

Generational approaches to dental insurance: a financial perspective

Humana

As the dental landscape evolves, understanding the generational divide in financial habits is essential for dental providers, especially when considering its impact on dental care decisions. Generation Z (ages 18-27) and the Silent Generation (ages 79+) exhibit distinct financial approaches, influencing their dental care choices and interactions with dental insurance providers. Adapting to these preferences can drive patient engagement and retention across generations.

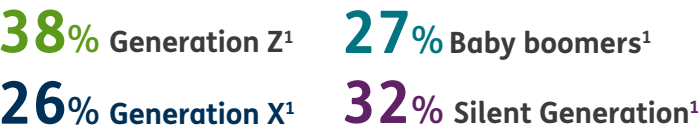


Gen Z: the budget-conscious dental patient

Gen Z is driving a shift toward greater financial responsibility, especially when it comes to dental health. They're not just thinking about their next dental visit—they're planning ahead. Unlike older generations, Gen Z is actively saving for dental care, making it easier to stay on top of their oral health.

A significant (38%)¹ of Gen Z actively prioritize saving for planned dental costs—an approach that outpaces (26%)¹ of Generation X (ages 44-59), (27%)¹ of baby boomers (ages 60-78), and (32%)¹ of the Silent Generation.

Prioritize saving for planned dental costs



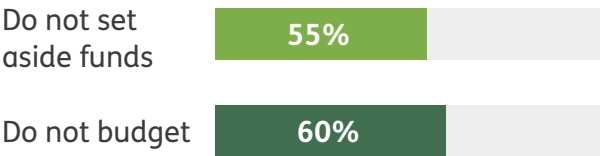
This demonstrates a generational trend toward early planning, budgeting and seeking financial stability when making healthcare choices.

This shift presents an opportunity for dentists to partner with insurance providers that offer flexible, customizable plans, allowing Gen Z to easily manage and prepare for their dental expenses.

The Silent Generation: trust over budgeting

In contrast, the Silent Generation exhibits a more traditional approach to dental spending. A striking (55%)¹ of this group does not set aside funds for planned dental expenses, and (60%)¹ do not budget for unexpected dental costs.

Traditional approach to dental spending



However, despite their financial habits, they are less likely to delay dental treatments, often relying on trusted, in-network providers.

Overall, for the Silent Generation, dental care isn't necessarily about budgeting. It's about trust. In fact, (76%)¹ of the Silent Generation and (71%)¹ of baby boomers show a strong preference for in-network dentists, a trend driven by longstanding relationships and trust.

Strong preference for in-network dentists



This preference underscores the importance of maintaining solid in-network partnerships with payers—like Humana—ensuring that trusted services are accessible to this demographic.



The impact on the future of dentistry

What does this mean for dental providers?

For Gen Z, it's all about options. Offering preventive and cosmetic care opportunities as well as in-network pricing could help meet their budgeting needs.

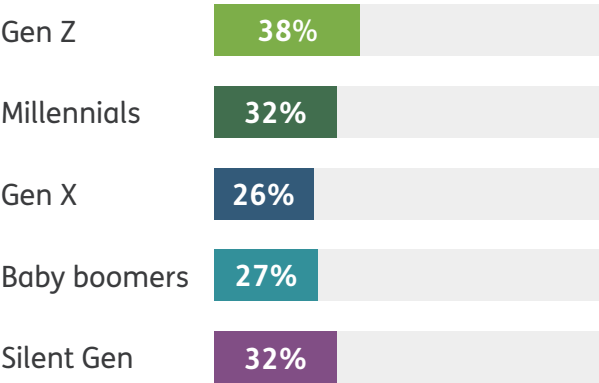
On the other hand, the Silent Generation's tendency to avoid delayed treatments and loyalty to in-network providers highlights the importance of consistent care, straightforward insurance options and accessible treatments.

What this means for providers

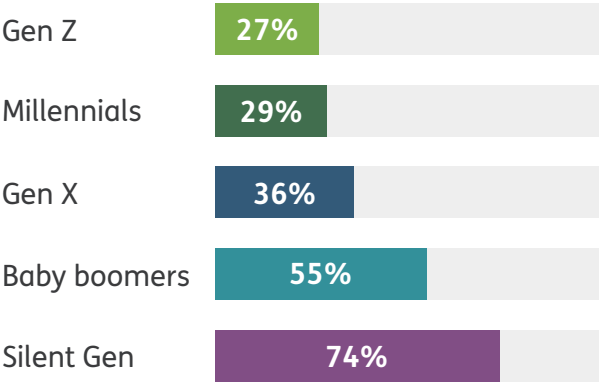
Understanding these generational financial behaviors is crucial for dental providers aiming to meet the needs of diverse patient bases. Offering flexible payment plans or preventive care incentives could be the key to attracting younger patients while also maintaining trust with older generations. This not only enhances patient satisfaction, but it also builds loyalty, resulting in better engagement and retention across generational lines.

Is your practice ready to meet the evolving needs of today's dental patients?

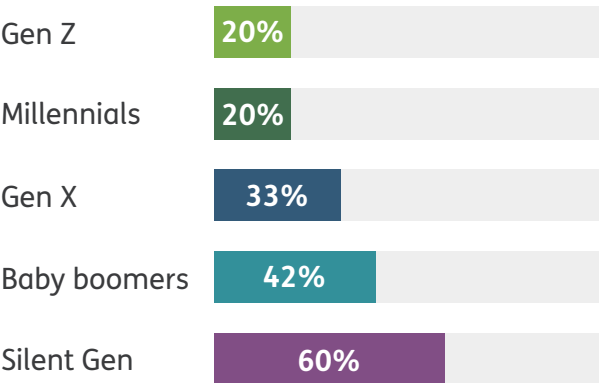
Percentage of respondents who prioritize savings for planned dental health costs¹:



Percentage of respondents who have never delayed dental costs¹:



Percentage of respondents who do not budget for unexpected dental costs¹:



Percentage of respondents who are more likely to seek in-network dental costs¹:

