



Dentists on Demand for Disneyland

A Magical Benefit for the Happiest Place on Earth

An informative eBook on corporate mobile dentistry and its benefits to Disneyland cast members.

Introduction

Every day, thousands of cast members are on stage smiling at guests. Dentists on Demand can help them look and feel their best.

The concept for Disneyland began when Walt Disney was visiting Griffith Park in Los Angeles with his daughters Diane and Sharon. While watching them ride the merry-go-round, he came up with the idea of a place where adults and their children could go and have fun together. To ensure that guests would experience a wholesome and welcoming environment, he also wanted to enforce standards of dress and appearance that avoided the off-putting “carnie” look — along with the less savory perceptions associated with it — that visitors to fairs and circuses often encountered.

Appearances Matter

The famous “Disney Look” emerged to create a universal standard across the park, emphasizing a fresh, clean, and approachable aesthetic, where every guest would feel comfortable interacting with the entire cast. As the official policy states, “The Disney Look is an inclusive set of guidelines that not only aligns with our brand, but empowers our cast members to more proudly be their authentic self. It is clean, polished and approachable, and is designed with our costumed and non-costumed cast members in mind. Our themed costumed cast members are a critical part of enhancing the experience of our Disney show, and our non-costumed cast members also play an important role as representatives of the Disney brand. Regardless of the position you hold with us, when you take pride in your appearance, you become a role model for those around you, and you convey the attitude of excellence that has become synonymous with the Disney name.”

The Disneyland Resort is the second-most visited theme park resort in the United States, after Walt Disney World Resort in Orlando, Florida. The resort employs close to 35,000 people in a variety of roles, including ride operators, performers (about 1,700), food service workers, and retail employees. And all of these cast members represent the face of Disney’s world-famous brand. Their smiles reflect the values of Disney’s culture and its commitment to an enchanting and unparalleled guest experience.

Corporate Mobile Dentistry and Disneyland

Dentists on Demand (DOD) helped pioneer corporate mobile dentistry solutions, and we genuinely believe these offerings could bring tremendous value to Disneyland, improving employee satisfaction, health, and productivity.

- **Increased Convenience:** For many cast members, scheduling dental appointments can be difficult, especially during busy park seasons. Mobile dentistry brings the dentist directly to Disneyland, eliminating travel time and allowing appointments during breaks or on less busy days.
- **Improved Oral Health:** Easier access to dental care can lead to more preventive checkups and cleanings, reducing the risk of dental problems and emergencies. This translates to healthier cast members and potentially fewer sick days.
- **Enhanced Productivity:** Dental problems can be painful and distracting, impacting work performance. By addressing dental issues early on, mobile dentistry can help Disneyland maintain a productive workforce.
- **Employee Satisfaction and Retention:** Offering onsite dental care demonstrates Disneyland's dedication to the wellbeing of its cast members. This can boost morale, increase employee satisfaction, and potentially reduce turnover.
- **Time and Cost Savings:** Disneyland could see cost savings on healthcare premiums with a healthier workforce. Additionally, by eliminating the need for employees to take time off for dental appointments, the park can maintain operational efficiency.


Overall, as we have seen across all of our clients, a corporate mobile dentistry solution can be a win-win for Disneyland, promoting a healthier and happier workforce while potentially reducing costs and improving operational efficiency.

How and Why Corporate Mobile Dentistry Works

Tap Into an Underutilized Benefit to Increase Savings and Workforce Performance

The average cost of an employee absence in the United States is \$2,668. Replacing a worker? Costs can be as high as 50% to 60% of that individual's salary. Why does this matter? Workplace stress and health emergencies are two of the biggest factors in resignations and hits to a company's bottom line. Wellness programs have demonstrated their ability to curb those losses by retaining employees, bolstering their morale and dedication to the organization, and fueling increases in performance and productivity.

