



You're In Charge®

# 2017 DENTAL RESEARCH SERIES: PART 1 – CONSUMER INSIGHTS

*Conducted by Lincoln Financial  
Group and PSB Research*

# METHODOLOGY

**Results of the 2017 Lincoln Financial Dental Research Series are based on an online survey of 1,000 adults 18 years of age or older across the United States, conducted in 2017 by Lincoln Financial Group and PSB. The sample was targeted using quotas to reflect the proportion of adults 18 or older within the United States. The margin of error is +/- 3% at the 95% confidence level.**

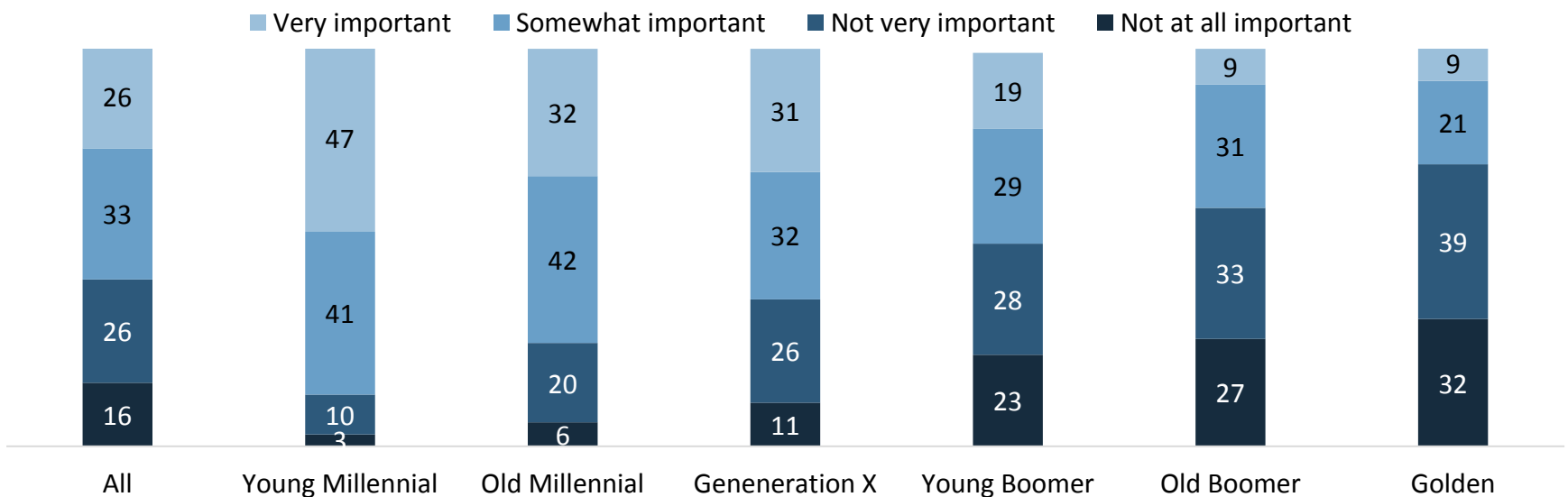
# DENTAL PATIENTS WANT GUIDANCE AND TRANSPARENCY

# A DENTIST'S WEBSITE IS PARTICULARLY IMPORTANT TO YOUNGER GENERATIONS

- 40% of Millennials cite a dentist's website as "very important," which compares to just 14% of Baby Boomers

Is it important to you that your dentist has a website where you can schedule appointments, find information, learn about dental procedures, etc.?

