

Patient Dental Care Study Quantitative Report

Conducted for [REDACTED]
May 7, 2021

Olson Research Group
Healthcare Marketing Research



Table of Contents

Topic	Slide
Objectives & Methodology	3
Respondent Snapshot	4
Executive Summary	6
Detailed Findings	10
Appendix	24

Objectives & Methodology

Research Objectives

Phase 1 consists of a qualitative and quantitative phase with dental patients/caregivers, designed to elicit opinions and perceptions about dental procedures where numbing is required.

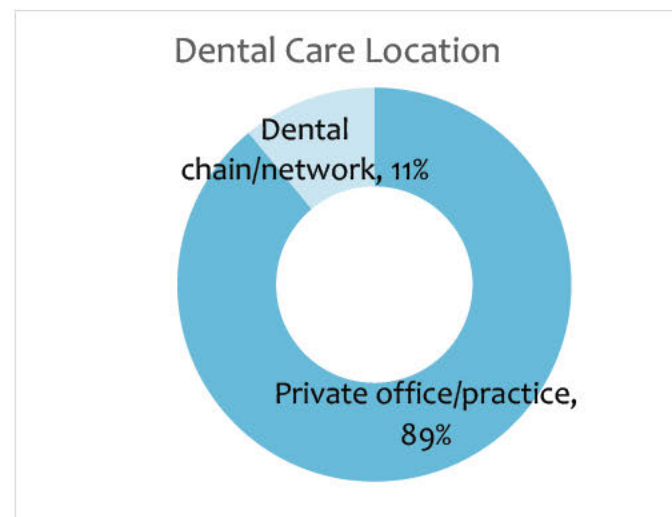
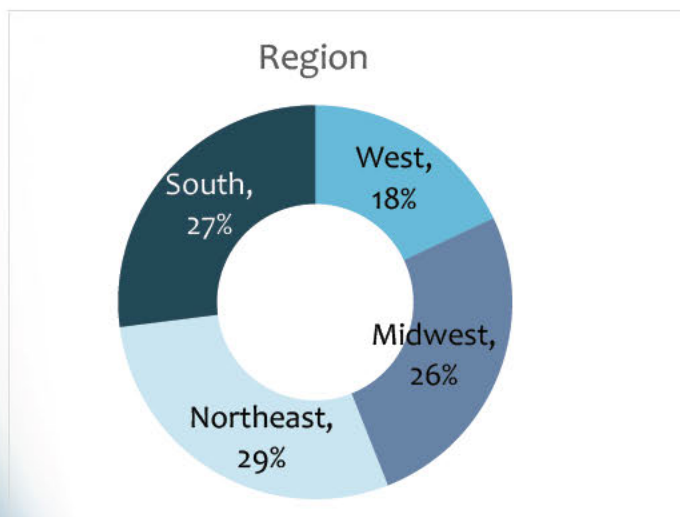
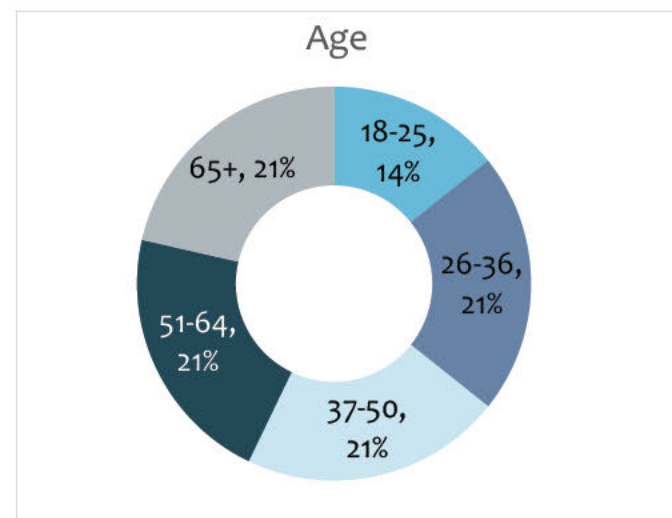
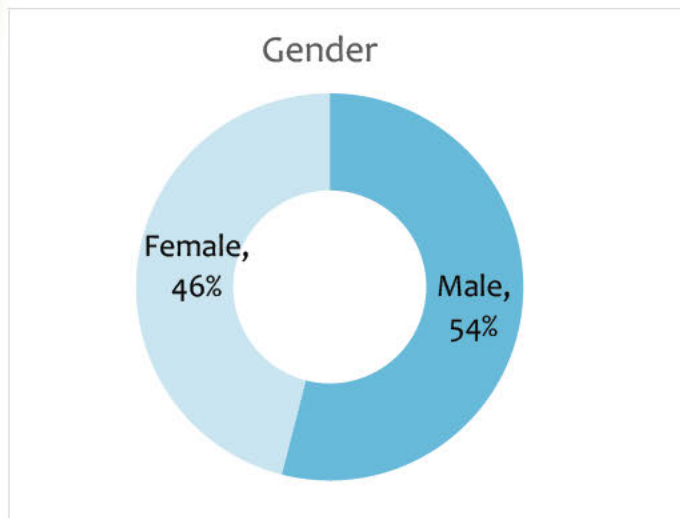
Patients and caregivers were asked about their past dental care experience and exposed to a TPP of [REDACTED] and asked to react to it. The quant survey was designed to quantify the key insights gained from the qualitative phase.

Data Collection Method

- Quantitative survey (average 15 mins.)
- Fielding took place March 30 – April 23, 2021
- Total sample size: 140 (includes 40 parents/caregivers)

Results with small base size < 30 are noted with * and should be interpreted with caution

Respondent Snapshot (n=140)



Executive Summary

Executive Summary (1 of 4)

What patients want

Less time in the dental office: **87%**
A less painful dental injection: **86%**

Expectations of Dentist

Over 90% of patients would prefer their current dentist adopt [REDACTED]
89% predict their current dentist will adopt [REDACTED]



Dental Experiences

26% of patients required multiple injections
15% had a dentist start work before they were fully numb
58% of patients believe the injection is the worst part of the dental experience
100% of parents believe their child considers the injection the worst part of the dental experience
Over 90% of patients would recommend their current dentist



Benefits of [REDACTED]

69% of patients said the top benefit of [REDACTED] is that they are more likely to be numb before the procedure starts

- **Almost two-thirds** of patients also mentioned a less painful injection, the ability to numb an infected tooth, and less time in the dental office



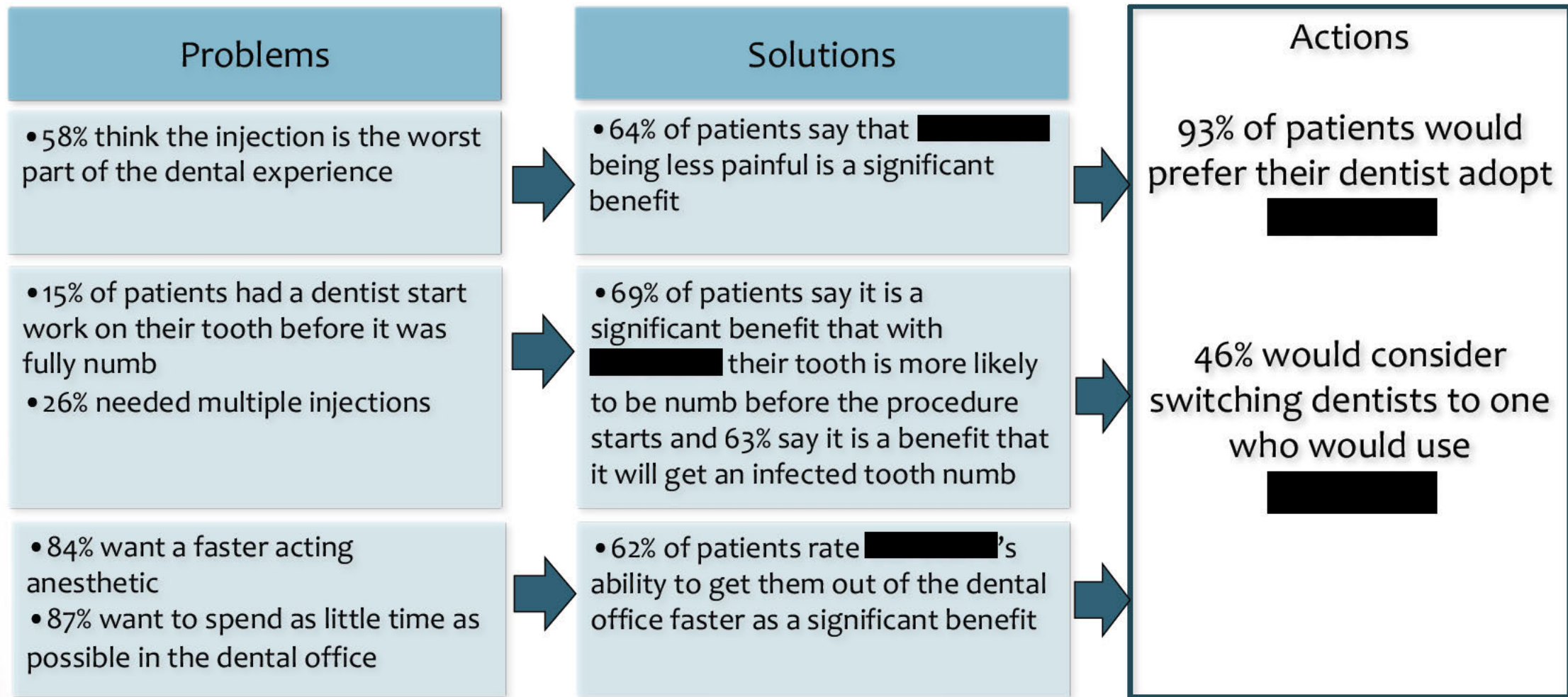
Switching Dentists

46% of patients would consider switching dentists to one who uses [REDACTED]