Unfortunately, the percentage of businesses that include dental in their wellness programs is relatively low, somewhere in the range of 10% to 20%. All research suggests that dental care is an important part of overall health and well-being. For example, studies have shown that people with poor oral health are more likely to experience chronic diseases such as heart disease, stroke, and diabetes. That's why more companies will reap greater rewards by incorporating oral health care into their wellness solutions.



Are your cast members actually using the dental benefits you're paying for? Not very many, according to statistics. About 65% of working adults put off essential visits to the dentist because of busy schedules and hectic commutes. That means the majority of any organization's workforce is not utilizing a crucial benefit for which they are already paying. It also means they're at high risk of potential dental emergencies that will lead to unplanned time off. Dentists on Demand can help change that outcome. Our team of skilled dental professionals brings top-notch oral health services right to our clients' doorsteps.

How Does It Work?

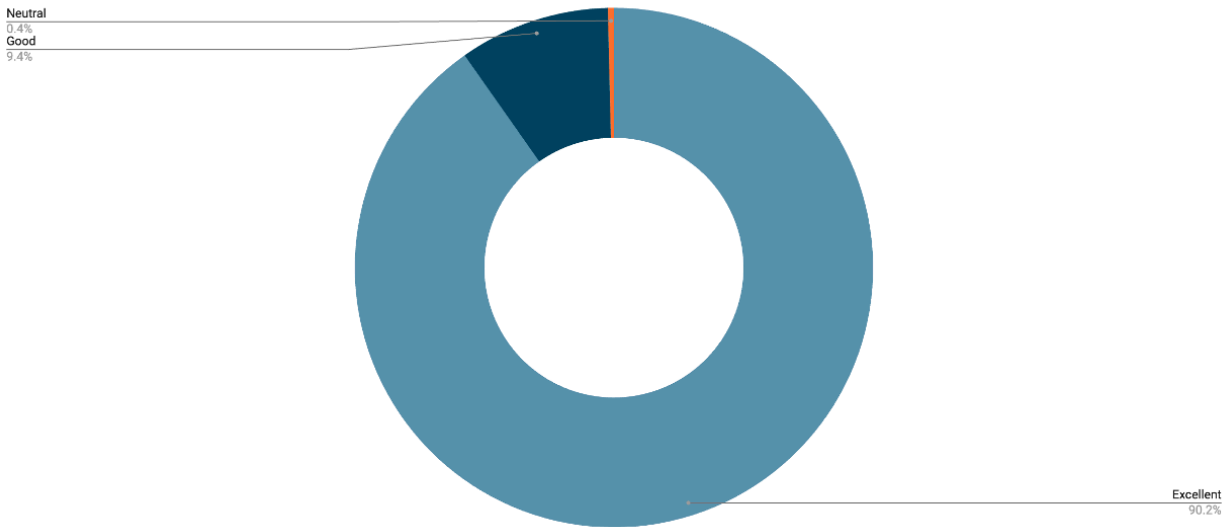
All you have to do is schedule a pop-up and find an available conference room or unoccupied space for us to use. Seriously, that's it.

- We handle the setup and breakdown of our mobile dental suite and all equipment. We utilize the latest technologies in teledentistry, digital imaging, the highest-end portable equipment, and sterilization processes that are rated at hospital grade.
- We create a branded microsite to market the service to cast members and inform them of everything they need to know in advance.
- We provide access to CUSPID, our proprietary dental technology platform, which enables employees to manage everything from booking appointments to accessing their own patient records and more.
- With all Dental PPO plans, our preventative services are covered at 100%, promoting the utilization of a benefit that is completely subsidized yet under-utilized.
- Our rates reflect the same in-network costs employers already pay, whether their models are self-funded or PEPM.
- We customize our solutions to meet the unique needs of your cast members, work culture, and site requirements. We also work with plan administrators to carriers to develop lists of in-network providers that we can refer employees to when additional treatment is recommended.

