

Thinking About Oral Healthcare

An increasing number of Americans understand the link between oral health and overall health, especially as they get older ...

93%

older adults ages 50+ want dental coverage included in Medicare. Compared to other coverage types—vision, hearing, long-term care and foot care—dental care was the top priority.

WHY THEY FAVOR A DENTAL BENEFIT

- We all need care
- Oral health impacts total health
- Coverage prevents costly issues
- Self-confidence

BUT ...

4 in 10 participants feel they will likely NOT have any coverage

AS A RESULT

93% of older adults 50+ say the current Medicare system is inadequate and would like to see change

When it comes to coverage, older adults recognize trade-offs in order to achieve advantages in other areas, but:

FAVOR: choice of provider
DISFAVOR: annual limits, limited benefits (preventive only)

Older adults ages 50+ group their top oral health priorities into 2 categories:
CHECKUPS & PAIN TREATMENT.

When asked about coverage, older adults' opinions varied -

COST IS THE PRIMARY CONCERN

48%

48% believe they should be receiving the highest level of treatment when issues arise because they have paid into the system for so many years

52%

52% understand Medicare is a government program covering a large number of people - which means treatments must be cost-effective.

"I want to be pain-free. And that means getting my regular exam and cleaning and then dealing with my crowns."

- Female, Chicago

CONCLUSION Older adults ages 50+ agree on the need for coverage and demonstrate a sophisticated understanding of the trade-offs involved in this debate. Many older adults are well-informed on this issue because their own health, their own care and their own finances are directly impacted.

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