

# “The Marketplace Response to a Downturn”

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□ LISI – General Agency

- Since 2000 - 15,000+ dental groups

□ CoPower – Third Party Administrator

- 6,500 dental groups

# General Statistics

- New Sales vary by carrier
  - Multi line carrier
  - Single line carrier
  
- Top reasons for cancellations is financial hardship
  
- All carriers are experiencing negative net enrollment



# Small Employer Marketplace

## 2-50 Employees

- Insurance Company
- Employer
- Employee/Consumer
- Broker

# Marketplace Response

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# Insurance Company

## □ Progressive Plan Designs

- Combine dental and vision
- Maximum rollovers
- Financial incentives – preventative care



# Insurance Company

## □ Consumer Centric Plans

- Dental FSA
- Debit Cards

## □ Cost Effective Plans

- Suites of Products for Buy-Up options
- Voluntary Plans

# Insurance Company

- Identified preventative care saves on future dental costs
  - Oral cancer screenings
  - Extra cleaning for pregnant women
  - Periodontal treatment for diabetics

# Small Group Employer

- Dental Pricing
  - Under the radar
  - Passed threshold
- Dental Benefits
  - No longer a differentiator
  - Essential part of benefits program



Employers are looking closely at the value of premium to benefits

# Small Group Employer

- Returning to lower cost options
  - Voluntary Plans
  - Dual Option – Dental PPO/HMO
    - Buy-up option
  - Self Funding Arrangements
  - HRA Options
- Moving from indemnity to network based plans
  - Dental PPO's – having most growth

# Consumer

- Views dental benefits as “very important” part of benefits package
- Wants value in dental benefits
- Wants products that cost less

# Broker

- Understand Employer Groups dental needs
  - Not one dental plan for all
- Educate every cost saving available
  - Value of staying in Provider Network
  - Level II vs. Level III benefits
  - Impact of higher deductibles



# In Conclusion

“It is a different time.”