United Concordia Perks launches with partners that support total health



CAMP HILL, Pa. (Feb. 26, 2026) — A new perks program from United Concordia Dental supports all aspects of a person's total health, including oral, physical, mental, social and financial. Packaged as United Concordia Perks, it launched in January with health, wellness and lifestyle discounts from like-minded partners: Firstgrin, LifeMart, Philips Sonicare, Smile Brilliant and TruHearing.

According to the 2025 WebMD Health Services Workplace and Employee Survey, only one in four employees strongly agree that their organization cares about their well-being — a key indicator of an engaged and strong workforce. It also found that those who felt a genuine sense of organizational care reported 70% higher overall wellness.

"Helping your employees improve their well-being can have a positive impact on their perception of company care," said Donna Hunter, vice president, Strategic Business Development, United Concordia Dental. "We developed United Concordia Perks to help our customers and the communities we serve lead healthier lives. The program aims to make taking better care of one's total health a little easier."

A variety of new wellness-related perks and discounts for dental, hearing and everyday activities are available through the program. Initial partners include:

- **Firstgrin**, a trusted source for oral health guidance and resources for the whole family, features savings on baby and toddler dental care kits — plus a free year of mobile app access.
- **LifeMart** offers thousands of discounts across 25 broad categories, including food and grocery, health and wellness, fitness, mental health and more.
- **Philips Sonicare**, building on an established partnership with United Concordia, continues to deliver savings on select electric Sonicare toothbrushes and air flossers for adults and kids.
- **Smile Brilliant** features savings of up to 60% on a variety of dental products that support at-home, preventive care.
- **TruHearing** offers free annual comprehensive exams for hearing, as well as discounts on Signia, Widex and TruHearing brand hearing aids.

"We'll continually look to expand our discount offerings by taking into consideration what members want and need to be healthier, using data-driven insights and what's going on in the market to help guide us," said Hunter. "As always, we recommend consulting with a clinician before starting anything new that can affect your health."

For more information about United Concordia's commitment to total health, visitUnitedConcordia.com. Sign up to get the latest company news.

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