- **More patients (62%) who had trouble getting numb** indicated they would consider switching dentists
- **70% of parents** would consider switching their child's dentist



Executive Summary (2 of 4)



Executive Summary (3 of 4)

Among patients with \$75,000 or over annual income:

- 87% would prefer a faster acting anesthetic
- 62% believe the injection is the worst part of the dental experience
- 97% expect their dentist to use the best products regardless of cost and believe that that a dentist who uses the best anesthetic drug is also likely to use other superior products
- 93% predict their current dentist will adopt [REDACTED]
- 91% would prefer their current dentist adopts [REDACTED]
- 52% would consider switching dentists to one who uses [REDACTED]

Among patients who would spend \$5,000 or more for dental care:

- 90% would prefer a faster acting anesthetic
- 63% believe the injection is the worst part of the dental experience
- 99% expect their dentist to use the best products regardless of cost and believe that that a dentist who uses the best anesthetic drug is also likely to use other superior products
- 91% predict their current dentist will adopt [REDACTED]
- 94% would prefer their current dentist adopts [REDACTED]
- 53% would consider switching dentists to one who uses [REDACTED]

Among patients who are always or most of the time able to afford dental care:

- 88% would prefer a faster acting anesthetic
- 57% believe the injection is the worst part of the dental experience
- 97% expect their dentist to use the best products regardless of cost and 96% believe that that a dentist who uses the best anesthetic drug is also likely to use other superior products
- 92% predict their current dentist will adopt [REDACTED]
- 95% would prefer their current dentist adopts [REDACTED]
- 48% would consider switching dentists to one who uses [REDACTED]

Word to Describe Dentists:

Who Use [REDACTED]

A word cloud for 'Who Use' featuring the following words: Faster, Innovative, Effective, Smart, Progressive, Efficient, Caring, Up-to-date, Painless, and Modern. The words 'Caring' and 'Modern' are the largest and most prominent.

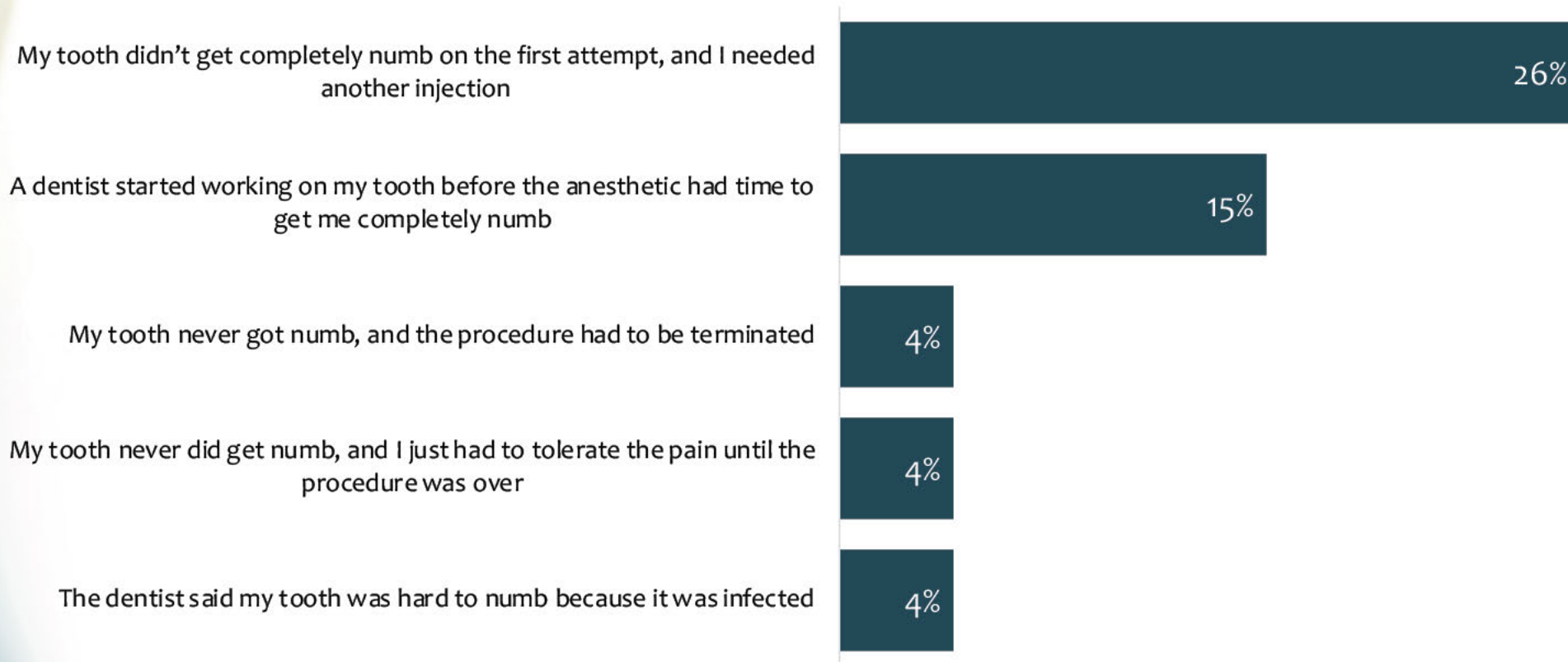
Who Do Not Use [REDACTED]

A word cloud for 'Who Do Not Use' featuring the following words: Old-school, Traditional, Old-fashioned, Cheap, Outdated, Behind, Old, Uncaring, Conservative, and Out-of-touch. The words 'Cheap', 'Outdated', and 'Uncaring' are the largest and most prominent.

Detailed Findings

Dental Experiences

% of respondents who answered Yes (n=140)

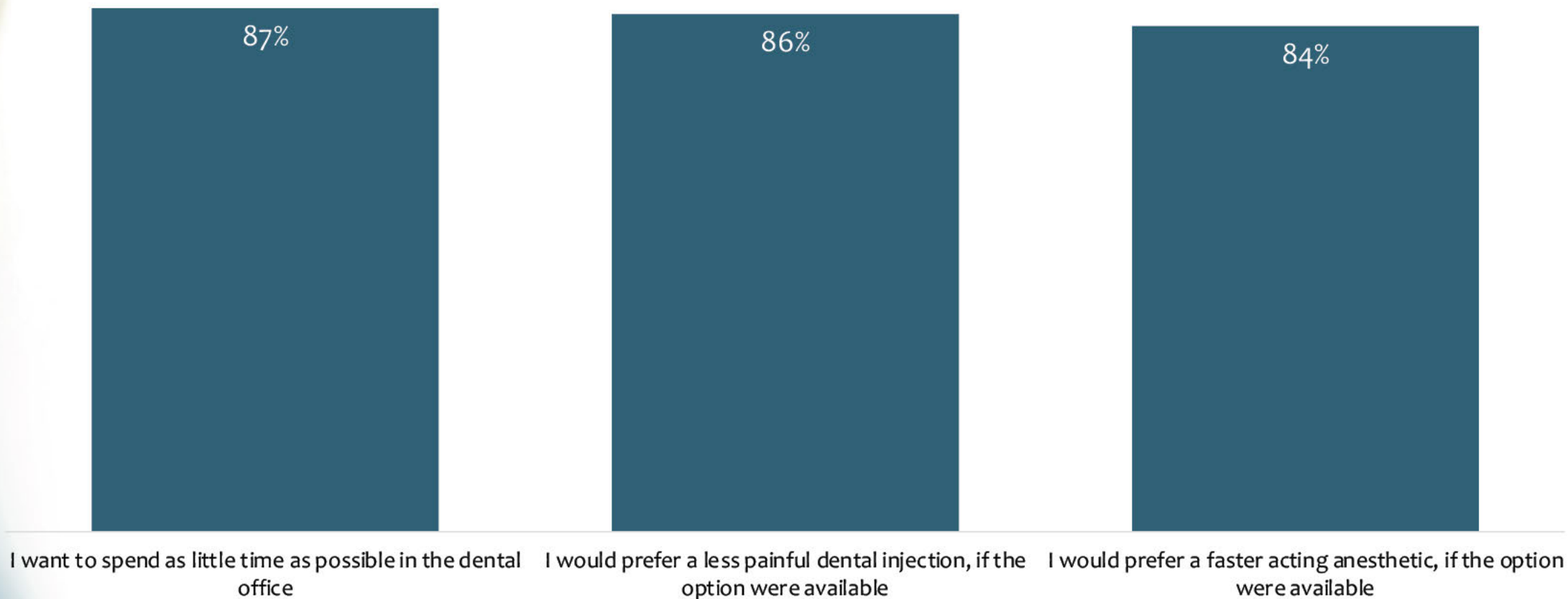


Most dental patients want to spend less time in the office and want a less painful and faster acting anesthetic

Total

Dental Injections

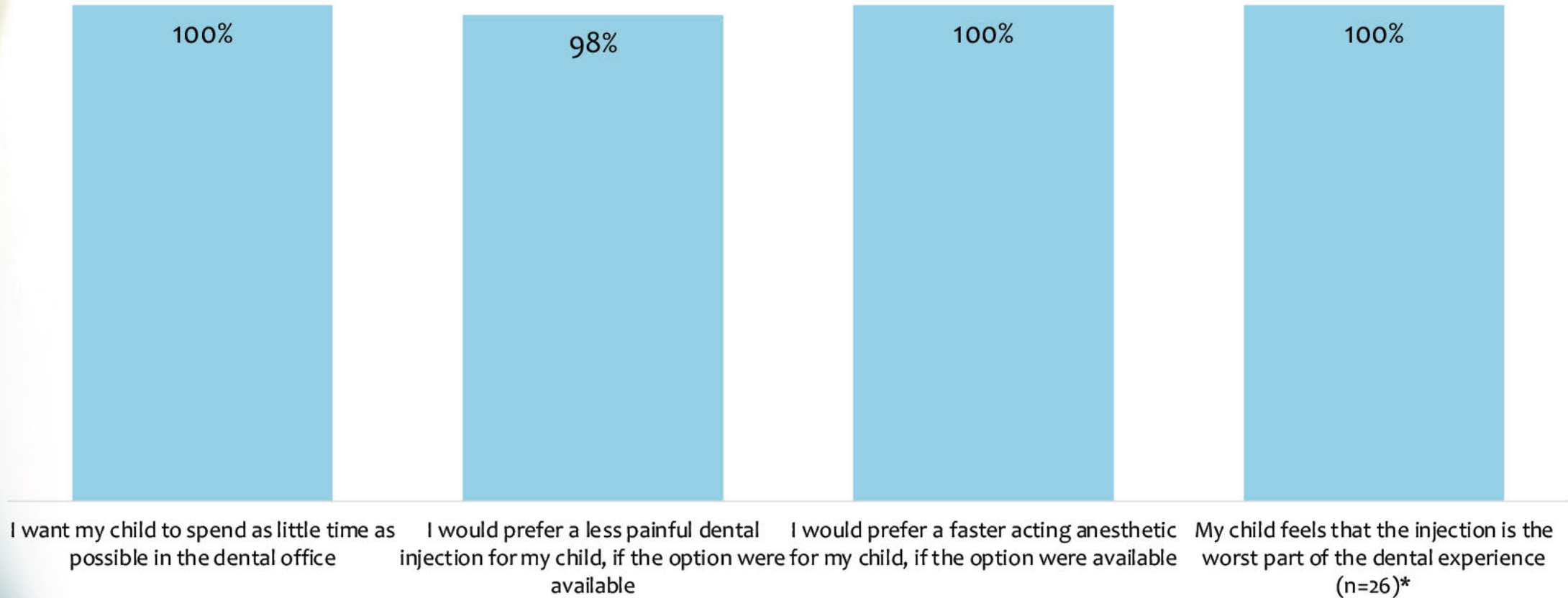
% of respondents who answered agree or strongly agree (3 & 4) (n=140)



All parents want their children to have less painful injections, faster acting anesthetics, and less time in the dental office

Dental Injections

% of respondents who answered agree or strongly agree (3 & 4) (n=40)



*Caution small sample size

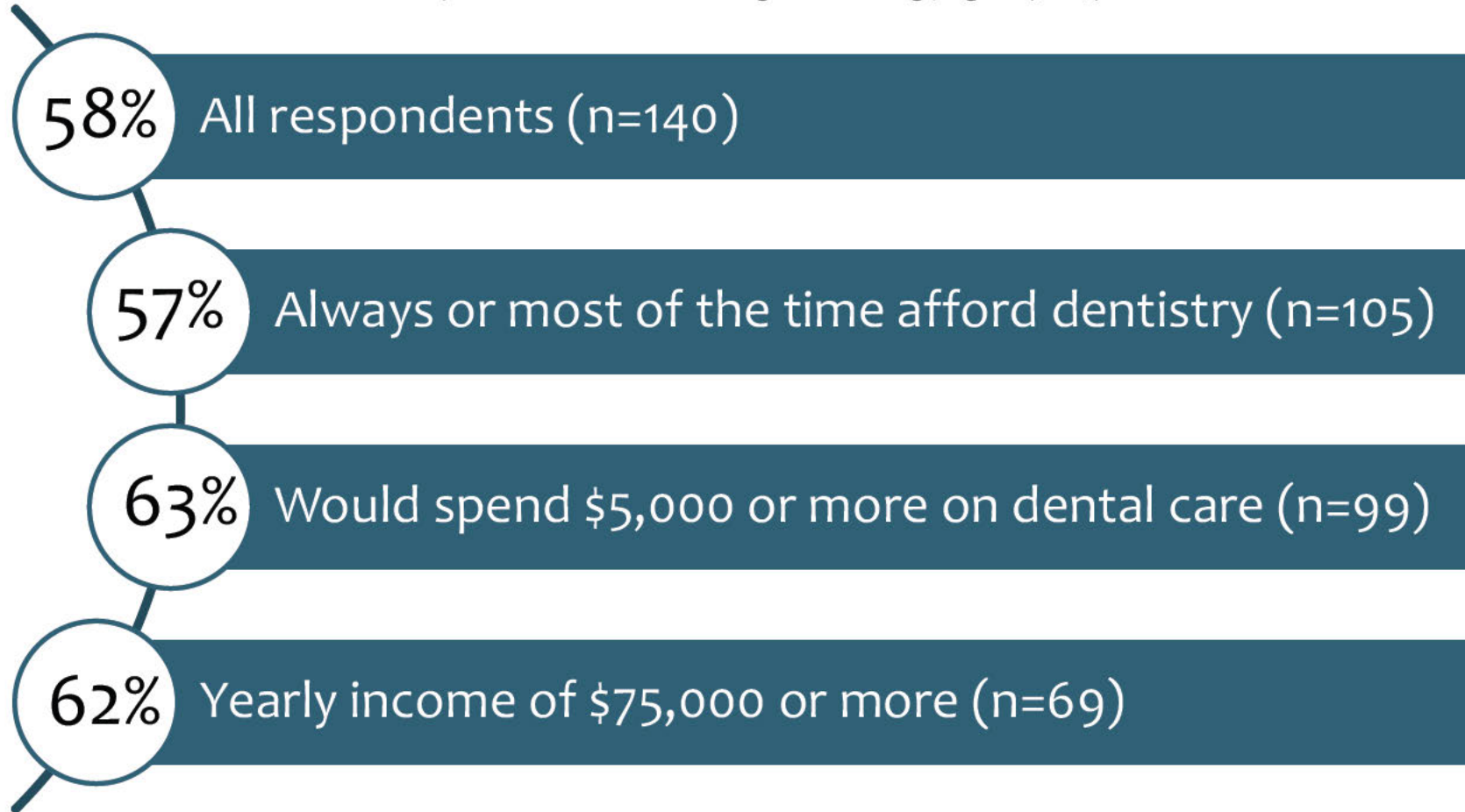
Almost two-thirds of all groups think the injection is the worst part of the dental experience

Total

Other

The Injection is the Worst Part of the Dental Experience

% of respondents who answered agree or strongly agree (3 & 4)

