



Casual Dining Restaurant Chain Client Since 2018

Total Population Size	Region
55,000+	National

The Opportunity

The employer was looking to offer discount product solutions for their part-time employees who did not have access to company benefits and were particularly looking for discount plan options to help with recruitment for their gig economy. Additionally, their full-time employees did not have access to employer-sponsored dental or vision benefits, so they wanted to offer solutions to help fill in the gaps in their existing benefits offering.

The Solution

Careington worked with the employer to define discount product options for their employee population. Careington quickly developed and implemented a customized discount program tailored to the needs of the company to help provide a much-needed non-insured benefit solution to help offset their employee's cost on dental and vision care.

Careington Plans Offered:

- **Dental Discount Plan**– savings on most dental procedures, including routine oral exams, cleanings and major work
- **Dental and Vision Discount Plan**– savings on most dental procedures and vision care, including eye exams, glasses and contacts

To help the employer promote the new discount solution, Careington designed and developed a custom flyer and co-branded landing page that allowed their employees to conveniently search for a provider in the dental discount plan and dental & vision discount plan.

The discount plan options are available to employees as voluntary benefits option via payroll deduction.



The Result

The client continues to offer Careington's discount product solutions to their part-time employees each year since the program launch. The introduction of the voluntary benefits offering for the company's gig economy helps with new employee recruitment, which was particularly valuable during the pandemic era.