



# 2025 MARKETING SUMMARY

Jackson County, MO

September 10, 2024



# Dental/Vision Marketing Response



Carrier	Status
Ameritas (incumbent)	Quoted - Renewal
Blue Cross of Kansas City	Quoted
Cigna	Declined to quote
Delta Dental	Declined to quote
EyeMed	Quoted - Vision
Guardian	Quoted
United Healthcare	Quoted
VSP	Declined to quote

# Dental/Vision Rate Comparison



Dental	Ameritas - Base		Ameritas - Buy Up			
	Base	BuyUp	Current	Renewal		
Individual	575	46	\$18.56	\$21.92	\$29.36	\$34.64
Associate +1	240	33	\$34.40	\$40.60	\$57.88	\$68.32
Family	249	2	\$61.88	\$73.04	\$96.56	\$113.96
Rate Guarantee		1 Year		1 Year		
Estimated Monthly Premium			\$34,336	\$40,535	\$3,454	\$4,076
Estimated Annual Premium			\$412,033	\$486,420	\$41,445	\$48,911
\$ Difference over Current				\$74,386		\$7,466
% Difference over Current				18%		18%

Ameritas			
Vision		Current	Renewal
Individual	588	\$5.64	\$5.92
Associate + Spouse	176	\$10.72	\$11.24
Associate + Children	101	\$11.28	\$11.84
Family	185	\$16.52	\$17.32
Rate Guarantee			2 Years
Estimated Monthly Premium		\$9,399	\$9,859
Estimated Annual Premium		\$112,782	\$118,311
\$ Difference over Current			\$5,529
% Difference over Current			5%