Showing % selecting

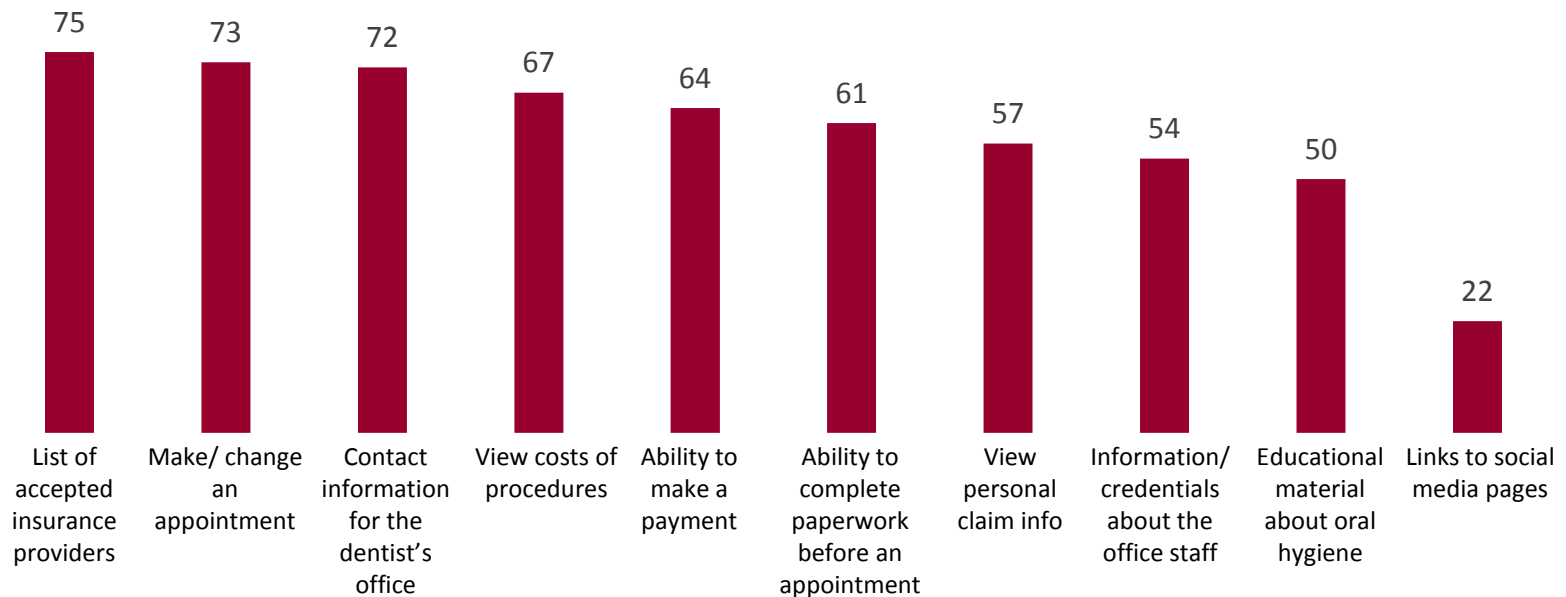


## 3 IN 4 THAT SAY A DENTIST'S WEBSITE IS IMPORTANT EXPECT TO SEE A *LIST OF ACCEPTED INSURANCE PROVIDERS*

- 73% want to make/change appointments and 72% want contact information
- 67% would expect to *view cost of procedures* on the dentist's website

### What would you expect to do or see on a dentist's website?

Asked among those who selected 'Very' or 'Somewhat important' that their dentist has a website  
Multiple responses permitted



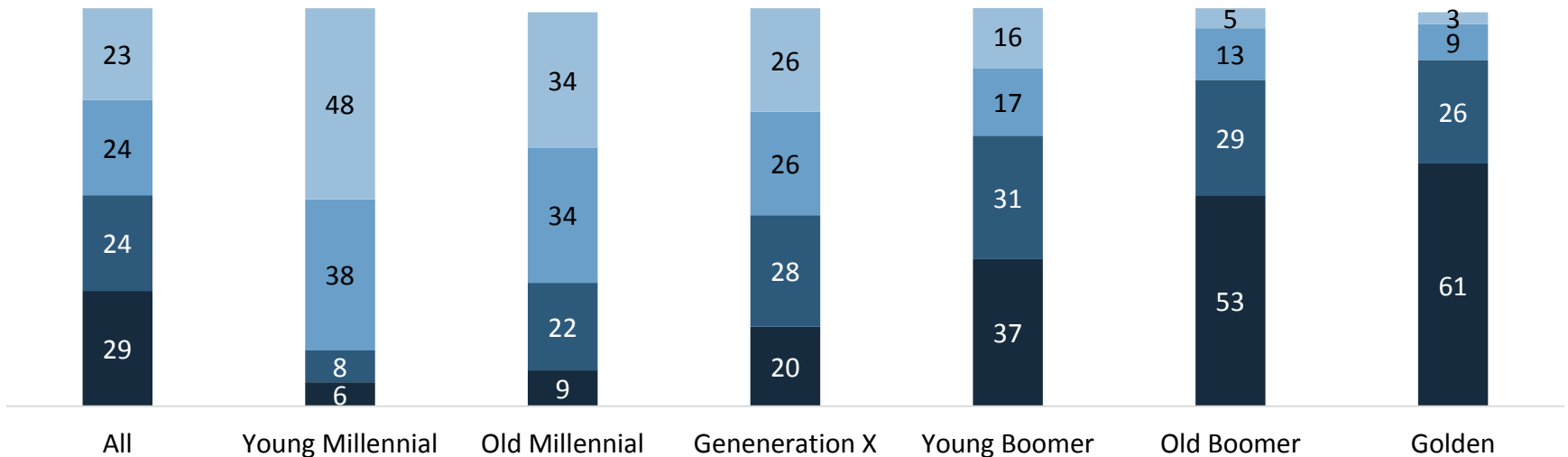
# THE ABILITY TO VIEW A DENTIST'S WEBSITE ON A MOBILE DEVICE IS IMPORTANT FOR YOUNGER GENERATIONS

