

Annual Survey of Registrants 2011

Report for the General Dental Council

25 October 2011

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Summary

This report is based on findings from a study conducted by the Ipsos MORI Social Research Institute on behalf of the General Dental Council (GDC).

Objectives

The overarching aim of the Annual Survey of Registrants is to provide a robust and representative evidence base of registrants' views towards a number of key aspects of the GDC's work and current policy. Specific objectives of the research are:

- to enable annual benchmarking and measuring of performance;
- to obtain registrants' insight into key policy initiatives being developed by the GDC; and
- to test registrants' views and understanding of topical or current issues in dentistry/dental regulation.

The results of the survey will be used in conjunction with other programmes of research conducted by the GDC with patients and the public, and other consultations. As this is the first survey of its kind with the audience, it also provides the GDC with an exciting opportunity to create a useful baseline of registrants' views that can be readily tracked and measured over time.

Methodology

Ensuring that the survey was representative of the GDC's registrants was a key requirement. The GDC's registrant database, a comprehensive database of all practising dentists and DCPs in the UK, was used as the sample frame for the research.

A random 1 in n sample of registrants was selected from the full database to ensure that the survey was as representative as possible. Prior to selection the database was stratified by country and then by age and job role. Over sampling was conducted for those registrants from older age groups, and those from Northern Ireland and Wales. These steps were undertaken so that once respondents without email addresses were removed, the older age groups were still sampled in proportion to their profile in the database, and so that the results could be analysed by the sub-groups of interest at the country level. An overall sample size of 15,537 registrants was drawn from the GDC registrant database.

Online fieldwork was conducted between 26th May and 20th June 2011, during which time 2,827 registrants completed the survey. Email invitations were sent to named registrants' email address, each containing a unique link to the survey. Up to three targeted email reminders were sent during the course of fieldwork. An unadjusted response rate of 18% was achieved.

Findings

Reputation

Awareness of the GDC as a regulator of the dental sector is high across all groups, with nearly all registrants (94%) identifying the GDC as such – a significantly greater proportion than mention any other organisation. Despite this, knowledge about the GDC itself is varied. Few registrants say they know a great deal about the GDC (five per cent), while the majority say that they know a fair amount (58%). There also remains a large minority, particularly DCPs, who claim to know 'not very much' about the GDC (37%).

Registrant views towards regulation in the dental sector vary. While there appears to be a sense among dentists that the level of regulation is too high, with them being twice as likely to say that the level of regulation is too much than that it is about right (62% vs. 30%), DCPs are more positive, with six in ten saying it is about right. Although dentists think there is too much regulation they are a little more positive about the GDC's role in this regulation. Over half (54%) are confident that the GDC is regulating dentists and DCPs effectively, while three in ten dentists are not. DCPs are again more positive, with more than three-quarters confident in the GDC's effective regulation (77%). Key Drivers Analysis (KDA) shows that a number of factors positively influence registrant confidence that the GDC is regulating dental professionals effectively; particularly agreement that the GDC ensures that proper standards are maintained and how effectively the GDC communicates with registrants.

Registrants also largely believe that the GDC is an effective regulator, with registrants tending to strongly identify with the organisation's aims and agree that they are important. Encouragingly, registrants also generally believe that the GDC performs well against many of these key aims. In particular, eight in ten agree that the GDC protects patients, while around seven in ten agree that it has a clear regulatory role and ensures that proper standards are maintained. However, there are areas where registrants' views are less positive – around one-quarter disagree that the GDC consults and involves registrants (27%), that it is efficient (24%) or that it is a powerful influencer of government policy (24%). Approaching four in ten registrants disagree that the GDC is cost effective (38%) – likely to be linked to the concern

among many registrants about the current level of the annual retention fee. Dentists are much more sceptical than DCPs about the performance of the GDC against its key aims.

Interacting with registrants is another area of concern with approaching half of dentists (48%) disagreeing that the GDC consults and involves registrants. Reflecting this, a significant minority of registrants also feel that the GDC is not in touch with the views of registrants (particularly with DCPs), patients and the public.

Registrants' use of the functions and services offered by the GDC is fairly high, with just 15% of registrants reporting not having used any functions or services within the last year. The most frequently used service is registration, used by three-quarters of registrants in the last year. The majority of users are satisfied with each of the different functions or services, particularly those looking at Standards for Dental Professionals (75%), however registrants are least satisfied with registration where approaching two in ten are dissatisfied (18%).

Standards and professionalism

Standards are in place to ensure that patients are treated safely and appropriately by dental professionals and that the service and treatment received meets their expectations. Encouragingly, the majority of registrants are confident that their colleagues, whether dentist (83%) or DCP (81%), follow the GDC's guidance. Similarly, the vast majority of the public (84%) are also confident that dental professionals follow the rules.

In terms of expectations, registrants most commonly believe that patients place greatest emphasis on high quality treatment from their dental professionals (38%), as well as focusing on the individual providing the care – specifically, their competence (28%) and honesty (26%). Perhaps unsurprisingly, these aspects are also commonly cited by registrants when thinking about the qualities that are important for dental professionals to have. 'Soft skills' are seen as particularly important commodities, with over nine in ten registrants (92%) saying that treating patients with dignity and respect is very important, while around eight in ten say the same for good communication (86%), involving patients in their treatment decisions (83%) and dealing with patient complaints (79%). In addition, most registrants also see cleanliness (90%), and good/successful treatment outcomes and good technical knowledge (both 80%) as very important.

While registrants are generally supportive of the regulatory role that the GDC plays in protecting patients and maintaining high standards of dentistry, they appear less certain about the impact accreditation and regulation has on giving the public confidence. Around half believe that being registered with a regulator (52%) is very important in giving patients

confidence. Around two in five rate having formal accreditation in their practice (41%) and having an affiliation with a professional body (37%) as very important, while only a small proportion (15%) say the same for having letters after their name. According to registrants, the best way of identifying formal accreditation and regulation in the dental practice would be to do this in the waiting room or reception area (66%).

Training and continuous development are key to keeping up to date in any role. The majority of registrants are linking their CPD activity to a personal development plan (PDP) with just under three in five (58%) registrants reporting this to be the case, particularly dentists. While this is the case, the actual amount of time registrants spend reflecting on learning and development from their CPD activity varies quite considerably – a significant proportion of registrants (30%) report only doing so for two hours or less.

Action when standards are not met

All registrants are required to make sure there are adequate and appropriate arrangements in place so that patients can claim any compensation they may be entitled to through dental indemnity. Over four in five registrants (84%) currently have indemnity insurance, while one in ten say they do not. There is a clear divide by job role on this issue with nearly all dentists (98%) currently in possession of indemnity compared with three-quarters (76%) of DCPs. The reasons given by dental professionals for not currently having any indemnity are varied and include indemnity cover being too expensive (34%), belief that it is not needed (26%) or not realising that they needed it (23%).

Given the potential seriousness of the Fitness to practice (FtP) process it is perhaps not a surprise that only very few registrants have come into contact with the process over the past year. Those who have largely think that the processes are fair to patients and protect them, however, they are more critical about how they deal with registrants. Under three in ten (28%) agree that the FtP processes are proportionate to the nature of the allegation, while only a third agree that they are fair to registrants, and a similar proportion (36%) agree that they protect the reputation of dental professionals.

The vast majority of registrants are aware of the Dental Complaints Service (DCS), and many first heard about the service through the GDC Gazette or their colleagues. As was the case for FtP, registrant interaction and involvement with the DCS in the past year is limited. Very few registrants have referred patient complaints about private treatment to the DCS, been the subject of a complaint about private treatment or reported a dental professional to the DCS.

Communication

Encouragingly, the majority of registrants believe that the GDC communicates with them effectively, with two-thirds (67%) saying this is the case. Most registrants get their information about the GDC from more than one source. Many registrants currently get their information about the GDC from the GDC Gazette by post (70%), the GDC website (56%), other dentists/colleagues (36%) and GDC leaflets (25%). It is encouraging to note that registrants' preferred methods of communication broadly match the current methods.

1. Introduction

1.1 Background

The General Dental Council (GDC) is responsible for regulating the practice of dentistry in the United Kingdom. Its aim is to protect dental patients by regulating dental professionals. All dentists and dental care practitioners (DCPs)¹ in NHS and private practice, or both, are required by law to be registered with the GDC in order to work in the United Kingdom. There are 95,000 dentists and DCPs registered with the GDC. Of these, 37,000 are dentists and 58,000 are DCPs.

In addition to registration, as outlined above, the GDC protects the public by:

- helping patients and where appropriate investigating complaints about dental care professionals;
- setting standards of dental practice and conduct;
- assuring the quality of dental education; and
- ensuring dental care professionals keep up-to-date with their skills and knowledge.

The GDC is committed to using research to build an evidence base to inform the organisation's policy and practice. This is underpinned by the GDC's 2010-14 Corporate Strategy which adopts evidence based policy as a corporate value, stating that "policy is developed on the basis of consultation and evidence."

As such, the Annual Survey of Registrants forms part of an integrated programme of qualitative and quantitative research carried out by the GDC. This is a landmark project, however, as no comprehensive survey of dental professionals of this kind exists. The GDC is uniquely placed to conduct this survey as it is the only organisation in the country that has a comprehensive and up-to-date register of all dental professionals in the United Kingdom.

1.2 Research objectives

The overarching aim of the Annual Survey of Registrants is to provide a robust and representative evidence base of registrants' views towards a number of key aspects of the GDC's work and current policy. Specific objectives of the research are:

¹ Dental Care Practitioners (DCPs) refers to the following: Dental nurses, Dental technicians, Clinical dental technicians, Dental hygienists, Dental therapists and Orthodontic therapists.

- to enable annual benchmarking and measuring of performance. The survey will capture registrant awareness and perceptions of the GDC and its performance and impact in fulfilling its regulatory roles and responsibilities;
- to obtain registrants' insight into key policy initiatives being developed by the GDC; and
- to test registrants' views and understanding of topical or current issues in dentistry/dental regulation.

The results of the survey will be used in conjunction with other programmes of research conducted by the GDC with patients and the public, and consultations currently underway on specific issues such as the review of standards and the plan to introduce revalidation for all dentists by 2014.

As this is the first survey of its kind with the audience, it also provides the GDC with an exciting opportunity to create a useful baseline of registrants' views that can be readily tracked and measured over time to help build a firm and continuous evidence base.

1.3 Methodology

1.3.1 Questionnaire design

Before finalising the online questionnaire, a qualitative scoping phase was conducted. This involved six in-depth interviews with a range of registrants in England, Northern Ireland and Scotland. These interviews were conducted before finalising the questionnaire in order to ensure the quantitative research was focusing on the correct issues and that we were framing the questions in a way that was understood by respondents.

The final questionnaire content focused on those areas that are concerns for the GDC's registrants. This included the following areas:

- **The GDC and registration** – including awareness of the GDC and its main roles and responsibilities, perceived impact of the GDC and views on the Annual Retention Fee and wider aspects of value for money.
- **Functions of the GDC** – including awareness of a number of functions covered by the GDC such as the process for complaints and the dental complaints service, regulation and the actions the GDC takes to address poor performance and attitudes towards the fitness to practise process.

- **GDC policy** – gaining views on the GDC’s review of standards, the referral process and attitudes towards Dental Indemnity.

1.3.2 Sampling

Ensuring that the survey was representative of the GDC’s registrants was a key requirement when designing the sampling approach for the research. The GDC’s registrant database, a comprehensive database of all practising dentists and DCPs in the UK, was used as the sample frame for the research.

A random sample of registrants was selected from the full database to ensure that the survey was as representative as possible. To select the sample, the database was first stratified by country and then by age and job role before making a random 1 in n selection. As the older age groups were less likely to have an email address they were given a higher probability of being selected than younger age groups. This ensured that, once respondents without email addresses were removed, the older age groups were still sampled in proportion to their profile in the database. Sampling respondents in this way naturally ensured that a representative sample of respondents was selected.

In order to be able to break down and analyse the results by the sub-groups of interest, including country and role, it was identified that a sample size of c.2000 completed interviews was required with boosts within Wales and Northern Ireland. In order to achieve this, an overall sample size of 15,537 registrants was drawn from the GDC registrant database.

1.3.3 Fieldwork

Online fieldwork was conducted between 26th May and 20th June, during which time 2,827 registrants completed the survey.

Respondents were contacted using the email address provided on the GDC registrant database. Email invitations were sent to named registrants’ email address, each containing a unique link to the survey; each email invitation was personalised with the respondent’s name. After receiving the initial email invitation respondents were sent up to three targeted email reminders at key intervals over the fieldwork period to encourage them to participate in the survey. These were targeted towards specific sections of the sample where response was particularly low, for example to DCPs in Northern Ireland.

The survey itself was scripted into an online CAWI (Computer Aided Web Design). The questionnaire took around 20 minutes on average to complete. Respondents were able to


save draft versions and return to the questionnaire at a later date allowing them to complete the survey at their own pace.

An unadjusted response rate of 18% was achieved. A breakdown of the respondents is shown in figure 1.

Figure 1

Demographic profile of respondents			
Weighted results	Total	Dentists	DCP
	%	%	%
Male	29	60	10
Female	71	40	90
16 - 21	1	-	1
22 - 30	19	15	21
31 - 40	28	29	27
41 - 50	27	25	28
51 - 60	21	24	19
61 - 65	4	5	3
66+	1	2	*
Refused	1	*	1
White	83	69	91
Mixed	1	1	1
Asian or Asian British	7	15	2
Black or Black British	2	2	2
Chinese or other ethnic group	1	2	1
Any other ethnic group	1	1	*
Refused	5	9	3

Ipsos MORI Base: 2,827 Registrants; 26th May – 20th June 2011

Source: Ipsos MORI 

1.3.4 Weighting

Design weights were applied to the data to correct for the unequal probabilities of selection that were introduced by oversampling older registrants and registrants living in Wales and Northern Ireland. The design weight applied simply makes an adjustment to compensate for any such unequal probability of selection so that the results are broadly representative of all registrants. In addition to design weights, the data were also weighted by type of registrant as a final adjustment to match the profile of the GDC's registrant database.

1.4 Previous research

Wherever appropriate, we have made reference throughout this report to comparative findings from the 'Annual Patient and Public Survey' conducted by ComRes for the General Dental Council between 8th and 17th April 2011. This survey comprised 1,531 face to face interviews with adults across the UK.

1.5 Interpreting the data

It should be noted that a sample, and not the entire population, has taken part in the survey. Therefore, all results are subject to sampling tolerances, which means that not all differences are significant. A guide to statistical reliability is appended, but as a rule of thumb results based on the full sample are reliable to ± 2 percentage points, while sub-groups will have a wider margin of error. Any results based on sample of 100 or below have a margin of error of at least ± 10 percentage points, and should be treated as indicative only.

It should be borne in mind that demographic sub-groups overlap and that viewing them in isolation can be artificial. For example, Black and Minority Ethnic communities often have a younger age profile; differences in their views may be just as much to do with age as they are to do with ethnicity.

In the graphs and tables, the figures quoted are percentages. The size of the sample base from which the percentage is derived is indicated. Note that the base may vary – the percentage is not always based on the total sample. Caution is advised when comparing responses between small sample sizes. Where base sizes are less than 30 the actual number of responses has been included rather than percentage figures. Extreme caution is advised when comparing responses between these very small sample sizes.

As a rough guide, please note that the percentage figures for the various sub-samples or groups generally need to differ by a certain number of percentage points for the difference to be statistically significant. This number will depend on the size of the sub-group sample and the % finding itself - as noted in the appendices.

Where percentages do not sum 100, this may be due to computer rounding, the exclusion of "don't know" categories, or multiple answers. Throughout the report an asterisk (*) denotes any value of less than half of one per cent, but greater than zero.

1.6 Publication of the results

Any press or publication of the findings of this survey requires the advance approval of the GDC. Such approval will only be refused on the grounds of inaccuracy or misinterpretation of the findings.

1.7 Acknowledgements

Ipsos MORI would like to thank Guy Rubin and Mike Browne for their help and cooperation on this project, as well as the registrants who took part in the pilot and mainstage of the survey.

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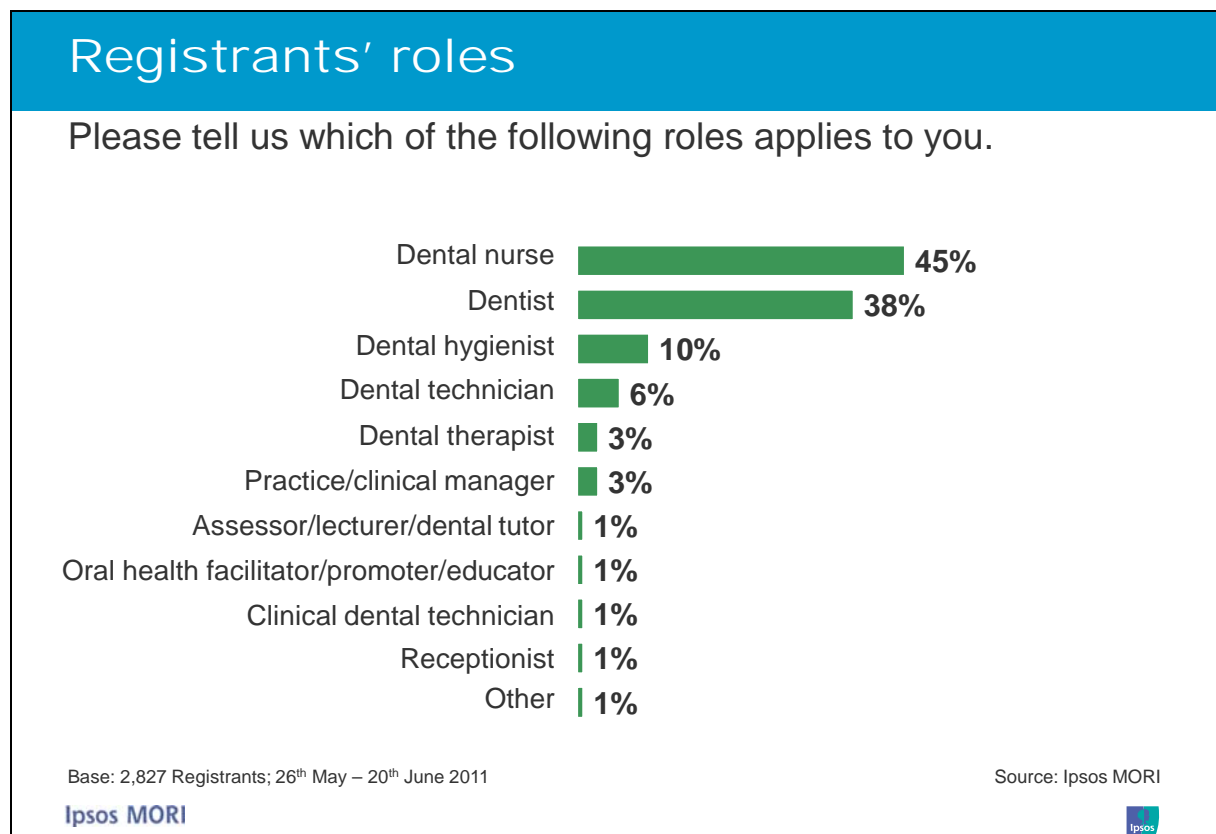
2. Registrant profile

Before turning to the results of the survey, this chapter briefly outlines the profile of registrants surveyed to provide context for the results.

As mentioned earlier, the sample was taken from the GDC registrant database and the final achieved sample was weighted to ensure it was representative of the registrant population. Type of registrant (i.e. dentist or DCP) was one of the variables on which the data was weighted. As presented in figure 2, almost two in four of the GDC's registrants are dentists (38%). More than two in five of these dentists (41%) have been registered with the GDC for over 20 years.

However, DCPs account for the majority of the GDC's registrants. Just under half of all registrants are dental nurses (45%) followed by dental hygienists (10%) and dental technicians (six per cent). Most DCPs have been registered with the GDC between 3 to 5 years (62%). However, this is an artefact of the introduction of compulsory registration for DCPs in 2008 and many of the DCPs will have been working within the dental sector for longer than this. Reflecting the high proportion of DCPs on the register, and the tendency for DCPs to be female, overall the majority of registrants are female (71%).

Figure 2



Turning to the sector in which dentists and DCPs work, as shown in figure 3, the majority of the GDC's registrants (57%) provide a combination of both NHS and private dental treatment, with one in four (24%) providing only NHS treatment and one in five (18%) providing only private treatment. Dentists are particularly likely to provide a combination of NHS and private treatment (62%).

Figure 3

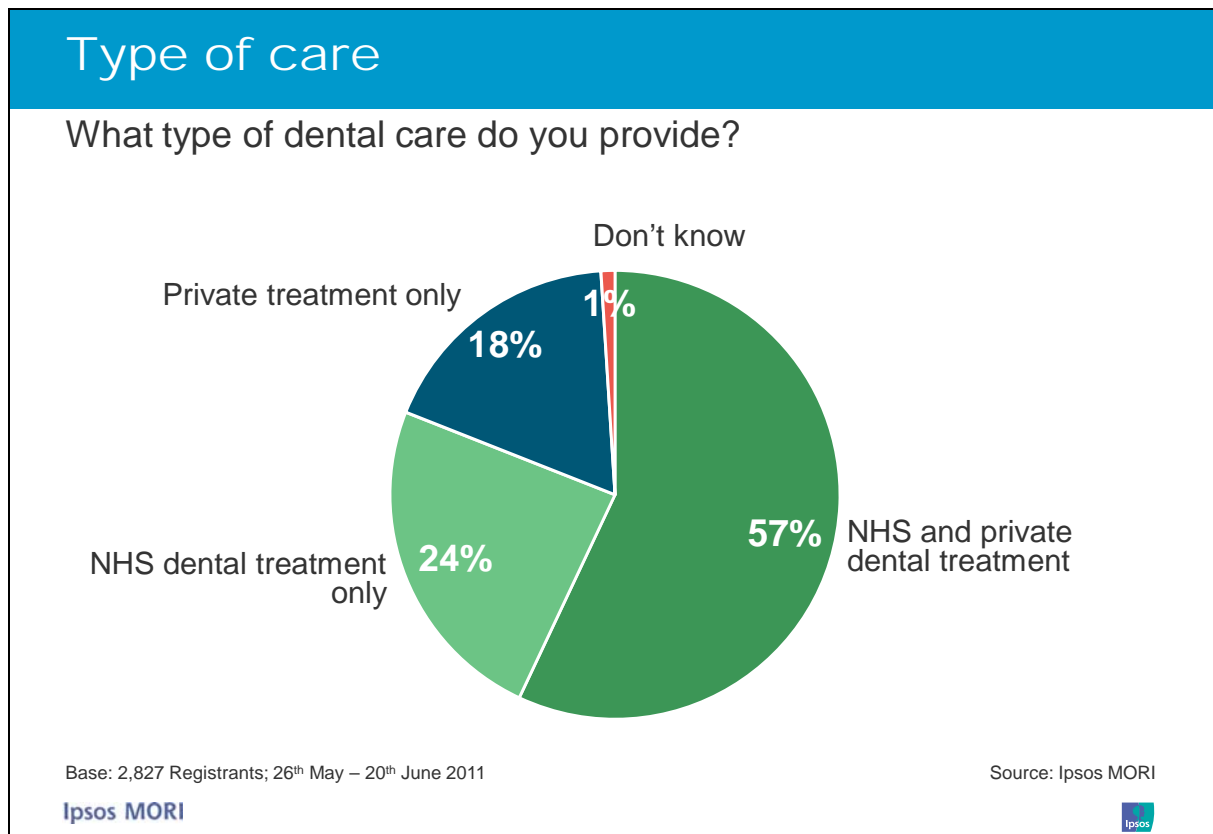
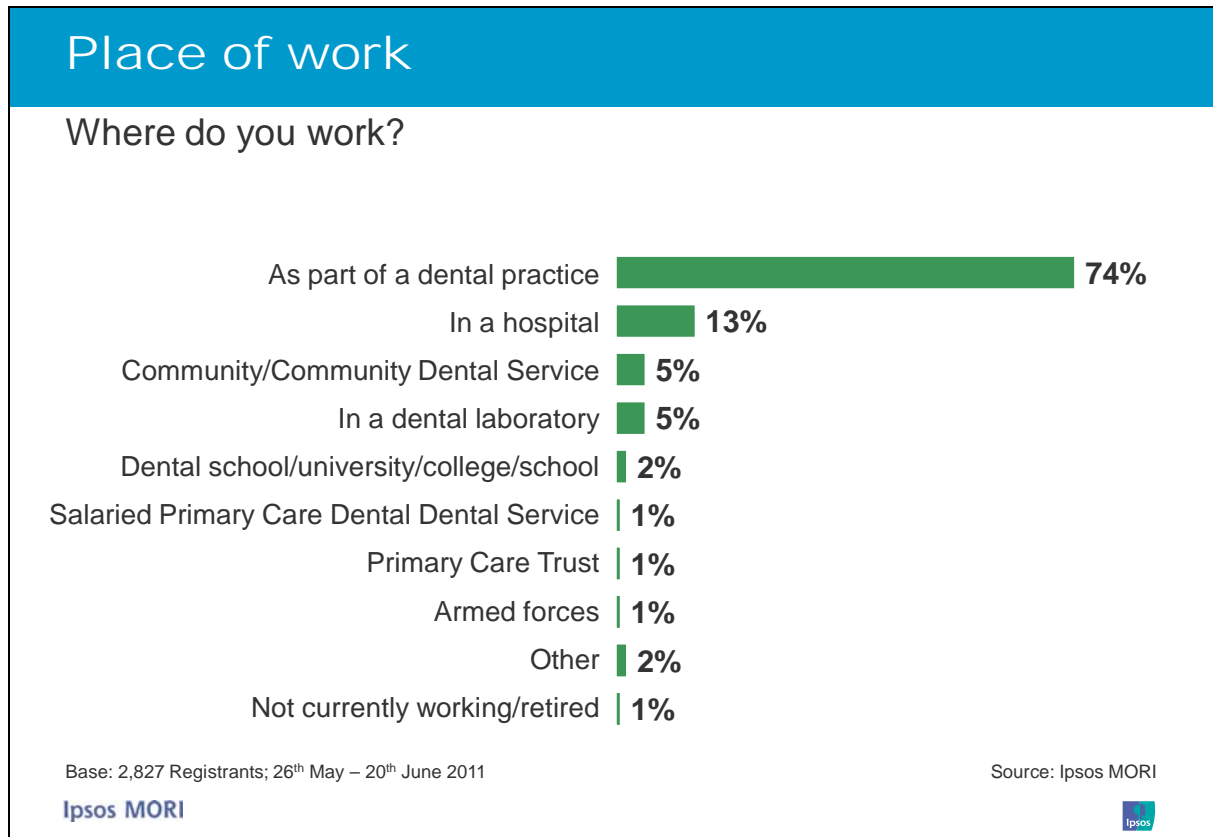


Figure 4 shows GDC registrants' place of work. Three in four registrants work within a dental practice (74%) with a small number working within hospitals (13%). Registrants, particularly DCPs, also work within Community Dental Services (three percent dentists, seven percent DCPs) and in dental laboratories (*%² dentists, eight percent DCPs). Of those respondents that work in dental practices, the vast majority (88%) have more than one dentist working where they work (including the respondent if applicable).

