



What employees REALLY want

How small businesses
can compete for top
employees — and win.

Compliments of Delta Dental of Colorado

The small-business challenge

The smaller your workforce, the more important it is for each employee to perform at the highest level. Your success depends on hiring the best employees and keeping them happy and productive.

But how can you attract top employees when bigger, better-funded competitors tempt them with extravagant perks? Benefits such as free lunches and paying off college loans are beyond the reach of most small- and medium-sized businesses.

The good news: You *can* attract and retain top employees without breaking your budget.

BEST BENEFITS: HIGH VALUE FOR EMPLOYEES, LOW COST FOR EMPLOYERS

According to *Harvard Business Review*, what employees want most is a good health benefits package, including dental insurance.¹

In a study of 2,000 U.S. workers ranging in age from 18 to 81, employees were given a list of 17 benefits and asked which ones they value most. Specifically, they were asked how heavily they would weigh the options when deciding between a high-paying job and a lower-paying job with more perks.

Medical insurance isn't cheap — but it's table stakes in today's hiring market. Dental insurance offers added value and fits easily into smaller budgets.

“Better health, dental, and vision insurance topped the list, with 88% of respondents saying that they would give this benefit ‘some consideration’ (34%) or ‘heavy consideration’ (54%) when choosing a job.”

— Harvard Business Review¹



The survey also found that 80% of employees would choose additional benefits over a pay raise.

BENEFITS THAT KEEP BENEFITING YOUR BUSINESS

The importance of dental coverage doesn't end with attracting and retaining employees. A good dental plan also helps:

- ✓ **Improve productivity.** Each year, more than 92 million work hours are lost due to emergency unplanned dental care.² Regular care helps prevent emergencies and the loss of productivity they cause. 78% of Americans who have dental benefits go in for regular preventive care.³
- ✓ **Reduce medical care costs.** More than 120 medical conditions may be detected in their early stages by a dentist during a routine dental exam.

The importance of dental insurance is confirmed by Human Resources professionals:

“Dental hygiene is no longer a luxury, and employees want this coverage more than ever.”

- HR Gazette⁴

By offering a good dental plan, you can turn your benefits package from also-ran to robust, and give your business the winning edge.



WHAT TO LOOK FOR WHEN CHOOSING A DENTAL PLAN

According to *HR Gazette*, most companies offer dental benefits as a separate policy from vision and medical insurance.⁴ Companies that specialize in dental insurance can offer the service and support your business and employees need. Here are some things to look for when choosing a plan:

- ✓ **Low costs that let you offer big-business benefits on a small-business budget.** Delta Dental plans start as low as \$28 a month per member.
- ✓ **A large network that makes it easy for employees to get regular care.** More than 3 out of 4 dentists nationwide participate in a Delta Dental network.⁵
- ✓ **Experience you can trust to meet the needs of your business and employees.** More than 141,000 businesses rely on Delta Dental to protect their employees' oral health, and over 80 million enrollees trust their smiles to Delta Dental. We consistently have a retention rate higher than 90%.⁵

MORE WAYS TO ATTRACT AND RETAIN EMPLOYEES

In addition to robust health insurance, benefits that improve work-life balance are attractive to many job seekers. Flexible hours, work-from-home options and more vacation time are especially important to parents and can cost your company very little.

Think carefully before offering additional vacation time. Many employees don't use the time they have, and liability for unpaid vacation time could mean a huge hit to your budget when employees leave the company.

THE BOTTOM LINE FOR YOUR BUSINESS

The advantages of offering an affordable dental plan and other benefits are clear: You can attract and retain the best employees and keep them productive and satisfied. The risks of *not* offering those benefits are also self-evident: You could lose the best job candidates — and even current employees — to competitors. High employee turnover and low productivity could cost you more.

Give your business the winning edge with Delta Dental.

To learn more, please call your preferred broker or contact us directly at **303-741-9300, ext. 3300.**



GIVE YOUR BUSINESS THE WINNING EDGE WITH
SMILE POWER![™]

 **DELTA DENTAL**[®]

Benefits that benefit
your business and employees.

DeltaDentalCO.com

Contact us to learn more about our quality, affordable dental plans.

email: salesteam@ddpco.com

phone: 303-741-9300, ext. 3300

1 The Most Desirable Employee Benefits, *Harvard Business Review*; <https://hbr.org/2017/02/the-most-desirable-employee-benefits>

2 US Department of Health and Human Services, Centers for Disease Control and Prevention, *Hours Lost to Planned and Unplanned Dental Visits Among US Adults*, January 11, 2018; https://www.cdc.gov/pcd/issues/2018/17_0225.htm;

3 Fall 2016 Study-Newsworthy Analysis, Delta Dental Plans Association, 10/30/16

4 Top 5 Most Desirable Employee Benefits, *HR Gazette*; <https://hr-gazette.com/top-5-desirable-employee-benefits/>

5 Delta Dental Plans Association, 2018