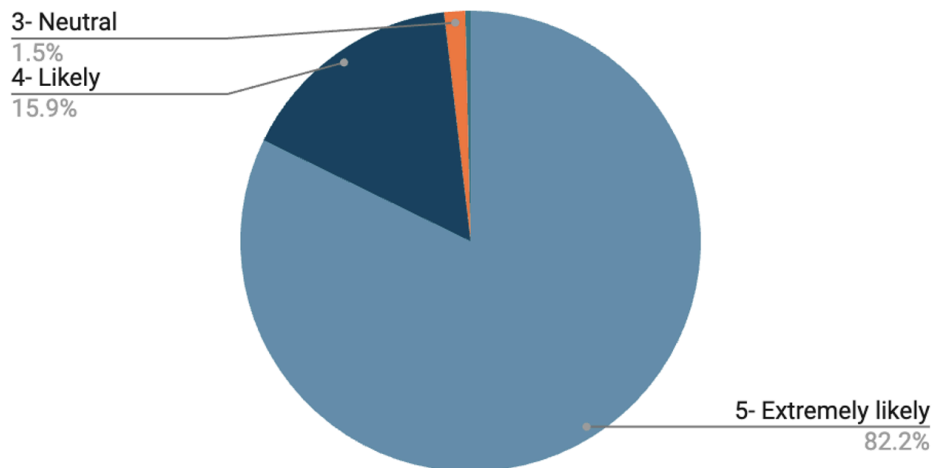
Compelling Client Results

Patient Satisfaction

An overwhelming majority of patients who experienced DOD rated the service as excellent (90.2%).



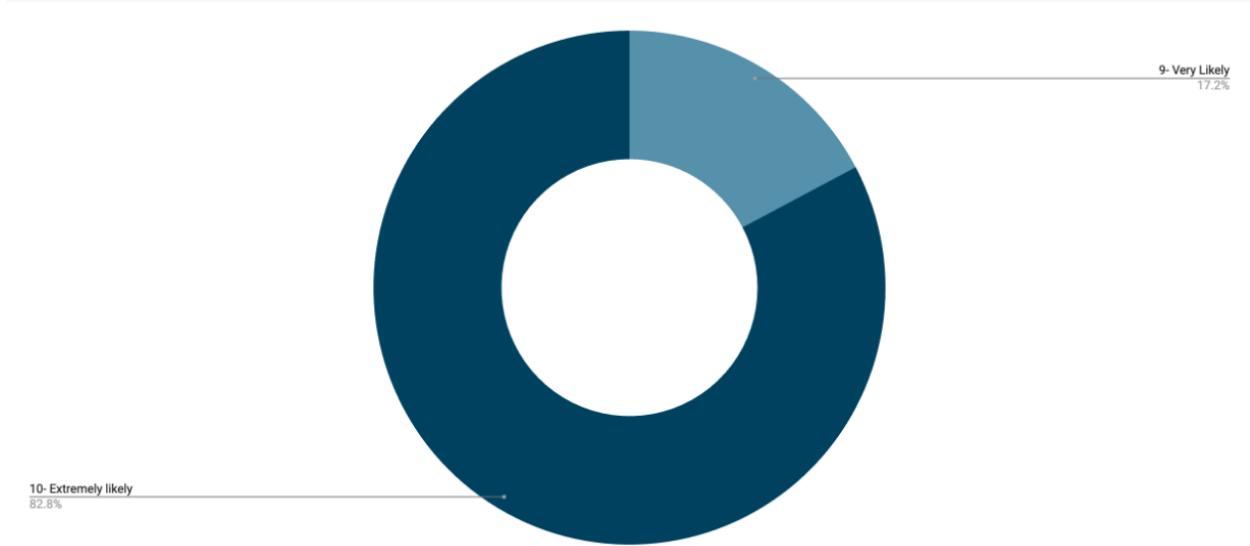
Across all patients surveyed, who experienced DOD at their workplace, 98.1% said they would want to continue using DOD. No patient scored "Unlikely" to use again.