² Throughout the report an asterisk (*) denotes any value of less than half of one per cent, but greater than zero.

Figure 4



The number of registrants that work within a dental practice rises to more than four in five among dentists (83%). A smaller proportion of registrants work within hospitals (13%). DCPs are less likely to work within dental practices than dentists (69% compared with 83%), and instead are more likely to work within Community Dental Services (three per cent for dentists and seven per cent for DCPs) and in dental laboratories (*% for dentists and eight per cent for DCPs).

Of those registrants who work in dental practices, the vast majority of practices (88%) have more than one dentist working there (including the respondent if applicable).

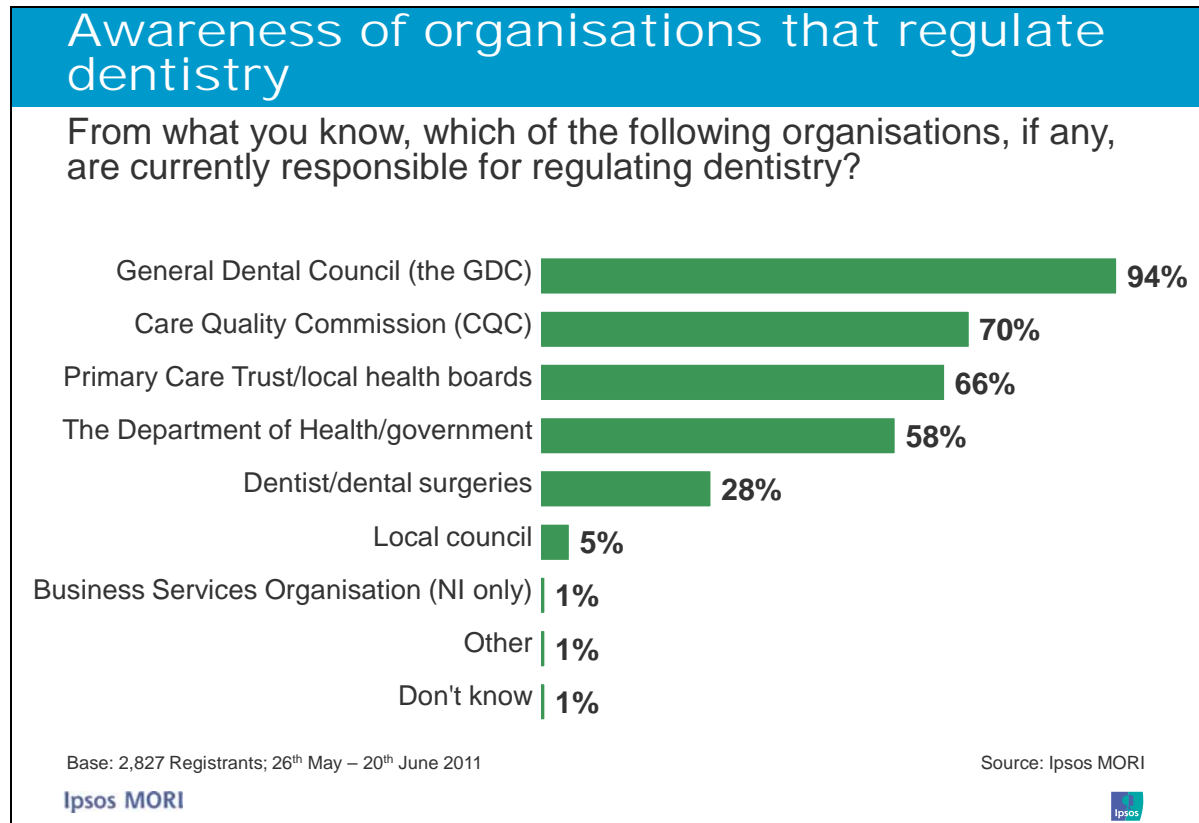
3. Awareness and favourability

3.1 Familiarity with the GDC and other regulators of the dental sector

As we would expect given that all dentists and DCPs must register with the GDC, when asked which organisations are currently responsible for the regulation of dentistry, the vast majority of registrants mention the GDC (94%). The GDC is identified as a regulator by significantly more registrants than any other organisation. Awareness of other organisations involved in the regulation of the dental sector is also high among the GDC's registrants. Many registrants also name that the Care Quality Commission (CQC) (70%), Primary Care Trusts and local health boards (66%), and the Department of Health (58%) as having some responsibility for regulation.

Identification of the GDC as an organisation responsible for regulating dentistry is high across all groups of dentists and DCPs, although those who registered with the GDC more recently (in the last five years) are less likely to mention the GDC (still high at 92%) than those who have been registered for longer (97%). Looking at other regulators, DCPs are generally less aware of dental regulators than dentists. For example, whereas 83% of dentists are aware that CQC regulates dentistry, awareness drops to 63% among DCPs. This may be because dentists will be involved in registering their premises with the CQC. Among DCPs, dental technicians display the lowest awareness of regulators other than the GDC, with only 42% aware of CQC's involvement and 32% aware of the Primary Care Trust and local health board's involvement in the regulation of dentistry.

Figure 5

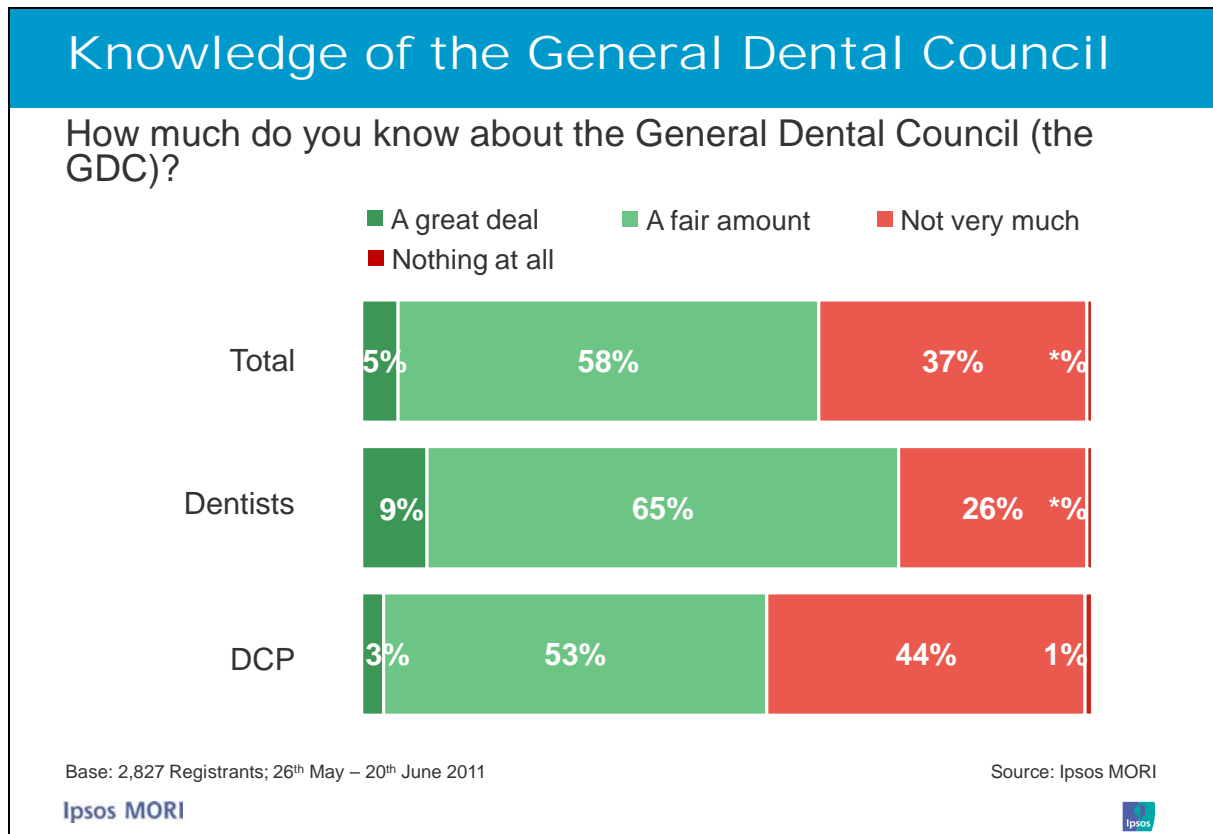


Awareness of regulation is also relatively high among the public, with more than two in three (69%) believing that dentistry is regulated. In our work for NHS West Midlands around public perceptions of dentistry, we found that the public often assumed that dentists were regulated rather than actually knowing that a regulator is in place. This was particularly the case for NHS dentists, who were thought to be better regulated than dentists in the private sector. Corroborating this, in the recent Annual patient and public survey, spontaneous awareness of the GDC is low at just three per cent, while after prompting, 70% have not heard of the GDC.

The vast majority of registrants are therefore aware of the GDC as a regulator. But how familiar are they with the organisation? The data in figure 6 shows how much registrants feel that they know about the GDC. Whilst few registrants say they know a great deal about the GDC (five per cent), the majority say that they know a fair amount (58%), which does suggest reasonable levels of familiarity. However, there remains a large minority who claim to know 'not very much' about the GDC (37%). These less informed registrants are more likely to be DCPs than dentists (44% vs. 26%), driven particularly by dental nurses, among whom almost half do not know very much (47%). This suggests that some more targeted communications for dental nurses may be desirable. Lower familiarity among DCPs may

partly be explained by the cohort who registered with the GDC when it became compulsory – those who have been registered for three to five years are particularly likely to not know very much about the GDC (42%). Interestingly, this is not just about those who have been registered for less time being less familiar with the organisation. Those who registered in the last two years are in line with the average in terms of not knowing very much about the GDC (37%).

Figure 6



The level of familiarity with the GDC is therefore fairly high among registrants. The next stages in building a strong reputation are favourability towards, and satisfaction with, the GDC.

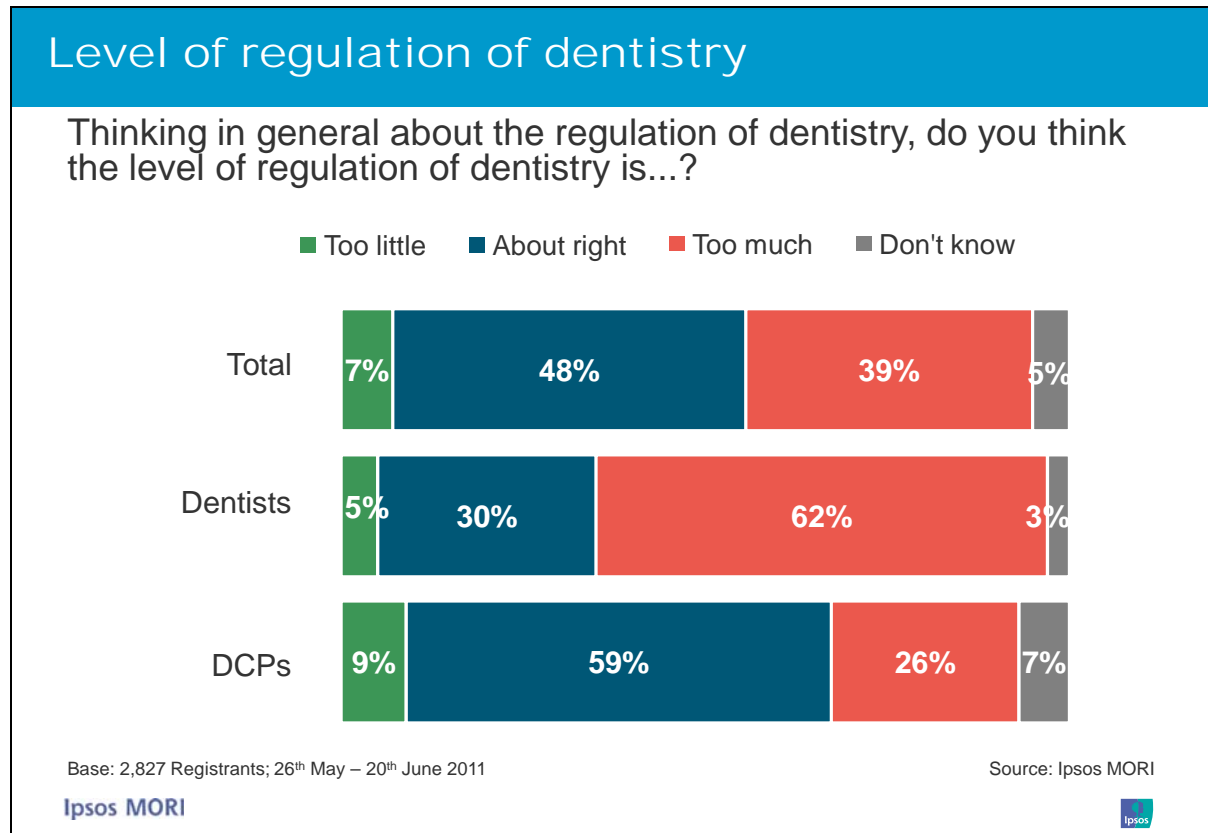
3.2 Regulation and confidence in the GDC

There are two aspects to registrants' views of the GDC: their perceptions of the regulations and their perceptions of how well the GDC upholds these regulations. This section explores registrants' views in these areas.

Looking first at what registrants think of the regulation of dentistry more generally, there is a sense among dentists that the level of regulation is too high. As shown in figure 7, dentists are twice as likely to say that the level of regulation is too much than that it is about right

(62% vs. 30%). DCPs are more positive about regulation, with six in ten saying it is about right (59%) and one-quarter that it is too much (26%).

Figure 7

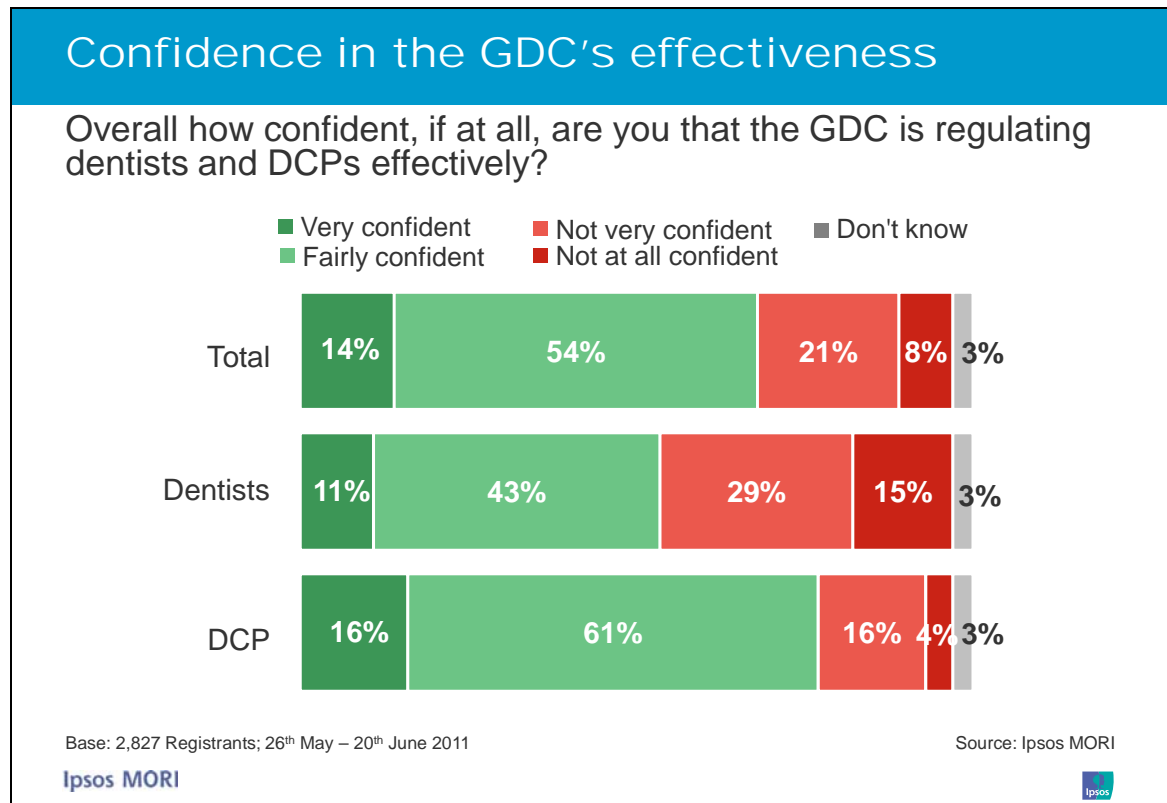


As there are multiple organisations that are responsible for the regulation of dentistry, the actions of other regulators such as the CQC (and equivalent bodies outside of England) are likely to influence the views of registrants on this measure. It is also worth noting that this question measures overall perceptions of regulation: registrants may think that some areas are regulated too much and others too little. Managing the overall perceived level of regulation of dentistry is therefore challenging and may not be something the GDC would seek to influence, particularly since it is not necessarily surprising that those being regulated think they are too highly regulated. However, it is worth being aware of these perceptions of dental regulation, as it may also affect registrants' views of the GDC.

Although dentists think there is too much regulation in dentistry, as shown in figure 8, they are a little more positive about the GDC's role in regulation. Over half (54%) are confident that the GDC is regulating dentists and DCPs effectively. However, a significant minority of three in ten dentists (29%) are not confident in the GDC. DCPs are again more positive, with more than three-quarters confident in the GDC's effective regulation (77%) and two in ten not confident (20%).

DCPs' views of the effectiveness of regulation are broadly in line with the public's views, with the vast majority of the public (79%) also confident that the GDC is effectively regulating dental care professionals. While the research did not cover questions on this specifically, these views are assumed to originate from a combination of the public's own experiences of visiting a dentist/DCP, as well as their assumptions about how dentistry is regulated.

Figure 8



The level of familiarity registrants have with the GDC does not affect how confident they are that the GDC is regulating dentists and DCPs effectively. This is unusual, as we often find that higher familiarity leads to higher favourability towards an organisation. Dentists are likely to be more familiar with the GDC and so the lack of a link between familiarity and favourability for the GDC may be a result of dentists' more critical views. The GDC may find it useful to talk to the dentists who are less confident in the GDC in more detail about why they hold these views.

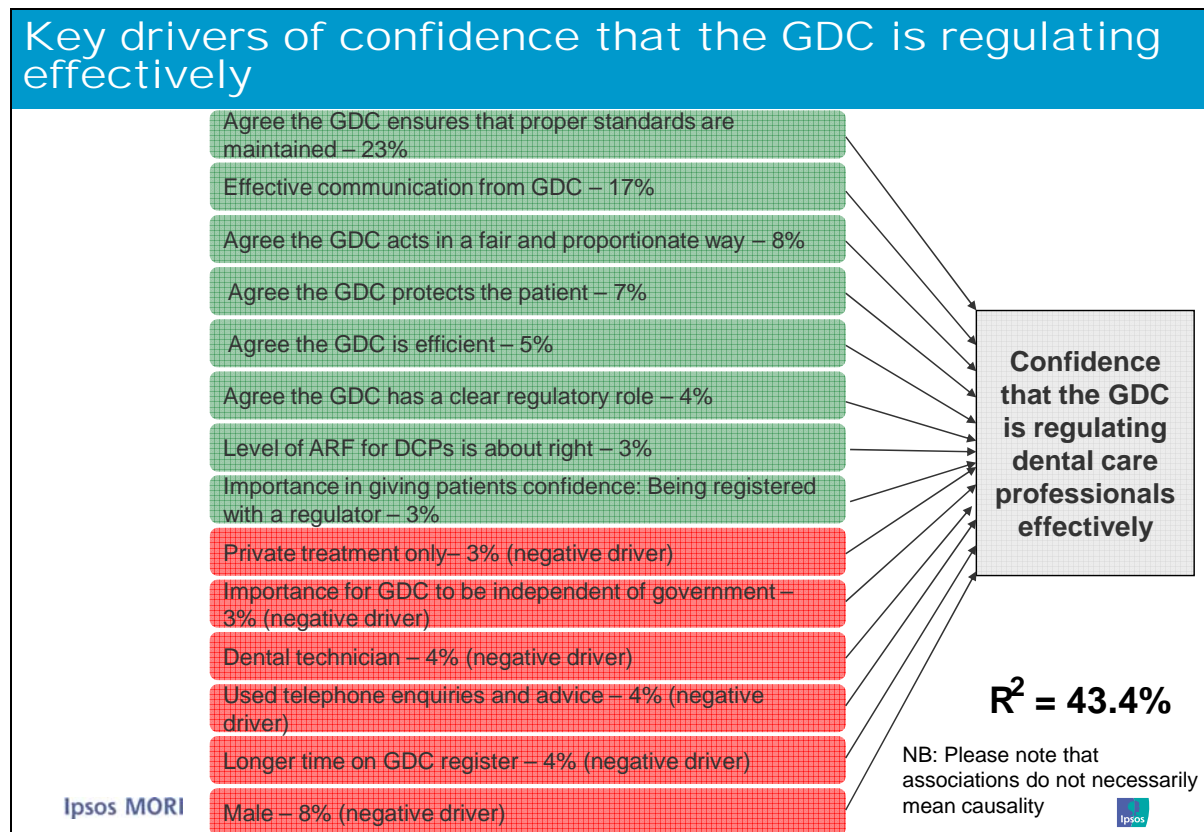
To provide more detail on what drives registrants' confidence that the GDC is regulating dentists and DCPs effectively, statistical analysis on the data (key drivers analysis, or KDA) can identify what other items in the questionnaire drive higher confidence in the GDC. Identifying these drivers allows the GDC to see which measures they need to maintain and

which measures they can aim to improve upon in order to increase confidence³. Drivers highlighted in green are positive drivers: the higher the level of these drivers, the more confident registrants are in the GDC's regulation. Drivers highlighted in red are negative drivers: the higher the level of these drivers, the less confident registrants are in the GDC's regulation

Figure 9 overleaf shows the common key drivers in confidence that the GDC regulates dental care professionals effectively. Agreeing that the GDC ensures that proper standards are maintained is the strongest driver of confidence. That is, the more likely a registrant is to say that the GDC ensures that proper standards are maintained, the more likely they are to have confidence in the GDC – as we may expect. The second strongest driver is how effectively the GDC communicates with registrants. This suggests that the quality of communication with registrants does make a difference to registrants' opinions about how effectively the GDC regulates dental care professionals – it is not just about how well the GDC performs its core functions, it's also about how well it is seen to do this. The GDC is able to control communications and so this may be an area that the GDC can focus on, in order to improve levels of confidence in its regulation.

³ Although please note that KDA identifies correlations in the data rather than causal relationships. Please refer to the appendices for an explanation of how this analysis was done and how to interpret the results.

Figure 9



The majority of negative drivers of confidence in the GDC to regulate dental professionals effectively are factors that the GDC cannot change, for example, gender. However, using this in conjunction with the positive drivers, they may point to groups of dentists and DCPs where better communication would be particularly valuable. In addition, as previously mentioned, dentists' confidence in the GDC is lower than that of DCPs. This tendency is reflected in the model of key drivers. Demographics associated with dentists are among the strongest negative drivers. For example, the largest negative driver of confidence, being male (which accounts for eight per cent of variance in confidence), is associated with dentists to a far larger extent than DCPs (60% dentists vs. 10% DCPs).

3.3 Views on the GDC's aims

An important part of building the reputation of the GDC as a regulator is views of the GDC's current areas of focus. A registrant who does not agree with the aims of the GDC is unlikely to think the GDC is an effective regulator. As shown in figure 10, the GDC performs well here: registrants tend to strongly identify with the organisation's aims and agree that they are important. Very few registrants do not think the aims are important. The area which registrants think is less important is being independent from registrants (65% say it is very or fairly important) – and dentists in particular do not think this is important (49% say it is very or

fairly important). This suggests that dentists do not necessarily agree with the trend towards greater independence of regulators from the professions they regulate.

Registrants were also asked how well the GDC performs against each of these key aims and, as shown in figure 11, the results are largely positive. In particular, eight in ten agree that the GDC protects patients (80%), while around seven in ten agree that it has a clear regulatory role (72%) and ensures that proper standards are maintained (70%). A strong performance on ensuring that proper standards are maintained is particularly important given that this is the strongest driver of confidence in the GDC to regulate effectively.

There are areas where registrants' views are less positive, however. Approaching four in ten registrants disagree that the GDC is cost effective (38%), while around one-quarter disagree that the GDC consults and involves registrants (27%), that it is efficient (24%) or that it is a powerful influencer of government policy (24%).