- **77% of Millennials say it's important for a dentist's website to be mobile-optimized**

## How important is it to you that you can view your dentist's website through a mobile device?

Showing % selecting

Very important    Somewhat important    Not very important    Not at all important

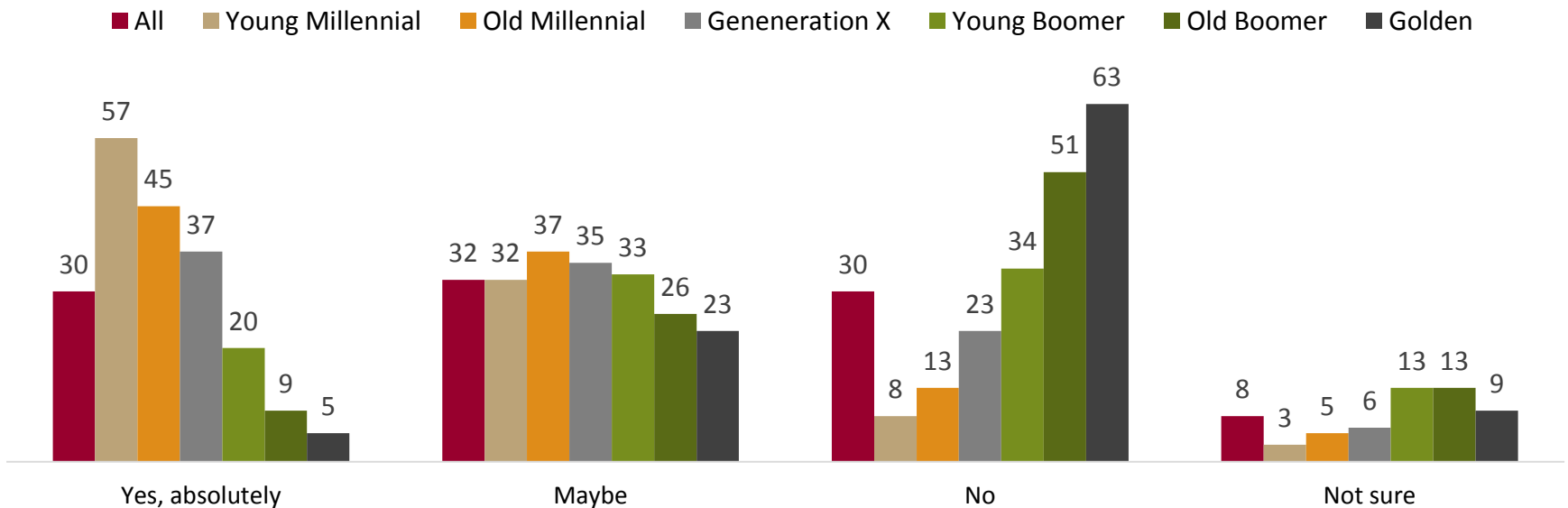


# YOUNG CONSUMERS WOULD FIND VALUE IN A MOBILE APP FROM THEIR DENTIST

- 51% of Millennials say they would “absolutely” find value in a mobile app from their dentist

Would you find value in a mobile app from your dentist, with your personalized information included?