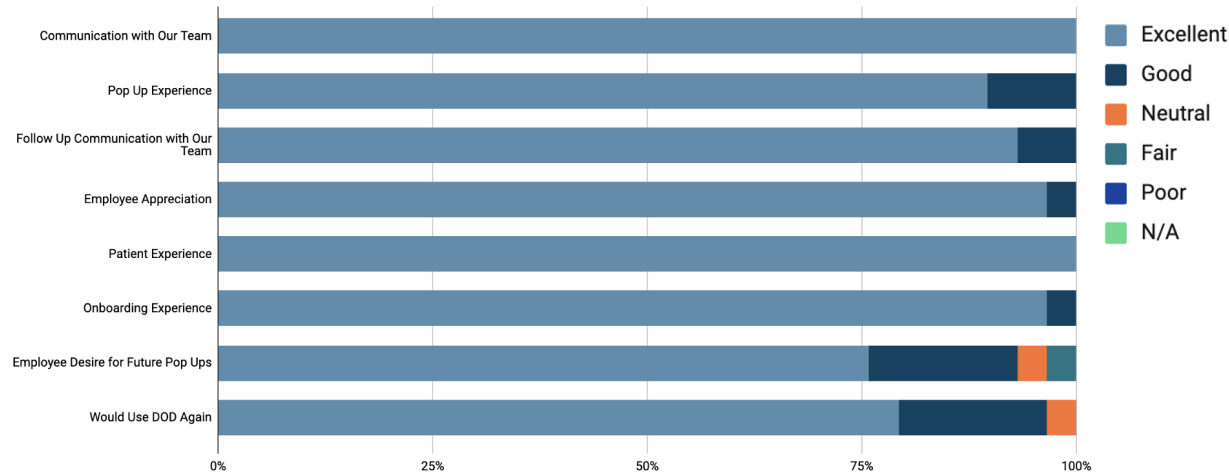


Client Experience

Our clients, those HR leaders seeking to find innovative ways of helping their staff, also rate DOD highly. Clients were either extremely likely (82.8%) or very likely (17.2%) to recommend DOD to others.



Take a look at our 2023 survey data to see how other clients ranked DOD’s performance.



The trust we’ve earned from our patients and our clients represents a hallmark of the company’s continuing growth. Close to 60% of all business comes by way of professional referral. Another 15% comes from direct patient and word-of-mouth referrals. Now let’s explore corporate mobile dentistry and how it all works.

The Holistic Health Benefits of Corporate Mobile Dentistry

For HR leaders, including a corporate mobile dentistry solution as a benefit can increase employee productivity, reduce absenteeism for dental emergencies, cultivate stronger engagement, and help foster more robust inclusion efforts by ensuring that every team member has access to critical benefits.

Mobile dentistry is an innovative approach to dental care that offers a compelling range of benefits to patients, including increased accessibility, convenience, improved patient outcomes, reduced costs, higher levels of patient satisfaction, boons to mental health and wellness, and even eco-friendliness. As the demand for convenient and personalized healthcare services continues to expand, mobile dentistry will play an evolving and important role in the future of dental care, particularly for U.S. employers and their workforces.

Long hours and increasingly longer commute times have forced people to make tough choices about priorities; they can squeeze only so many activities into the sparse free time that remains. For many groups in the workforce, the problem is more pronounced. Employees who must live farther away from the office – because of financial constraints, housing costs, community resources and safety, or family obligations – have less time at their disposal, which means forgoing regular dental checkups. However, by putting their oral health at risk, they are also jeopardizing their overall physical and mental wellbeing.

Mobile Dentistry Today

Today, a broader desire for mobile dentistry has gained traction. Life during COVID – with remote work, digital communication, and the doorstep delivery of everything – changed the nature of patient expectations in dentistry. And the industry is adjusting rapidly to meet them.