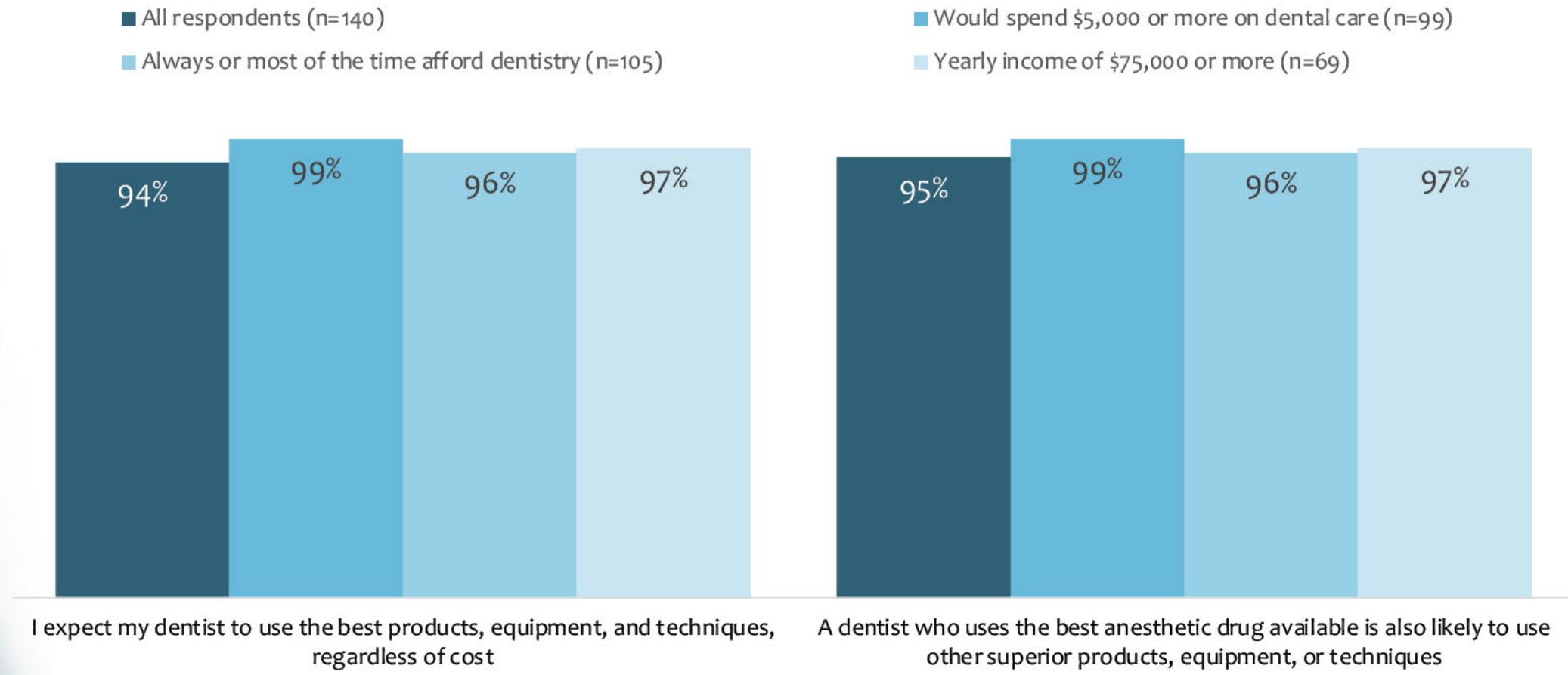


Almost all patients expect their dentist to use the best products regardless of cost

Total
Other

Expectations of Dentists

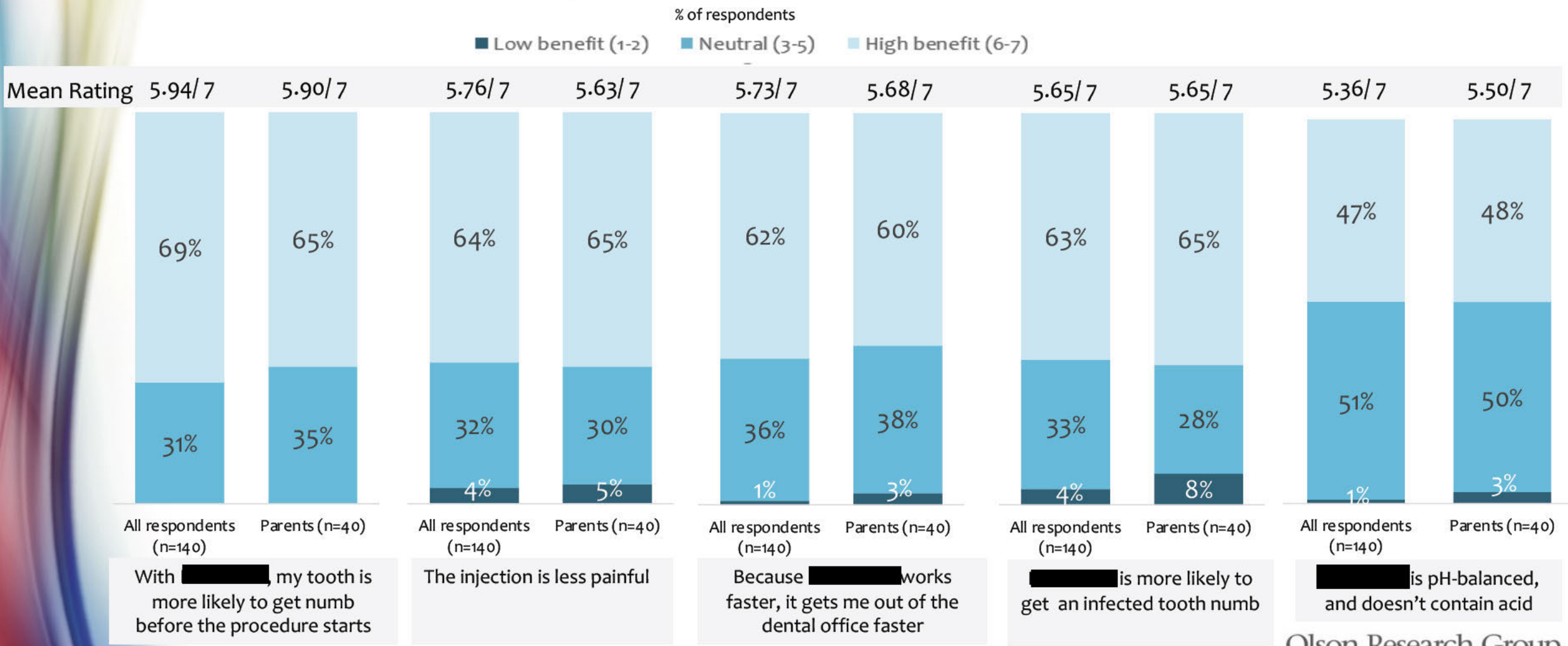
% of respondents who answered agree or strongly agree (3 & 4)



Likelihood of being numb before the procedure starts is the top benefit of [REDACTED] for patients

Total
Parent

[REDACTED] Benefits

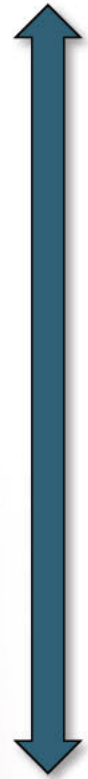


16 Q13. Looking at the benefits of [REDACTED] on a scale of 1-7, where 1 is no benefit and 7 is significant benefit, how much of a benefit is this to you? Please review the comparison chart as you rate the significance of these benefits.
 Q151. Thinking again about the benefits of [REDACTED] for your child, on a scale of 1-7, where 1 is no benefit and 7 is significant benefit, how much of a benefit is this to you? Please review the comparison chart again if necessary, as you rate the significance of these benefits.

The top ranked benefit of [REDACTED] for both patients and parents is a less painful injection

Total
Parent

Most
Important (1)



Least
Important (5)

Top Ranked Benefits	All respondents (n=140)	Parents (n=40)
	Mean Rank	
The injection is less painful	2.06/ 5	2.15/ 5
With [REDACTED] my tooth is more likely to get numb before the procedure starts	2.55/ 5	2.80/ 5
Because [REDACTED] works faster, it gets me out of the dental office faster	2.97/ 5	2.75/ 5
[REDACTED] is more likely to get an infected tooth numb	3.24/ 5	3.15/ 5
[REDACTED] is pH-balanced, and doesn't contain acid	4.17/ 5	4.15/ 5

Q18. Please rank order the benefits of [REDACTED] where 1 is the most important to you, etc. Please review the comparison chart as you rank the importance of these benefits to you. Click on each one below in order of how important they are to you.