Showing % selecting



# FACTORS IMPORTANT TO CONSUMERS IN CHOOSING A DENTAL OFFICE

How important are these factors in choosing a dental office? Showing % selecting 'Very important' Ranked by All	All	Young Millennial	Old Millennial	Generation X	Young Boomer	Old Boomer	Golden
Accepts my insurance	83	83	82	84	87	80	82
Affordability	68	75	68	71	68	60	62
Use of advanced dental technology	55	55	48	63	47	54	56
Location close to my home	45	46	42	52	44	45	40
Takes immediate appointments	39	46	46	45	35	24	30
Recommendation from friend/family/coworker	34	40	39	35	31	26	27
Offers extended hours during the week (before 9am or after 5pm)	32	45	44	41	27	16	9
Offers hours on weekends	30	44	41	38	26	12	9
Offers specialized services such as orthodontic services	27	36	39	30	22	13	15
Offers cosmetic services (e.g. teeth whitening)	27	43	44	35	15	8	6
Sends text alerts about upcoming appointments or new appointment openings	22	34	30	29	16	8	7
Location close to my work	22	35	28	26	17	11	11
Kid-friendly	22	40	31	25	19	7	5
Easy-to-navigate website	21	38	25	24	17	8	9
Ability to book an appointment online	20	30	24	27	16	8	11
Has a presence on social media	10	14	12	14	6	3	6

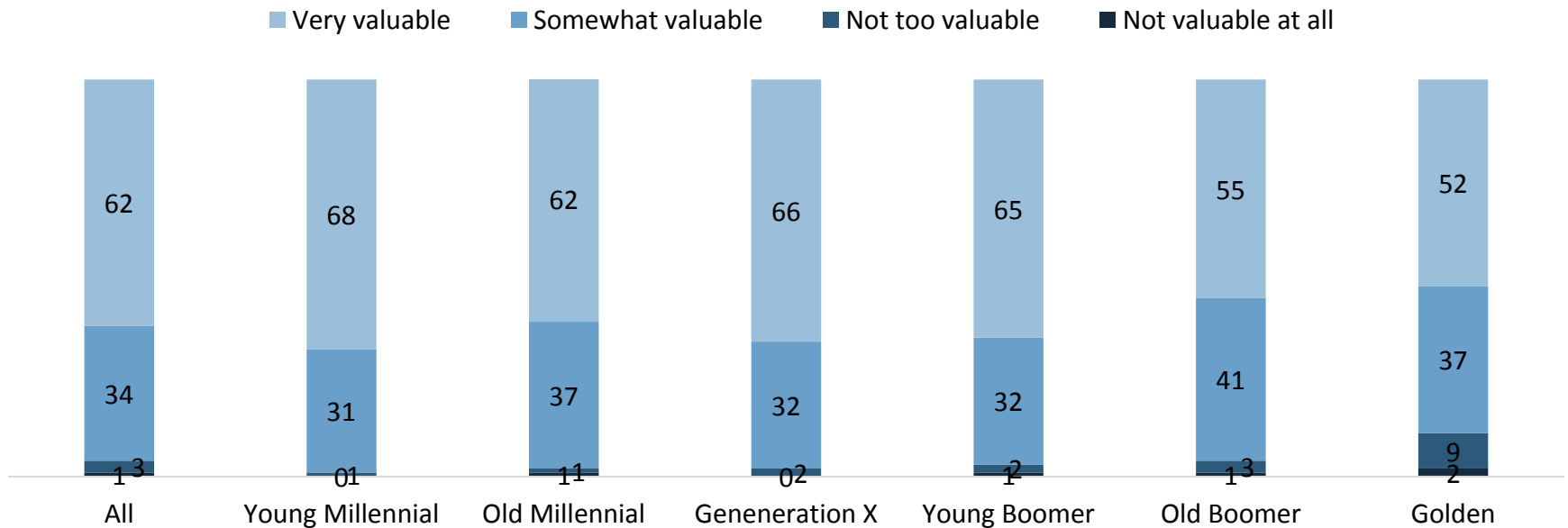


# CONSUMERS WANT GUIDANCE AROUND DENTAL INSURANCE

- 96% of consumers say dental insurance plan guidance would be valuable from a dentist & 62% said they would find this “very” valuable.
  - 68% of Young Millennials say dental insurance plan guidance from their dentist would be very valuable, most of any audience

