

GREATER COMFORT, FEWER VISITS.

What do patients look for in restorative dentistry?

What role do injections, impression methods, and number of visits play?

Is CEREC a reason to change dentists?

7 17 patients in Germany, 614 in Italy, 605 in France, 606 in China, 600 in Japan and 601 patients in Brazil were asked these questions as well as many others in a survey conducted in 2015 by the Exevia market research institute on behalf of Sirona. All of the patients had received a crown or a partial crown in the past two years. The following is a summary of the most important results.

Most important patient request – for treatment to be as comfortable as possible.

Even though only a few of the patients surveyed feel very uneasy before visiting the dentist (10%, this number is significantly higher in Japan and China at 21 and 16% respectively) – most of them around the world would like a high level of treatment comfort where possible.

For many, the feeling of comfort was lost right at the start of treatment when an impression was taken. 65% in Germany struggled with the conventional method of using an impression tray and impression material: 51% found it unpleasant and 14%

even suffered from pharyngeal reflex. Thus, 79% of patients preferred a digital impression. This was also similar in other countries; patients in China found conventional impressions to be particularly unpleasant. As expected, the local anesthetic was a relevant subject; 83% of the patients surveyed in Germany considered the number of injections to be important or very important. This figure was only slightly higher in Brazil, where patients consider it particularly important to be given only one anesthetic. By contrast, this was only of little importance to patients in China and Japan. A general majority around the world considered temporaries to be inconvenient. 81% of patients would be more than happy to go without this interim solution.

Criteria for selecting a dentist: Modern technology, treatment in one visit. What specifically do patients expect from their dentist?

Most patients would like treatment using the most modern dental methods. This is important to patients in Italy and Brazil in

particular. 82% of the patients surveyed in Germany stated that they attach high or very high importance to this.

Particularly single-visit treatment is considered modern: In Germany, 85% of patients considered the general option of crown/partial crown treatment in just one visit to be good or very good. No less than 52% were even prepared to pay more money for this. In other countries, treatment in just one visit is also a very important advantage. This is valued especially by patients in China, who stated that they are particularly afraid of going to the dentist. However, they, as well as the patients in Japan, were the least willing to pay more money.

Patients are willing to sacrifice convenience when selecting a dentist. In Germany, almost two thirds (62%) were prepared to travel much further for treatment in one visit. An even greater percentage (66%) would even be willing to change dentist for single-visit treatments. This trend could also be observed in patients in Italy, France and Brazil. The willingness of Italians to change their dentist was particularly high.

SUMMARY:

THE IMPORTANT FACTORS FOR PATIENTS

- The number of anesthetic injections is very relevant.
- Forgoing temporaries is a great benefit.
- Digital impressions are clearly preferred over conventional impressions.
- Modern treatment methods are considered very important.
- The option of treatment in a single visit is very desirable.