17 Q156. Please rank order the benefits of [REDACTED] where 1 is the most important, etc. Please review the comparison chart again if necessary, as you rank the importance of these benefits. Click on each one below in order of how important they are to you.

Nine out of ten patients predict their current dentist will adopt [REDACTED]

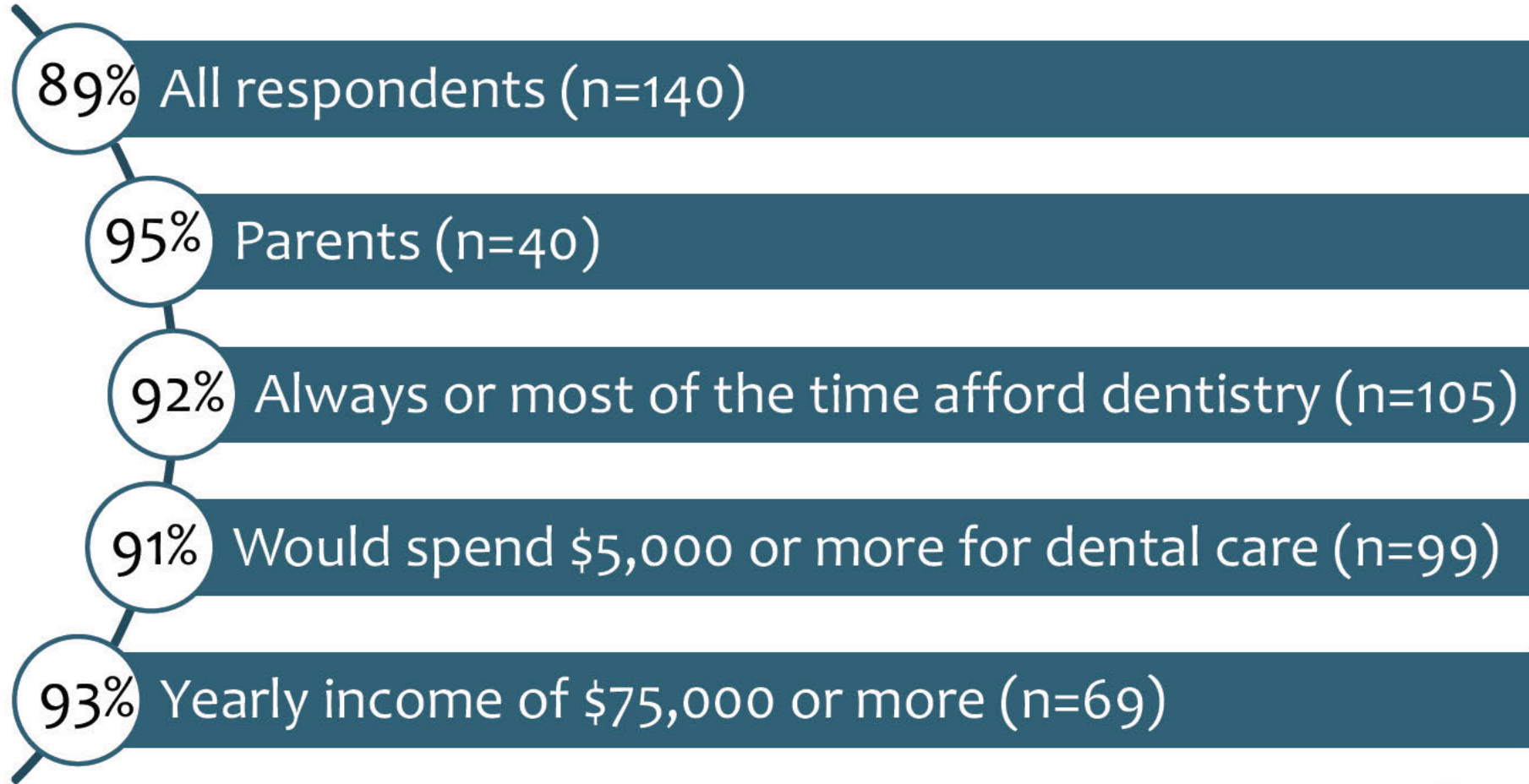
Total

Parent

Other

Predict Current Dentist Will Adopt [REDACTED]

% of respondents who answered agree or strongly agree (3 & 4)



Most patients prefer that their current dentist adopt [REDACTED]

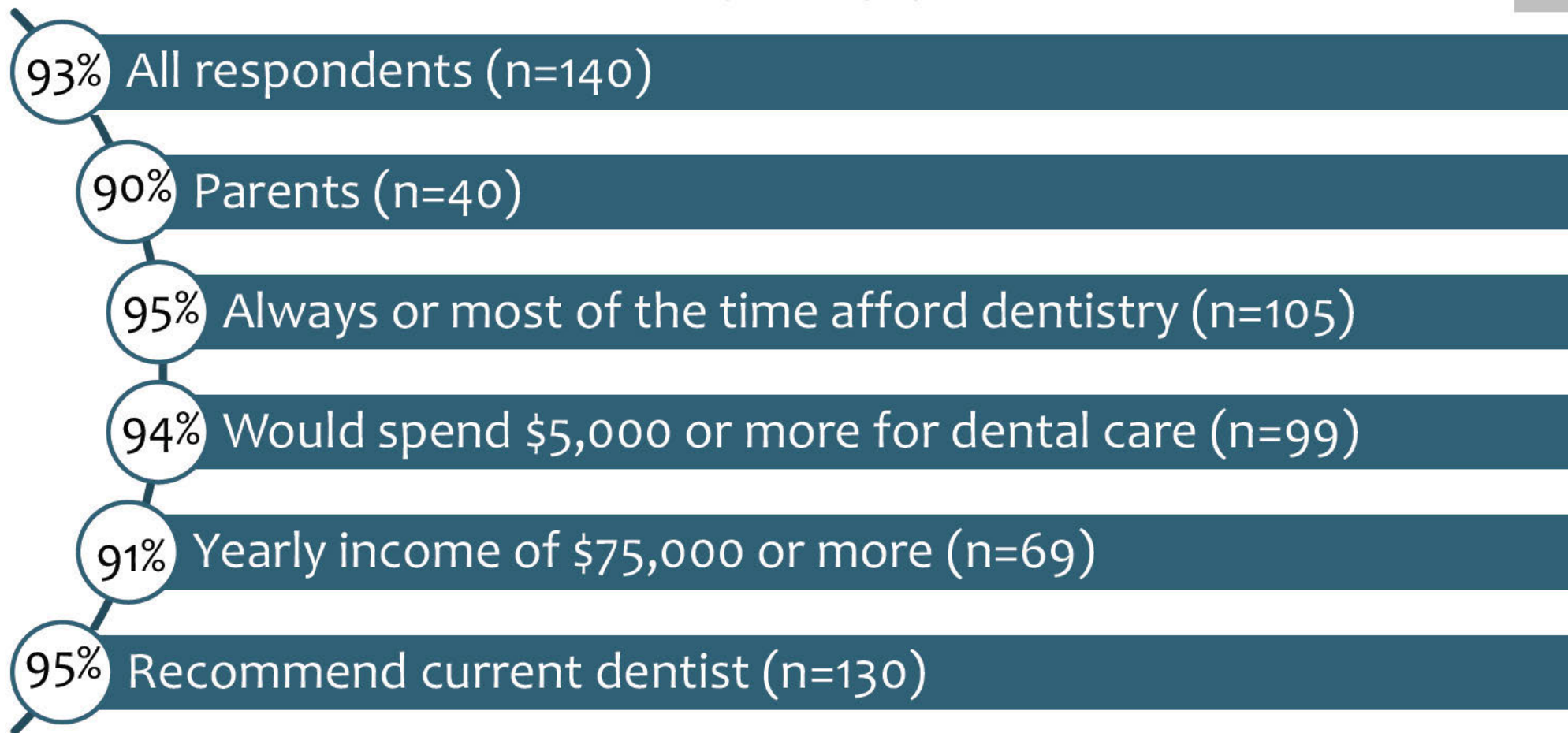
Total

Parent

Other

Prefer Current Dentist Adopt [REDACTED]

% of respondents who answered agree or strongly agree (3 & 4)



19 Q23. On a scale of 1-4 where 1 is Strongly Disagree and 4 is Strongly Agree please indicate whether you agree or disagree with the following statement: I would prefer that my current dentist adopts [REDACTED] when it becomes available

'Caring' and 'modern' are the words most frequently used to describe dentists who offer [REDACTED]