The aftermath of COVID-19's peak did not return us to the routines and lifestyles we enjoyed in the before times; they produced a "new normal." People dealing with the limitations imposed during the outbreak learned to embrace some of these accommodations as convenience. No more driving to and from the office. Food and merchandise delivered to one's doorstep. Virtual medical and dental visits through digital platforms. For the most part, these things are here to stay.

The pandemic reshaped and redefined countless aspects of our society, our approaches to work, and even our daily habits. Many of these new behaviors and expectations didn't vanish

along with shelter-in-place orders or imposed distancing. The unprecedented shift to remote work has endured, and hybrid models will undoubtedly persist as part of the new normal.

The New Normal Is Digital, On Demand, and Delivered

Amazon changed the nature of commerce. Companies such as Uber spurred the growth of the “gig” or “sharing” economy. These models disrupted a wide variety of business sectors, from transportation to lodgings, entertainment, and business-to-business supply chains. Our increasingly digital infrastructure has empowered these shifts, but consumer demand is the catalyst for the explosive growth of an on-demand, doorstep delivery solution that has come to define the modern shopping experience. The onset of COVID-19 profoundly propelled these attitudes. And healthcare had to catch up during the pandemic. Now, it’s progressing alongside patient desires.

Even before the advent of COVID-19, which fueled the massive growth of delivery and e-commerce services, shoppers had already begun to rely more on Amazon than the brick-and-mortar stores they once frequented. The pandemic may have abated, but studies show that these purchasing trends did not.

E-commerce surged during the pandemic, however [studies](#) from the International Trade Administration indicate that we will see a [steady 8% growth rate](#) through 2024.

The overwhelming conclusion business and HR leaders must confront, regardless of their industry or customer base, is this: people want services delivered to them on their schedule. And yes, this will include dental care.

Corporate Mobile Dentistry

Corporate mobile dentistry represents a response to the demand for dental services provided to organizations at their premises. Traditional dental care involves the patient traveling to the dentist's office, which can be time-consuming and inconvenient. However, with corporate mobile dentistry, the dentist comes directly to patients, saving time and delivering a more expedient option for a business’ employees.

Some providers rely on a fleet of vans or similar vehicles, fitted with dental chairs and equipment, to offer services. But in bustling metropolitan areas, where parking can be scarce or difficult to obtain, vans may not always represent the most convenient option, especially if employees must leave the building and walk to the vehicles.

Other providers collaborate with HR to utilize existing space in the office for treating patients, such as conference rooms or other unoccupied areas. Through state-of-the-art portable dental equipment and hospital-grade sterilization processes, a business' employees can receive care directly at their place of work. In many ways, this option may be preferable. It eliminates time spent exiting the property and walking to vehicles, reduces potential discomfort by capitalizing on familiar surroundings, and prevents employees from being exposed to inclement weather when those conditions exist.

Benefits of Corporate Mobile Dentistry

- **Convenience:** A significant advantage of corporate mobile dentistry is the convenience it affords to the patients. With dental teams coming directly to corporate premises, employees can receive dental care without having to leave work. This saves time and allows employees to focus on their work while receiving necessary dental care.
- **Cost-effective:** Corporate mobile dentistry is a cost-effective solution for employers as it reduces the need for employees to take time off from work to attend dental appointments. Additionally, routine preventative care is the leading factor in reducing the likelihood of serious dental issues that may require more costly treatments in the future.
- **Improved oral health:** Corporate mobile dentistry can help improve the oral health of employees. By providing regular dental check-ups and cleanings, employees maintain healthy teeth and gums. This can prevent more serious dental issues from developing, which can impact overall health and well-being.
- **Increased productivity:** By providing dental care on site, employees receive necessary treatments without disrupting their workday. This can help to increase productivity while ensuring that employees are able to receive care they may otherwise forgo due to time constraints, long commutes, or other priorities.

