






# DENTAL LIFETIME OF CARE STUDY AT-A-GLANCE

According to a new 2023 Synchrony Dental Lifetime of Care study, conducted on behalf of CareCredit, individuals surveyed underestimated the amount of out-of-pocket expenses they could pay for dental care throughout their lifetime. The study provides insights on people's perceptions of the cost of dentistry and how that perception affects their oral healthcare decisions.

## DENTAL CARE COSTS CAN BE EXPENSIVE AND CONFUSING


 **\$51k**  
**\$95k** Dental care for the average adult surveyed, aged 20-79 can cost **\$51K** for single coverage and up to **\$95K+** for couple and family coverage over a lifetime

 **30%** Only 30% find **understanding** dental health expenses easy


 **1/4** Among those who have insurance, half did **not know** their annual maximum and 1 out of 4 did not know annual premium

## MOST PEOPLE DO NOT PROACTIVELY PLAN FOR THEIR DENTAL CARE COSTS

**46%** of respondents said they were **not ready/prepared** for their largest out-of-pocket dental expense, ranging from exams to implants

**26%** of respondents **are saving** for dental care costs, and those who do save have on average **\$648** 

## COST IS OFTEN THE BARRIER TO CARE

 **58%**  
of surveyed consumers expressed that dental care is **not affordable**

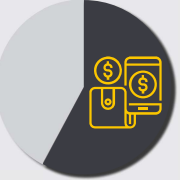
 **75%**  
of those without dental insurance said dental care is **not affordable**

## PATIENTS HOLD OFF ON CARE, WHICH CAN CAUSE ADDITIONAL ISSUES

**52%** of respondents said they'd hold off on dental care if cost was less than \$1,000 

 Nearly half of respondents who delayed care reported **additional dental issues** as a result

## PAYMENT OPTIONS MAY HELP MORE PATIENTS GET CARE

 **58%** would probably or definitely choose a **payment option** that provided predictable, set, equal payments without having to use their general purpose or retail credit card.



Read the complete study at <https://dentallifetimeofcare.com>

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