Figure 10

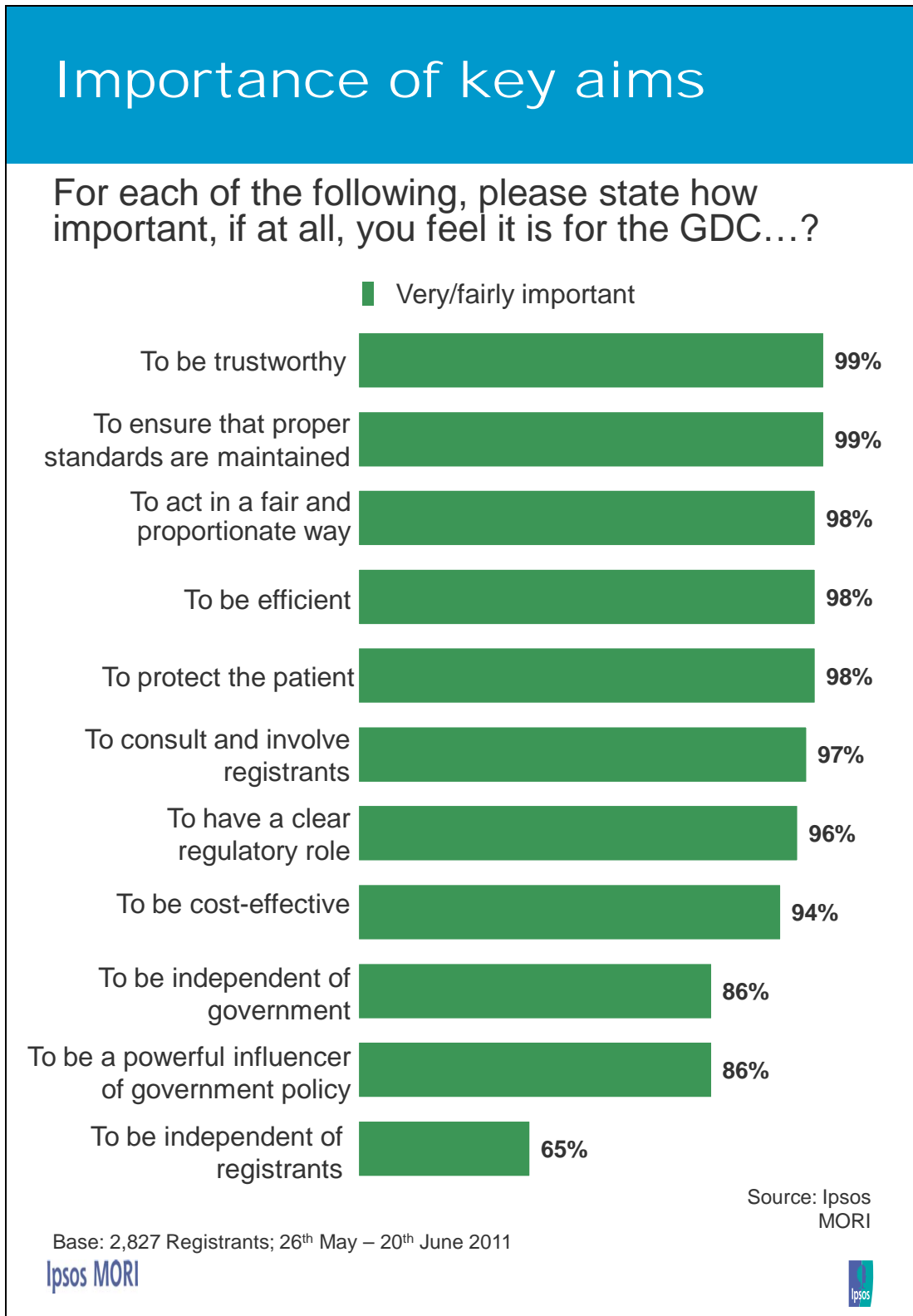
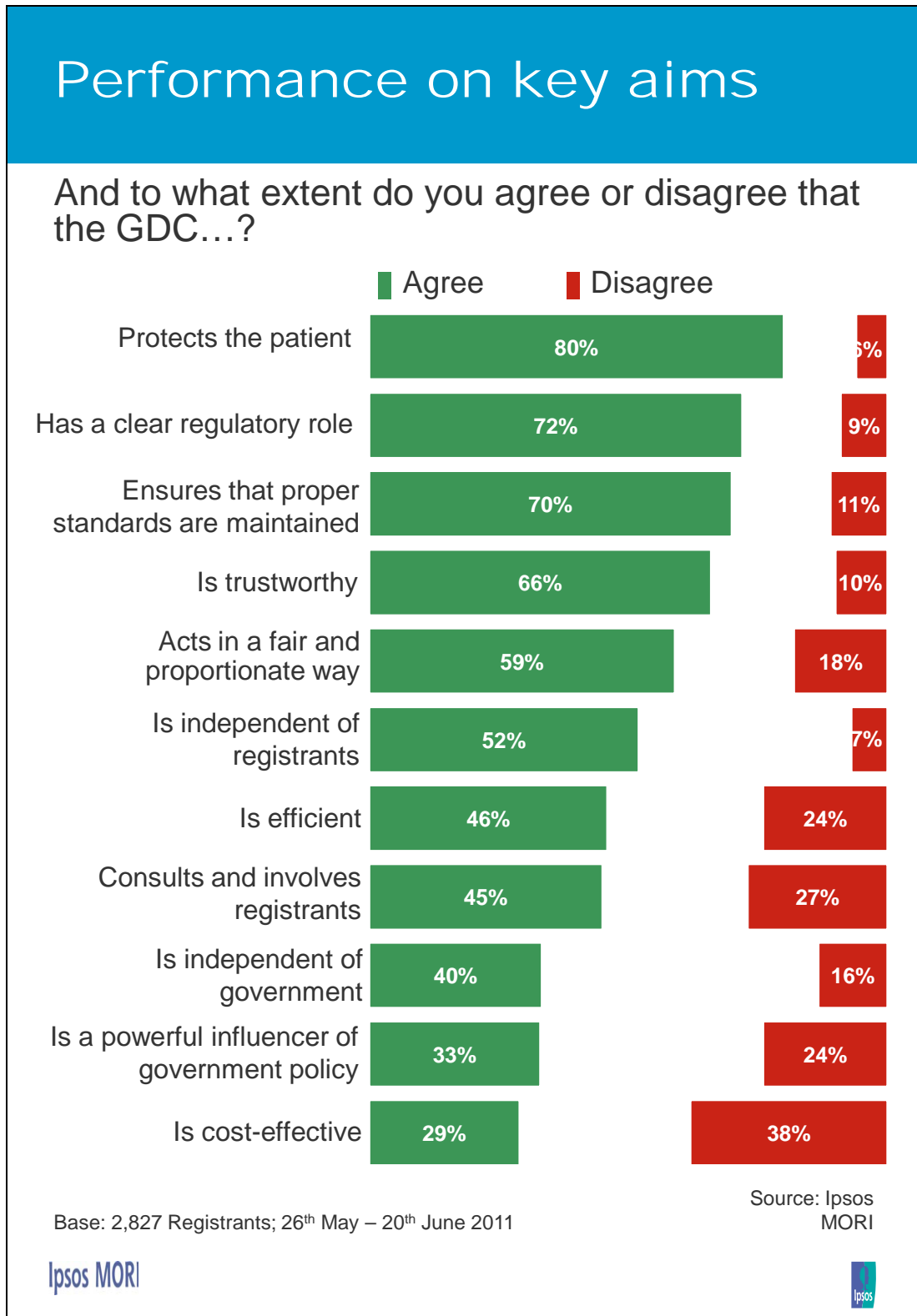


Figure 11



When implementing changes based on the results of the survey, the GDC will want to identify the most productive areas in which to concentrate resources. To achieve this, strategic priority analysis is useful: it looks for areas of focus which are highly important to registrants, but in which the GDC is seen to be performing relatively poorly by registrants.

Focusing on dentists first, the figure 12 shows each of the GDC's aims, with registrants' views of the importance of the aims plotted against how well the GDC delivers them. Aims in the top right quadrant are those that emerge as more important to registrants, but aims on which the GDC is already delivering. These are areas that the GDC should be careful to monitor opinion on and strive to maintain. They include:

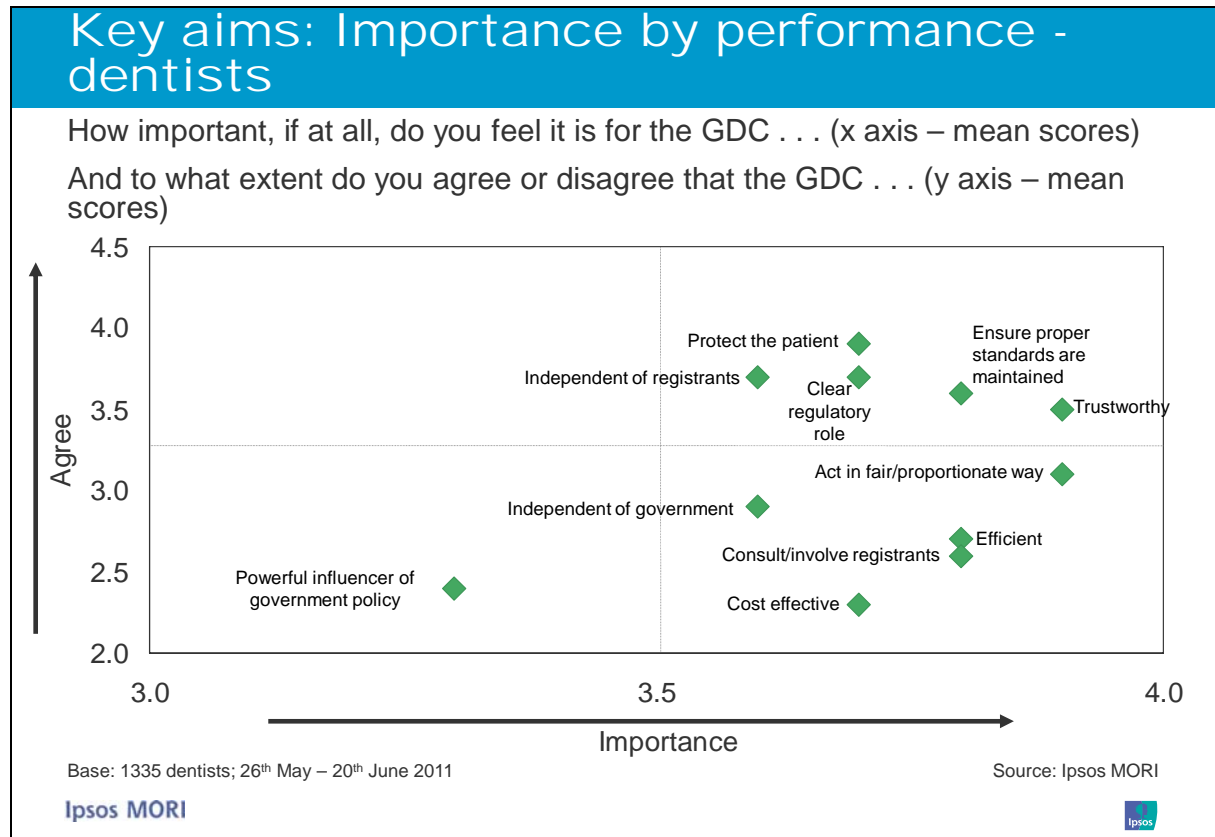
- ensuring proper standards are maintained;
- being trustworthy;
- protecting the patient;
- having a clear regulatory role; and
- being independent of registrants.

Areas in the bottom right quadrant are those that are still important, but on which the GDC is not delivering as well:

- acting in a fair and proportionate way;
- being efficient;
- consulting and involving registrants;
- being independent of government; and
- being cost-effective.

Improving performance, or perceptions of performance, on these five areas are particular priorities for action, since there is room for improvement and registrants view them as very important.

Figure 12

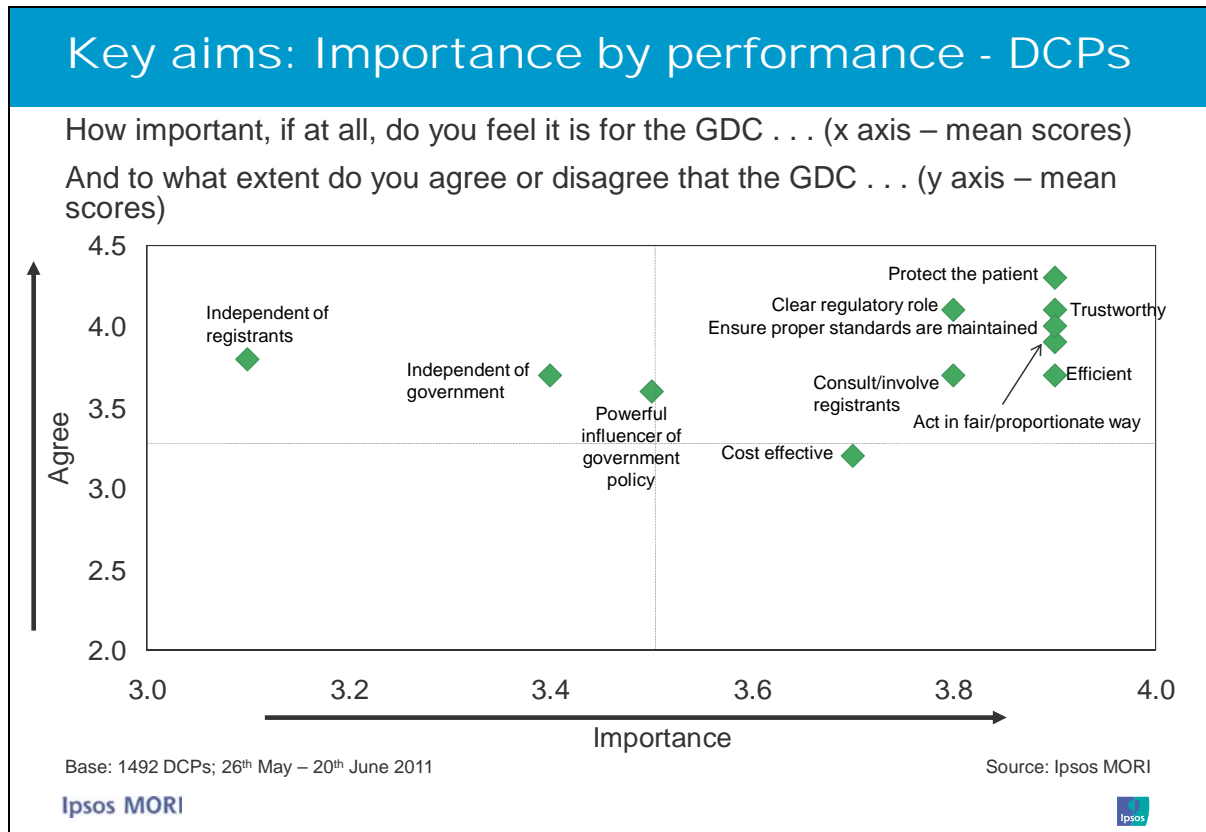


As has generally been the case, DCPs' attitudes towards the GDC's performance are more positive than those of dentists. Whilst DCPs generally place similar importance on the GDC's key aims as dentists, they are more likely to agree that the GDC is fulfilling its aims. Figure 13 shows that the GDC should seek to maintain its performance in the following areas:

- protecting the patient;
- being trustworthy;
- ensuring proper standards are maintained;
- having a clear regulatory role;
- acting in a fair and proportionate way;
- being efficient; and
- consulting and involving registrants.

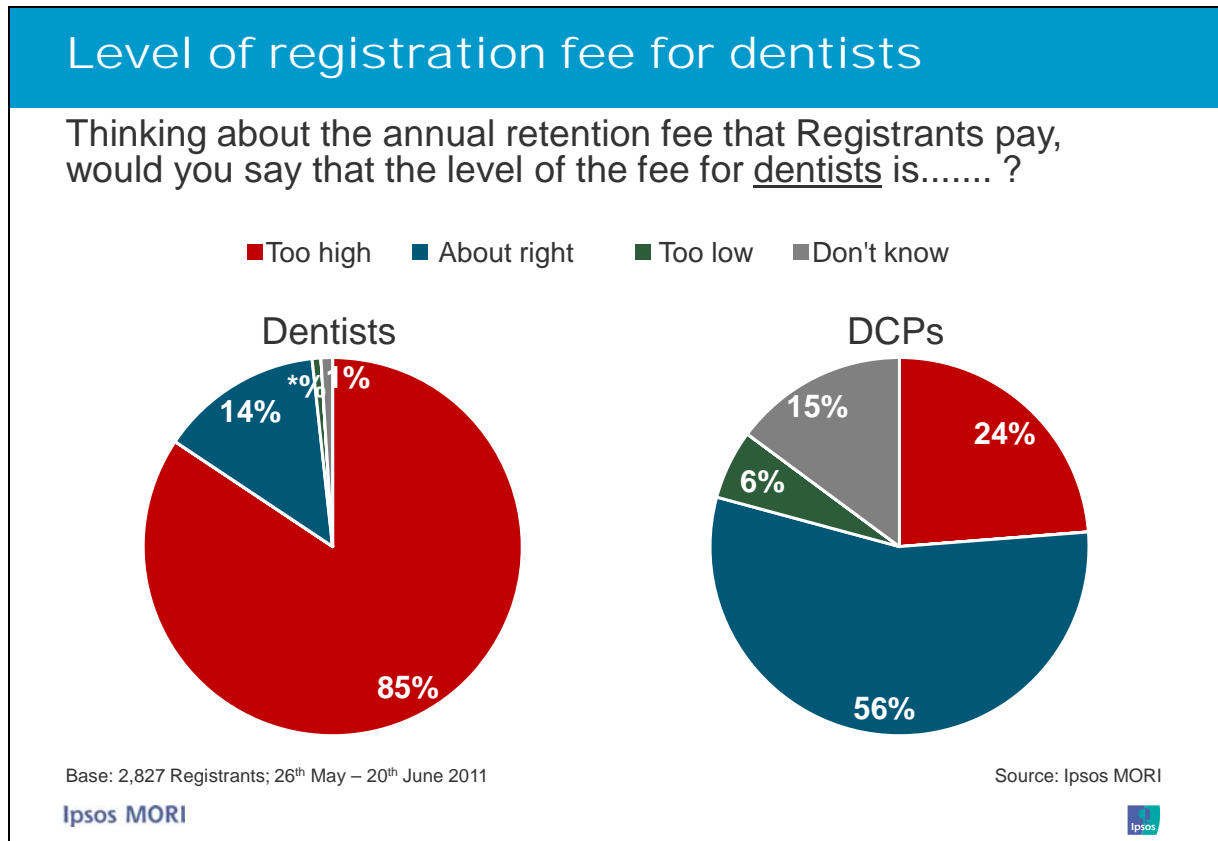
In contrast, the key aim which DCPs view as important but on which they think the GDC performs less well is cost-effectiveness.

Figure 13



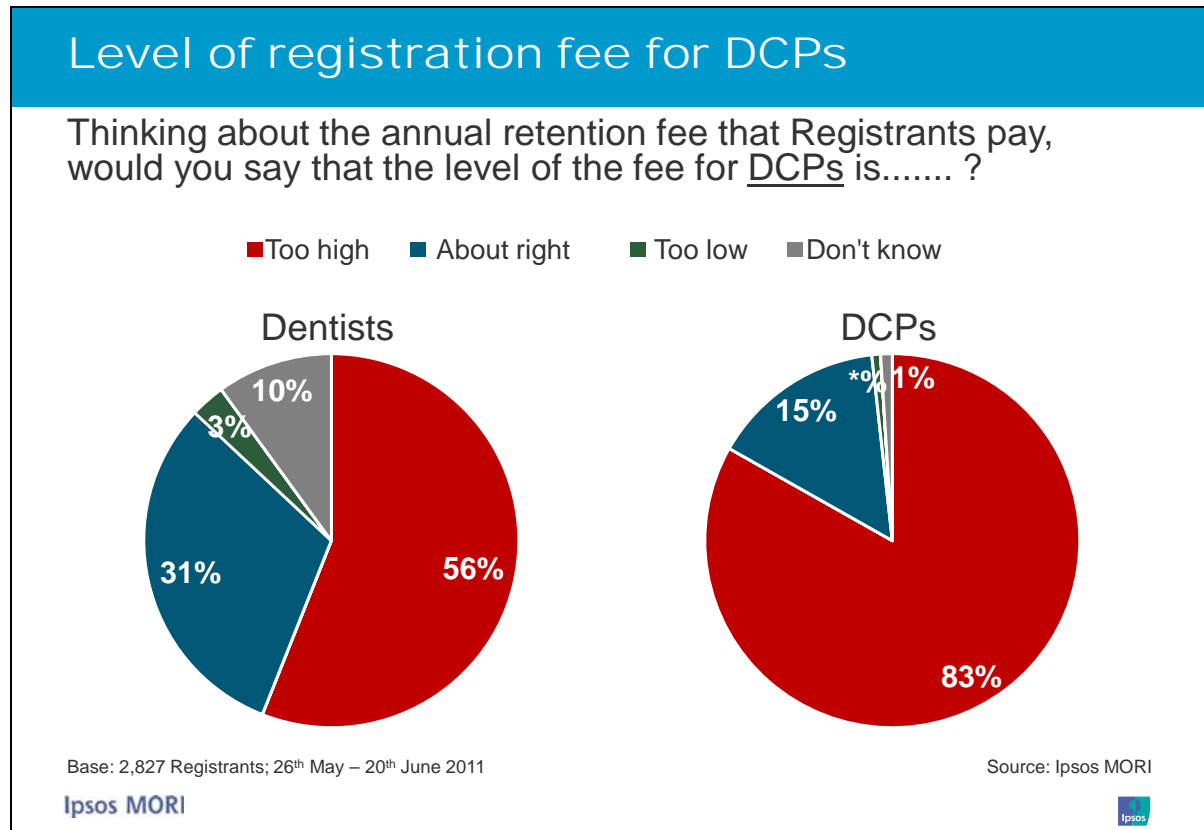
Cost-effectiveness, then, is the aim with which fewest registrants are satisfied. It also emerges as a key priority for improvement from the strategic analysis for both dentists and DCPs. One part of the picture on cost-effectiveness and whether registrants are receiving value for money is the amount they pay to register. As shown in figure 14, there are significant levels of concern among dentists about the registration fees with the vast majority (85%) thinking it is too high.

Figure 14



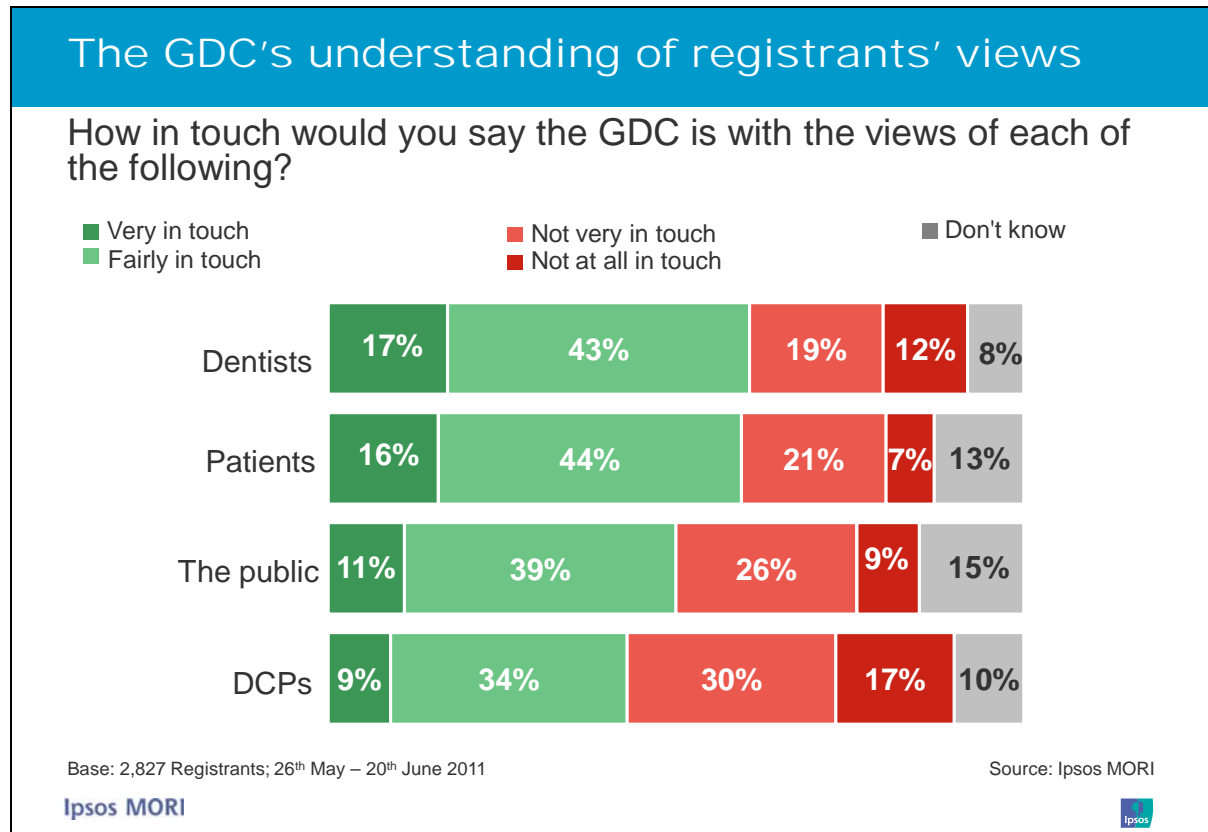
Similarly, there is dissatisfaction surrounding the level of the registration fee paid by DCPs, as shown in figure 15. The majority of DCPs think that their registration fee is too high (86%), a concern which is shared by over half (56%) of dentists.

Figure 15



Another area for consideration raised through the analysis is the extent to which dentists in particular think the GDC consults and involves registrants (figure 11). Approaching half of dentists (48%) disagree that the GDC consults and involves registrants. This may, in part, reflect the greater independence of the GDC from its registrants since registrants have not been sitting on the GDC's Council. Dentists may feel more distant from the GDC as a result. Reflecting this, a significant minority of registrants feel that the GDC is not in touch with the views of registrants, patients and the public (figure 16). The GDC is seen to be particularly out of touch with DCPs (47%). However, DCPs themselves are more likely to think that the GDC is in touch with the views of DCPs (51%) than dentists are (29%).

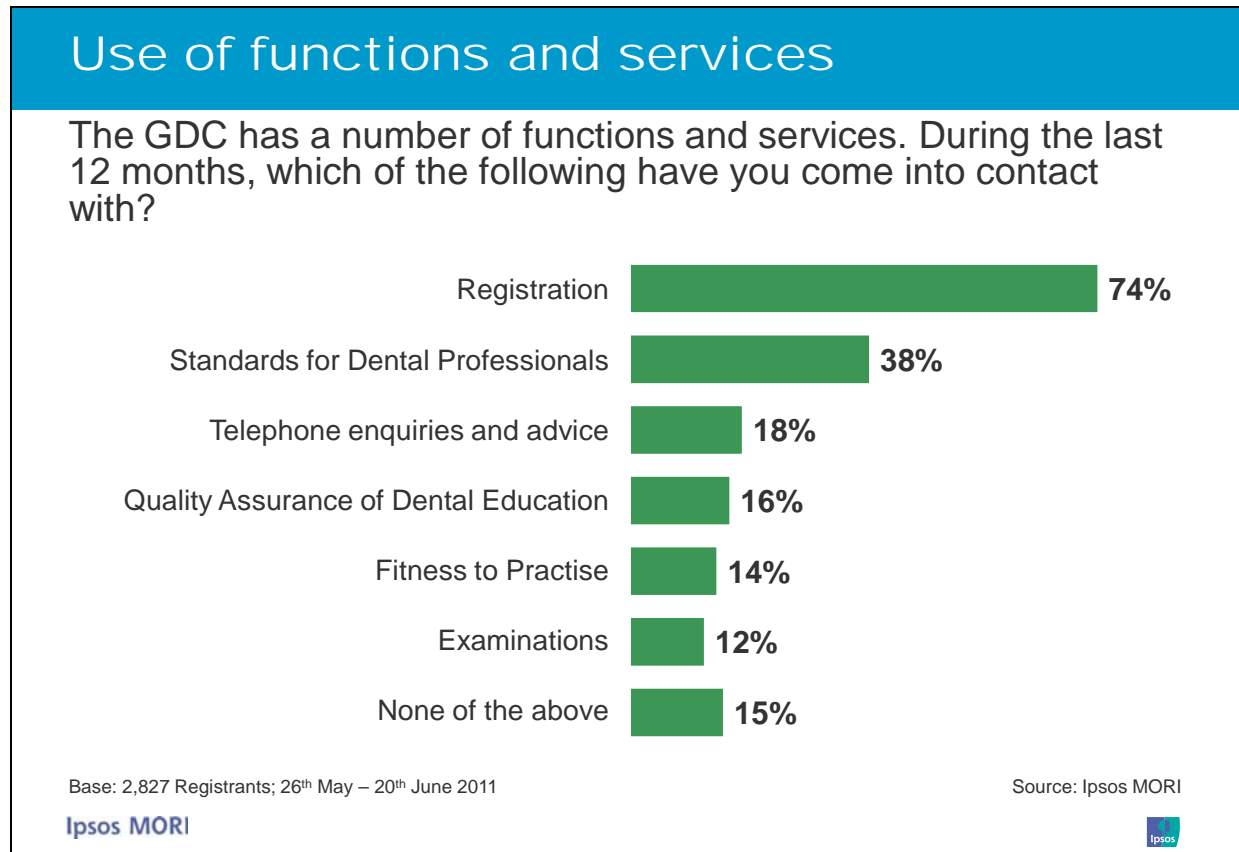
Figure 16



3.4 Satisfaction with the GDC's functions and services

Having explored registrants' views of the key aims for the GDC and how well they are delivered, this section looks at registrants' use of the specific functions and services that the GDC offers and how satisfied they are with them. Registrants' use of the functions and services offered by the GDC is fairly high (figure 17), with just 15% of registrants reported having used no functions or services within the last year. The most frequently used services are registration, which was used by three in four registrants in the last year (74%), and Standards for Dental Professionals (38%), which were used by approaching four in ten registrants in the last year. The remaining functions and services that are offered by the GDC were used by fewer than two in ten registrants in the last year.