Impact on Businesses

- **Improved employee satisfaction:** Providing onsite dental care can improve employee satisfaction. This additional benefit demonstrates an employer's commitment to help care for their employees' health and well-being. Morale increases while turnover rates decline.
- **Competitive advantage:** Offering corporate mobile dentistry can also provide a competitive advantage for companies. This may be particularly true for organizations that are looking to attract and retain top talent in tight labor markets where skilled candidates have their pick of companies.

- **Cost savings:** Corporate mobile dentistry helps to reduce overall healthcare costs for companies. By providing preventive dental care, companies are better positioned to avoid more serious dental issues from developing across their staff members, which can become expensive to treat.
- **Eco-friendly:** Mobile dentistry is a more environmentally sustainable approach to dental care as it eliminates the need for patients to travel to a traditional dental office, thereby reducing carbon emissions and promoting sustainability.

Oral Health Impacts Overall Health

In many ways, the state of one's oral health is a window into their overall health, physical and even mental. Like other areas of the body, the mouth teems with bacteria, which is mostly harmless. But because the mouth is the entry point to a person's digestive and respiratory tracts, some of these bacteria can introduce disease elsewhere.

Normally the body's natural defenses and good oral health care, such as daily brushing and flossing, keep bacteria under control. However, without proper oral hygiene, bacteria can reach levels that result in oral infections, such as tooth decay and gum disease. Certain medications — such as decongestants, antihistamines, painkillers, diuretics and antidepressants — can also negatively affect oral health. These drugs reduce the flow of saliva. Saliva is instrumental in washing away food and neutralizing acids produced by bacteria in the mouth, helping to protect against microbes that multiply and lead to disease.

As studies suggest, [cited](#) by the Mayo Clinic, “oral bacteria and the inflammation associated with a severe form of gum disease (periodontitis) might play a role in some diseases. And certain diseases, such as diabetes and HIV/AIDS, can lower the body's resistance to infection, making oral health problems more severe.”

Common Conditions Linked to Oral Health

Poor oral health has been found as a contributing factor in a variety of diseases and conditions, including the following.

- **Endocarditis:** This infection of the inner lining of your heart chambers or valves (endocardium) typically occurs when bacteria or other germs from another part of your body, such as your mouth, spread through your bloodstream and attach to certain areas in your heart.
- **Cardiovascular disease:** Although the connection is not fully understood, some research suggests that heart disease, clogged arteries and stroke might be linked to the inflammation and infections that oral bacteria can cause.

- **Pregnancy and birth complications:** Periodontitis has been linked to premature birth and low birth weight.
- **Pneumonia:** Certain bacteria in your mouth can be pulled into your lungs, causing pneumonia and other respiratory diseases.

This correlation between oral, physical, and mental health should not be discounted or downplayed by HR and business leaders who are conscientious about cultivating strong morale, a vibrant and productive workplace culture, and employee retention. The Society for Human Resource Management (SHRM) estimates that, on average, it costs a company six to nine months of an employee's salary to replace him or her. For an employee making \$60,000 per year, that equates to \$30,000 to \$45,000 in recruiting and training costs to replace departing talent.


Research conducted by the Kaiser Family Foundation confirmed that [poor health increases the risk of vacancies and job loss](#):

“Not surprisingly, research has demonstrated that being in poor health is associated with an increased risk of job loss or unemployment. A meta-analysis of longitudinal studies on the relationship between health measures and exit from paid employment found that poor health, particularly self-perceived health, is associated with increased risk of exit from paid employment. Another study that simultaneously examined and contrasted the relative effects of unemployment on mental health and mental health on employment status in a single general population sample found mental health to be both a consequence of and a risk factor for unemployment... Additional research suggests that, in some cases, individual characteristics such as income, race, sex, or education level may mediate the relationship between poor health and unemployment.”

