BROKER WHITEPAPER

Why you should sell dental and how to close more deals.

Understanding the **critical need for oral health care** is vital to getting clients on board with enrolling in dental benefits.

Dental health is not only about a bright smile but also about preventing chronic diseases and promoting overall health. This knowledge can make your clients feel more informed and responsible about their health choices.

By offering dental insurance, you can enhance your business as a comprehensive healthcare benefits provider. This not only saves your clients money through access to preventive dental care but also reduces their likelihood of missing work. Moreover, employers can significantly cut down on paying for high-cost procedures, leading to substantial savings.

Here, we will explore the profound impact of dental issues on an individual's health, the increasing need for dental coverage, and the opportunities it presents for brokers and insurance professionals.

The Overall Health Impact of Dental Issues.

Dental care is more than just about aesthetics. It's a powerful tool for maintaining overall health. The link between oral health and general health is undeniable. Therefore, it's crucial to highlight these health implications to your clients when discussing dental insurance.

It all starts from childhood. Cavities (or tooth decay) are the most common chronic disease for children in the United States. More than half of children have at least one cavity by age eight. Cavities and plaque buildup can lead to more significant health issues, including:

52%
of children have had a cavity in their primary baby teeth by age 8.

Heart disease: Inflammation and bacteria in the mouth can travel through the bloodstream to the rest of the body, including the heart and brain.

Diabetes: Gum disease can cause inflammation, which increases your risk for diabetes.

Alzheimer's and other neurological conditions: Studies show that infectious bacteria in the mouth can lead to Alzheimer's disease and dementia.

Poor Pregnancy Outcomes: Pregnant individuals with untreated gum disease may be at higher risk of premature birth or having low birth weight infants.

The **Target Audience** for Dental

Successfully selling dental insurance hinges on identifying your client's needs and pain points. By delving into the specifics, you can optimize your sales potential.

It's about offering solutions that resonate with your target audience. Consider these market segments: families, seniors, small business owners, and self-employed individuals. Each segment has unique needs and understanding them can boost your sales and commissions.

Families: They often need comprehensive dental coverage for both adults and children. Offering family plans with affordable premiums and ample coverage can be highly appealing.

Seniors: As the population ages, the demand for dental insurance continues to grow. Many seniors require coverage for major dental procedures, such as crowns, bridges, and dentures.

Small Business Owners: Offering group plans and customized options for small businesses can help you tap into a significant market.

Self-Employed Individuals: Freelancers and self-employed individuals may not have access to employer-sponsored dental insurance. Offering affordable individual plans with flexible coverage options can be compelling.

Understanding the unique needs and pain points of each market segment pays off. You can tailor your messaging and offers to resonate with your target audience, boosting your sales and commissions.

The **Financial Advantages of Dental** Insurance.

Many people struggle to afford necessary dental treatments and procedures without insurance.

Over

90%

of Americans hold off on dental care due to cost.

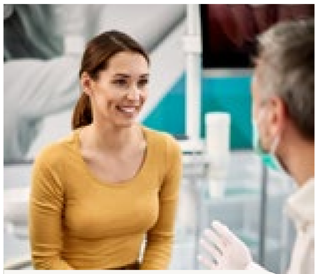
Plus, the cost of dental services is **up 4.9% in the past year.** This highlights the need for access to quality dental insurance.

Basic services like fillings and extractions can cost hundreds of dollars without insurance. On the flip side, many dental plans offer coverage of preventive dental care at no charge. There are dental insurance plans that also include orthodontic coverage and benefits for cosmetic dentistry.

By emphasizing the financial benefits of dental insurance, you can instill a sense of security in your clients. Regular checkups and preventive care can significantly reduce the need for costly procedures. This reassurance can be a powerful selling point, making your clients feel confident about their financial security. You can show them a cost estimate with and without dental benefits. One resource you can use is the FAIR Health Consumer website for cost estimates. This demonstrates that they are making the right choice by enrolling in dental benefits.

How Dental Makes Businesses **More Efficient.**

Untreated dental issues **cost businesses in the U.S. an estimated $45 billion each year.** It translates to 243 work hours. That doesn't even factor in high-cost dental claims for neglected care.