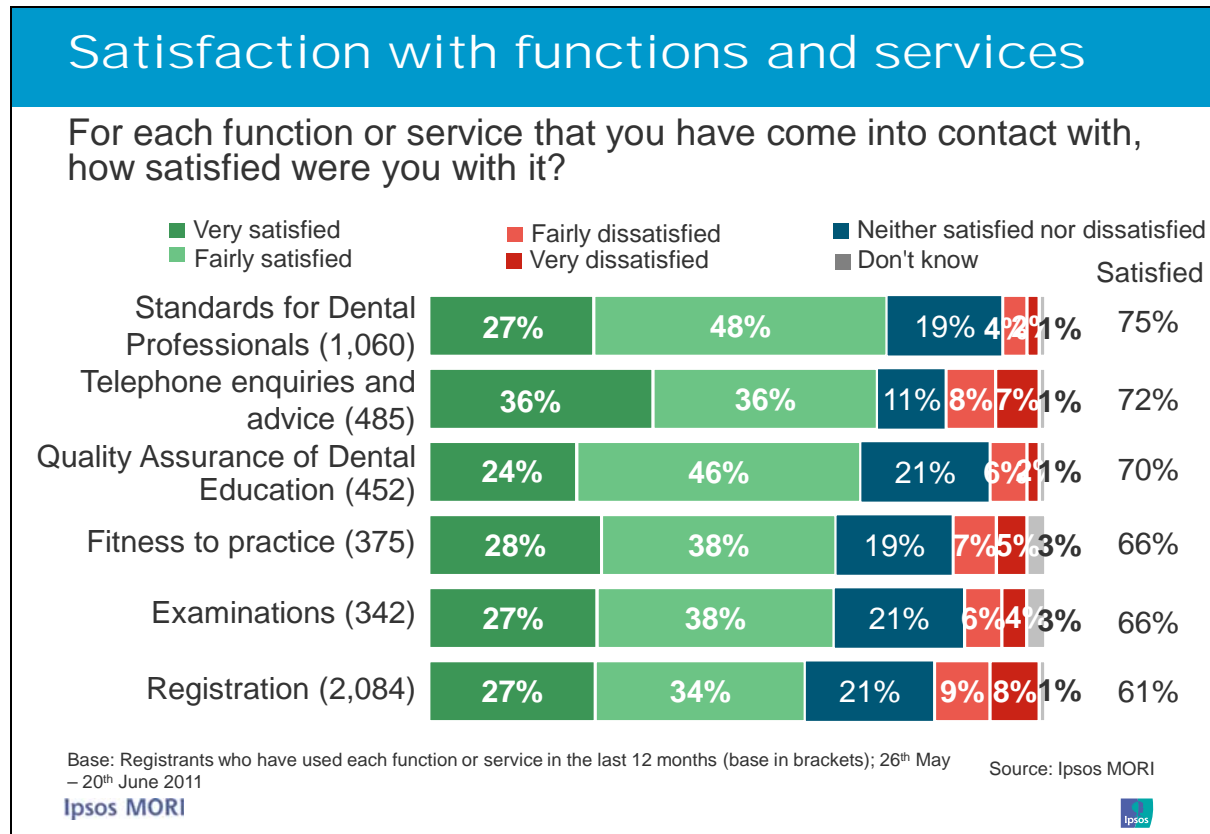
Figure 17



DCPs tend to have used services more than dentists, with 87% having used any service or function in the last year, compared with 82% of dentists. In addition, as we may expect, those who have used more services or functions tend to report greater familiarity with the GDC, suggesting that greater familiarity comes from direct contact with the GDC.

Those who accessed each of the GDC's functions or services were asked how satisfied they were with each (figure 18). The majority are satisfied with each of the different functions or services, particularly those looking at Standards for Dental Professionals (75%). However, registrants are least satisfied with registration – six in ten are satisfied (61%) but approaching two in ten are dissatisfied (18%). As this is the function that affects most registrants, the GDC may wish to look at the registration process to ensure it is fit for purpose and review whether any improvements can be made.

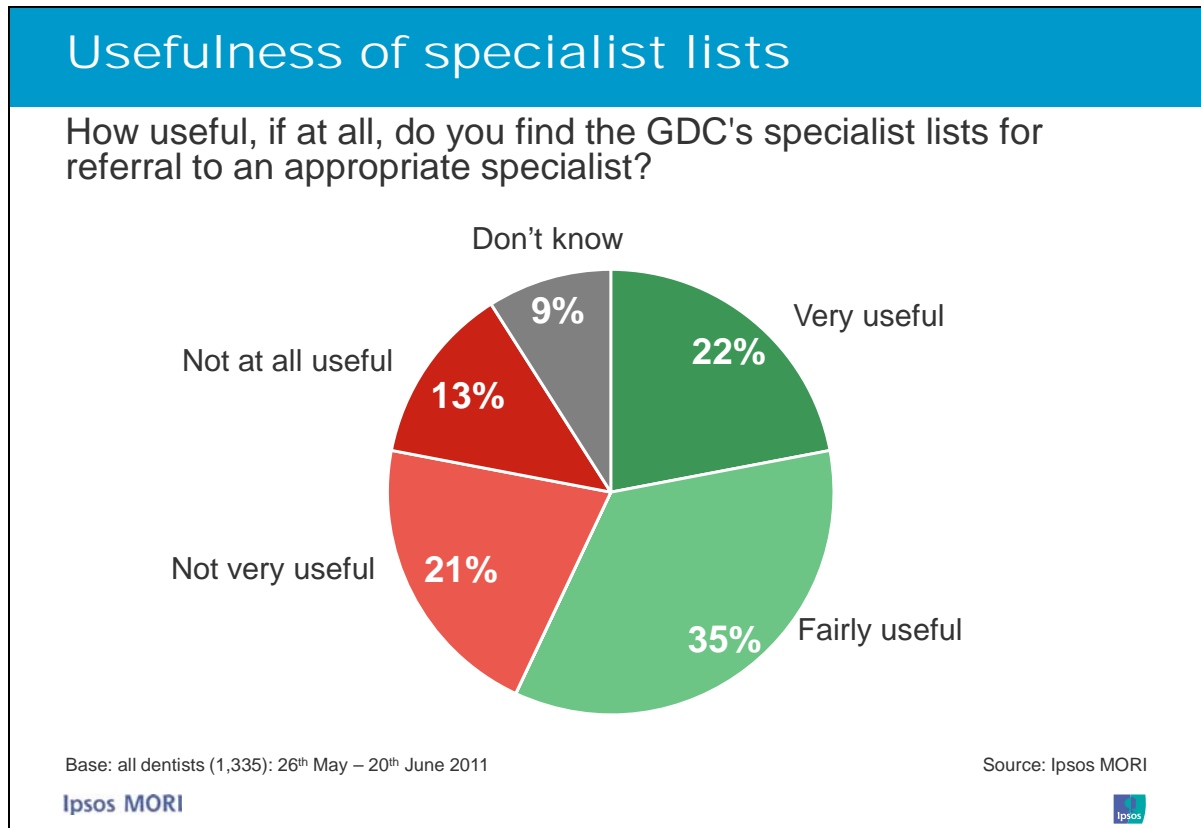
Figure 18



DCPs are consistently more satisfied with the services and functions they have used than dentists. This difference in satisfaction is particularly apparent regarding telephone enquiries and advice (79% of DCPs are satisfied vs. 59% of dentists) and Fitness to Practise (74% of DCPs are satisfied vs. 62% of dentists). Having said this, a majority of dentists are still satisfied with each.

The GDC holds 13 lists of specialists that patients and professionals can use to find registrants who provide specialist treatment. As figure 19 shows, around a third of registrants (34%) say that they do not find these lists useful.

Figure 19



Further work would be needed to explore why these registrants do not find the lists useful. However, we do know that older registrants within working age (51-60 year olds in particular) are more likely to say that the lists are not useful (41%). There is also a link with confidence in the effectiveness of GDC as a regulator – almost half (46%) of those who are not confident say they do not find the lists useful. This is probably a symptom of general negativity towards the GDC rather than a direct link, but it does demonstrate that there is a group of registrants who are generally less positive towards the GDC and its functions and services.

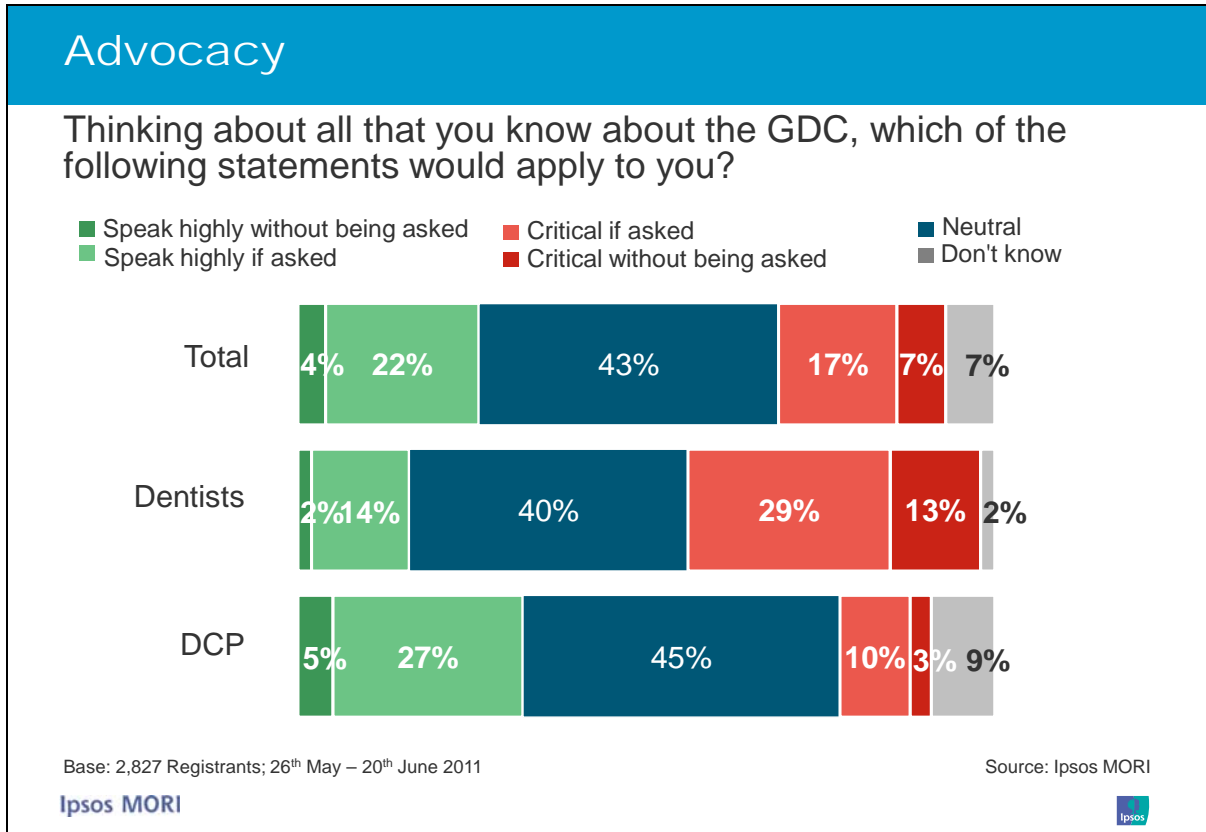
3.5 Advocacy

While satisfaction is important to an organisation and its reputation, advocacy is a stronger measure of an organisation's reputation. While satisfaction may be relatively passive, advocacy is more discriminating, measuring the extent to which registrants will go out and talk highly of the GDC or criticise it. Word of mouth is central to an organisation's reputation and asking about advocacy tells us whether this is likely to be positive, neutral, or negative.

There is a mixed picture regarding advocacy of the GDC. As figure 20 shows, only one-quarter of registrants (26%) would speak highly of it, whilst a similar proportion would be critical (24%). Registrants are most likely to be neutral (43%). Reflecting the generally more positive results among DCPs, they are also more likely than dentists to speak highly of the

GDC (32% vs. 16%) – although dental technicians are particularly critical (36%, compared with 13% of other DCPs). Dentists are significantly more likely to be critical of the GDC than to speak highly of it: four in ten are critical of the organisation (42%) while fewer than two in ten would speak highly of it (16%).

Figure 20



4. Standards and professionalism

As the regulator of dental professionals in the UK, it is the responsibility of the GDC to ensure that all professionals are clear about what standards are expected of them and the treatment they provide. Indeed, standards are one of the primary concerns of the GDC, and as such form a central tenant of its three aims to: 1) protect patients, 2) promote confidence in dental professionals, and 3) be at the forefront of healthcare regulation. This chapter focuses on several specific areas relating to standards and professionalism, including perceived areas of importance for professionals and patients, ways in which to communicate with patients about regulation, continuous professional development (CPD), dental indemnity and the systems in place to follow-up when things don't go as planned.

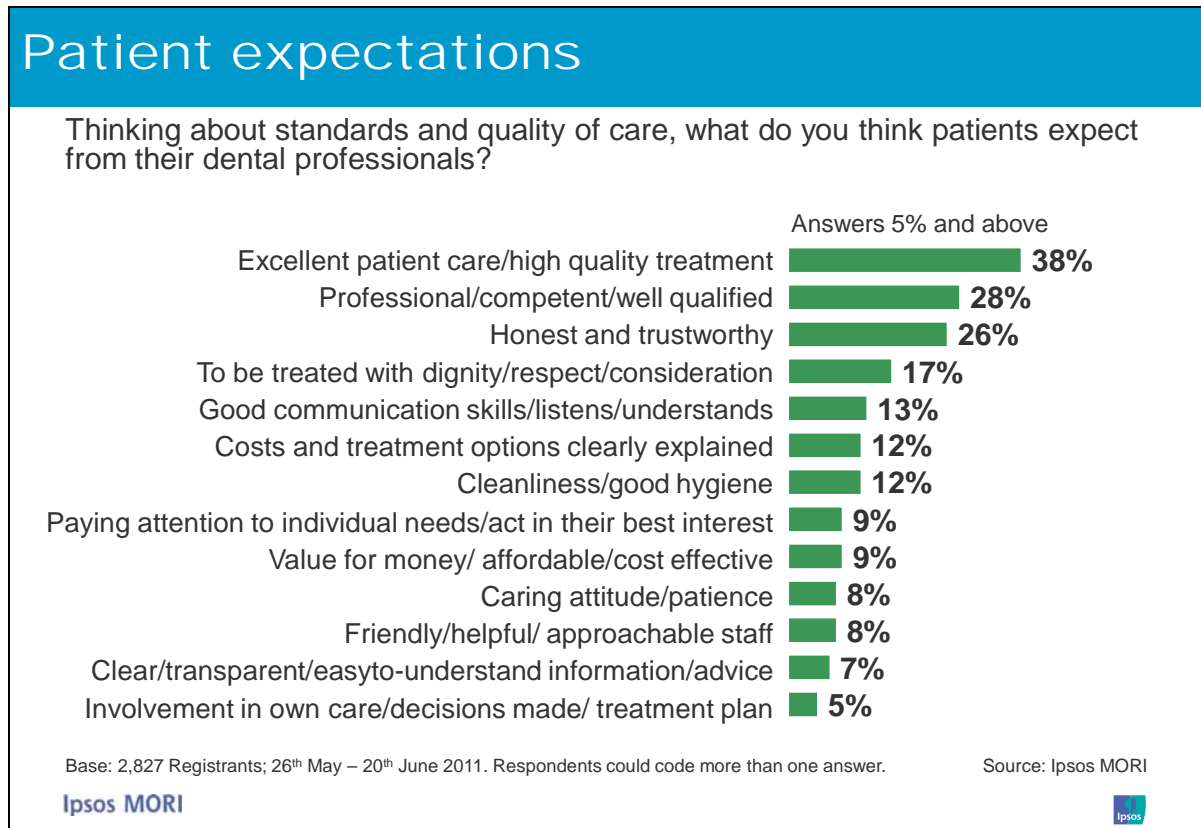
4.1 Meeting patients' expectations

Standards are in place to ensure that patients are treated safely and appropriately by dental professionals and that the service and treatment received meets their expectations. As such, it is important for dental professionals to have a good understanding of what patients want and expect in this regard from their dental professionals.

Registrants most commonly believe that patients place greatest emphasis on high quality treatment from their dental professionals; two in five (38%) choose this as one of the things that patients expect (figure 21). This reflects the findings of the Annual Patient and Public Survey in which the top reasons that patients gave for having confidence that they were treated fairly by dental professionals were how they were treated (54%) and high quality clinical care (50%).

Registrants then focus on the individual providing the care – specifically, their competence (28%) and honesty (26%) – and then the way in which they interact with patients – treating patients with dignity and respect (17%) and good communication (12%).

Figure 21



Registrants are fairly consistent in their perceptions of patient expectations; however dentists are more likely than DCPs to cite high quality treatment/care as an expectation of patients (41% compared with 36% respectively), while dental hygienists are more likely than registrants in general to mention those areas associated with the individual and the relationship – being competent/well qualified⁴, honesty and trustworthiness⁵, and treating patients with dignity and respect⁶.

4.2 Qualities of dental professionals

When thinking specifically about the qualities that are important for dental professionals to have, these appear to follow on from their ideas of patient expectations. ‘Soft skills’ are seen as particularly important commodities for dental professionals to have, with over nine in ten registrants (92%) saying that treating patients with dignity and respect is very important⁷, while around eight in ten say the same for good communication (86%), involving patients in their treatment decisions (83%) and dealing with patient complaints (79%) (figure 22). In

⁴ 35% compared with 28% respectively.

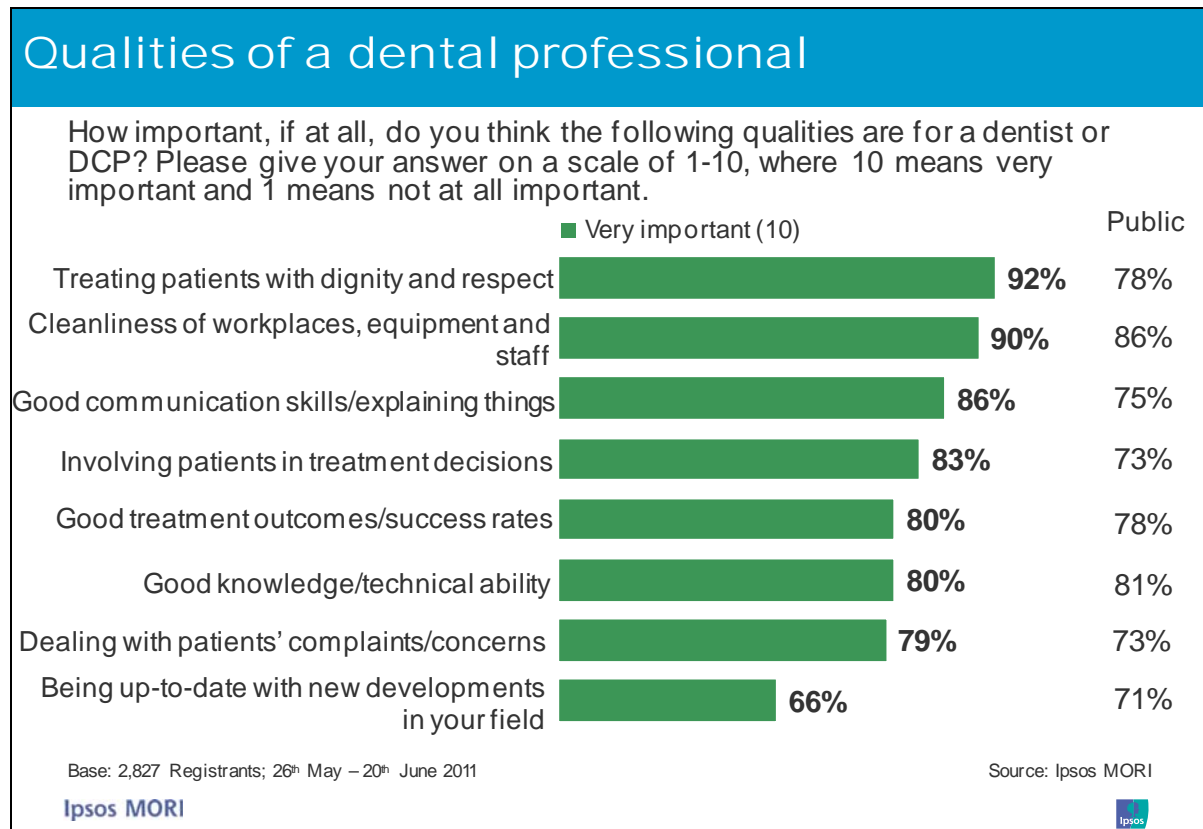
⁵ 36% compared with 26% respectively.

⁶ 26% compared with 17% respectively.

⁷ Rating 10 out of 10 on an importance scale, where 1 is equal to not at all important and 10 is equal to very important.

addition to the way dental professionals deal with individual patients, most registrants also see cleanliness (90%), and good/successful treatment outcomes and good technical knowledge (both 80%) as very important. As with expectations, professionals appear to be largely in tune with their patients, with the vast majority of the public also citing all these qualities as very important for dental professionals to have. However, the Annual Patient and Public Survey found that, while patients do also think that soft skills are very important, they actually place more importance, relative to other areas, on cleanliness.

Figure 22

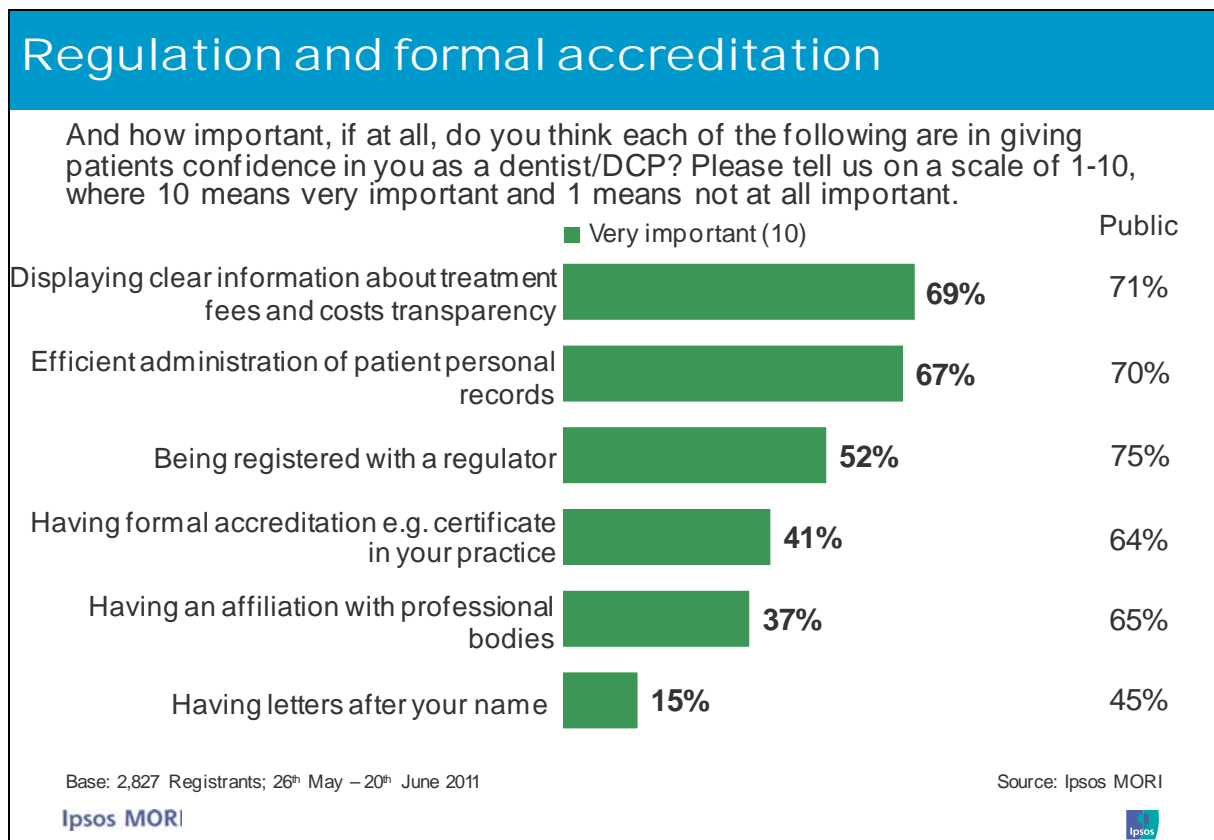


Across all qualities, DCPs are more likely than dentists to rate each as very important. For example nine in ten DCPs (89%) rate good communication skills as very important compared to eight in ten dentists (80%), and the same pattern is again true for treatment, with 87% of DCPs rating good treatment/successful outcomes as very important, compared to only seven in ten dentists (69%). Although these differences exist across the board, the last result is perhaps the most surprising. It suggests that dentists may be underestimating the importance patients place on outcomes. Although dignity and respect and communication skills are important, outcomes are equally so for patients.

4.3 Impact of regulation on patient confidence

As shown previously, registrants are on the whole supportive of the regulatory role that the GDC plays in protecting patients and maintaining high standards of dentistry. That said, registrants appear to be less certain about the impact accreditation and regulation has on giving the public confidence in them and their treatment, particularly so for dentists. As figure 23 shows, while over two-thirds of registrants think that it is very important to display clear information about fees and treatment (69%) and for administration of patient records to be efficient (67%), only around half believe that being registered with a regulator (52%) is very important in giving patients confidence. Around two in five rate having formal accreditation in their practice (41%) and having an affiliation with a professional body (37%) as very important, while only a small proportion (15%) say the same for having letters after their name.

