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## Enhancing benefits packages with dental and vision

In this tight job market, finding ways to recruit and retain employees can be a challenge for employers. And employees say one of the top ways to overcome that is to increase or improve employee benefits.<sup>1</sup> Talk to your clients about offering Principal<sup>®</sup> dental and vision insurance to help enhance their benefits package.

### Dental

We make it easy to create a personalized dental design based on employers' needs—whether paid for by them, their employees, or a combination of both. Plus, Principal has other features that set us apart, like Maximum Accumulation, Preventive Passport, Employee Choice, and more. And for even more customization, we offer additional benefits riders not generally included in dental policies. [Get the details.](#)

### Vision

Principal offers vision coverage that can fit all budgets. Employers can round out their benefits package with managed care vision from VSP<sup>®</sup> Vision Care—a good option for those looking for discounts on procedures and an established network of providers, including both independent and retail chains. [Get the details.](#)

## Recent news

- Online evidence of insurability (EOI)<sup>2</sup> has been in place for more than a year—making the enrollment process simpler and more seamless for employers and employees. **Have clients already using Ease with Principal coverages?** Now their employees can enjoy the benefits of EOI as well and complete their health information at the same time they enroll.
- **Principal names Anthony Shea Treadway to lead U.S. Insurance Solutions distribution**

## Let's connect

Contact me for more information on dental and vision insurance from Principal.

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<sup>1</sup> 2022 Principal survey of small and midsize employer customers (128) and employees (128) conducted by Dynata and commissioned by Principal between May 4 and May 6, 2022.

<sup>2</sup> These contract states are currently excluded from the online EOI process: CA, ME, MA, MT, NH, NJ, NY, VA, WA.

Managed care vision insurance from Principal is administered by VSP. VSP is not a member of the Principal Financial Group<sup>®</sup>. VSP Vision Care is a registered trademark of Vision Service Plan.

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