



THE VALUE OF VOLUNTARY BENEFITS TO EMPLOYEES

Delta Dental of Arizona White Paper

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As companies look to reduce costs, decision-makers may consider cutting ancillary benefits like dental or vision coverage. However, eliminating these benefits can have unintended consequences, including lower employee satisfaction and increased turnover. A smarter alternative is offering voluntary benefits, which let employees take on some or all of the cost while keeping the perks of coverage in place.



WHAT ARE VOLUNTARY BENEFITS?

Voluntary benefits are optional insurance plans, like dental or vision coverage, that employees can choose to pay for through their workplace. Unlike core benefits (such as medical insurance, which is often employer-paid), voluntary benefits are typically employee-paid. But because they're offered through an employer, they usually come with lower group rates and tax advantages compared to buying individual plans in the marketplace.



COST SAVINGS

Employees who pay the entire premium can still get valuable advantages from voluntary benefits. Group rates are typically lower than individual ones, making coverage more affordable.¹ Plus, premiums can be taken out of paychecks before taxes, which helps employees save more.² When preventive care is affordable, people are more likely to use it, which can mean better health and lower costs in the future. Employers can also offer a broader selection of plan options at no extra cost to the company, giving employees more choices without stretching the budget.

"VOLUNTARY
BENEFITS
OFFER A
UNIQUE
COST-SAVING
OPTION FOR
COMPANIES"

CONVENIENCE



Voluntary benefits don't just offer cost savings; they make life easier. Employees can pay premiums through automatic payroll deductions, which simplifies the process and removes the need for separate payments. This streamlined process reduces administrative burden for both employees and HR teams.

Employees can also tap into their company's resources to better understand their benefits, get help choosing a plan and learn how to use it effectively.³ This guidance encourages preventive care, like routine dental cleanings and annual eye exams, which can catch health problems early and improve long-term well-being.

**"36% OF
EMPLOYEES
CITE HEALTH
BENEFITS AS A
TOP REASON
TO STAY WITH
THEIR CURRENT
EMPLOYER."**⁵

EMPLOYEE MORALE



Dental and vision coverage play a big role in how employees feel about their benefits package. Surveys show that dental insurance is one of the most valued benefits³, and 94% of Americans say vision care coverage matters.⁴

Companies that offer dental and vision benefits send a clear message that they prioritize employee needs, health and overall well-being. This conscious effort to take care of employees can contribute positively to workplace morale.³ This can also set a company apart in a competitive job market, where total benefits are often as important as salary.

When employees feel supported, they are more likely to stay engaged, productive and loyal, making voluntary benefits a smart investment in your team's success.

% OF EMPLOYEES SATISFIED⁶

Employer-sponsored
voluntary plan

82%

Individual plan on
the marketplace

58%

No coverage

22%



MYTHS VS. FACTS

There are several common misconceptions about voluntary benefits that can keep employers from taking full advantage of them. The truth is, when implemented correctly, voluntary benefits can be a simple, effective and affordable way to support employee well-being.

Myth

“Voluntary means no one will enroll.”

Fact

With clear communication and a strong rollout strategy, voluntary plans can achieve high enrollment rates. Employees are more likely to participate when they understand the value and cost savings.

“It’s too complicated to administer.”

Most insurance carriers and brokers provide end-to-end support, including setup, employee education and ongoing administration, taking the burden off HR teams.

“Employees can get the same plans on their own.”

While similar coverage may exist individually, group plans often offer lower premiums and access to larger provider networks.

“Offering voluntary benefits won’t improve retention.”

Benefits, especially dental and vision, play a major role in employee satisfaction and retention. In fact, 36% of employees cite health benefits as a top reason they stay with their employer.¹



A WIN-WIN SOLUTION

Voluntary benefits help employers save money while giving employees affordable access to dental and vision care. They provide flexibility, financial advantages and better health outcomes, all without raising company costs.

To learn if voluntary benefits are right for your company, contact your broker or Delta Dental of Arizona representative today. ■

¹<https://www.foxbusiness.com/features/no-dental-insurance-here-are-3-options>

²Delta Dental flyer, What Can a Dental Plan Do for You?

³Delta Dental whitepaper, Is Voluntary The Right Avenue For You?

⁴<https://www.eyemed.com/en-us/employers/why-vision>

⁵<https://www.wtco.com/en-us/news/2024/06/the-grass-isnt-greener-for-employees-as-majority-prefer-to-stay-in-their-current-jobs-the-grass>

⁶<https://completemarkets.com/consumer/articles/employers-offering-voluntary-benefits-results-in-happier-employees>