Figure 23

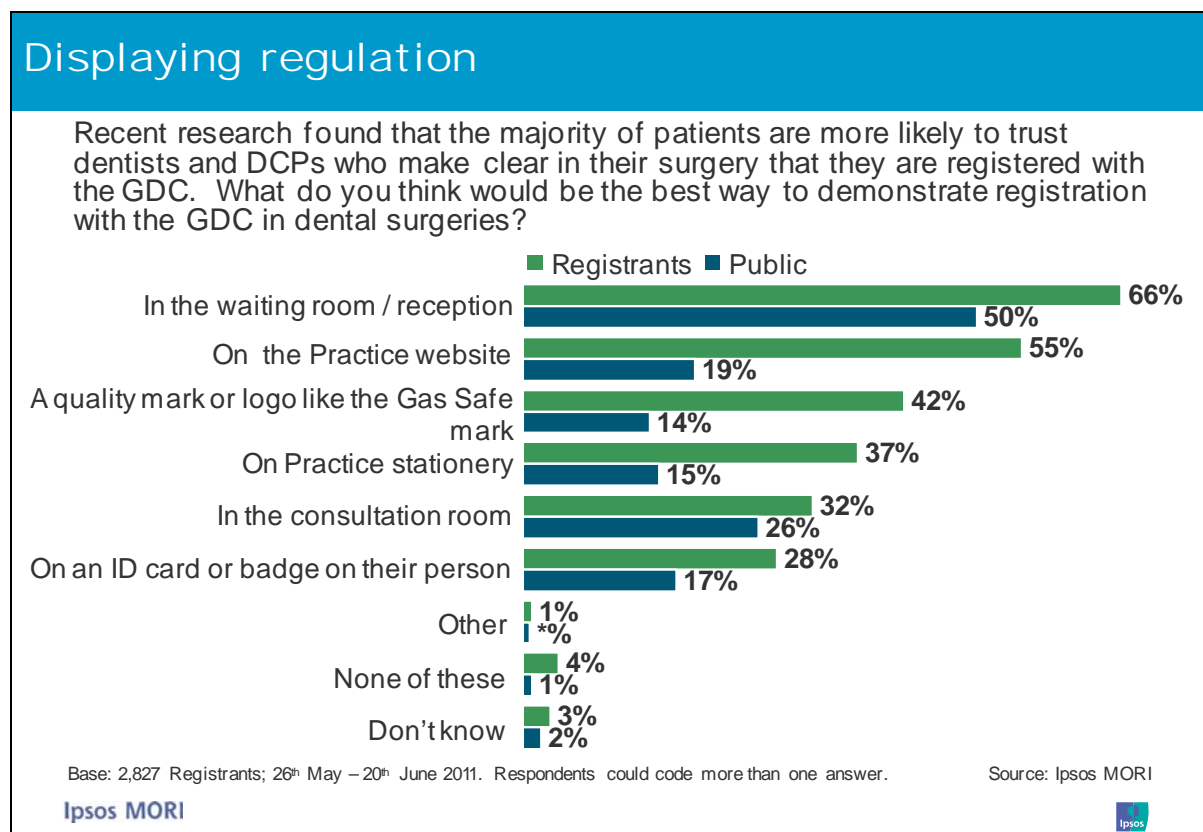


In contrast, the public appear to place more importance on the impact that regulation and accreditation has on their confidence in a dental professional than registrants do. So while both professionals and patients agree that it is important to display clear information about costs and treatment and to have good administrative processes in place, there is a clear gap

when it comes to registration and accreditation. This is an important message to give to registrants. Given the obvious support for these measures among patients it is highly likely that they will have some degree of influence on the relationship and level of trust between patient and dental professional, especially in those cases where there is no previous history or shared experience to rely on.

In fact, we know from the Annual Patient and Public Survey that three in five (59%) say that they would be more likely to trust a dental professional who made it clear they were registered with the GDC in the dental practice. Having been informed of this, two-thirds of registrants say that a good way of demonstrating this clearly would be to do this in the waiting room or reception area (66%) which was also the most popular choice among the public (50%) (figure 24).

Figure 24



A number of other possibilities are also considered, with over half (55%) thinking displaying registration on the practice website would be beneficial, while other choices include using a quality mark or logo (42%), putting it on practice stationery (37%), in the consultation room (32%) or on an ID card (28%). Given the support among registrants and the public for displaying registration in different forms, it is probable that doing so clearly in more than one way/location is likely to provide the widest (and desired) level of exposure.

4.4 Ensuring standards and professionalism

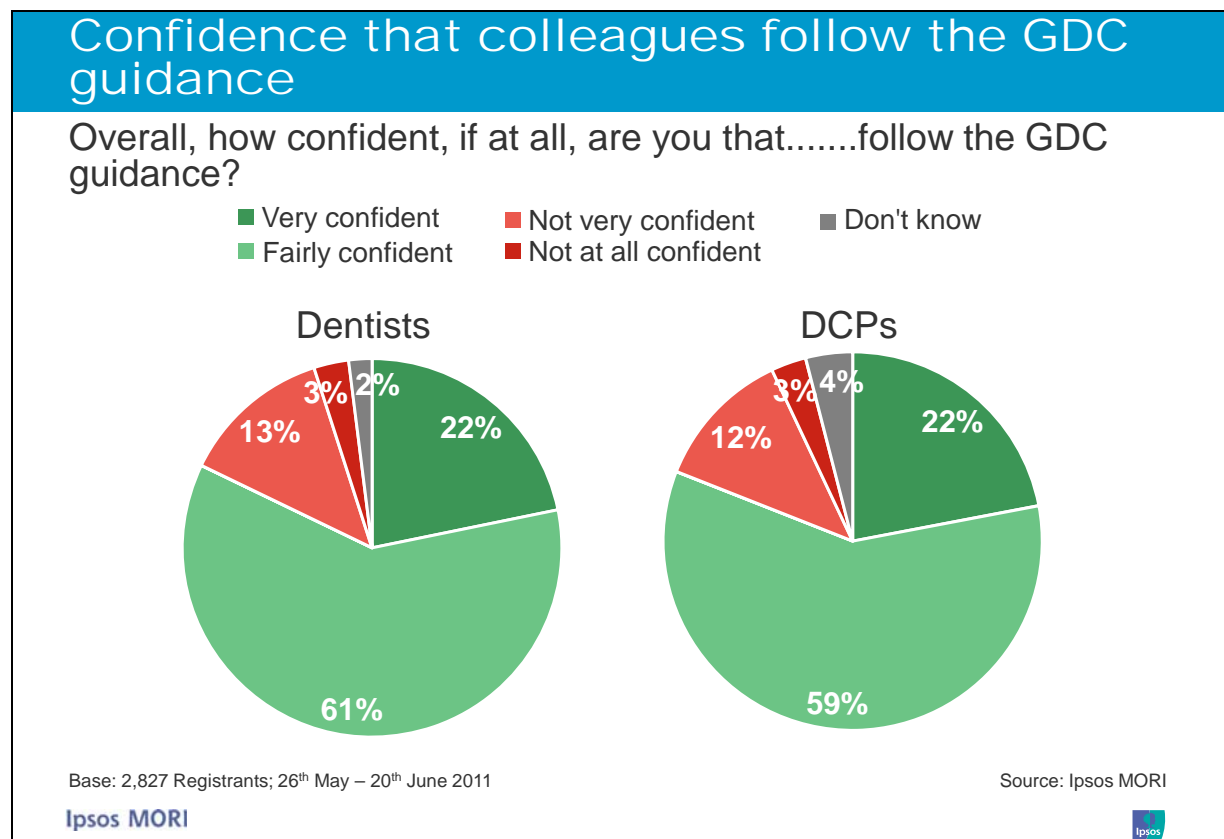
The role of a regulator is not only to set the standards and boundaries within which professionals operate and adhere to, but also to provide advice and support and put in place processes to ensure that standards are maintained.

4.4.1 Confidence that dental professionals maintain standards

As figure 25 shows, the majority of registrants are confident that their colleagues, whether dentist (83%) or DCP (81%), follow the GDC's guidance. Only 16% have doubts that dentists follow the guidance and 15% that DCPs follow the guidance. Similarly, the vast majority of the public (84%) are also confident that dental professionals follow the rules.

Registrants' confidence in whether their colleagues follow the GDC's guidance is linked to their confidence in the GDC's overall effectiveness. Of registrants who are confident that the GDC is regulating dentists and DCPs effectively, 92% are confident that their colleagues follow the GDC guidance. This compares to just 64% of those who are not confident that the GDC is regulating dentists and DCPs effectively. It is to be expected that these two findings are linked, but it raises questions over which perception is driving the other.

Figure 25



There are clear differences between the two audiences here though. Although dentists and DCPs are equally confident that dentists follow the GDC's guidance (both 83%), dentists are less confident than DCPs that DCPs follow the rules (68% vs. 89%). There may be a number of reasons for this disparity and we do not know whether dentists know (or suspect) from their own experience that DCPs are not following the guidance or whether this is merely a perception, perhaps based on the comparatively recent requirement of regulation for DCPs.

4.4.2 Communicating standards effectively

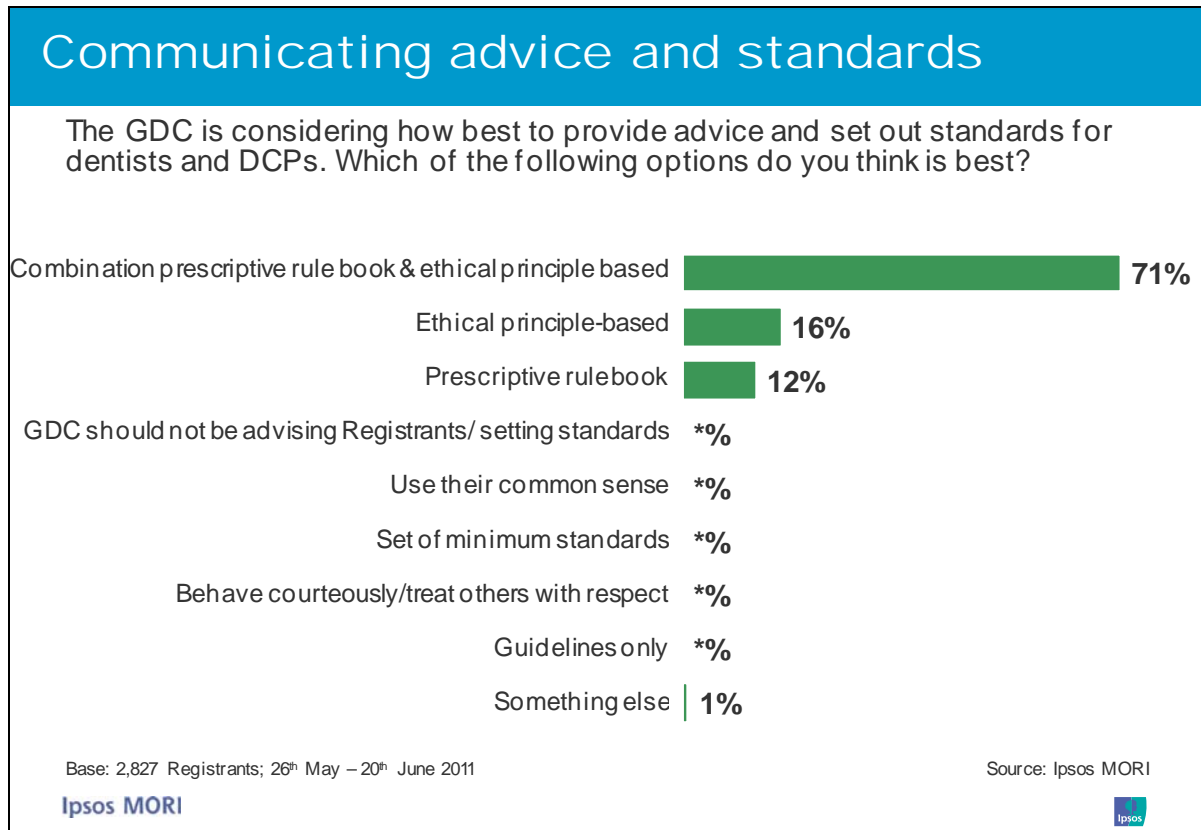
Setting appropriate standards is only the first part of the challenge for any regulator; communicating rules, regulations and expectations effectively is just as important. Simply put, whatever standards may be in place, registrants must be made aware of them in a way that is meaningful to them. The GDC is currently reviewing its approach to how it communicates advice and standards and is considering both prescriptive rules⁸ and ethical principle based⁹ formats.

Registrants are clear about the way they would like this information presented to them (figure 26). Seven in ten (71%) would prefer the GDC to communicate any advice and standards with them through a combination of principles and prescriptive rules, while fewer than one in five would prefer either individual option (16% and 12% respectively).

⁸ Prescriptive rule book – i.e. tells registrants what they must and must not do; for example “You must respond to a patient who complains about their treatment within ten working days”.

⁹ Ethical Principle based – i.e. provides a framework to work within rather than definitive rules; for example “give patients who make a complaint about the care of treatment they have received a helpful response at the appropriate time”.

Figure 26



While the majority favour a combination approach, again, there are differences between the two types of registrant. Dentists are particularly likely to prefer receiving advice and standards from the GDC in the form of principles rather than prescriptive rules, while the opposite is true for DCPs¹⁰. It is also interesting to note that those registrants who currently believe that there is too much regulation are more likely than those who think the opposite to prefer a principle based approach as opposed to prescriptive rules, and vice versa¹¹.

4.4.3 Continuous Professional Development (CPD)

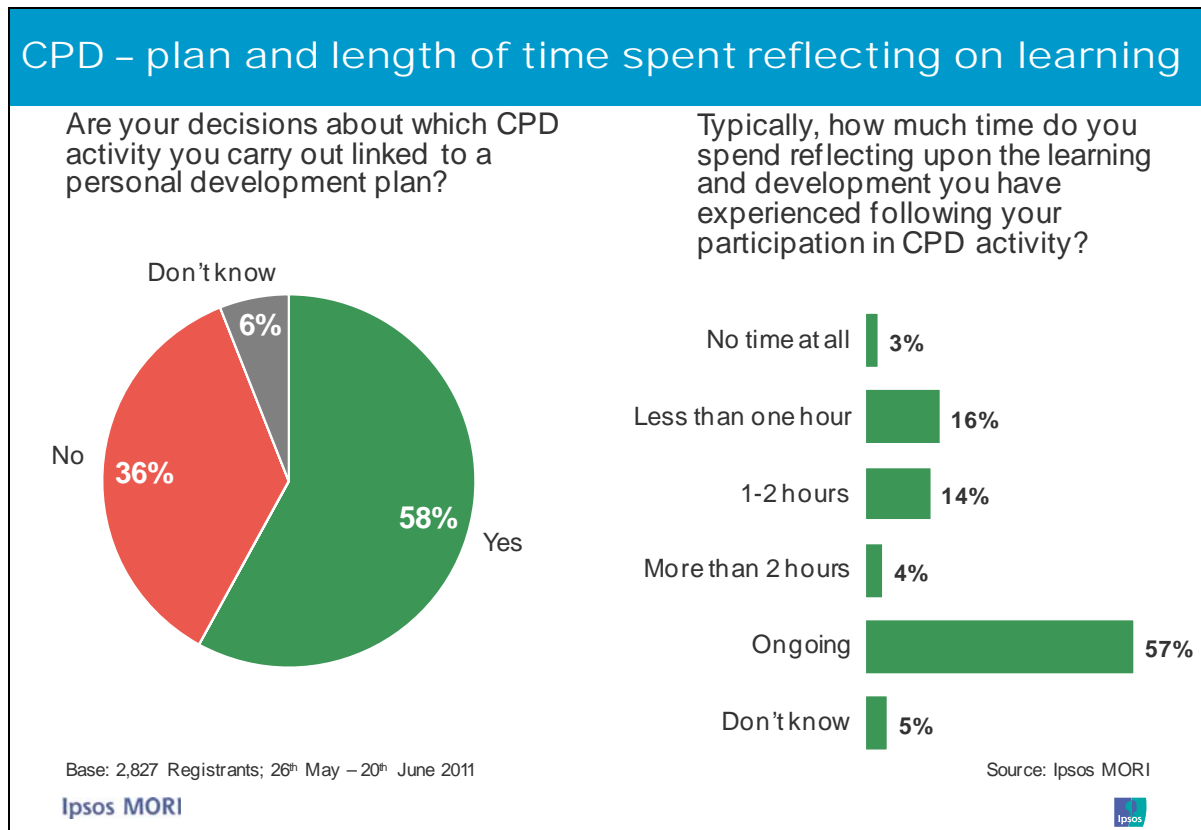
Training and continuous development are key to keeping up to date in any role, but are particularly important for clinical areas such as dentistry where standards and procedures can change as a result of sharing best practice.

¹⁰ 22% of dentists prefer a principle approach compared to 13% of DCPs, while only eight per cent of dentist would prefer prescriptive rules compared with 14% of DCPs.

¹¹ One in five (22%) of those who think there is too much regulation would prefer an ethical principle approach from the GDC in communicating advice and standards compared with one in ten (nine per cent) of those who think there is too little regulation. For preferring prescriptive rules the findings are the other way around with nine percent of those believing there is too much regulation preferring this approach, compared to 17% of those who think there is too little regulation.

The majority of registrants are linking their CPD activity to a personal development plan (PDP) as shown in figure 27. Just under three in five (58%) registrants report this to be the case, and this rises to two-thirds amongst dentists (67%). However, a significant minority of registrants, just over a third (36%), are currently not linking their CPD activity to a development plan; DCPs are particularly likely not to link their CPD activity with a development plan with two in five (39%) not doing so.

Figure 27



The amount of time registrants spend reflecting on learning and development from their CPD activity varies quite considerably. The majority say that they do so on an ongoing basis, with just under three in five registrants (57%) reporting that they continually reflect on their learning. Despite the fact that only very few registrants (three per cent) say that they spend no time at all reflecting on learning from CPD activity¹², a significant proportion of registrants (30%) report only doing so for two hours or less. If it is hoped that registrants should reflect on an ongoing basis on their CPD learning, it is perhaps important to understand which registrants, and in what circumstances, are not doing so. It may be for any of a number of reasons – because the activity was unsuitable, ill-timed or something else. The results do show us though that those registrants who link their decisions about CPD activity to their

PDP spend more time reflecting on the learning gained as a result¹³. This appears to lend weight to the importance of PDPs.

¹² Although this is a particular issue for (clinical) dental technicians who are much more likely than their colleagues in other roles to report spending no time at all reflecting on their CPD activity (eight per cent compared with three per cent of registrants overall).

¹³ For example, DCPs are more likely than dentists to say that they do not link their CPD activity to a development plan (53% compared with 67% respectively), and are also more likely to report spending no time at all reflecting on CPD activity that they have undertaken (four per cent compared with two per cent respectively).

5. Taking action when standards are not met

While the GDC sets standards, assures quality and ensures professionals are up to date, it is also part of the body's role to consider and take action when standards are not met. In this section we look at dental indemnity, Fitness to Practice (FtP) and the Dental Complaints Service (DCS).

5.1 Dental indemnity

All registrants are required to make sure there are adequate and appropriate arrangements in place so that patients can claim any compensation they may be entitled to. Once registered, all dental professionals must have professional indemnity. Perhaps unsurprisingly patients feel strongly about the need for dental professionals to have indemnity, with four in five (81%) saying it is very important for this to be the case in law. Over four in five registrants (84%) currently have indemnity insurance, while one in ten (nine per cent) say they do not. There is a clear divide by job role on this issue with nearly all dentists (98%) currently in possession of indemnity compared with three-quarters (76%) of DCPs¹⁴.

Of those registrants who do currently have indemnity, two-thirds (66%) have their own cover, while 16% are covered by their employing dentist, and one in ten (11%) are covered by NHS indemnity. Dentists are particularly more likely than DCPs to have their own cover¹⁵, while DCPs are more likely than dentists to be covered by a dentist they work for¹⁶ or the NHS¹⁷.

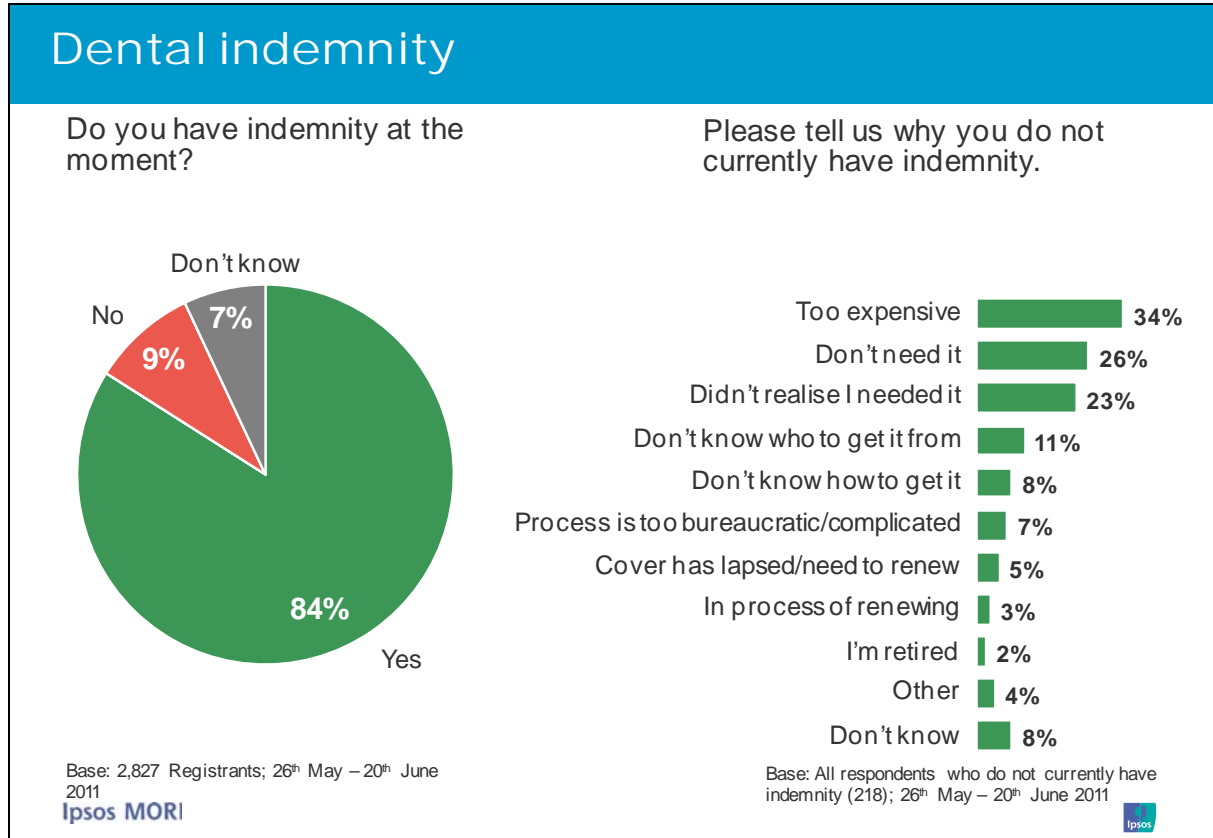
¹⁴ Dental nurses and (clinical) dental technicians are particularly more likely than other registrants not to have any indemnity cover (15% and 18% respectively compared with nine per cent overall).

¹⁵ 86% compared with 50% respectively, although the low DCP figure is largely as a result of dental nurses where only around a third (35%) have their own cover.

¹⁶ 25% compared with three per cent respectively.

¹⁷ 15% compared with five per cent respectively.

Figure 28



The reasons given by dental professionals for not currently having any indemnity are varied¹⁸ and include barriers such as cost, ignorance and lack of understanding (figure 28). A third (34%) say that indemnity cover is too expensive, while around a quarter (26%) say they do not need to as they are not in a clinical practice/don't give treatment or advice, or did not realise that they needed it (23%). While cost is perhaps a more difficult issue to rectify in the short-term, there is clearly some work that can be done to overcome some of the other barriers. This would perhaps most likely be dealt with by communicating effectively the need for all clinically active and patient facing dental professionals to have indemnity. Any communication should focus not only on making the obligation clear, but also identifying the routes and methods open to dental professionals to get their indemnity. Given the types of dental professionals who are the least likely to have indemnity, namely dental nurses and (clinical) dental technicians, targeting communications specifically towards these registrants is likely to have the greatest impact.

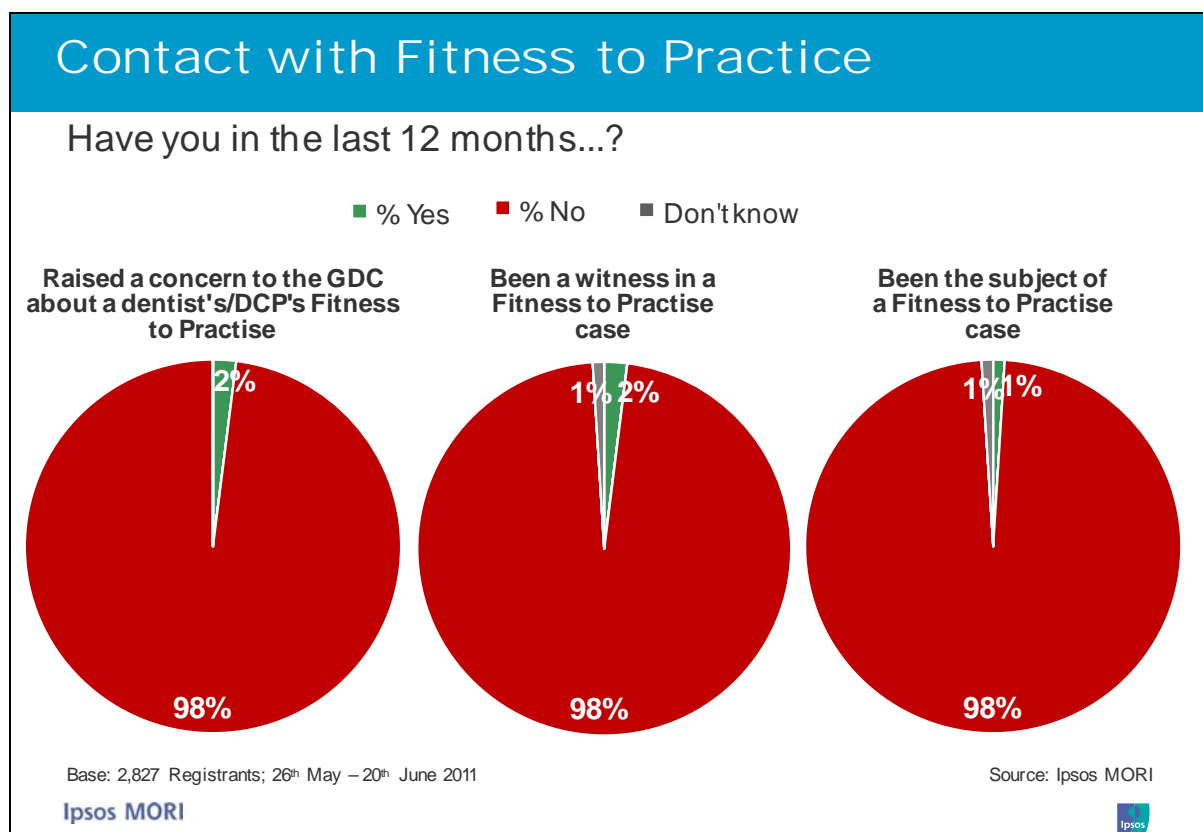
¹⁸ It should be noted that the very few dentists who do not currently have indemnity are very clear about their reasons – either they do not need it or are retired – however, due to the very small base size of this group (12) the results are not significant.

5.2 Fitness to Practice (FtP)

As part of its duty to protect the public, the GDC has powers to remove registrants from the register or restrict their duties if they seriously breach standards. Dental professionals and the public can raise concerns about a registrant's fitness to practise.

Given the potential seriousness of the FtP process it is perhaps not a surprise that only very few registrants have raised a concern (two per cent), been a witness in a FtP case (two per cent) or been the subject of a FtP case themselves (one per cent) in the past year (figure 31). The results are similar across most groups, though dentists are more likely than other professionals to have been the subject of a FtP case (three per cent compared with one per cent respectively), while (clinical) dental technicians are more likely to have raised a concern about a fellow dental professional (five per cent compared with two per cent respectively).

