



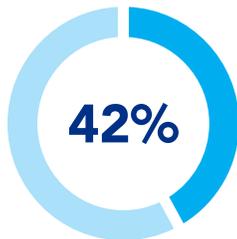
# PULSE PERSPECTIVES

## Preventive Care: 3 Years, 3 Perspectives, 1 Goal

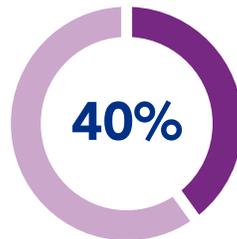
Three years of SKYGEN Pulse Reports show a consistent message from consumers, providers, and brokers: preventive dental and vision care is essential, but access and utilization are falling short. For payers, this is an opportunity. Expanding preventive coverage and streamlining access can improve outcomes, reduce long-term costs, and strengthen satisfaction across all stakeholders.

### 2024 – Consumer Perspective

Despite having coverage, 40%+ of consumers avoid essential dental and vision care—citing cost, confusing benefits, and coverage gaps.



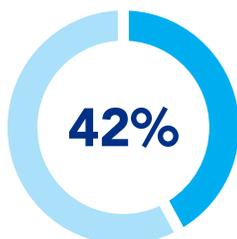
Skip dental care



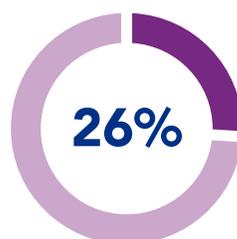
Skip vision care

### 2025 – Provider Perspective

Providers are calling for expanded preventive coverage, with 42% of dental and 26% of vision professionals seeking reimbursement for advanced diagnostics.



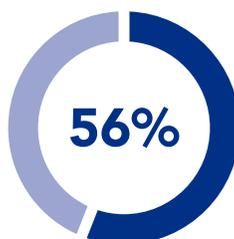
Dental



Vision

### 2026 – Broker Perspective

More than half of all brokers expect the expansion of telehealth services to significantly improve access to preventative care.



Expect telehealth to improve preventative care

### Key Takeaway:

Consumers avoid preventive care when costs are high or benefits are unclear. Providers and brokers see preventive and diagnostic services, especially when technology-enabled, as critical to improving health outcomes. Payers can lead by expanding coverage, simplifying communication, and enabling convenient access.

## HOW SKYGEN HELPS PAYERS DRIVE PREVENTIVE CARE:

SKYGEN's **Enterprise System** enables configurable preventive benefits and tailored wellness programs with condition-based reminders, incentives, and educational outreach to increase utilization. **Virtual Visit Technology** expands access to preventive consultations without in-person barriers. The **Enhanced Benefits Management Program** helps design benefits that prioritize prevention while controlling costs. The **Provider Select Suite** rewards providers delivering high-quality preventive care. The **Broker Portal** and **digital education tools** simplify messaging to employers and members. Finally, the **Data Warehouse** tracks utilization, identifies gaps, and supports compliance with CMS requirements for mid-year benefit notifications.

Want to dive deeper into SKYGEN Pulse Report insights? Scan the QR code to explore the Pulse Resource Hub at:

