



Fast Food Restaurant Chain

Client Since 2015

Total Population Size	Region
10,000+	National

The Opportunity

The employer was offering self-funded dental and vision benefits to their employees that included a specific annual reimbursement amount. They were looking to provide a discount product solution that would complement their existing dental and vision plan by helping extend the reimbursable allotment for their employees' dental and vision care. The employer was receiving requests from within the company specifically for Careington's dental program to be added as an employee benefit.

Previous Dental and Vision Benefit Offering:

- Dental and Vision Reimbursement Plan Only

The Solution

Careington developed and implemented a customized discount dental and vision solution to meet the needs of the employer. With the introduction of the dental and vision discount plan bundle, employees have access to savings on their dental procedures, eyewear and eye exams. By using a Careington network provider, employees pay a discounted rate at the time of service and in turn, file a lower claim for reimbursement, saving both the employee and employer money.

Careington Plan Offered:

- **Dental & 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 variety of print and digital marketing communications including a payroll buck slip, flyer, fulfillment kit, poster and custom landing page that allows employees to learn more about the available plan and conveniently find a provider.

The dental & vision discount plan is available to employees as a voluntary benefits option via payroll deduction. Careington handles all other components of plan administration.

The Result

The client continues to offer the dental and vision discount plan each year for their employees since the program launch. The introduction of the voluntary benefits offering for the company's gig economy helps with new employee recruitment.