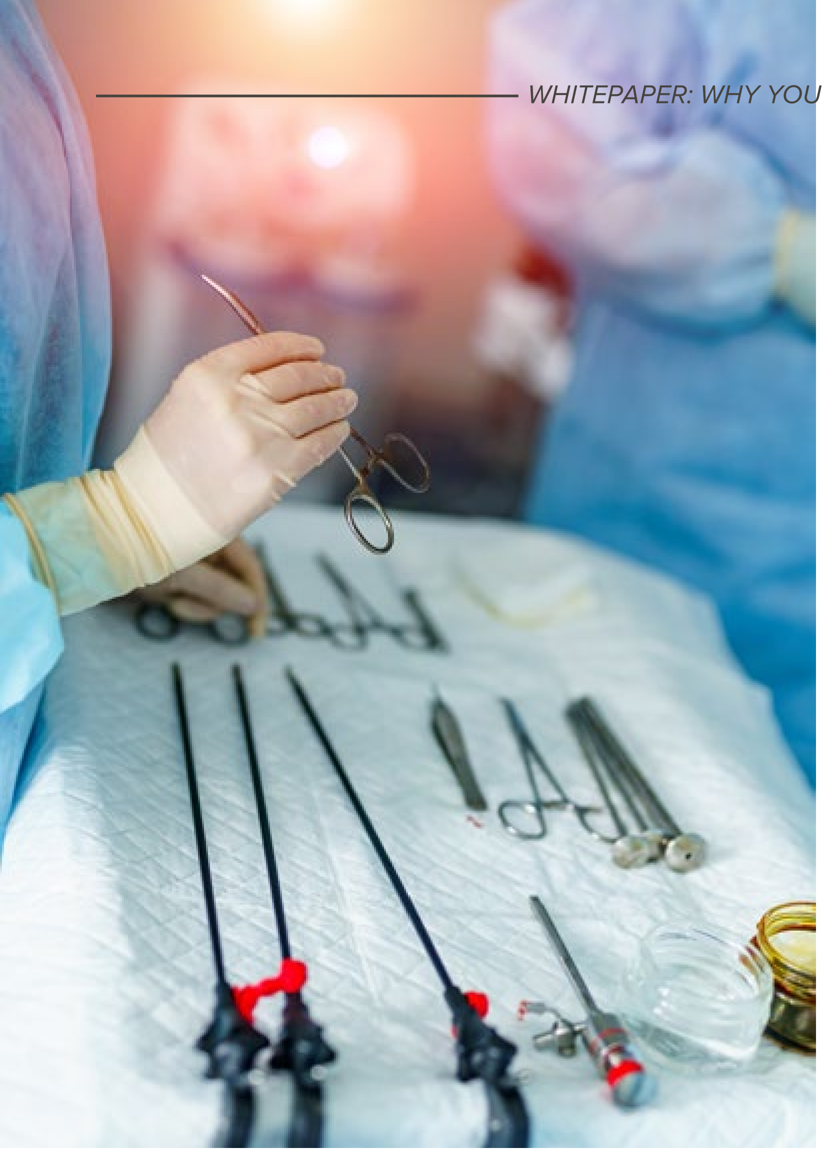
40%

of people in the U.S. with group dental benefits visit the dentist each year.

Thanks to their dental benefits, employees can actively manage their oral health. Businesses can save an estimated 5 to 25 percent when you work with them to bundle health insurance products.

In addition to cost, dental benefits help gain and retain the best employees in the field. 88% of employees **list dental and health insurance as the most important benefits when choosing a job.** Satisfied employees are much more likely to stick around and report overall job satisfaction, which boosts productivity and efficiency.

If part-time or contract employees make up enough of the workforce, it may be worth discussing the option of making these benefits available for them.



Dental Care is Now **Less Invasive**

When pitching dental benefits to clients, let them know that receiving dental treatment has never been easier or less invasive. This is thanks to advances in dental practices and technology.

Minimally invasive dentistry, or micro dentistry, has revolutionized dental care. This new approach focuses on preserving the natural tooth structure while employing less invasive techniques.

The Continued **Growth of Dental Insurance**

Dental insurance provides financial protection and peace of mind for your clients, which is a significant selling point. For brokers, there is no better time to start selling dental insurance or focusing more on dental products.

With the dental insurance market expected to grow significantly, reaching $237.11 billion by 2027, there is a clear opportunity for brokers to expand their client base and increase their commissions.

Dental Product Offerings

As a broker, you want to be educated to answer your clients' benefit questions about dental product offerings. You can talk about the different plans available, such as:

Dental Health Maintenance Organization (DHMO): Members will have fixed copayments and choose a primary care dentist. They would be required to get a referral to see a specialist (orthodontist, periodontist).

Dental Preferred Provider Organization (DPPO): These plans allow members to receive treatment from any dentist who accepts their plan. DPPO plans only cover costs after a deductible is met, so there are higher out-of-pocket costs than copayments.

