

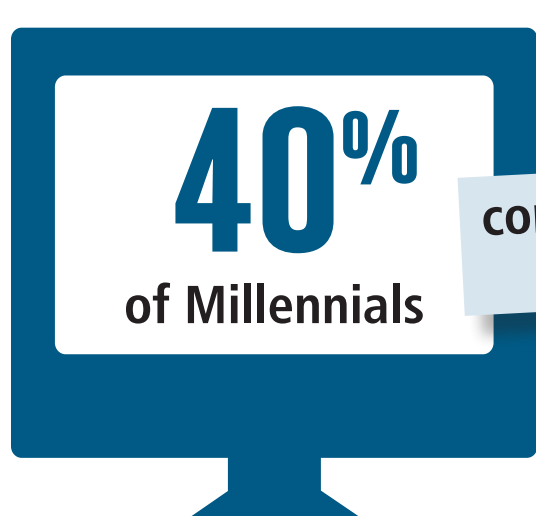
Dental care: Millennials' needs and wants

Millennial expectations vs. dentist perceptions

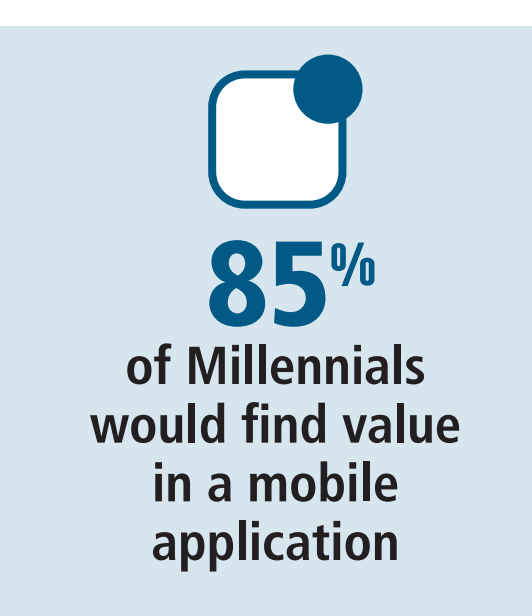
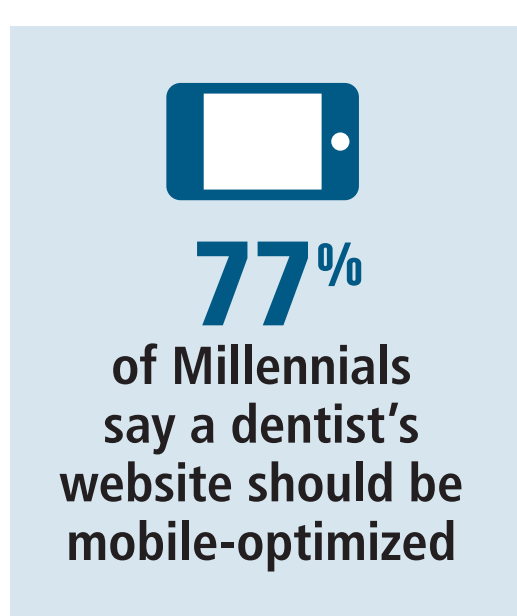
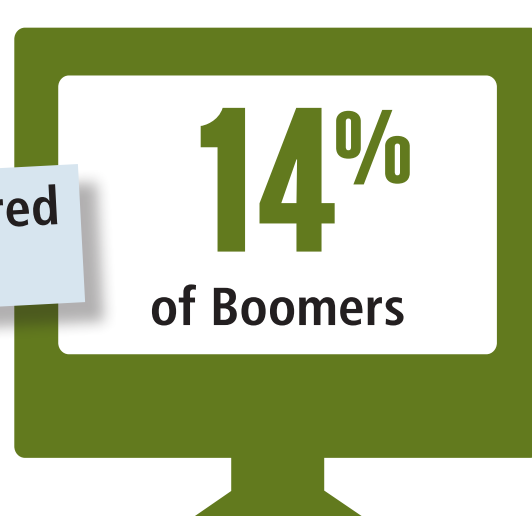
Websites are increasingly important



"A dentist's website is very important"



compared to



Website content wanted



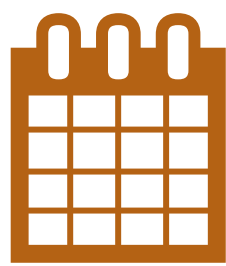
List of accepted insurance carriers:



74%
of Millennials
want it

43%
of dental offices
currently offer it

Ability to make/change appointments:



71%
of Millennials
want it

47%
of dental offices
currently offer it

Average costs of procedures:



65%
of Millennials
want it

18%
of dental offices
currently offer it

Help understanding insurance



99%

of Millennials would find it valuable if their dental office provided guidance or help understanding dental insurance plans

but,

34%

of dental offices strongly agree that they currently help guide patients on treatments with their insurance coverage in mind

Meeting Millennials' expectations is important today, and will only become more important in the future. And it's critical to balance the needs and wants of this generation with others. Start with the small stuff—work on your website, and be sure patients have the information they want at their fingertips.



You're In Charge[®]

For more information on the research findings cited, please [click here](#).

Lincoln Financial Group is the marketing name for Lincoln National Corporation and its affiliates. Affiliates are separately responsible for their own financial and contractual obligations.

LCN-1910411-092917