



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

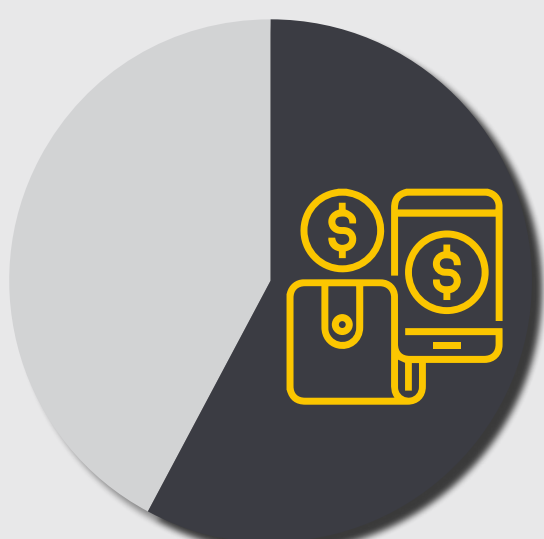
52%

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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