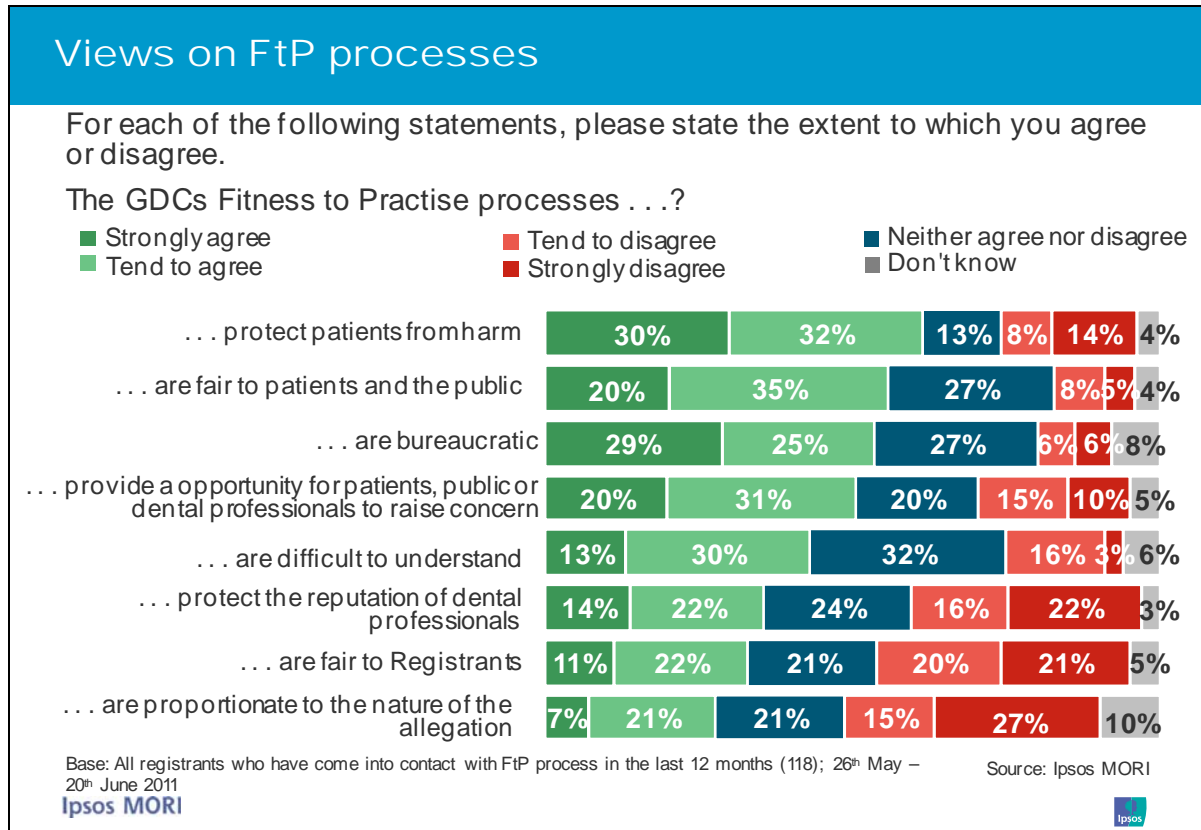
Figure 29



Those who have come into contact with FtP processes think that they are fair to patients and protect them. However, they are more critical about how they deal with registrants (figure 30). Over three in five (62%) of registrants who have had some experience of the FtP process over the past year agree that it protects the patient, while slightly fewer (56%) agree it is fair to patients. In contrast, these registrants are more negative about FtP processes and

their impact on registrants. Under three in ten (28%) agree that the FtP processes are proportionate to the nature of the allegation, while only a third (33%) agree that they are fair to registrants, and a similar proportion (36%) agree that they protect the reputation of dental professionals. Indeed, in all three of these cases, registrants are more likely to disagree than agree with these statements (41%, 41% and 38% disagree respectively)

Figure 30



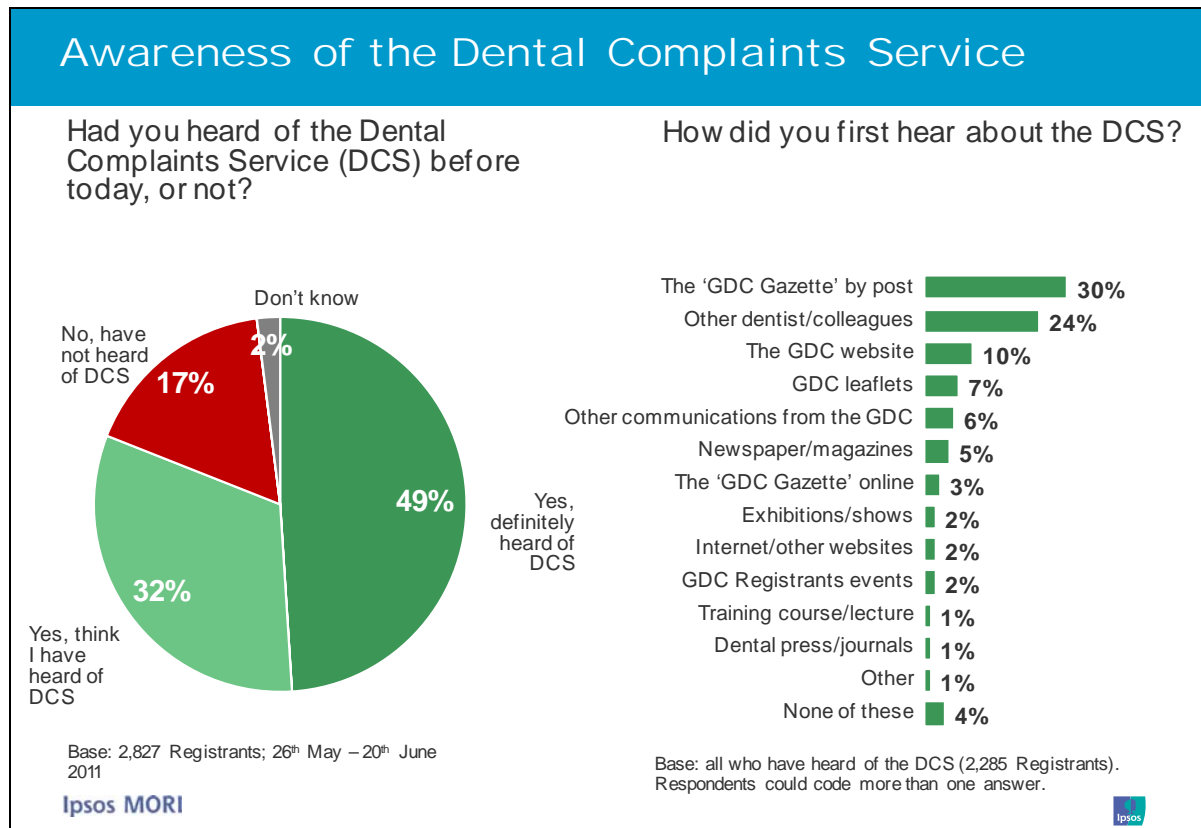
In all cases dentists are more critical than their colleagues in other roles. However, it is also evident that for some registrants, seeing how the GDC deals with FtP cases appears to give them confidence in the effectiveness of the GDC. For example, registrants who have been involved with FtP processes in some way over the past year and who strongly agree that the FtP process protects patients, are also more likely to be confident that the GDC is regulating dental professionals effectively.

5.3 Dental Complaints Service (DCS)

The Dental Complaints Service (DCS), funded by GDC, but which operates at arm’s length, looks into complaints about private dental services.

In contrast to the public¹⁹, the vast majority of registrants are aware of the DCS, and many first heard about the service through the GDC Gazette or through colleagues. As shown in figure 31, half of registrants (49%) have definitely heard of the DCS, while a further third (32%) think they have heard of it; fewer than one in five (17%) say they have not. Dentists are particularly more likely than DCPs to have heard of the DCS (85% compared to 79% respectively).

Figure 31



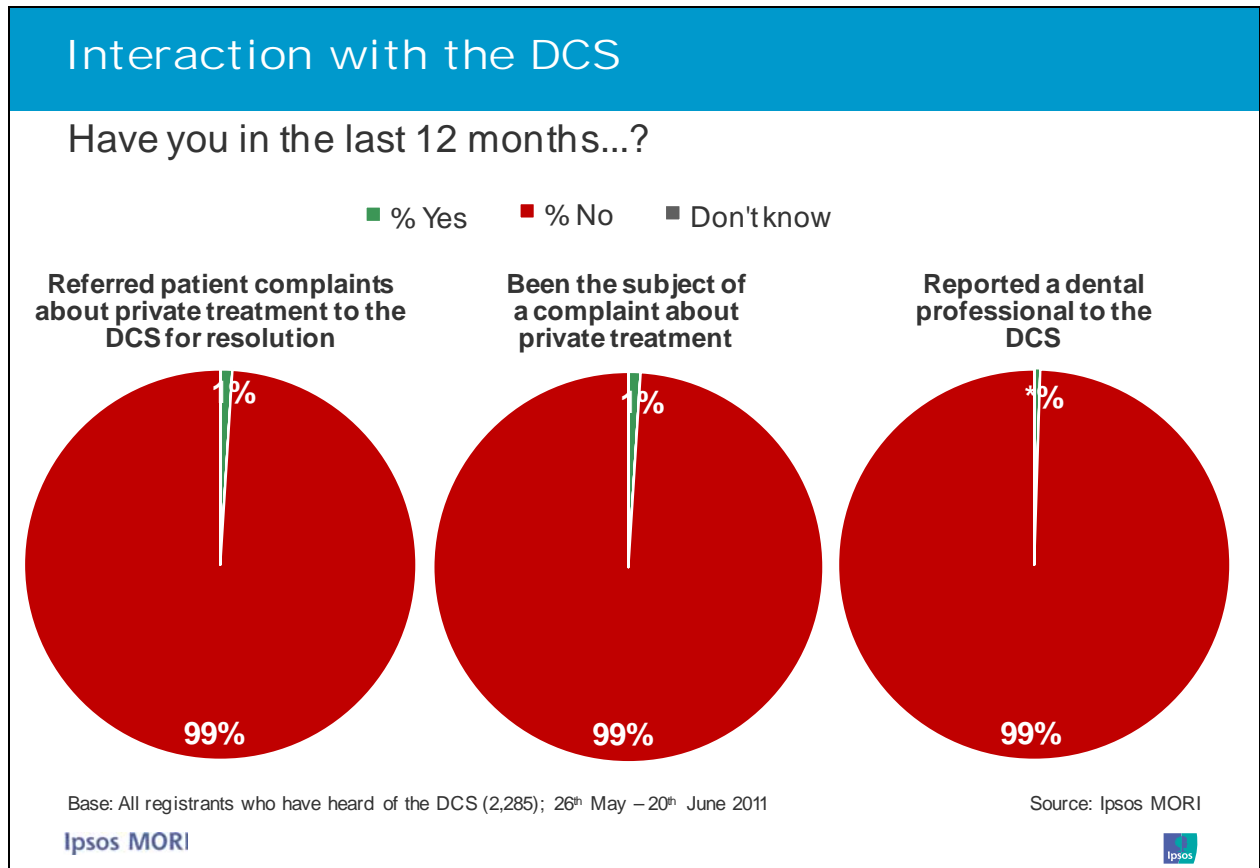
Of those who have heard of the DCS, three in ten (30%) say they first found out about it through the GDC Gazette, a quarter (24%) did so through other dentists/colleagues, while one in ten (10%) first heard about the DCS via the GDC website.

As was the case with FtP, registrant interaction and involvement with the DCS in the past year is extremely limited (figure 32). Very few registrants have referred patient complaints about private treatment to the DCS (one per cent), been the subject of a complaint about private treatment (one per cent) or reported a dental professional to the DCS (less than one per cent)²⁰.

¹⁹ Where just over one in ten had heard of the DCS.

²⁰ Registrants who had some experience of the DCS over the past year were asked their views on it, but the numbers involved are too small to analyse and report on.

Figure 32



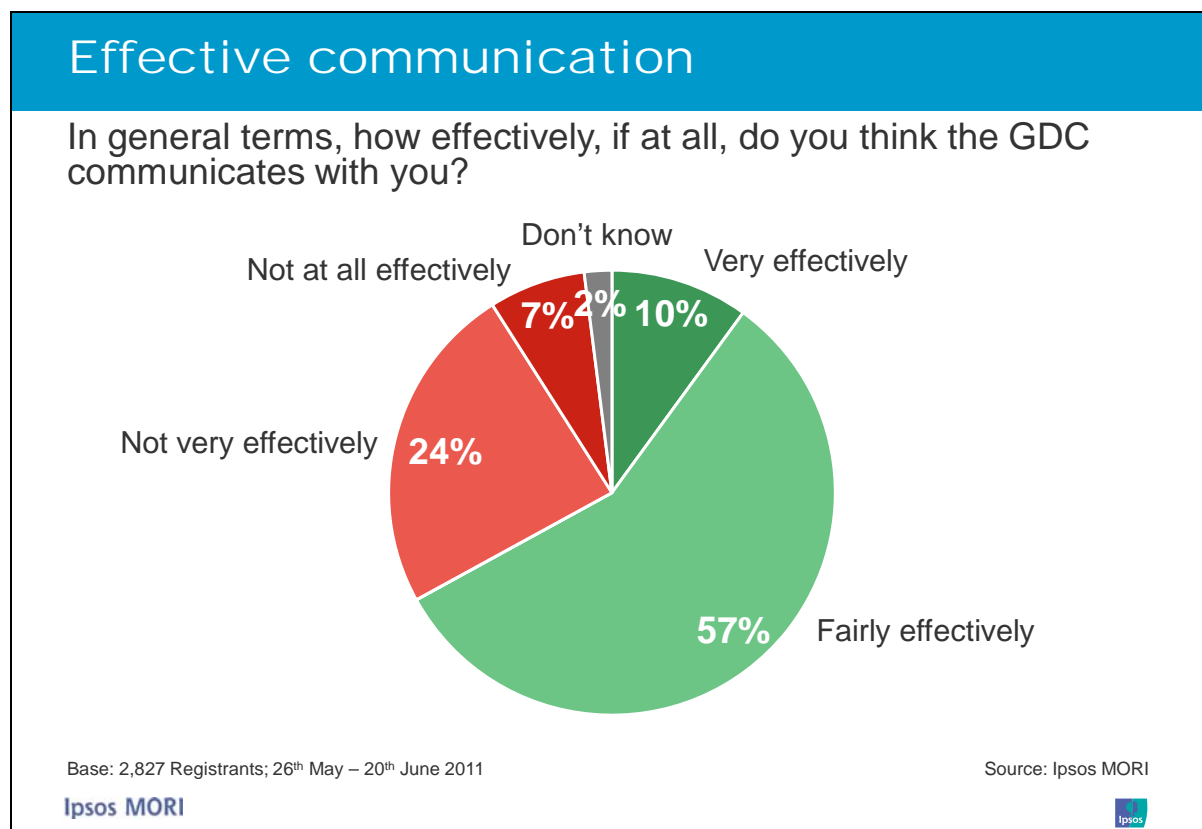
6. Communication

Effective communication is key to any organisation, but it is particularly important for a regulator and its registrants. A breakdown in communication is likely to have a detrimental effect, not only on the ability of your registrants to understand what you require, but may also influence their view of you as an organisation more widely. Getting communication right (which includes frequency, method, style and content) is no easy task, and is certainly one that should not be overlooked.

6.1 Current and preferred communication

Encouragingly, the majority of registrants believe that the GDC communicates with them effectively, with two-thirds (67%) saying this is the case (figure 33). However, while the overall message is a positive one, the fact remains that three in ten registrants (31%) do not think that the GDC communicates effectively with them. Dentists and (clinical) dental technicians are particularly negative in this respect (38% and 43% respectively say that the GDC does not communicate effectively compared with 31% overall).

Figure 33



7. Conclusions

7.1 Strengths

Identification of the GDC as an organisation responsible for regulating dentistry is high across all groups of dentists and DCPs. While few registrants know a great deal about the GDC, the majority have a **good level of knowledge**. However, additional communications for dental nurses, who are currently less familiar with the GDC than other colleagues, may be useful.

An important part of the reputation of the GDC as a regulator rests on the opinions that registrants hold of the GDC's current areas of focus. A registrant who does not agree with the aims of the GDC is unlikely to think the GDC is an effective regulator. The GDC performs well here: **registrants identify all of the GDC's key aims as important** – they are certainly receptive to your work. Encouragingly, the GDC is also seen to **perform well against the majority of these key aims**.

Registrants' use of the functions and services offered by the GDC is varied, however those who have recently **used these functions and services tend to be satisfied** with them. That said, there is less satisfaction with registration. As this is the function that most registrants are likely to come into contact with (and for some may be their only direct point of contact), the GDC may wish to look at the registration process to review whether any improvements can be made to enhance registrants' experience.

Registrants are also generally **confident that the GDC regulates dentists and DCPs effectively**, and the majority of registrants believe that the GDC **communicates with them effectively**. Unusually, however, although we often find that familiarity leads to favourability, registrants' level of familiarity with the GDC does not affect how confident they are that the GDC is regulating effectively. As dentists are likely to be most familiar with the GDC, it may be useful to consult with dentists who are less confident in the GDC about why they hold these views.

Dental professionals are also **largely in tune with their patients about what is expected of them** in relation to standards and professionalism – firstly focusing on the quality of the treatment, then the professional themselves and the relationship with the patient. They recognise the importance of softer skills but, while patients do think these are important, they place more emphasis, relative to other areas, on cleanliness. Dentists in particular may also be underestimating the importance patients place on outcomes. Although being treated with

dignity and respect and the communication skills of their professional are important to patients, outcomes are equally so.

7.2 Challenges

There are also some clear challenges that face the GDC, particularly those related to the relationship between the GDC and registrants. Many registrants do not believe that the GDC is in touch with dentists and DCPs or consults and involves registrants. While this may, in part, reflect the greater independence of the GDC from its registrants since the changes in the make-up of the GDC's council, it is likely to represent a more deep seated concern for many.

Although perceptions of the GDC's performance on many measures is high, registrants do not agree that the GDC is currently delivering on all aspects of its aims. KDA has revealed five areas where there is both *room for improvement* and which registrants view as being *very important*:

- acting in a fair and proportionate way;
- being efficient;
- consulting and involving registrants;
- being independent of government; and
- being cost-effective.

Focusing effort and attention towards improving in these key areas is likely to provide the GDC with the biggest wins in terms of its reputation among, and dealings with registrants. For example, cost-effectiveness emerges as a key priority for improvement from the strategic priority analysis for both dentists and DCPs. It is also the key aim with which fewest registrants are satisfied. One important part of the picture on cost-effectiveness and whether registrants are receiving value for money is the amount they pay to register. There are significant levels of concern among dentists about the registration fees, with the vast majority thinking they are too high. Focusing attention on changing registrants' views on this one key issue, perhaps by clearly demonstrating exactly how their fees are spent or highlighting any efficiency savings, is likely to have a positive impact on how registrants view the GDC as a whole.

In addition to over-arching challenges, there is also evidence of divergence among registrants that needs to be taken into account. As shown throughout, there is a clear

difference in views of the GDC by role: dentists are consistently more negative than DCPs across most measures about the organisation. Consequently, they are also less likely to be advocates for the GDC. This demonstrates the importance of dealing with the two audiences separately – a ‘one size fits all’ communication programme is unlikely to be effective for all with the differing needs of dentists and DCPs advocating a degree of audience specific targeting.

When it comes to giving patients confidence in professionals, it appears that registrants may underestimate the importance of identified registration and accreditation. Only around half of registrants believe that being registered with a regulator is very important in giving patients confidence, while the public appear to place much more importance on these aspects. Given the obvious support for these measures among patients it is highly likely that they will have a greater degree of influence on the relationship and level of trust between patient and dental professional. As such, identifying this distinction is an important message to communicate to registrants.

The amount of time registrants spend reflecting on their learning and development from their CPD activity varies considerably. While many report doing so on an ongoing basis, a significant proportion of registrants report doing so for two hours or less. Given the identified link between the amount of time spent reflecting on CPD activity and linking of this activity with a PDP this is clearly an important area. The GDC are currently reviewing the scheme for CPD and will be updating guidance in due course.

A small number of registrants do not currently have indemnity – and this is made up of mainly dental nurses and (clinical) dental technicians. The reasons dental professionals give for not having indemnity include barriers such as cost, ignorance and lack of understanding. While cost is perhaps a more difficult issue to rectify in the short-term, there is clearly work that can be done to overcome some of the other barriers. For example, clearly communicating effectively the need for all clinically active and patient facing dental professionals to have indemnity. Any communication should focus not only on making the obligation clear, but also identifying the routes and methods open to dental professionals to get their indemnity. Given the types of dental professionals who are the least likely to have indemnity, targeting communications towards these registrants is likely to have the greatest impact.

Finally, there is also a perception among those with experience of Fitness to Practice (FtP) that it is weighted in favour of patients rather than registrants. Those who have come into contact with FtP processes think that they are fair to patients and protect them, but they are more critical about how they deal with registrants. However, seeing the processes in action

also seems to be linked to higher confidence levels that the GDC is effective – registrants who have been involved with FtP processes in some way over the past year and who strongly agree that the FtP process protects patients are also more likely to be confident that the GDC is regulating dental professionals effectively. Therefore, this is not necessarily an area to take action in, but it is important to remain aware of these perceptions.

Appendices

Appendix 1 – Statistical reliability

Because a sample, rather than the entire population, was interviewed the percentage results are subject to sampling tolerances – which vary with the size of the sample and the percentage figure concerned. For example, for a question where 50% of the people in a (weighted) sample of 2,827 respond with a particular answer, the chances are 95 in 100 that this result would not vary more than two percentage points, plus or minus, from the result that would have been obtained from a census of the entire population (using the same procedures). An indication of appropriate sampling tolerances that may apply in this report are given in the table below.

Statistical reliability of the survey			
Size of sample on which the survey results are based	Approximate sampling tolerances applicable to percentages at or near these levels (at the 95% confidence level)		
	10% or 90%	30% or 70%	50%
	±	±	±
500 Interviews	3	4	5
1,000 Interviews	2	3	4
2,000 interviews	2	2	3
2,827 interviews	2	2	2
3,000 interviews	2	2	2

Source: Ipsos MORI

Strictly speaking the tolerances shown here apply only to random samples; in practice, good quality quota sampling has been found to be as accurate. Tolerances are also involved in the comparison of results between different elements of the sample. A difference must be of at least a certain size to be statistically significant. The following table is a guide to the sampling tolerances applicable to comparisons between sub-groups.

Statistical reliability – comparing samples

Size of sample on which the survey results are based	Differences required for significance at or near these percentage levels (at the 95% confidence level)		
	10% or 90%	30% or 70%	50%
	±	±	±
100 and 100	8	13	14
150 and 150	7	10	11
200 and 200	6	9	10
500 and 500	4	6	6
1,000 and 1,000	3	4	5

Source: Ipsos MORI

Appendix 2 – Topline results

Ipsos MORI		Role			Country			
		Total	Dentist	DCP	England	Northern Ireland	Scotland	Wales
Base size:		2827	1335	1492	1477	402	533	415
Q1	Please tell us which of the following roles applies to you.							
	Dental nurse	45%	*	72%	45%	45%	48%	41%
	Dentist	38%	99%	1%	38%	41%	38%	36%
	Dental hygienist	10%	*	15%	10%	5%	7%	9%
	Dental technician	6%	-	10%	6%	7%	5%	10%
	Dental therapist	3%	-	5%	3%	2%	3%	3%
	Practice/clinical manager	3%	-	4%	3%	1%	2%	3%
	Assessor/lecturer/dental tutor	1%	*	1%	1%	1%	2%	1%
	Oral health facilitator/ promoter/educator	1%	-	1%	1%	1%	1%	1%
	Clinical dental technician	1%	-	1%	1%	-	-	1%
	Receptionist	1%	-	1%	1%	1%	-	1%
	Orthodontic therapist	*	-	1%	*	-	*	1%
	Orthodontist/specialist orthodontist	*	1%	-	*	*	*	*
	Dental/oral surgeon	*	*	-	*	*	*	*
	Consultant/specialist	*	*	-	*	-	*	-
	Other	1%	*	1%	1%	-	1%	2%
	Don't know	-	-	-	-	-	-	-
Base size:		2827	1335	1492	1477	402	533	415
Q2	What type of dental care do you provide?							
	NHS and private dental treatment	57%	62%	54%	58%	70%	51%	50%
	NHS dental treatment only	24%	21%	26%	20%	24%	43%	38%
	Private treatment only	18%	15%	19%	21%	5%	5%	10%
	Don't know	1%	2%	1%	1%	1%	1%	3%

Ipsos MORI		Role			Country			
		Total	Dentist	DCP	England	Northern Ireland	Scotland	Wales
	Base size:	2827	1335	1492	1477	402	533	415
Q3a	Where do you work?							
	As part of a dental practice	74%	83%	69%	77%	71%	66%	61%
	In a hospital	13%	13%	14%	12%	15%	22%	18%
	Community/Community Dental Service (CDS)	5%	3%	7%	4%	12%	8%	13%
	In a dental laboratory	5%	*	8%	6%	5%	3%	6%
	Dental school/ university/college/ school	2%	2%	2%	1%	1%	3%	4%
	Salaried Primary Care Dental Dental Service (SPCDS)	1%	2%	*	1%	-	2%	-
	Primary Care Trust (PCT)	1%	1%	1%	1%	*	-	-
	Armed forces	1%	1%	*	1%	*	*	-
	Orthodontic/specialist orthodontic practice	*	*	1%	*	1%	*	1%
	Locum	*	*	1%	1%	-	-	*
	Prison	*	*	*	*	-	*	*
	Health/medical centre	*	*	*	*	-	1%	-
	NHS Direct	*	-	*	*	-	*	-
	Dental Access Centre	*	*	*	*	-	*	*
	Priority Dental Service (PDS)	*	*	*	*	-	-	*
	Emergency Dental Service	*	*	*	*	-	-	-
	Health board	*	*	*	-	*	1%	1%
	NHS Education	*	*	*	-	-	1%	-
	Other	2%	1%	3%	2%	1%	3%	3%
	Not currently working/ retired	1%	1%	*	1%	2%	*	-
	Don't know	*	*	*	*	*	*	-

Ipsos MORI		Role			Country			
		Total	Dentist	DCP	England	Northern Ireland	Scotland	Wales
Q3b	Base size:	2056	1076	980	1146	289	355	266
	And how many dentists (including yourself if applicable) are there in the dental practice where you work?							
	One dentist	11%	10%	12%	12%	9%	8%	8%
	More than one dentist	88%	90%	87%	87%	91%	91%	91%
	Don't know	*	*	*	*	-	-	1%
Not stated	1%	*	1%	1%	-	1%	*	
Q4	Base size:	2827	1335	1492	1477	402	533	415
	How long have you been on the GDC register?							
	Less than a year	4%	3%	5%	4%	4%	5%	4%
	1 to 2 years	11%	5%	14%	11%	13%	11%	12%
	3 to 5 years	44%	15%	62%	44%	42%	46%	44%
	6 to 10 years	9%	14%	6%	9%	9%	8%	9%
	11 to 15 years	6%	13%	2%	6%	6%	5%	7%
	16 to 20 years	4%	8%	2%	4%	8%	4%	4%
	More than 20 years	21%	41%	9%	21%	17%	20%	20%
Don't know	*	-	1%	*	2%	*	*	
Q5	Base size:	2827	1335	1492	1477	402	533	415
	Thinking in general about the regulation of dentistry, do you think the level of regulation of dentistry is...?							
	Too little	7%	5%	9%	7%	5%	8%	6%
	About right	48%	30%	59%	46%	52%	59%	51%
	Too much	39%	62%	26%	42%	37%	23%	36%
Don't know	5%	3%	7%	4%	6%	9%	6%	

