



## Dental Market – a brief update

### What's happening with NHS and private dentistry?

- There continues to be a drive for improvements in quality and access to NHS dental services.
- But there is no indication that the new Government is seeking to put any further investment into this.
- The private sector is in a strong position to continue to pick up on the demand for accessible and quality dentistry that the NHS can't meet.

### What's happening in the dental insurance market?

- The volume of dental benefit plan subscribers to dental insurance plans fell overall by 1.3% in 2009 but this was driven mainly by the individual sector, with the company paid sector growing by 7.6%.<sup>1</sup>
- This downward impact on demand was smaller than for private medical cover and health cash plans, which saw subscribers drop by 5% and 5.3% respectively.<sup>1</sup>
- CIGNA experienced strong growth in our corporate dental plan sales and membership in 2009.

This means that the greatest channel for dental growth remains with corporate schemes – great news for brokers and providers alike!

<sup>1</sup>Laing and Buisson – Health and Care Cover Report 2009