Total

Top Ten Words for Dentists Who Use [REDACTED]	Number of Mentions
Caring	23
Modern	22
Innovative	13
Up to date	12
Faster	12
Effective	11
Smart	10
Painless	9
Progressive	8
Efficient	7

Overall dentists who do not offer [REDACTED] are perceived as less modern

Total

Top Ten Words for Dentists Who Do Not Use [REDACTED]	Number of Mentions
Cheap	14
Outdated	11
Traditional	11
Old fashioned	10
Uncaring	10
Old school	9
Behind	8
Old	8
Conservative	4
Out of touch	4

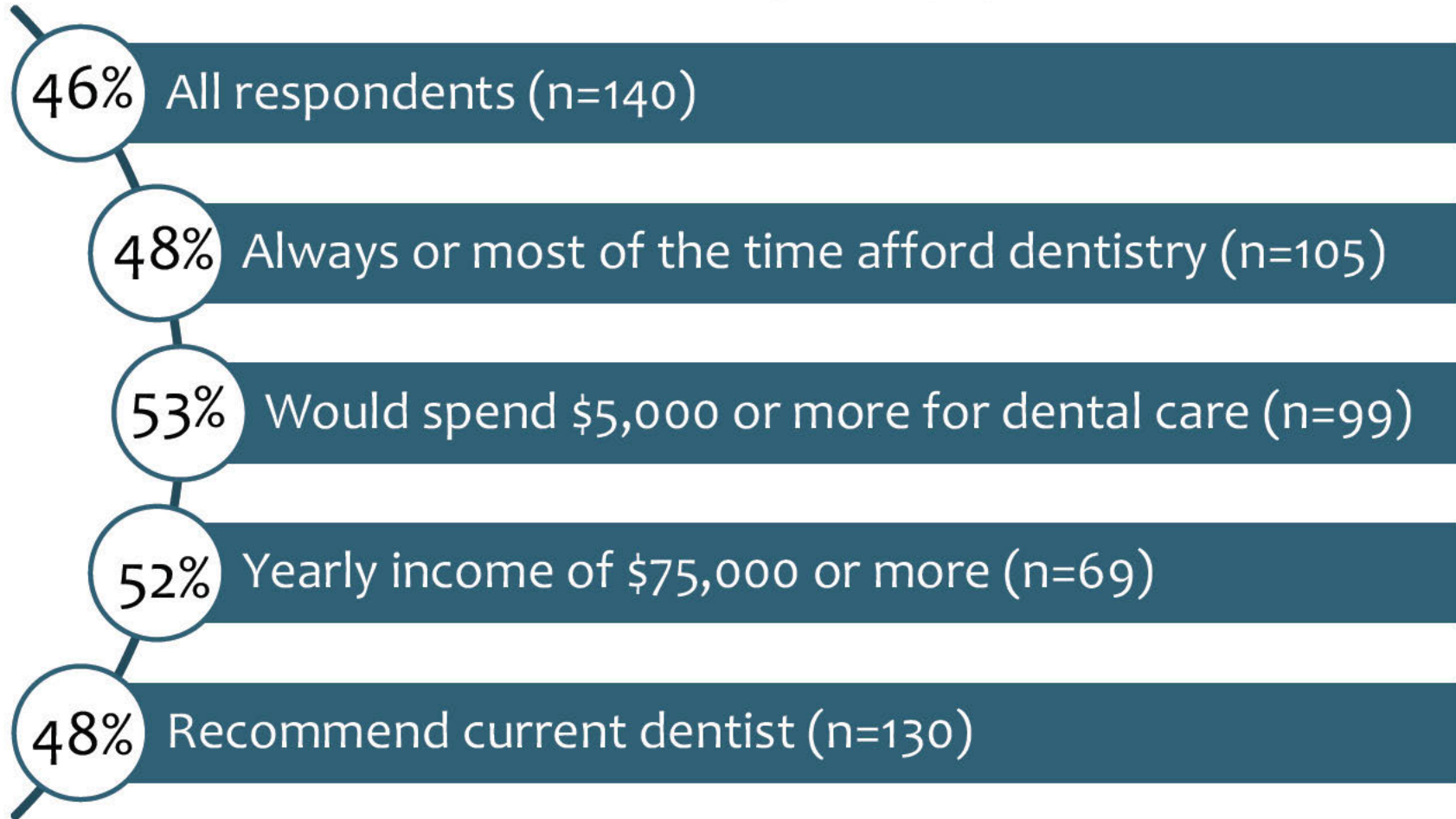
About half of patients would consider switching dentists to one who would use [REDACTED]

Total

Other

Would Consider Switching Dentists

% of respondents who answered agree or strongly agree (3 & 4)



22 Q30. On a scale of 1-4 where 1 is Strongly Disagree and 4 is Strongly Agree please indicate whether you agree or disagree with the following statement: If my current dentist did not adopt [REDACTED] when it becomes available, I would consider switching to a dentist who uses [REDACTED]

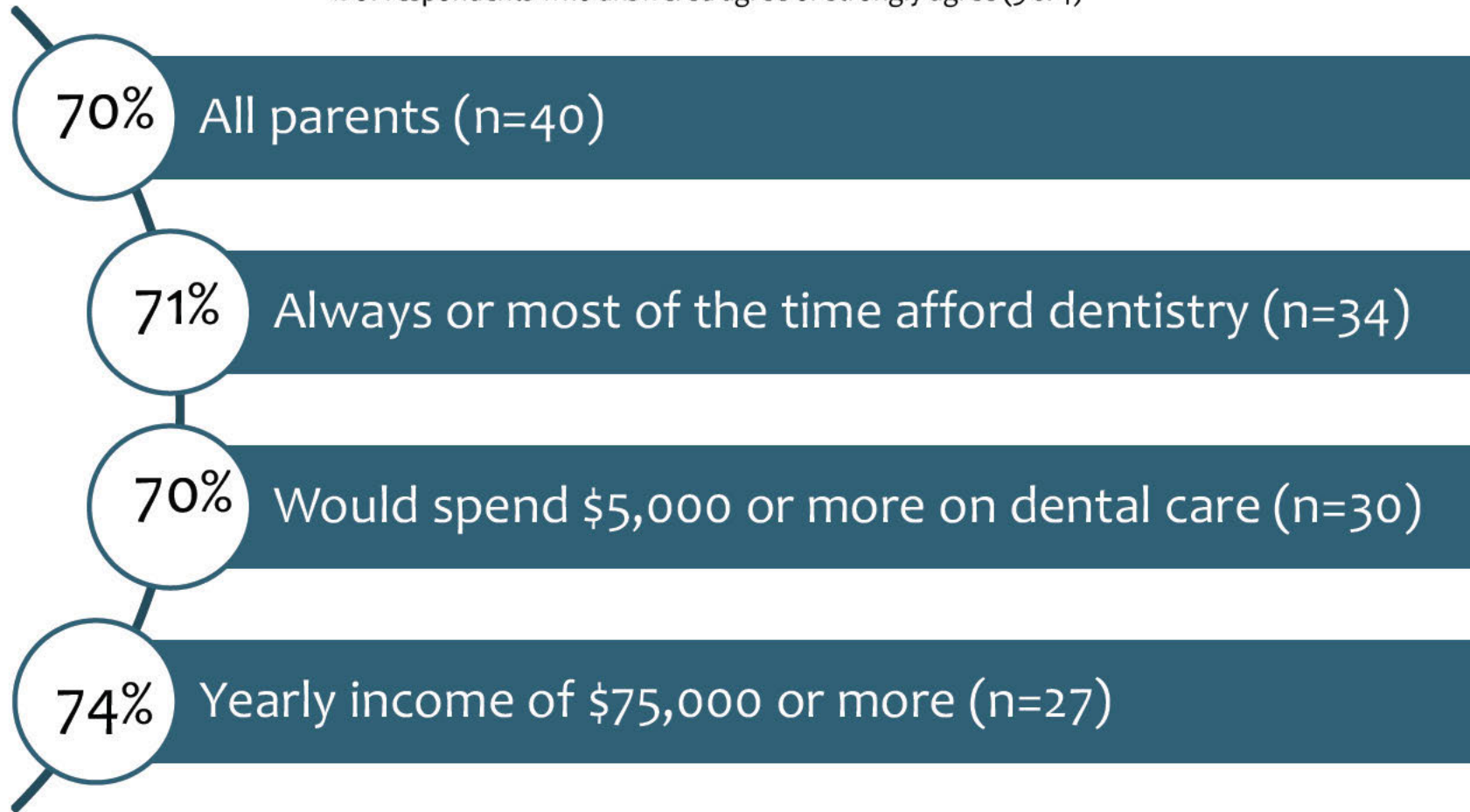
More than two-thirds of parents would switch their child's dentist to one who uses [REDACTED]

