vision benefits management and administration.

We are dedicated to our customer's evolving needs and constant innovation to reduce administrative costs, ensure compliance and create more member-centric experiences.

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