## How valuable would it be to you if your dentist provided guidance about what your dental insurance plan covers?

Showing % selecting



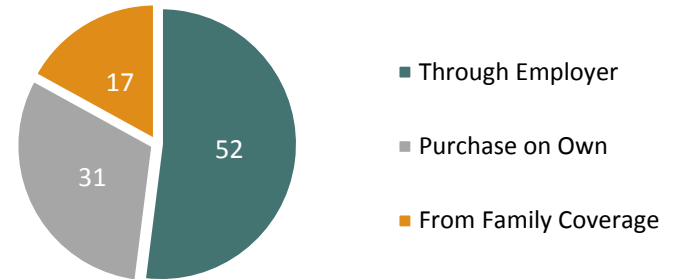
# THOSE ENROLLED IN EMPLOYERS' DENTAL PLANS MAY REQUIRE MORE EDUCATION

# MOST CONSUMERS GET DENTAL FROM THEIR EMPLOYER, BUT WANT MORE GUIDANCE ON COVERAGE

- 82% of consumers cite dental insurance from an employer as as “very important”
- 54% of consumers *strongly agree* that dental insurance is a ‘must have’ from their employer
- 65% of consumers would like general information about their coverage (deductibles, plan cost, etc.) from their employers

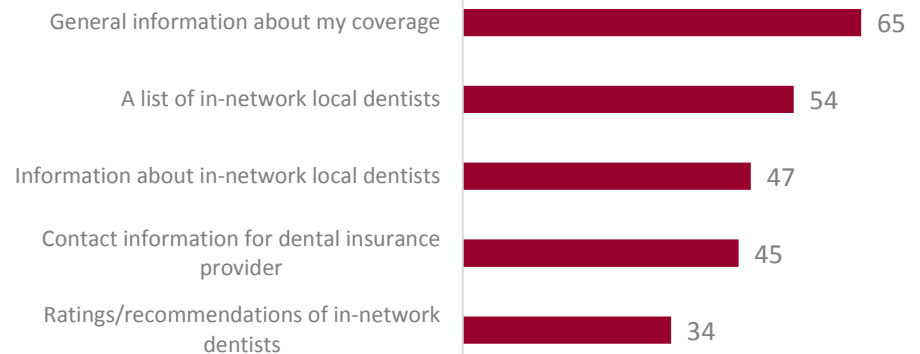
## Where Consumers Obtain Dental Insurance

