

How family dynamics drive dental care decisions and what providers can do



When it comes to dental care, families with children face a challenging reality. Busy schedules, tight budgets and competing priorities often cause dental visits to lose priority. New data from Humana highlights just how much family dynamics influence dental care decisions and why providers and insurers need to meet families where they are.

Dental care is a family priority—with caveats

Parents, particularly those with children under 18 years old, are more likely to plan for dental costs.¹ In fact, 36% of parents with children under 18 years old say they prioritize unplanned, emergency dental expenses, which is compared to just 27% of nonparents.¹ Even planned dental costs, such as braces, are more likely to be on a parent’s radar (26% vs. 15%).¹

What’s more telling? Nearly half (46%) of parents prioritize paying for dental insurance compared to only 32% of nonparents.¹ These numbers show that families understand the importance of coverage for preventive care and are trying to make it work within their budgets.

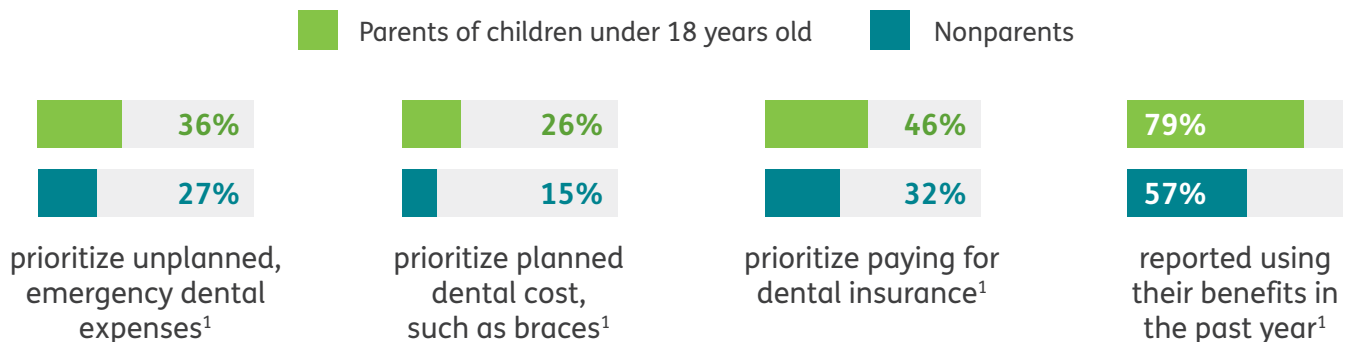
Many still delay treatment

Despite their best efforts, many parents still delay care due to financial pressures.¹ A staggering 72% of parents say they have postponed dental treatment to pay for rent, mortgage or utility bills.¹

Top takeaways for providers

What can providers do to support families? It is clear that families are cost-conscious, so partnering with insurance providers that offer customizable, preventive plans can help patients prepare for both expected and unexpected dental costs.

With the right insurance partnerships, providers can help make dental care one less burden while also empowering families to build consistent, long-term dental health habits.



Source:

1. “Humana Dental Insurance,” Opinium Research, October 2024.

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