Ipsos MORI		Role			Country			
		Total	Dentist	DCP	England	Northern Ireland	Scotland	Wales
Base size:		2827	1335	1492	1477	402	533	415
Q6	From what you know, which of the following organisations, if any, are currently responsible for regulating dentistry?							
	General Dental Council (the GDC)	94%	97%	93%	94%	95%	95%	96%
	Care Quality Commission (CQC)	70%	83%	63%	77%	43%	39%	49%
	Primary Care Trust/local health boards	66%	77%	58%	68%	50%	51%	63%
	The Department of Health/government	58%	69%	51%	60%	61%	49%	50%
	Dentist/dental surgeries	28%	34%	24%	28%	29%	26%	28%
	Local council	5%	9%	2%	5%	5%	4%	7%
	Business Services Organisation (NI only)	1%	2%	*	-	36%	-	-
	Health and Safety Executive (HSE)	*	1%	*	*	*	*	*
	Regulation & Quality Improvement Authority (RQIA)	*	1%	*	-	9%	-	*
	Healthcare Inspectorate Wales (HIW)	*	*	*	*	-	-	3%
	Deaneries	*	*	-	*	-	-	-
	Royal colleges	*	*	-	*	-	-	*
	Health Protection Agency (HPA)	*	*	-	*	*	-	*
	Health Improvement Scotland (HIS)	*	*	-	-	-	*	-
	Other	1%	2%	*	1%	1%	1%	1%
	None of these	*	*	*	*	*	*	-
	Don't know	1%	*	2%	1%	2%	2%	2%
Base size:		2827	1335	1492	1477	402	533	415
Q7	How much do you know about the General Dental Council (the GDC)?							
	A great deal	5%	9%	3%	5%	4%	3%	5%
	A fair amount	58%	65%	53%	58%	54%	55%	60%
	Not very much	37%	26%	44%	36%	40%	42%	35%
	Nothing at all	*	*	1%	*	2%	*	-

Ipsos MORI		Role			Country			
		Total	Dentist	DCP	England	Northern Ireland	Scotland	Wales
Base size:		2827	1335	1492	1477	402	533	415
Q8	The General Dental Council (the GDC) regulates dentists and Dental Care Practitioners (DCPs) in the UK. By regulation we mean protecting patients by setting standards for dentists and DCPs and taking action where the standards are not met. Overall how confident, if at all, are you that the GDC is regulating dentists and DCPs effectively?							
	Very confident	14%	11%	16%	14%	17%	12%	16%
	Fairly confident	54%	43%	61%	53%	57%	59%	58%
	Not very confident	21%	29%	16%	22%	17%	19%	17%
	Not at all confident	8%	15%	4%	8%	6%	7%	8%
	Don't know	3%	3%	3%	3%	3%	3%	2%
	Confident	68%	54%	77%	67%	74%	71%	73%
	Not confident	29%	44%	20%	30%	24%	26%	25%
Base size:		2827	1335	1492	1477	402	533	415
Q9a	Overall, how confident, if at all, are you that...? Dentists follow the GDC guidance							
	Very confident	22%	22%	22%	22%	27%	21%	23%
	Fairly confident	61%	60%	61%	60%	62%	62%	60%
	Not very confident	13%	13%	13%	13%	9%	12%	13%
	Not at all confident	3%	2%	3%	2%	2%	4%	2%
	Don't know	2%	2%	1%	2%	1%	1%	2%
	Confident	83%	83%	83%	83%	89%	83%	83%
	Not confident	15%	15%	16%	16%	10%	16%	15%

Ipsos MORI		Role			Country			
		Total	Dentist	DCP	England	Northern Ireland	Scotland	Wales
Base size:		2827	1335	1492	1477	402	533	415
Q9b	Overall, how confident, if at all, are you that...? DCPs follow the GDC guidance							
	Very confident	22%	13%	28%	22%	24%	21%	27%
	Fairly confident	59%	55%	61%	59%	58%	60%	55%
	Not very confident	12%	19%	8%	12%	12%	11%	12%
	Not at all confident	3%	4%	2%	3%	2%	4%	2%
	Don't know	4%	9%	1%	4%	4%	4%	4%
	Confident	81%	68%	89%	81%	82%	81%	82%
Not confident	15%	23%	10%	15%	14%	15%	14%	
Base size:		2827	1335	1492	1477	402	533	415
Q10	Thinking about all that you know about the GDC, which of the following statements would apply to you?							
	I would speak highly of the GDC to others without being ask	4%	2%	5%	4%	4%	3%	4%
	I would speak highly of the GDC to others if asked	22%	14%	27%	21%	25%	25%	26%
	I would be neutral about the GDC	43%	40%	45%	43%	37%	45%	45%
	I would be critical of the GDC to others if asked	17%	29%	10%	18%	19%	15%	15%
	I would be critical of the GDC to others without being asked	7%	13%	3%	7%	5%	5%	6%
	Don't know/no opinion	7%	2%	9%	7%	9%	7%	3%
	Speak highly	26%	16%	32%	25%	29%	28%	30%
Critical	24%	42%	13%	25%	24%	20%	22%	

Ipsos MORI		Role			Country			
		Total	Dentist	DCP	England	Northern Ireland	Scotland	Wales
Base size:		2827	1335	1492	1477	402	533	415
Q11_01	For each of the following, please state how important, if at all, you feel it is for the GDC.... To be independent of government							
	Very important	59%	69%	52%	60%	54%	54%	51%
	Fairly important	27%	20%	31%	26%	26%	27%	33%
	Not very important	7%	5%	7%	6%	8%	7%	6%
	Not at all important	2%	2%	2%	2%	3%	4%	2%
	Don't know	6%	3%	8%	5%	8%	8%	7%
	Important	85%	89%	83%	86%	81%	81%	84%
	Not important	9%	7%	10%	8%	11%	10%	8%
Base size:		2827	1335	1492	1477	402	533	415
Q11_02	For each of the following, please state how important, if at all, you feel it is for the GDC.... To be independent of Registrants							
	Very important	38%	26%	46%	39%	35%	39%	36%
	Fairly important	27%	22%	30%	27%	29%	27%	31%
	Not very important	13%	22%	8%	14%	13%	13%	13%
	Not at all important	11%	22%	5%	12%	12%	11%	10%
	Don't know	10%	7%	11%	9%	11%	11%	11%
	Important	66%	49%	76%	66%	64%	66%	67%
	Not important	25%	44%	13%	25%	25%	23%	22%

Ipsos MORI		Role			Country			
		Total	Dentist	DCP	England	Northern Ireland	Scotland	Wales
	Base size:	2827	1335	1492	1477	402	533	415
Q11_03	For each of the following, please state how important, if at all, you feel it is for the GDC.... To be a powerful influencer of government policy							
	Very important	56%	52%	58%	56%	57%	54%	49%
	Fairly important	30%	28%	31%	30%	28%	32%	33%
	Not very important	7%	12%	5%	7%	8%	8%	9%
	Not at all important	3%	6%	2%	4%	3%	3%	4%
	Don't know	4%	3%	4%	3%	4%	4%	5%
	Important	86%	80%	89%	86%	85%	86%	82%
	Not important	11%	18%	7%	11%	11%	10%	13%
	Base size:	2827	1335	1492	1477	402	533	415
Q11_04	For each of the following, please state how important, if at all, you feel it is for the GDC.... To be trustworthy							
	Very important	92%	92%	92%	92%	92%	93%	92%
	Fairly important	7%	6%	7%	7%	6%	7%	7%
	Not very important	*	1%	*	1%	*	-	-
	Not at all important	*	*	*	*	1%	1%	*
	Don't know	*	*	*	*	*	*	1%
	Important	99%	99%	99%	99%	99%	99%	99%
	Not important	1%	1%	*	1%	1%	1%	*

Ipsos MORI		Role			Country			
		Total	Dentist	DCP	England	Northern Ireland	Scotland	Wales
Base size:		2827	1335	1492	1477	402	533	415
Q11_05	For each of the following, please state how important, if at all, you feel it is for the GDC.... To protect the patient							
	Very important	82%	72%	87%	81%	83%	85%	83%
	Fairly important	16%	24%	11%	16%	16%	13%	14%
	Not very important	1%	2%	1%	1%	*	1%	1%
	Not at all important	1%	1%	*	1%	-	1%	*
	Don't know	*	1%	*	*	1%	1%	1%
	Important	98%	96%	98%	98%	99%	97%	97%
	Not important	2%	3%	1%	2%	*	2%	2%
Base size:		2827	1335	1492	1477	402	533	415
Q11_06	For each of the following, please state how important, if at all, you feel it is for the GDC.... To be cost-effective							
	Very important	73%	72%	74%	73%	76%	77%	72%
	Fairly important	21%	21%	21%	21%	16%	19%	21%
	Not very important	4%	4%	3%	4%	5%	2%	4%
	Not at all important	1%	2%	1%	1%	2%	2%	1%
	Don't know	1%	1%	1%	1%	1%	1%	2%
	Important	94%	93%	95%	94%	92%	95%	93%
	Not important	5%	6%	4%	5%	7%	4%	5%

Ipsos MORI		Role			Country			
		Total	Dentist	DCP	England	Northern Ireland	Scotland	Wales
	Base size:	2827	1335	1492	1477	402	533	415
Q11_07	For each of the following, please state how important, if at all, you feel it is for the GDC.... To be efficient							
	Very important	85%	82%	87%	85%	85%	86%	82%
	Fairly important	13%	16%	12%	13%	13%	12%	17%
	Not very important	1%	2%	1%	1%	1%	*	1%
	Not at all important	*	1%	*	*	1%	1%	-
	Don't know	*	*	*	*	*	*	1%
	Important	98%	98%	99%	98%	98%	99%	98%
	Not important	1%	2%	1%	2%	2%	1%	1%
	Base size:	2827	1335	1492	1477	402	533	415
Q11_08	For each of the following, please state how important, if at all, you feel it is for the GDC.... To consult and involve Registrants							
	Very important	80%	82%	78%	80%	80%	81%	79%
	Fairly important	17%	13%	19%	17%	15%	16%	18%
	Not very important	2%	3%	1%	2%	2%	1%	1%
	Not at all important	1%	1%	1%	1%	1%	1%	1%
	Don't know	1%	1%	1%	1%	2%	1%	2%
	Important	97%	95%	98%	97%	95%	97%	97%
	Not important	2%	4%	2%	3%	3%	1%	2%

Ipsos MORI		Role			Country			
		Total	Dentist	DCP	England	Northern Ireland	Scotland	Wales
Base size:		2827	1335	1492	1477	402	533	415
Q11_09	For each of the following, please state how important, if at all, you feel it is for the GDC.... To have a clear regulatory role							
	Very important	79%	77%	81%	79%	78%	83%	79%
	Fairly important	17%	19%	16%	18%	19%	15%	19%
	Not very important	2%	2%	1%	2%	1%	1%	-
	Not at all important	1%	1%	*	1%	*	1%	*
	Don't know	1%	1%	1%	1%	1%	1%	2%
	Important	97%	96%	97%	97%	97%	98%	98%
	Not important	2%	3%	2%	3%	2%	1%	*
Base size:		2827	1335	1492	1477	402	533	415
Q11_10	For each of the following, please state how important, if at all, you feel it is for the GDC.... To act in a fair and proportionate way							
	Very important	90%	92%	88%	90%	88%	92%	88%
	Fairly important	8%	6%	10%	9%	10%	7%	9%
	Not very important	1%	1%	1%	1%	1%	*	1%
	Not at all important	*	1%	*	*	1%	1%	*
	Don't know	*	1%	*	*	1%	*	2%
	Important	98%	98%	98%	98%	98%	99%	97%
	Not important	1%	2%	1%	2%	1%	1%	1%

Ipsos MORI		Role			Country			
		Total	Dentist	DCP	England	Northern Ireland	Scotland	Wales
	Base size:	2827	1335	1492	1477	402	533	415
Q11_11	For each of the following, please state how important, if at all, you feel it is for the GDC.... To ensure that proper standards are maintained in the practice of dentistry							
	Very important	88%	84%	90%	87%	87%	92%	88%
	Fairly important	11%	14%	8%	11%	12%	7%	10%
	Not very important	1%	1%	1%	1%	*	1%	*
	Not at all important	*	1%	*	*	*	*	*
	Don't know	*	*	*	*	*	-	1%
	Important	98%	98%	99%	98%	99%	99%	98%
	Not important	1%	2%	1%	1%	1%	1%	1%
	Base size:	2827	1335	1492	1477	402	533	415
Q12_01	And to what extent do you agree or disagree that the GDC...? Is independent of government							
	Strongly agree	13%	8%	16%	13%	15%	12%	13%
	Tend to agree	27%	21%	31%	27%	28%	30%	29%
	Neither agree nor disagree	29%	27%	30%	29%	28%	30%	29%
	Tend to disagree	10%	19%	5%	11%	8%	7%	10%
	Strongly disagree	6%	12%	2%	6%	5%	3%	4%
	Don't know	15%	13%	16%	15%	17%	18%	15%
	Agree	40%	29%	47%	40%	43%	42%	42%
	Disagree	16%	31%	7%	17%	13%	10%	14%

Ipsos MORI		Role			Country			
		Total	Dentist	DCP	England	Northern Ireland	Scotland	Wales
	Base size:	2827	1335	1492	1477	402	533	415
Q12_02	And to what extent do you agree or disagree that the GDC...? Is independent of Registrants							
	Strongly agree	19%	20%	19%	19%	21%	20%	17%
	Tend to agree	32%	33%	32%	32%	32%	35%	38%
	Neither agree nor disagree	27%	27%	28%	28%	26%	24%	23%
	Tend to disagree	5%	6%	3%	4%	4%	5%	7%
	Strongly disagree	2%	3%	1%	2%	2%	2%	2%
	Don't know	15%	11%	17%	15%	15%	14%	12%
	Agree	52%	53%	51%	51%	53%	55%	55%
	Disagree	7%	9%	5%	6%	6%	7%	10%
	Base size:	2827	1335	1492	1477	402	533	415
Q12_03	And to what extent do you agree or disagree that the GDC...? Is a powerful influencer of government policy							
	Strongly agree	12%	5%	16%	12%	12%	11%	12%
	Tend to agree	21%	10%	28%	21%	23%	25%	22%
	Neither agree nor disagree	30%	27%	31%	29%	29%	32%	31%
	Tend to disagree	15%	27%	8%	16%	13%	13%	15%
	Strongly disagree	9%	21%	2%	10%	7%	6%	8%
	Don't know	13%	11%	14%	13%	15%	12%	13%
	Agree	33%	15%	45%	33%	36%	36%	34%
	Disagree	24%	48%	10%	25%	21%	20%	23%

Ipsos MORI		Role			Country			
		Total	Dentist	DCP	England	Northern Ireland	Scotland	Wales
	Base size:	2827	1335	1492	1477	402	533	415
Q12_04	And to what extent do you agree or disagree that the GDC...? Is trustworthy							
	Strongly agree	30%	19%	38%	30%	29%	31%	31%
	Tend to agree	36%	33%	37%	35%	39%	41%	40%
	Neither agree nor disagree	20%	26%	16%	20%	19%	18%	16%
	Tend to disagree	6%	12%	3%	7%	5%	4%	5%
	Strongly disagree	3%	6%	2%	4%	2%	2%	3%
	Don't know	4%	4%	4%	4%	5%	4%	5%
	Agree	66%	52%	75%	65%	68%	72%	72%
	Disagree	10%	18%	5%	10%	7%	6%	7%
	Base size:	2827	1335	1492	1477	402	533	415
Q12_05	And to what extent do you agree or disagree that the GDC...? Protects the patient							
	Strongly agree	38%	29%	44%	38%	40%	40%	41%
	Tend to agree	42%	44%	41%	42%	41%	44%	43%
	Neither agree nor disagree	12%	15%	10%	12%	12%	10%	10%
	Tend to disagree	4%	8%	2%	4%	4%	2%	3%
	Strongly disagree	2%	3%	1%	2%	1%	1%	2%
	Don't know	2%	1%	2%	2%	3%	2%	1%
	Agree	80%	73%	85%	80%	81%	84%	84%
	Disagree	6%	11%	3%	6%	5%	4%	5%

Ipsos MORI		Role			Country			
		Total	Dentist	DCP	England	Northern Ireland	Scotland	Wales
	Base size:	2827	1335	1492	1477	402	533	415
Q12_06	And to what extent do you agree or disagree that the GDC...? Is cost-effective							
	Strongly agree	12%	5%	17%	12%	12%	13%	11%
	Tend to agree	16%	9%	21%	17%	13%	15%	16%
	Neither agree nor disagree	25%	21%	27%	24%	24%	26%	29%
	Tend to disagree	21%	29%	16%	20%	21%	22%	23%
	Strongly disagree	17%	27%	11%	18%	19%	15%	13%
	Don't know	9%	9%	9%	9%	11%	9%	8%
	Agree	29%	14%	38%	29%	25%	28%	27%
	Disagree	38%	56%	27%	38%	40%	37%	37%
	Base size:	2827	1335	1492	1477	402	533	415
Q12_07	And to what extent do you agree or disagree that the GDC...? Is efficient							
	Strongly agree	19%	9%	25%	18%	19%	20%	20%
	Tend to agree	28%	16%	35%	28%	29%	30%	26%
	Neither agree nor disagree	23%	25%	23%	23%	19%	23%	28%
	Tend to disagree	15%	26%	8%	16%	14%	13%	13%
	Strongly disagree	9%	18%	3%	9%	10%	9%	8%
	Don't know	6%	7%	6%	6%	8%	6%	5%
	Agree	46%	24%	60%	46%	48%	50%	46%
	Disagree	24%	44%	12%	25%	24%	22%	21%

Ipsos MORI		Role			Country			
		Total	Dentist	DCP	England	Northern Ireland	Scotland	Wales
	Base size:	2827	1335	1492	1477	402	533	415
Q12_08	And to what extent do you agree or disagree that the GDC...?							
	Consults and involves Registrants							
	Strongly agree	17%	8%	23%	17%	17%	20%	15%
	Tend to agree	27%	16%	34%	26%	31%	30%	36%
	Neither agree nor disagree	24%	23%	24%	24%	21%	22%	21%
	Tend to disagree	17%	27%	10%	17%	16%	16%	14%
	Strongly disagree	10%	21%	3%	11%	8%	7%	10%
	Don't know	5%	4%	5%	5%	5%	6%	4%
	Agree	45%	24%	57%	43%	49%	50%	51%
Disagree	27%	48%	14%	28%	25%	22%	24%	
	Base size:	2827	1335	1492	1477	402	533	415
Q12_09	And to what extent do you agree or disagree that the GDC...?							
	Has a clear regulatory role							
	Strongly agree	30%	22%	35%	30%	31%	33%	31%
	Tend to agree	42%	43%	42%	41%	44%	44%	45%
	Neither agree nor disagree	16%	19%	15%	17%	14%	13%	13%
	Tend to disagree	6%	10%	3%	6%	6%	5%	5%
	Strongly disagree	3%	5%	1%	3%	1%	2%	2%
	Don't know	3%	2%	4%	3%	4%	3%	4%
	Agree	72%	64%	77%	71%	74%	76%	76%
Disagree	9%	15%	5%	9%	7%	7%	7%	

Ipsos MORI		Role			Country			
		Total	Dentist	DCP	England	Northern Ireland	Scotland	Wales
	Base size:	2827	1335	1492	1477	402	533	415
Q12_10	And to what extent do you agree or disagree that the GDC...?							
	Acts in a fair and proportionate way							
	Strongly agree	23%	13%	30%	23%	23%	24%	23%
	Tend to agree	36%	29%	39%	35%	39%	41%	38%
	Neither agree nor disagree	19%	22%	17%	19%	17%	19%	18%
	Tend to disagree	11%	20%	6%	12%	11%	9%	9%
	Strongly disagree	7%	13%	3%	7%	5%	4%	6%
	Don't know	4%	3%	4%	4%	5%	4%	6%
	Agree	59%	42%	69%	58%	62%	65%	61%
Disagree	18%	32%	9%	19%	15%	13%	15%	
	Base size:	2827	1335	1492	1477	402	533	415
Q12_11	And to what extent do you agree or disagree that the GDC...?							
	Ensures that proper standards are maintained in the practice of dentistry							
	Strongly agree	29%	18%	35%	28%	31%	29%	31%
	Tend to agree	42%	44%	41%	41%	45%	46%	43%
	Neither agree nor disagree	16%	21%	14%	17%	13%	13%	15%
	Tend to disagree	8%	12%	6%	8%	7%	6%	6%
	Strongly disagree	4%	5%	3%	4%	2%	3%	2%
	Don't know	2%	1%	2%	2%	2%	2%	3%
	Agree	70%	61%	76%	69%	76%	75%	74%
Disagree	11%	17%	8%	12%	9%	10%	8%	

Ipsos MORI		Role			Country			
		Total	Dentist	DCP	England	Northern Ireland	Scotland	Wales
	Base size:	2827	1335	1492	1477	402	533	415
Q13_1	How in touch would you say the GDC is with the views of each of the following? Dentists							
	Very in touch	17%	7%	24%	17%	24%	21%	19%
	Fairly in touch	43%	29%	52%	43%	47%	44%	42%
	Not very in touch	19%	34%	11%	19%	15%	18%	19%
	Not at all in touch	12%	28%	3%	13%	10%	8%	11%
	Don't know	8%	3%	10%	7%	4%	9%	9%
	In touch	61%	36%	76%	60%	70%	65%	61%
	Not in touch	32%	61%	14%	33%	25%	26%	30%
	Base size:	2827	1335	1492	1477	402	533	415
Q13_2	How in touch would you say the GDC is with the views of each of the following? DCPs							
	Very in touch	9%	4%	12%	9%	9%	9%	10%
	Fairly in touch	34%	25%	40%	34%	39%	37%	31%
	Not very in touch	30%	32%	29%	30%	28%	30%	33%
	Not at all in touch	17%	18%	16%	18%	14%	13%	16%
	Don't know	10%	21%	3%	10%	9%	11%	10%
	In touch	43%	29%	51%	42%	48%	46%	41%
	Not in touch	47%	50%	45%	48%	43%	43%	49%

Ipsos MORI		Role			Country			
		Total	Dentist	DCP	England	Northern Ireland	Scotland	Wales
	Base size:	2827	1335	1492	1477	402	533	415
Q13_3	How in touch would you say the GDC is with the views of each of the following? Patients							
	Very in touch	16%	14%	17%	16%	17%	15%	14%
	Fairly in touch	44%	42%	45%	43%	44%	47%	41%
	Not very in touch	21%	23%	19%	21%	23%	19%	22%
	Not at all in touch	7%	7%	8%	8%	6%	5%	7%
	Don't know	13%	14%	12%	12%	10%	14%	16%
	In touch	60%	56%	62%	59%	61%	62%	55%
Not in touch	28%	30%	26%	28%	29%	24%	29%	
	Base size:	2827	1335	1492	1477	402	533	415
Q13_4	How in touch would you say the GDC is with the views of each of the following? The public							
	Very in touch	11%	10%	12%	11%	11%	11%	8%
	Fairly in touch	39%	36%	41%	39%	45%	41%	37%
	Not very in touch	26%	29%	24%	26%	25%	23%	30%
	Not at all in touch	9%	9%	9%	9%	8%	8%	9%
	Don't know	15%	16%	15%	15%	12%	18%	17%
	In touch	50%	46%	53%	50%	55%	51%	45%
Not in touch	35%	38%	32%	35%	33%	31%	38%	

Ipsos MORI		Role			Country			
		Total	Dentist	DCP	England	Northern Ireland	Scotland	Wales
	Base size:	2827	1335	1492	1477	402	533	415
Q14a	The GDC has a number of functions and services. During the last 12 months, which of the following have you come into contact with?							
	Registration	74%	68%	78%	74%	75%	74%	76%
	Standards for Dental Professionals	38%	35%	40%	39%	35%	33%	40%
	Telephone enquiries and advice	18%	16%	19%	18%	15%	18%	16%
	Quality Assurance of Dental Education	16%	16%	16%	16%	16%	15%	15%
	Fitness to Practise	14%	13%	15%	15%	10%	12%	11%
	Examinations (e. g. advice on Overseas Registration Examination, or	12%	9%	15%	12%	11%	13%	16%
	None of the above	15%	18%	13%	15%	14%	17%	14%
	Any	85%	82%	87%	85%	86%	83%	86%
	Base size:	2084	919	1165	1086	298	391	309
Q14b1	For each function or service that you have come into contact with, how satisfied were you with it? Registration							
	Very satisfied	27%	25%	28%	28%	23%	26%	24%
	Fairly satisfied	34%	35%	34%	34%	32%	32%	37%
	Neither satisfied nor dissatisfied	21%	24%	19%	21%	24%	20%	21%
	Fairly dissatisfied	9%	10%	9%	9%	8%	15%	8%
	Very dissatisfied	8%	5%	10%	8%	11%	6%	10%
	Don't know	1%	1%	1%	1%	1%	1%	1%
	Satisfied	61%	60%	62%	62%	56%	58%	61%
	Dissatisfied	18%	15%	19%	17%	19%	21%	18%

Ipsos MORI		Role			Country			
		Total	Dentist	DCP	England	Northern Ireland	Scotland	Wales
Base size:		375	161	214	224	40	66	45
Q14b2	For each function or service that you have come into contact with, how satisfied were you with it? Fitness to Practise							
	Very satisfied	28%	22%	30%	27%	26%	31%	28%
	Fairly satisfied	38%	29%	43%	39%	37%	38%	32%
	Neither satisfied nor dissatisfied	19%	16%	21%	19%	16%	16%	27%
	Fairly dissatisfied	7%	19%	1%	7%	11%	6%	5%
	Very dissatisfied	5%	12%	1%	5%	8%	3%	5%
	Don't know	3%	2%	4%	3%	2%	6%	3%
	Satisfied	66%	51%	74%	66%	63%	69%	60%
	Dissatisfied	12%	31%	2%	12%	19%	9%	10%
Base size:		452	209	243	241	65	82	64
Q14b3	For each function or service that you have come into contact with, how satisfied were you with it? Quality Assurance of Dental Education							
	Very satisfied	24%	21%	26%	24%	26%	27%	22%
	Fairly satisfied	46%	41%	49%	46%	42%	50%	43%
	Neither satisfied nor dissatisfied	21%	22%	20%	22%	24%	13%	27%
	Fairly dissatisfied	6%	10%	3%	6%	5%	2%	2%
	Very dissatisfied	2%	4%	1%	2%	-	8%	5%
	Don't know	1%	1%	1%	1%	2%	1%	-
	Satisfied	70%	62%	74%	69%	68%	76%	65%
	Dissatisfied	8%	15%	4%	8%	5%	10%	7%