Parent

Other

Would Consider Switching Child's Dentist

% of respondents who answered agree or strongly agree (3 & 4)

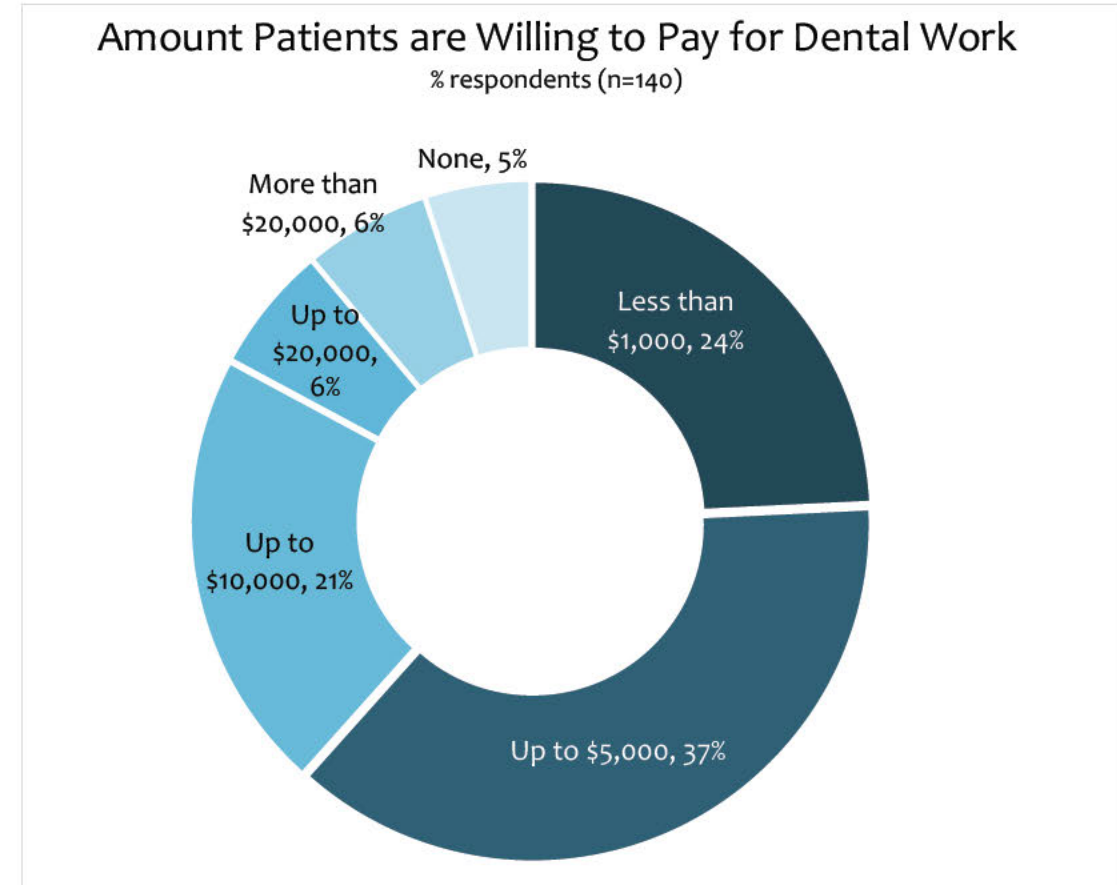
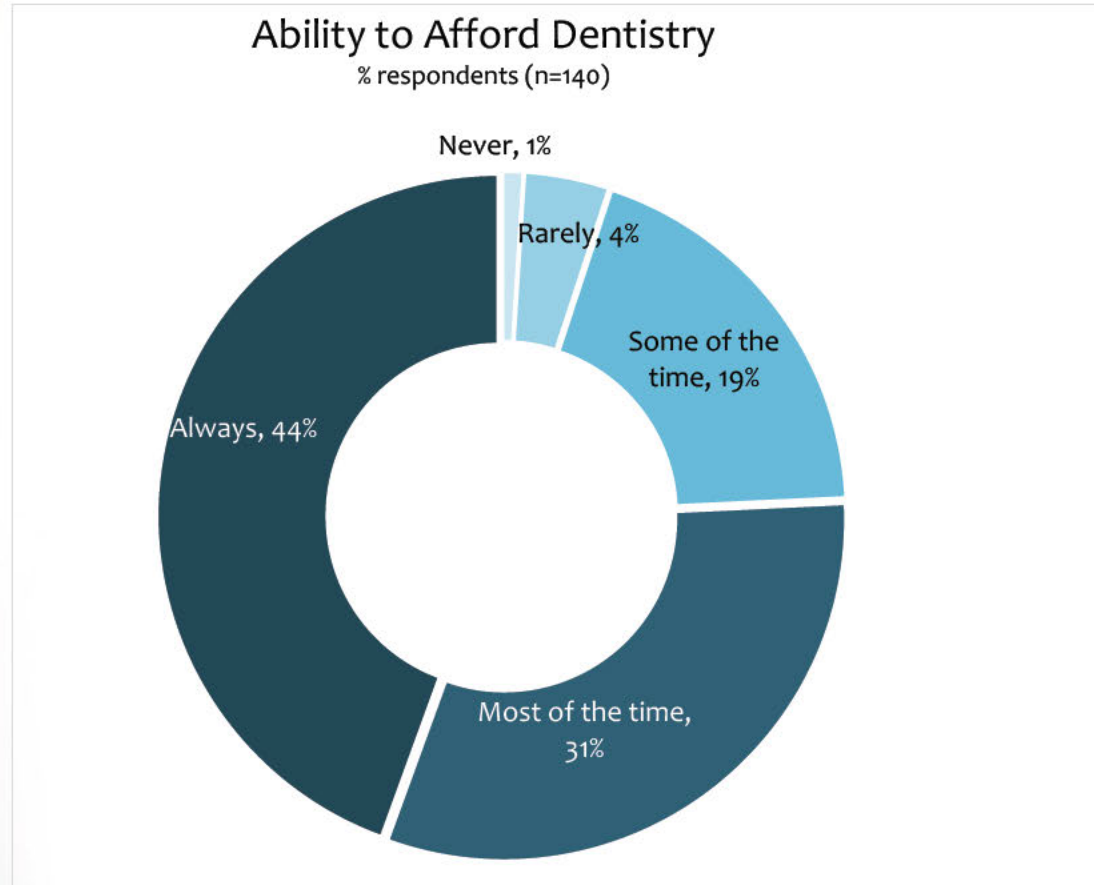


23 Q164. On a scale of 1-4 where 1 is Strongly Disagree and 4 is Strongly Agree please indicate whether you agree or disagree with the following statement: If my child's current dentist did not adopt [REDACTED] when it becomes available, I would consider switching to a dentist who uses [REDACTED]

Appendix

Three-quarters of patients are always or most of the time able to afford recommended dentistry

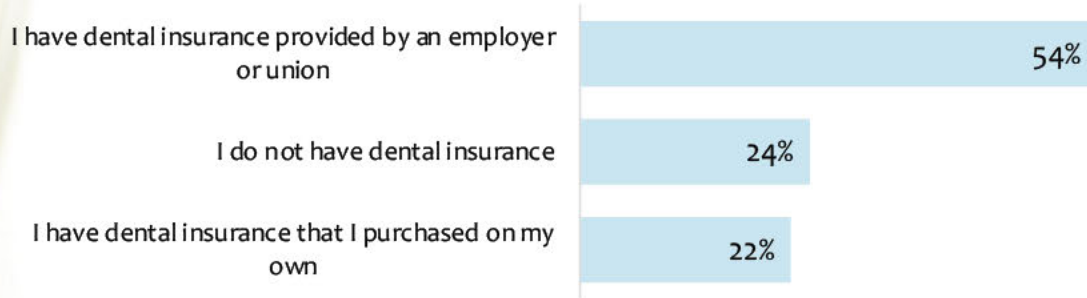
Total



25 Q31. I am able to afford the dentistry that is recommended for me:
Q36. If dental work became necessary to maintain my oral health and the ability to smile, eat, and speak comfortably, I would spend: Select the highest amount you would pay, if any.