Within this canon of research on the intertwined subjects of salubrity, workforce performance, and retention, there are two very poignant dynamics that emerge: related mental health challenges and the uneven distribution of regular healthcare for workers in underrepresented and underserved populations. These issues can also be addressed through the promotion of oral health and, to an extent, the solutions accorded to employers by corporate mobile dentistry.

Corporate Mobile Dentistry Can Help Cultivate Inclusivity and Mental Health

Long Commutes, Location Bias, and DEIB Challenges



By most estimates, close to 40% of Americans nationwide admit to skipping routine dental visits. There are a variety of reasons, including cost and fear, but inconvenience ranks among the top of that list. Employees in the United States grind through one of the longest workweeks in the world – 1,791 hours per year, or 34.44 hours per week – compared to their international counterparts, according to the World Economic Forum. Those statistics, however, reflect only working hours. Commuting is a whole other complication.

In his article for Forbes, Steven T. Hunt, Ph.D., the Chief Expert of Technology and Work for SAP, discussed how [hybrid remote work improves diversity and inclusion](#) initiatives: “Prior to the pandemic, there had been a steady increase in the United States of ‘[super commuters](#)’, people commuting more than 90 minutes a day. Many of these people commuted because they could not afford to live near the offices where they worked. People are frequently excluded from job opportunities simply because they cannot afford to live close enough to commute to the office. Making the location of one’s home an implicit qualification for employment creates major hiring barriers for [workers in many demographic groups](#).”

The top 10 most expensive cities in the country, as reported by [Investopedia](#), also happen to be hubs for industries such as technology, marketing, and finance – among the most coveted by jobseekers and those looking for the most lucrative career paths.

Consider a city like Manhattan. It is notoriously one of the most expensive cities in America, with a cost of living that has further skyrocketed under inflationary pressures and soaring rents.

Prohibitive housing costs in the city mean that many workers, particularly those without the income to afford exorbitant rents, often find themselves with up to five-hour super commutes. In fact, the rate of super commuting has increased by 45% according to estimates. But the opportunities offered outside of major metropolitan areas typically don’t compare. The problem only intensifies for underrepresented groups.

Even for companies with robust diversity, equity, inclusion, and belonging (DEIB) practices, life outside the office can be difficult for people of color. Progressive companies recognize the value of diversity, but they also need to understand the impact of location bias: an archaic and inaccurate, but nevertheless persistent, view that proximity to the office somehow translates to greater commitment, productivity, and dedication to the company’s mission. In many ways, the remote working arrangements of the pandemic proved the fallacy of location bias.

A [study](#) by Stanford, covering 16,000 workers over 9 months, found that working from home increased productivity by 13%. Without commute times and office distractions, workers reported being able to handle more calls, generate greater output, and spend more time focusing on work than when they were required to be at the office.

According to Brian Elliott, the Future Forum's executive leader and Slack's senior vice president, [location bias](#) remains an ongoing problem: "Executives have a better setup at work. They probably have an office with a door. They probably don't have the same childcare issues as many employees. The risk that we run, as a society, even in a hybrid-work setting, is executives don't listen to employees looking for flexibility and a real proximity bias sets in among people who are at the office and those that aren't."

Living around the corner from corporate HQ just isn't possible most of the time for employees in underrepresented groups, such as women and people of color. As the Centers for Disease Control and Prevention (CDC) pointed out, disparities in oral care exist: "The nation's oral health has greatly improved since the 1960s, but not all Americans have equal access to these improvements. Some racial/ethnic and socioeconomic groups have worse oral health as a result of the social determinants of health — conditions in the places where people are born, live, learn, work, and play."

These factors demonstrate why the concept of corporate mobile dentistry can be a tremendous benefit to any company's workforce, with a meaningful impact on morale, retention, health, and wellbeing. For employers who have already implemented hybrid return-to-the-office programs, the additional benefit of onsite dental care ensures that super-commuting employees have access to treatment on their time schedule, while providing incentive to be at the company's facilities.