Among All, Showing % selecting



## Helpful Information from Employer about Dental Insurance Plan

Ranked by All, Multiple responses permitted  
Showing Top 5

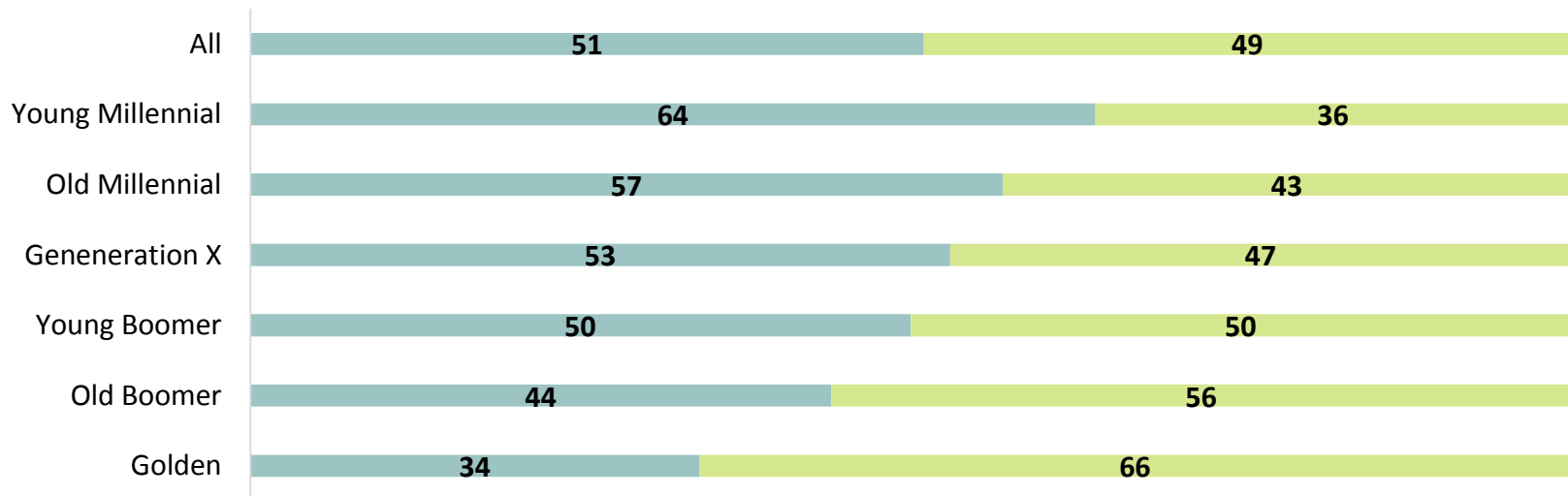


# CONSUMERS ARE SPLIT ABOUT THEIR EMPLOYER AS A GOOD RESOURCE ON DENTAL COVERAGE

## Which of the following is closer to your view?

Showing % selecting

- My employer is a good resource for me when I need to understand exactly what is covered under my dental benefits
- My employer is not a good resource for me when I need to understand exactly what is covered under my dental benefits

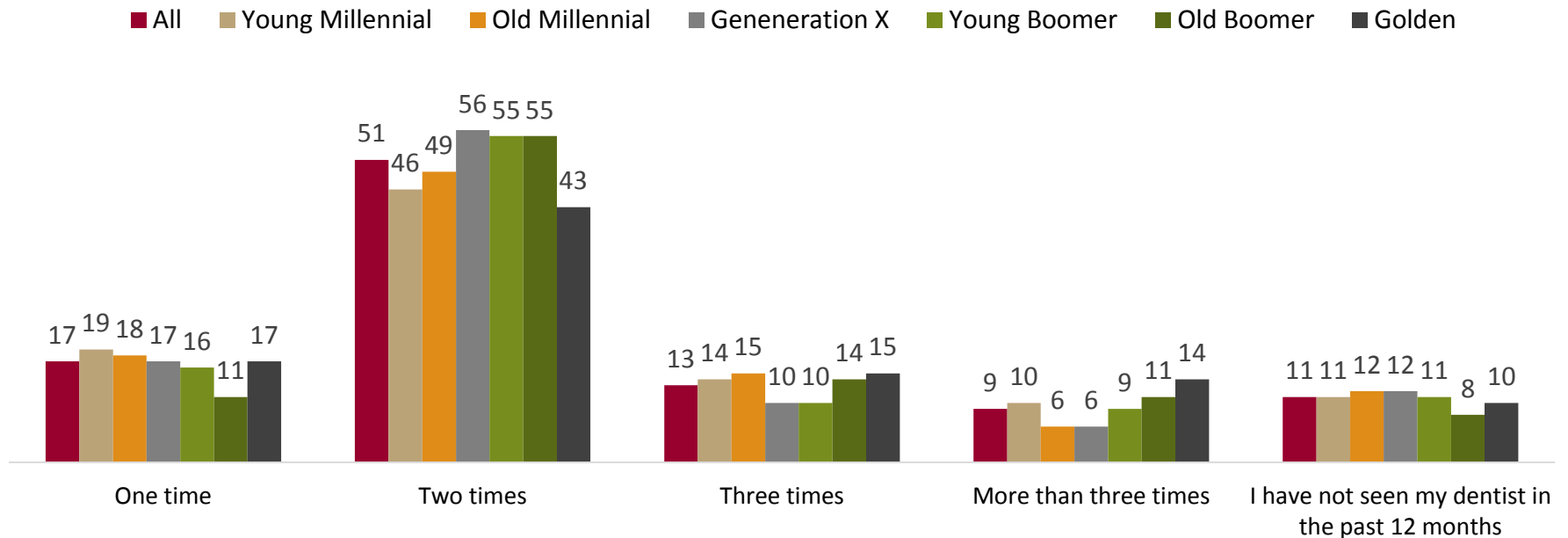


# DENTAL VISITS IN THE PAST YEAR, BY GENERATION

- 1 in 10 Consumers did not visit the dentist in the past 12 months

## How many times have you visited your dentist in the past 12 months?

Showing % selecting



# DENTAL VISITS IN THE PAST YEAR, BY GENERATION

- 25% of consumers haven't been to the dentist in the past 12 months because of *cost of care*

## Why haven't you visited your dentist within the past 12 months?

Asked among those who selected 'I have not seen my dentist in the past 12 months'

Showing % selecting