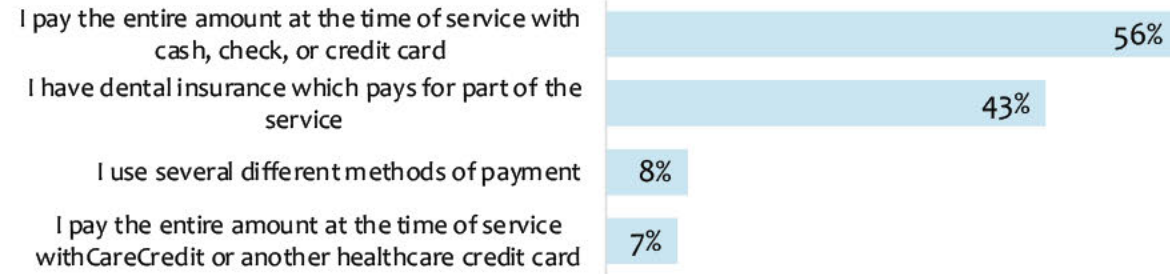
Insurance Coverage

% respondents (n=140)



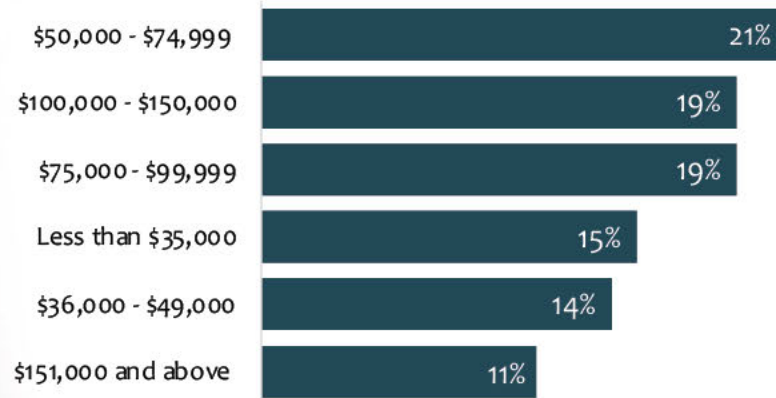
Paying for Dentistry

% respondents (n=140)



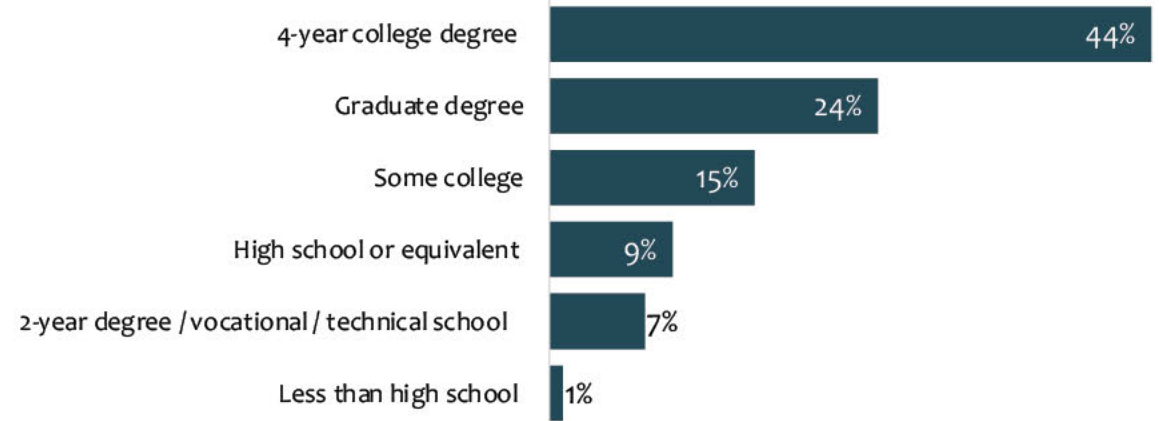
Yearly Income

% respondents (n=140)



Level of Education

% respondents (n=140)



Q265. Which of the following is most accurate regarding your dental insurance?

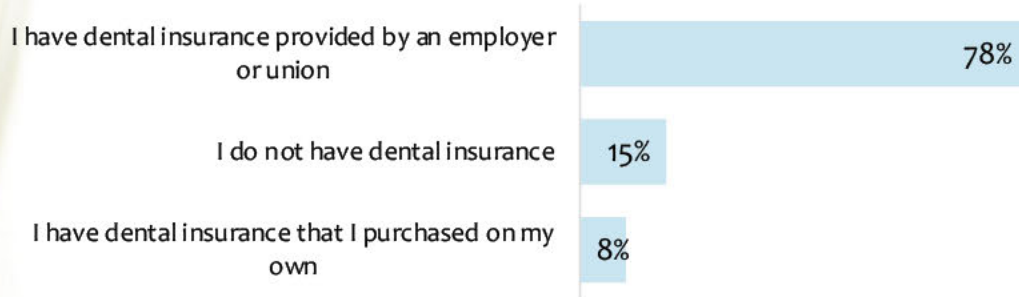
Q278. Please indicate your current household income in U.S. dollars.

Q284. Which of the following best describes your highest level of education?

Demographics (3/3)

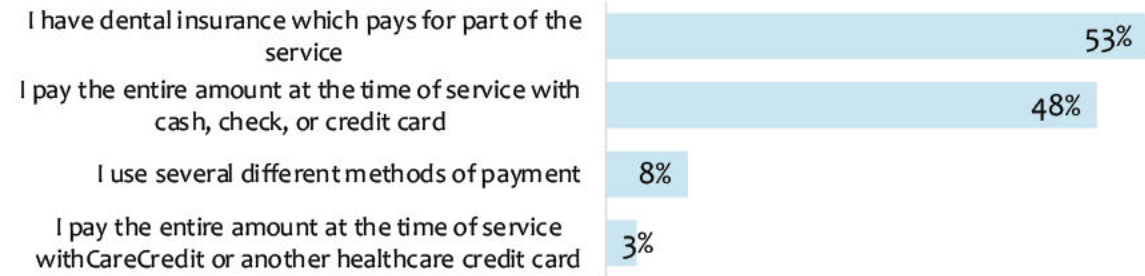
Insurance Coverage

% respondents (n=40)



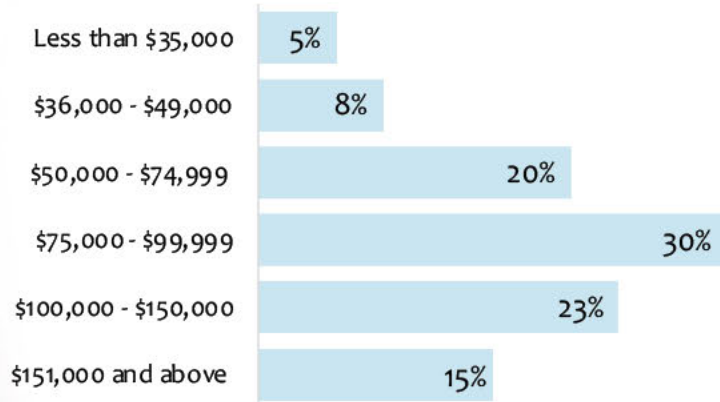
Paying for Dentistry

% respondents (n=40)



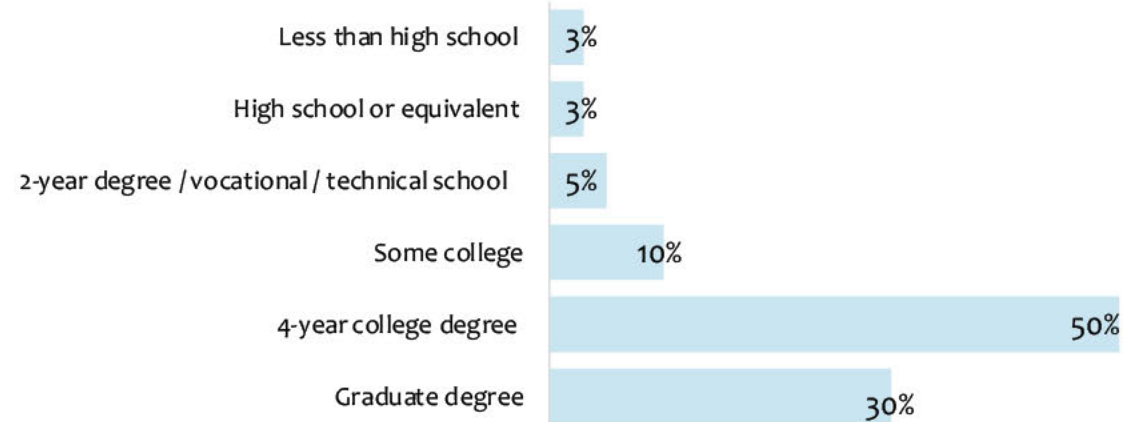
Yearly Income

% respondents (n=40)



Level of Education

% respondents (n=40)



Q265. Which of the following is most accurate regarding your dental insurance?

Q278. Please indicate your current household income in U.S. dollars.

Q284. Which of the following best describes your highest level of education?