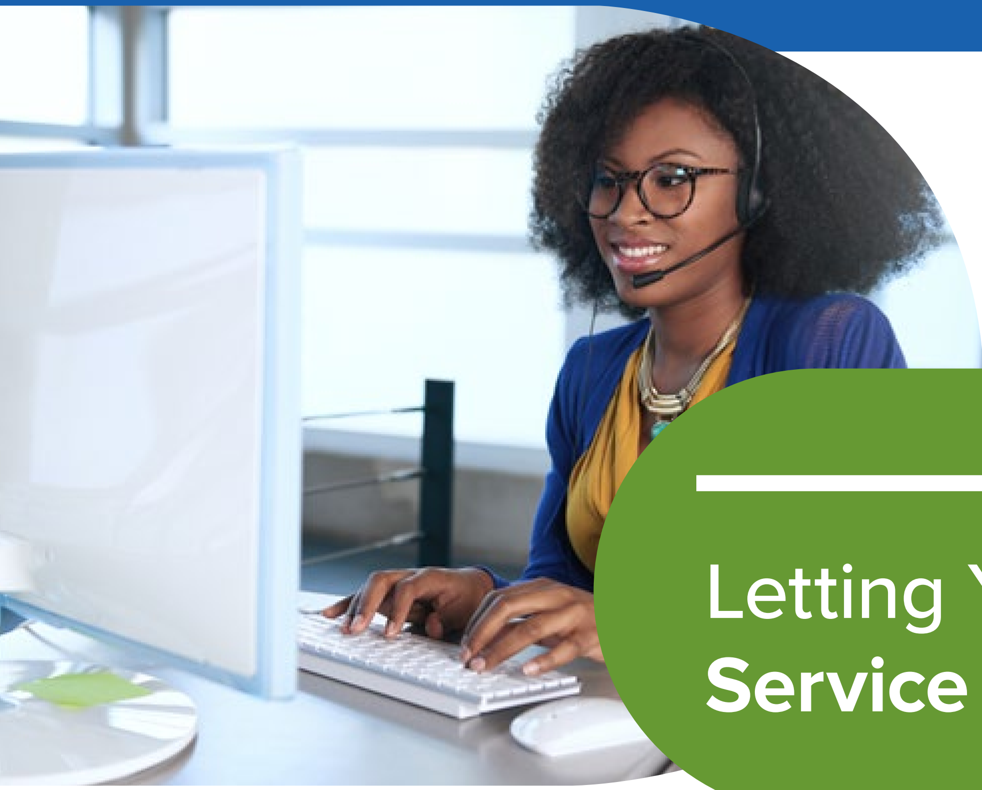
Dental Savings Plans: A dental savings plan, or a dental discount plan, is an alternative to traditional dental insurance. It can be considered a membership program that makes dental care more affordable. The insurance carrier supplying the plan will have relationships with dental providers who agree to offer services at a discounted out-of-pocket fee.

Being an Asset in Public and Private Exchanges.

As a broker, you play a crucial role in helping clients navigate the insurance landscape. Enrollment can be cumbersome, and your white-glove service will make you stand out.

You are valuable in selling dental products on public exchange. You are tasked with providing accurate information about the Marketplace, Qualified Health Plans (QHPs), and insurance affordability programs.

Regarding private exchanges, you can demonstrate your expertise in working with insurers and lend your vast knowledge of insurance products. You will provide access to policy information and offer a selection of personalized recommendations.



Letting Your Customer **Service Skills Shine.**

Your success as a dental broker will hinge on building relationships and fostering positive word of mouth. That is why you need to take the time to learn what is essential to your clients.

Educate yourself on their health goals and benefits requirements. Based on this information, experience, and research, you can share your insights. You will go from a salesperson to a knowledgeable advisor.

Clients are savvy and will do their research when looking for prospective brokers. They will be looking for qualities such as:

- Transparency & responsiveness
- Knowledge of dental insurance products and client-focused solutions
- How you leverage technology to improve the client experience
- Availability and ongoing customer service
- The types of products you provide, your current clients, and carriers you work with.

Over
91%
of people in the U.S. have a social media account

Effective Marketing for Selling Dental

You can generate leads, build brand awareness, and increase sales through focused marketing techniques. Regularly engage with your audience and stay current with the latest trends and best practices in digital marketing. Here are examples of how and where to market your services:

- **Social Media Marketing:** [Over 91 percent of people in the U.S. have a social media account.]() So, this is a potential goldmine. You will want to meet your audience where they are and tailor your messaging to that demographic. You've got stalwarts like Facebook, Instagram, and X (Twitter). Then, you have video-based platforms like YouTube and TikTok. When reaching business leaders and professionals, you can't look past LinkedIn. Regardless of the platform, you must share informative content, engage with your followers, and run targeted ad campaigns to generate leads.

- **Email Marketing:** Building an email list of potential clients and sending regular newsletters can keep clients in mind and nurture relationships.

- **Content Marketing:** Create informative and engaging content, such as blogs, videos, and infographics. You can position yourself as an expert in dental insurance.