Oral Health and Mental Health

Right now, one of HR's biggest efforts is to focus on the mental health of employees who are still coping with the effects of the pandemic, increasing social tensions, and growing incidents of microaggressions that often claim diverse workers as their victims. Increased stress and anxiety have led to a rise of bruxism, or teeth grinding. People with depression often neglect oral hygiene. Coping mechanisms also lead to habits that damage oral health, such as sugary foods, alcohol, or tobacco use. When people become embarrassed about their smile, they withdraw or lose self-esteem, which exacerbates mental health symptoms. A dental pop-up can help HR professionals conquer these challenges.

Studies have demonstrated a strong connection between dental health and mental health. Poor dental health can manifest in a range of mental health problems, while good dental health results in substantially higher levels of happiness and wellness. Here are some ways in which dental health is related to mental health.

1. **Pain:** Poor dental health, such as tooth decay or gum disease, can cause significant pain and discomfort. This pain can lead to depression, anxiety, and other mental health problems.
2. **Self-esteem:** Dental problems, such as missing or discolored teeth, can affect a person's self-esteem and confidence. This can lead to social anxiety and other mental health issues.
3. **Social isolation:** Dental problems also cause people to feel self-conscious about their appearance, with social isolation and loneliness as common outcomes.
4. **Sleep problems:** Dental problems, such as bruxism, contribute to difficult or disrupted sleep patterns, which have been proven to produce depression and anxiety.
5. **Nutritional problems:** Dental problems make it difficult for people to eat certain foods, which can lead to nutritional deficiencies that affect mental health.
6. **Oral hygiene habits:** Good oral hygiene habits, such as brushing and flossing regularly, have a positive impact on mental health. Taking care of one's dental health increases self-esteem and the overall sense of well-being.


Overall Better Outcomes with Better Oral Health

Breakthroughs in portable equipment — such as x-ray units, treatment carts, and compressors — have advanced the practice of mobile dentistry and patient interest. However, most mobile dentistry has remained relegated to those with special needs: the geriatric, those with physical or mental challenges, the permanently homebound, and others. That's changing now.

Realizing the benefits of on-demand, on-site mobile dentistry can be a boon to business leaders. Preventative care helps mitigate absenteeism and lost productivity associated with dental emergencies. Mobile dentistry allows a company's staff to receive the best preventative dental care just feet away from their working areas. For remote and hybrid team members, a pop-up provides a new way of incentivizing workers to head back to the office.

Contact us to learn more about how corporate mobile dentistry can improve your company's morale, inclusion, cost containment measures, and culture.

About Dentists on Demand



Dentists on Demand has pioneered a mobile dentistry solution that delivers oral care right to a company's workforce. Utilizing a conference room or unoccupied space, our team sets up a portable dental unit to treat employees on site.

We know that it's hard for people to find the time during the week to see a dentist. That's why our team comes to the office. Because dental services are provided on site during working hours, employees can receive the care they need or have skipped due to inconvenience, long commutes, and lack of time. This is particularly helpful for underrepresented groups and super commuters who simply can't make time to visit a dentist.

Our staff are fully inoculated, continue to use the best protective equipment, exceed hospital-grade sterilization, and go through regular health screenings. Dentists on Demand facilitates all aspects of the pop-ups, including onboarding, branded microsites for the event, setup and breakdown of portable equipment, sterilization, marketing, and more. If you've got dental insurance, Dentists on Demand is totally free to you as an employer and free to employees. Preventative care is covered at 100%, regardless of in- or out-of-network coverage.

We Help You Care for Your People

HR leaders have a lot on their hands. We know they are tirelessly trying to discover new ways to support their teams in the new normal. And our mission is to assist you in those endeavors. At Dentists on Demand, we can help. As a woman-owned firm, we understand the importance of DEIB and a healthy workforce. All you need to do is pick a date, time, and a space – we can handle everything else needed to set up a dental pop-up at your location and bring a smile to each of your employees.