

# EMPLOYER CASE STUDY

## THE CLIENT: MAJOR AIRLINE

**POPULATION SIZE:** 102,700

**INDUSTRY:** Transportation

**REGION:** International



## THE OPPORTUNITY

### PREVIOUS DENTAL BENEFIT OFFERING

Traditional Dental PPO Plan Only

### STATUS OF THE PLAN AND HISTORY

Employees were dissatisfied with some of the limitations and exclusions of their current dental PPO plan. The airline's HR department received feedback about low annual maximums and a need for greater savings on various treatments. In addition, retirees were not offered a company-endorsed dental option.

### WHY CAREINGTON® WAS INTRODUCED

Careington's plan was introduced to provide employees with savings on non-covered services and on treatment once annual maximums had been met. Additionally, the plan was offered to non-benefits eligible individuals who did not have an employer-endorsed dental option.

# THE SOLUTION

Careington currently offers our dental discount plan as a voluntary option alongside the existing PPO plan. The discount plan helps current employees supplement their PPO program and provides retirees, contractors and part-time employees with an affordable dental option.

To help promote the new discount solution, Careington designed and developed co-branded material, including a custom landing page for their retirees, fulfillment kits, brochures and a variety of direct mail.

Additionally, Careington launched a nationwide face-to-face enrollment campaign for the airlines. Careington positioned a team of 40 product and enrollment specialists to visit all of the airline's hubs across the U.S. to participate in enrollment meetings and benefits fairs to help educate potential plan members on the Careington dental discount plan — ensuring a successful enrollment initiative.

## CAREINGTON PLAN OFFERED

Careington Dental Discount Plan — savings on dental procedures, including exams, cleanings and major work

## SAVINGS OFFERED

20% to 60% savings at thousands of participating dental offices nationwide

## CAREINGTON NETWORK ACCESS

99.7% of the total employee population resides within 30 miles of a participating Careington provider

## ELIGIBLE EMPLOYEES

Full-time • Part-time • Retirees • Termed/Leave of absence

# THE RESULTS

## ENROLLMENT STATISTICS\*

### DEMOGRAPHICS

As shown, our plans appeal to multiple age brackets.

#### ACTIVE EMPLOYEES

**14%** Ages Under 30

**25%** Ages 30-39

**19%** Ages 40-49

**25%** Ages 50-59

**17%** Ages 60+

#### RETIREES

**3%** Ages 30-59

**33%** Ages 60-69

**47%** Ages 70-79

**17%** Ages 80+

### EMPLOYEE TYPE

As shown, many types of employees signed up for our plan.

**78%** Active Working Employees

**22%** Retirees

\* 2021 data based on primary members only.



**10,500+**  
signed up in the  
first 6 months

**17,500+**  
signed up by the  
end of 2021