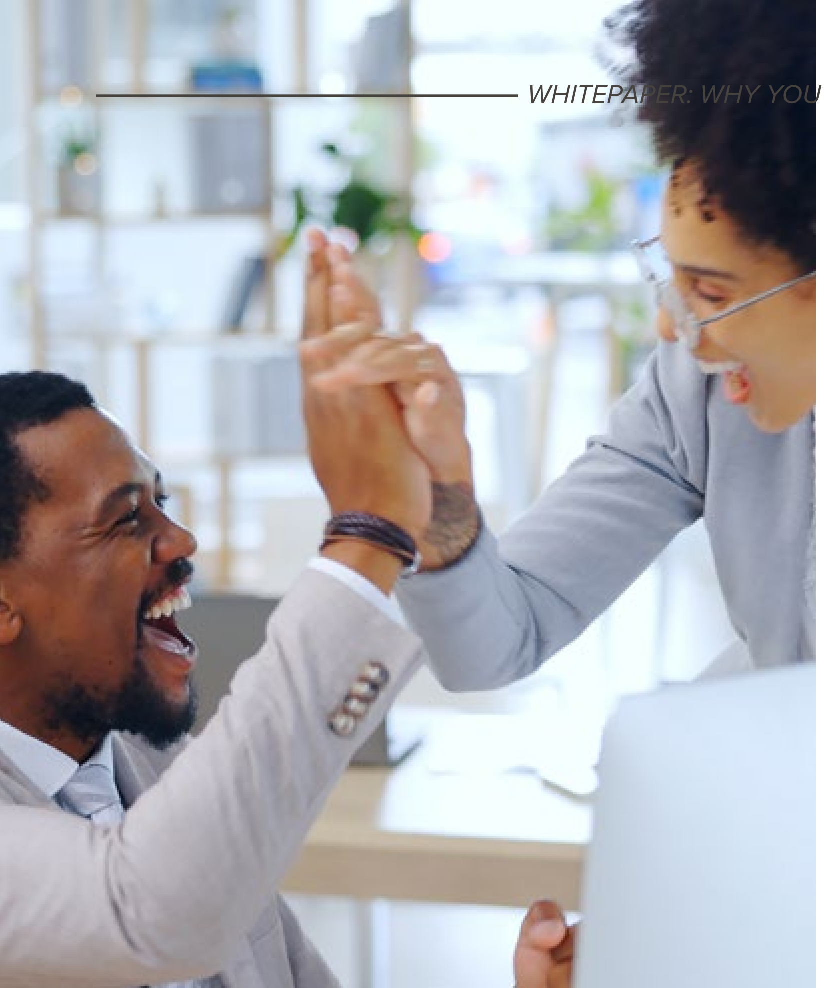
- **Referral Programs:** Encourage satisfied clients to refer their friends, family, and colleagues by offering incentives. Word-of-mouth is powerful, and referrals can lead to high-quality leads.

Use the Opportunity to **Cross-Sell Your Products**

> If you have clients looking for a new dental plan, you can use the opportunity to cross-sell your other insurance product offerings, which could include vision and life insurance. It's a win-win, as you can fill coverage gaps your clients may have and meet various needs they may have yet to consider.

Here are some effective strategies for successfully cross-selling:

- **Understand Your Clients:** The more you know your clients, the more effectively you can identify cross-selling opportunities. Take the time to understand their unique situation, preferences, and requirements.
- **Ask About Their Insurance Needs:** During your conversations, ask open-ended questions about their insurance needs. For example, inquire about any upcoming dental and vision expenses. By addressing all the potential needs, you can cross-sell relevant products.
- **Frequent Communication:** Stay in touch with your clients. Regular communication allows you to learn about changes in their circumstances or needs. Make cross-selling part of an ongoing process rather than a one-time event.
- **Analyze Data and Coverage:** Regularly review your clients' policies and coverage. Look for gaps or areas where additional insurance products could enhance their protection.
- **Leverage Marketing Automation:** Use email marketing and other automation tools to reach clients. Share relevant information about additional insurance products, educate them on the benefits, and offer personalized recommendations.



The Value of Dental Commissions

Brokers selling dental insurance can typically earn a rate on par with selling health insurance. There is the potential to earn 4% to 6% of the insurance premium for each policy sold. The rate can be higher for the first year of the policy if you bundle medical and dental. For standalone dental policies not bundled with medical, brokers can earn 10% of the premium.

For ACA plans, insurance agents can earn commissions for new policies sold and a residual commission for the second year and possibly for future years. ACA commissions are typically paid per member per month.

The exact percentage of these dental commissions can vary depending on geographical location, the complexity of the plans, and specific agreements with insurance carriers.

To sum up, selling dental insurance provides financial security and access to crucial oral health care. Dental coverage also presents significant opportunities for brokers and insurance professionals. By understanding the profound impact of dental issues on overall health, identifying the target audience, and emphasizing the financial advantages of dental insurance, you can work towards a healthier and more efficient future for businesses and individuals alike.