Ipsos MORI		Role			Country			
		Total	Dentist	DCP	England	Northern Ireland	Scotland	Wales
Base size:		1060	469	591	576	137	176	171
Q14b4	For each function or service that you have come into contact with, how satisfied were you with it? Standards for Dental Professionals							
	Very satisfied	27%	17%	33%	27%	26%	30%	26%
	Fairly satisfied	48%	50%	46%	48%	49%	46%	49%
	Neither satisfied nor dissatisfied	19%	25%	15%	19%	16%	17%	18%
	Fairly dissatisfied	4%	4%	4%	4%	4%	4%	3%
	Very dissatisfied	2%	3%	1%	1%	3%	2%	4%
	Don't know	1%	1%	1%	1%	2%	1%	1%
	Satisfied	75%	68%	79%	75%	74%	76%	75%
	Dissatisfied	6%	6%	5%	5%	7%	6%	6%
Base size:		342	114	228	170	40	69	63
Q14b5	For each function or service that you have come into contact with, how satisfied were you with it? Examinations (e. g. advice on Overseas Registration Examination, or training courses that enable DCPs wanting further dental qualifications to practise)							
	Very satisfied	27%	22%	29%	28%	30%	27%	26%
	Fairly satisfied	38%	32%	40%	39%	31%	35%	38%
	Neither satisfied nor dissatisfied	21%	23%	21%	21%	15%	23%	25%
	Fairly dissatisfied	6%	10%	4%	5%	11%	9%	4%
	Very dissatisfied	4%	9%	3%	5%	11%	3%	-
	Don't know	3%	4%	3%	3%	3%	3%	6%
	Satisfied	66%	54%	70%	66%	60%	62%	65%
	Dissatisfied	10%	19%	7%	10%	22%	12%	4%

Ipsos MORI		Role			Country			
		Total	Dentist	DCP	England	Northern Ireland	Scotland	Wales
Base size:		485	212	273	262	61	96	66
Q14b6	For each function or service that you have come into contact with, how satisfied were you with it? Telephone enquiries and advice							
	Very satisfied	36%	25%	42%	36%	45%	32%	40%
	Fairly satisfied	36%	34%	37%	36%	34%	42%	27%
	Neither satisfied nor dissatisfied	11%	11%	11%	11%	7%	12%	16%
	Fairly dissatisfied	8%	15%	5%	9%	8%	7%	9%
	Very dissatisfied	7%	14%	4%	8%	6%	8%	6%
	Don't know	1%	1%	1%	1%	-	-	2%
	Satisfied	72%	59%	79%	72%	79%	74%	67%
	Dissatisfied	16%	29%	9%	16%	14%	15%	15%
Base size:		2827	1335	1492	1477	402	533	415
Q15_1	The current annual retention fee for dentists is £576; the current annual retention fee for DCPs is £120. Thinking about the annual retention fee that Registrants pay, would you say that the level of the fee for dentists is...?							
	Too high	47%	85%	24%	47%	49%	47%	42%
	About right	40%	14%	56%	41%	34%	36%	42%
	Too low	4%	*	6%	4%	4%	4%	4%
	Don't know	10%	1%	15%	9%	13%	13%	11%

Ipsos MORI		Role			Country			
		Total	Dentist	DCP	England	Northern Ireland	Scotland	Wales
Base size:		2827	1335	1492	1477	402	533	415
Q15_2	The current annual retention fee for dentists is £576; the current annual retention fee for DCPs is £120. Thinking about the annual retention fee that Registrants pay, would you say that the level of the fee for DCPs is...?							
	Too high	73%	56%	83%	73%	74%	74%	70%
	About right	21%	31%	15%	21%	20%	20%	24%
	Too low	1%	3%	*	1%	2%	2%	1%
	Don't know	5%	10%	1%	5%	4%	4%	5%
Base size:		2827	1335	1492	1477	402	533	415
Q16	Had you heard of the Dental Complaints Service (DCS) before today, or not?							
	Yes, I have definitely heard of the Dental Complaints Service	49%	55%	46%	51%	38%	46%	43%
	Yes, I think I have heard of the Dental Complaints Service	32%	30%	33%	31%	35%	33%	39%
	No, I have not heard of the Dental Complaints Service	17%	14%	19%	16%	24%	20%	18%
	Don't know	2%	1%	3%	2%	3%	2%	*
	Yes	81%	85%	79%	82%	73%	79%	81%

Ipsos MORI		Role			Country			
		Total	Dentist	DCP	England	Northern Ireland	Scotland	Wales
	Base size:	2285	1124	1161	1219	300	424	342
Q17	How did you first hear about the DCS?							
	The 'GDC Gazette' by post	30%	31%	29%	29%	28%	31%	36%
	Other dentist/colleagues	24%	19%	27%	24%	23%	24%	19%
	The GDC website	10%	9%	11%	10%	14%	9%	10%
	GDC leaflets	7%	7%	7%	7%	10%	4%	10%
	Other communications from the GDC	6%	7%	5%	6%	6%	6%	6%
	Newspaper/magazines	5%	7%	4%	5%	3%	6%	5%
	The 'GDC Gazette' online	3%	3%	2%	3%	3%	2%	3%
	Exhibitions/shows	2%	2%	2%	3%	1%	2%	2%
	Internet/other websites	2%	3%	2%	2%	1%	2%	1%
	GDC Registrants events	2%	1%	2%	2%	3%	3%	2%
	Training course/lecture	1%	1%	1%	1%	2%	2%	1%
	Dental press/journals	1%	1%	*	1%	1%	1%	-
	Television	*	*	1%	1%	*	*	*
	University	*	1%	*	*	1%	1%	*
	BDA	*	1%	-	*	-	*	-
	Direct contact	*	1%	-	*	-	-	*
	Email	*	*	*	*	1%	-	*
	Radio	*	*	*	*	-	-	-
	Through work	*	*	*	*	-	1%	-
	Panel member	*	*	*	*	-	*	*
	Other	1%	1%	1%	1%	1%	1%	*
	None of these/no answer	4%	5%	4%	4%	4%	5%	5%
	Don't know	*	*	*	*	-	*	-

Ipsos MORI		Role			Country			
		Total	Dentist	DCP	England	Northern Ireland	Scotland	Wales
Base size:		2285	1124	1161	1219	300	424	342
Q18	Have you referred patient complaints about private treatment to the Dental Complaints Service (DCS) for resolution in the last 12 months?							
	Yes	1%	1%	*	1%	-	*	1%
	No	99%	99%	100%	99%	100%	100%	99%
Base size:		13	8	5	9	-	1	3
Q19	How satisfied or dissatisfied, if at all, were you with the service provided by the DCS about this referral(s)?							
	Very satisfied	30%	27%	37%	34%	-	-	-
	Fairly satisfied	13%	16%	8%	12%	-	-	34%
	Neither satisfied nor dissatisfied	-	-	-	-	-	-	-
	Fairly dissatisfied	-	-	-	-	-	-	-
	Very dissatisfied	29%	36%	16%	27%	-	-	66%
	Don't know	28%	21%	40%	27%	-	100%	-
	Satisfied	43%	42%	45%	46%	-	-	34%
Dissatisfied	29%	36%	16%	27%	-	-	66%	
Base size:		2285	1124	1161	1219	300	424	342
Q20	Have you been the subject of a complaint about private treatment to the DCS in the last 12 months?							
	Yes	1%	2%	*	1%	1%	1%	*
	No	99%	98%	100%	99%	99%	99%	100%

Ipsos MORI		Role			Country			
		Total	Dentist	DCP	England	Northern Ireland	Scotland	Wales
	Base size:	22	20	2	14	3	4	1
Q21	How satisfied or dissatisfied, if at all, were you with the service provided by the DCS regarding this complaint(s)?							
	Very satisfied	24%	27%	-	28%	-	-	-
	Fairly satisfied	14%	12%	28%	8%	68%	52%	-
	Neither satisfied nor dissatisfied	1%	1%	-	-	32%	-	-
	Fairly dissatisfied	12%	13%	-	14%	-	-	-
	Very dissatisfied	49%	46%	72%	50%	-	48%	100%
	Don't know	-	-	-	-	-	-	-
	Satisfied	38%	40%	28%	36%	68%	52%	-
Dissatisfied	61%	59%	72%	64%	-	48%	100%	
	Base size:	2285	1124	1161	1219	300	424	342
Q22	Have you reported a dental professional to the DCS in the last 12 months regarding private treatment?							
	Yes	*	*	*	*	*	-	1%
	No	100%	100%	100%	100%	100%	100%	99%
	Base size:	8	3	5	5	1	-	2
Q23	How satisfied or dissatisfied, if at all, were you with the service provided by the DCS in this matter(s)?							
	Very satisfied	-	-	-	-	-	-	-
	Fairly satisfied	34%	50%	28%	39%	-	-	-
	Neither satisfied nor dissatisfied	22%	-	31%	25%	-	-	-
	Fairly dissatisfied	-	-	-	-	-	-	-
	Very dissatisfied	41%	43%	41%	36%	-	-	100%
	Don't know	2%	7%	-	-	100%	-	-
	Satisfied	34%	50%	28%	39%	-	-	-
Dissatisfied	41%	43%	41%	36%	-	-	100%	

Ipsos MORI		Role			Country			
		Total	Dentist	DCP	England	Northern Ireland	Scotland	Wales
Base size:		2827	1335	1492	1477	402	533	415
Q24_1	How important, if at all, do you think the following qualities is for a dentist or DCP? Good communication skills/explaining things							
	1 Not at all important	*	-	*	*	-	-	-
	2	-	-	-	-	-	-	-
	3	*	*	*	*	*	-	-
	4	*	-	*	*	-	-	*
	5	*	*	*	*	-	-	-
	6	*	*	*	*	*	*	-
	7	*	1%	*	*	1%	1%	*
	8	3%	6%	2%	3%	5%	4%	3%
	9	10%	13%	7%	10%	10%	10%	8%
	10 Very important	86%	80%	89%	86%	83%	86%	88%
	Not applicable	*	*	-	-	-	-	*
	Mean	9.8	9.7	9.8	9.8	9.7	9.8	9.8

Ipsos MORI		Role			Country			
		Total	Dentist	DCP	England	Northern Ireland	Scotland	Wales
Base size:		2827	1335	1492	1477	402	533	415
Q24_2	How important, if at all, do you think the following qualities is for a dentist or DCP? Good knowledge/technical ability							
	1 Not at all important	-	-	-	-	-	-	-
	2	*	-	*	*	*	-	-
	3	-	-	-	-	-	-	-
	4	*	*	*	*	*	-	*
	5	*	*	*	*	*	-	-
	6	*	1%	*	*	*	*	*
	7	1%	2%	1%	1%	1%	1%	2%
	8	5%	9%	3%	5%	5%	5%	5%
	9	13%	18%	11%	13%	13%	12%	14%
	10 Very important	80%	71%	85%	80%	80%	81%	78%
	Not applicable	*	*	-	-	-	-	*
	Mean	9.7	9.6	9.8	9.7	9.7	9.7	9.7

Ipsos MORI		Role			Country			
		Total	Dentist	DCP	England	Northern Ireland	Scotland	Wales
Base size:		2827	1335	1492	1477	402	533	415
Q24_3	How important, if at all, do you think the following qualities is for a dentist or DCP? Being up to date with new developments in your field							
	1 Not at all important	-	-	-	-	-	-	-
	2	*	*	*	-	*	-	*
	3	*	-	*	*	-	-	-
	4	*	*	*	*	-	-	-
	5	1%	*	1%	1%	1%	-	-
	6	1%	1%	1%	1%	1%	1%	1%
	7	3%	5%	1%	3%	3%	3%	2%
	8	12%	17%	9%	13%	9%	11%	14%
	9	18%	19%	16%	17%	20%	19%	22%
	10 Very important	66%	57%	71%	66%	66%	67%	60%
	Not applicable	*	*	-	-	-	-	*
	Mean	9.4	9.2	9.5	9.4	9.4	9.5	9.4

Ipsos MORI		Role			Country			
		Total	Dentist	DCP	England	Northern Ireland	Scotland	Wales
Base size:		2827	1335	1492	1477	402	533	415
Q24_4	How important, if at all, do you think the following qualities is for a dentist or DCP? Treating patients with dignity and respect							
	1 Not at all important	-	-	-	-	-	-	-
	2	-	-	-	-	-	-	-
	3	*	-	*	*	-	-	-
	4	*	-	*	*	-	-	-
	5	*	*	*	*	*	*	-
	6	*	*	*	*	*	-	*
	7	*	*	*	*	*	*	*
	8	2%	4%	*	2%	3%	2%	2%
	9	5%	8%	3%	5%	6%	6%	4%
	10 Very important	92%	87%	95%	92%	90%	91%	93%
	Not applicable	*	*	*	*	*	*	*
	Mean	9.9	9.8	9.9	9.9	9.8	9.9	9.9

Ipsos MORI		Role			Country			
		Total	Dentist	DCP	England	Northern Ireland	Scotland	Wales
Base size:		2827	1335	1492	1477	402	533	415
Q24_5	How important, if at all, do you think the following qualities is for a dentist or DCP? Good treatment outcomes/success rates							
	1 Not at all important	-	-	-	-	-	-	-
	2	-	-	-	-	-	-	-
	3	*	-	*	*	-	-	-
	4	*	*	-	-	-	-	*
	5	*	*	*	*	-	*	-
	6	*	1%	*	*	*	*	*
	7	1%	2%	1%	1%	1%	1%	1%
	8	5%	10%	3%	5%	7%	6%	8%
	9	13%	19%	9%	12%	14%	15%	16%
	10 Very important	80%	69%	87%	81%	79%	78%	74%
	Not applicable	*	*	*	*	-	-	*
	Mean	9.7	9.5	9.8	9.7	9.7	9.7	9.6

Ipsos MORI		Role			Country			
		Total	Dentist	DCP	England	Northern Ireland	Scotland	Wales
Base size:		2827	1335	1492	1477	402	533	415
Q24_6	How important, if at all, do you think the following qualities is for a dentist or DCP? Involving patients in treatment decisions							
	1 Not at all important	*	-	*	*	-	*	-
	2	-	-	-	-	-	-	-
	3	*	*	*	*	-	-	*
	4	*	-	*	-	*	-	-
	5	1%	*	1%	1%	*	-	1%
	6	*	1%	*	*	*	*	1%
	7	2%	2%	1%	2%	1%	2%	2%
	8	5%	8%	3%	5%	7%	6%	4%
	9	9%	13%	7%	9%	13%	12%	12%
	10 Very important	83%	76%	87%	84%	78%	79%	80%
	Not applicable	*	*	*	*	-	1%	*
	Mean	9.7	9.6	9.8	9.7	9.6	9.7	9.7

Ipsos MORI		Role			Country			
		Total	Dentist	DCP	England	Northern Ireland	Scotland	Wales
Base size:		2827	1335	1492	1477	402	533	415
Q24_7	How important, if at all, do you think the following qualities is for a dentist or DCP? Cleanliness of workplaces, equipment and staff							
	1 Not at all important	-	-	-	-	-	-	-
	2	-	-	-	-	-	-	-
	3	-	-	-	-	-	-	-
	4	*	-	*	*	-	-	-
	5	*	*	*	*	-	*	-
	6	*	*	-	-	-	*	*
	7	1%	1%	*	1%	*	*	*
	8	3%	4%	2%	3%	4%	2%	4%
	9	6%	11%	3%	7%	6%	6%	7%
	10 Very important	90%	83%	94%	90%	90%	91%	88%
	Not applicable	*	*	-	-	-	-	*
	Mean	9.8	9.8	9.9	9.8	9.8	9.9	9.8

Ipsos MORI		Role			Country			
		Total	Dentist	DCP	England	Northern Ireland	Scotland	Wales
Base size:		2827	1335	1492	1477	402	533	415
Q24_8	How important, if at all, do you think the following qualities is for a dentist or DCP? Dealing with patients' complaints/concerns							
	1 Not at all important	-	-	-	-	-	-	-
	2	-	-	-	-	-	-	-
	3	*	-	*	*	-	-	-
	4	*	*	*	*	*	-	-
	5	*	*	*	*	*	-	1%
	6	*	1%	*	*	1%	*	*
	7	2%	2%	1%	2%	1%	2%	2%
	8	6%	11%	3%	6%	6%	7%	7%
	9	12%	15%	11%	12%	14%	12%	18%
	10 Very important	79%	71%	84%	80%	77%	78%	73%
	Not applicable	*	*	*	*	1%	*	1%
	Mean	9.7	9.5	9.8	9.7	9.6	9.7	9.6

Ipsos MORI		Role			Country			
		Total	Dentist	DCP	England	Northern Ireland	Scotland	Wales
Base size:		2827	1335	1492	1477	402	533	415
Q25_1	And how important, if at all, do you think the following is in giving patients confidence in you as a dentist/DCP? Being registered with a regulator							
	1 Not at all important	3%	3%	2%	3%	4%	3%	3%
	2	1%	2%	*	1%	1%	1%	1%
	3	1%	2%	1%	1%	1%	2%	2%
	4	2%	3%	1%	2%	1%	1%	2%
	5	5%	8%	3%	5%	4%	4%	6%
	6	4%	7%	3%	4%	8%	6%	3%
	7	7%	10%	5%	6%	8%	9%	5%
	8	12%	13%	11%	12%	12%	13%	14%
	9	13%	12%	13%	13%	13%	12%	15%
	10 Very important	52%	40%	59%	53%	47%	49%	48%
	Not applicable	*	*	*	*	*	*	*
	Mean	8.5	7.9	8.8	8.5	8.3	8.4	8.4

Ipsos MORI		Role			Country			
		Total	Dentist	DCP	England	Northern Ireland	Scotland	Wales
Base size:		2827	1335	1492	1477	402	533	415
Q25_2	And how important, if at all, do you think the following is in giving patients confidence in you as a dentist/DCP? Having formal accreditation, e. g. certificate in your practice							
	1 Not at all important	3%	5%	2%	3%	3%	4%	2%
	2	1%	2%	*	1%	2%	1%	1%
	3	1%	2%	*	1%	2%	2%	1%
	4	2%	3%	1%	2%	*	1%	2%
	5	6%	9%	4%	6%	6%	5%	6%
	6	6%	10%	4%	6%	7%	7%	7%
	7	8%	12%	6%	8%	10%	10%	9%
	8	14%	17%	13%	14%	13%	16%	16%
	9	17%	15%	18%	17%	15%	15%	13%
	10 Very important	41%	25%	52%	42%	42%	38%	41%
	Not applicable	1%	1%	1%	1%	*	1%	1%
	Mean	8.2	7.4	8.8	8.3	8.2	8	8.2

Ipsos MORI		Role			Country			
		Total	Dentist	DCP	England	Northern Ireland	Scotland	Wales
Base size:		2827	1335	1492	1477	402	533	415
Q25_3	And how important, if at all, do you think the following is in giving patients confidence in you as a dentist/DCP? Having an affiliation with professional bodies							
	1 Not at all important	2%	3%	2%	2%	3%	4%	2%
	2	1%	2%	*	1%	*	1%	1%
	3	2%	3%	1%	1%	3%	2%	2%
	4	2%	3%	1%	2%	2%	*	1%
	5	6%	10%	3%	6%	7%	4%	4%
	6	6%	9%	4%	6%	9%	6%	5%
	7	9%	14%	7%	9%	9%	10%	12%
	8	16%	16%	17%	16%	17%	19%	19%
	9	19%	16%	20%	19%	16%	16%	18%
	10 Very important	37%	23%	45%	37%	32%	36%	33%
	Not applicable	1%	1%	*	*	1%	1%	1%
	Mean	8.2	7.4	8.6	8.2	7.9	8.1	8.1

Ipsos MORI		Role			Country			
		Total	Dentist	DCP	England	Northern Ireland	Scotland	Wales
Base size:		2827	1335	1492	1477	402	533	415
Q25_4	And how important, if at all, do you think the following is in giving patients confidence in you as a dentist/DCP? Having letters after your name							
	1 Not at all important	8%	6%	9%	7%	14%	11%	8%
	2	2%	2%	1%	2%	2%	2%	2%
	3	3%	4%	3%	3%	3%	3%	5%
	4	3%	4%	3%	3%	4%	4%	4%
	5	11%	10%	11%	11%	12%	11%	11%
	6	10%	11%	10%	10%	9%	10%	11%
	7	13%	15%	12%	13%	11%	16%	11%
	8	17%	17%	18%	17%	21%	19%	18%
	9	15%	13%	16%	16%	9%	9%	10%
	10 Very important	15%	17%	15%	16%	13%	11%	18%
	Not applicable	2%	1%	2%	1%	3%	3%	3%
	Mean	6.8	6.8	6.8	6.9	6.3	6.3	6.6

Ipsos MORI		Role			Country			
		Total	Dentist	DCP	England	Northern Ireland	Scotland	Wales
Base size:		2827	1335	1492	1477	402	533	415
Q25_5	And how important, if at all, do you think the following is in giving patients confidence in you as a dentist/DCP? Efficient administration of patient personal records							
	1 Not at all important	*	1%	*	*	-	*	*
	2	*	*	*	*	-	*	*
	3	*	*	*	-	1%	*	1%
	4	1%	2%	1%	1%	1%	1%	*
	5	2%	3%	1%	2%	2%	2%	2%
	6	2%	3%	1%	2%	3%	2%	1%
	7	4%	8%	2%	4%	5%	4%	4%
	8	9%	16%	5%	9%	11%	9%	11%
	9	14%	19%	11%	14%	15%	16%	18%
	10 Very important	67%	48%	78%	67%	63%	65%	62%
	Not applicable	*	*	*	*	*	*	1%
	Mean	9.3	8.8	9.5	9.3	9.2	9.2	9.3

Ipsos MORI		Role			Country			
		Total	Dentist	DCP	England	Northern Ireland	Scotland	Wales
Base size:		2827	1335	1492	1477	402	533	415
Q25_6	And how important, if at all, do you think the following is in giving patients confidence in you as a dentist/DCP? Displaying clear information about treatment fees and costs transparency							
	1 Not at all important	*	*	*	*	-	1%	*
	2	*	*	*	*	*	-	*
	3	*	*	*	*	*	-	-
	4	*	1%	*	*	1%	*	*
	5	2%	3%	1%	2%	1%	2%	2%
	6	2%	4%	1%	2%	2%	2%	2%
	7	4%	6%	2%	3%	7%	5%	2%
	8	8%	14%	5%	8%	13%	10%	10%
	9	14%	19%	11%	13%	16%	17%	17%
	10 Very important	69%	52%	79%	70%	57%	61%	64%
	Not applicable	1%	1%	1%	1%	3%	2%	2%
	Mean	9.4	8.9	9.6	9.4	9.1	9.2	9.3

Ipsos MORI		Role			Country			
		Total	Dentist	DCP	England	Northern Ireland	Scotland	Wales
	Base size:	2827	1335	1492	1477	402	533	415
Q26	Recent research found that the majority of patients are more likely to trust dentists and DCPs who make clear in their surgery that they are registered with the GDC. In the light of this finding, what do you think would be the best way to demonstrate registration with the GDC in dental surgeries?							
	In the waiting room/ reception	66%	58%	71%	66%	67%	69%	68%
	On the practice website	55%	47%	60%	56%	54%	51%	51%
	A quality mark or logo like the Gas Safe mark	42%	37%	45%	41%	47%	43%	41%
	On practice stationery	37%	33%	40%	37%	39%	37%	36%
	In the consultation room	32%	28%	34%	31%	36%	34%	35%
	On an ID card or badge on their person	28%	14%	37%	28%	29%	32%	28%
	Other	1%	2%	1%	1%	1%	2%	1%
	None of these	4%	9%	1%	4%	4%	4%	5%
	Don't know	3%	5%	2%	3%	5%	5%	4%

Ipsos MORI		Role			Country			
		Total	Dentist	DCP	England	Northern Ireland	Scotland	Wales
	Base size:	2827	1335	1492	1477	402	533	415
Q27	Thinking about standards and quality of care, what do you think patients expect from their dental professionals?							
	Excellent patient care/ high quality treatment	38%	41%	36%	38%	42%	36%	39%
	Professional/competent/ well qualified	28%	26%	29%	27%	27%	30%	29%
	Honest and trustworthy	26%	28%	25%	27%	21%	21%	28%
	To be treated with dignity/respect/ consideration	17%	18%	17%	17%	18%	16%	16%
	Good communication skills/listens/ understands	13%	12%	14%	14%	12%	10%	11%
	Costs and treatment options clearly explained	12%	12%	13%	13%	12%	9%	8%
	Cleanliness/good hygiene	12%	10%	14%	12%	12%	13%	12%
	Paying attention to individual needs/act in individual's best interest	9%	10%	9%	9%	5%	9%	10%
	Value for money/ affordable/costeffective	9%	8%	9%	9%	11%	6%	7%
	Caring attitude/patience	8%	8%	8%	8%	10%	8%	9%
	Friendly/helpful/ approachable staff	8%	5%	9%	8%	8%	8%	7%
	Clear/transparent/easyto-understand information/advice	7%	6%	7%	7%	6%	6%	6%
	Involvement in their own care/decisions made/ treatment plan	5%	6%	5%	5%	4%	5%	3%
	Safe practice/ environment	4%	5%	4%	4%	3%	4%	2%
	Efficiency/efficient service	4%	4%	4%	4%	5%	3%	5%
	Having up-to-date knowledge/skills/ technology	4%	4%	3%	4%	3%	3%	5%
	Confidentiality	4%	1%	5%	3%	4%	4%	5%
	Comfortable/modern surroundings/environment	3%	3%	4%	3%	5%	4%	3%
	Successful treatment/ outcomes	3%	5%	2%	3%	3%	2%	4%
	Painless treatment	3%	7%	1%	3%	4%	2%	4%
	Polite/courteous staff	3%	4%	3%	3%	4%	4%	1%
	Fair treatment/not for financial gain/target reaching	3%	3%	3%	3%	2%	4%	3%

	Ipsos MORI	Role			Country			
		Total	Dentist	DCP	England	Northern Ireland	Scotland	Wales
Confidence/confident approach		3%	2%	4%	3%	4%	3%	2%
Fast/prompt treatment/ emergency appointments		3%	4%	2%	3%	2%	3%	3%
Adherence to clinical guidelines/regulations		2%	2%	2%	2%	2%	2%	2%
Prepared to spend time with patients/not rushed		2%	1%	3%	2%	1%	1%	2%
Choice of treatment/ freedom to choose		2%	1%	2%	2%	*	2%	1%
Reliable treatment/care/ service		1%	2%	1%	1%	1%	1%	2%
Oral health guidance		1%	2%	1%	2%	1%	1%	1%
Equality of treatment between NHS and private		1%	*	2%	1%	1%	1%	2%
Good continuity of care/ aftercare		1%	1%	1%	1%	1%	1%	1%
Reassurance/support		1%	*	1%	1%	1%	1%	1%
NHS treatment offered/ not forced to go private		1%	1%	1%	1%	1%	*	1%
Referrals if necessary		1%	1%	*	1%	1%	*	1%
Less red tape/paperwork/ bureaucracy		*	1%	*	1%	-	-	-
Registered with the GDC		*	-	1%	*	*	*	1%
Other		4%	6%	4%	5%	2%	4%	5%
Don't know		*	*	*	*	1%	*	*
No comment		17%	13%	19%	16%	19%	21%	18%

Ipsos MORI		Role			Country			
		Total	Dentist	DCP	England	Northern Ireland	Scotland	Wales
Base size:		2827	1335	1492	1477	402	533	415
Q28	The GDC is considering how best to provide advice and set out standards for dentists and DCPs. Which of the following options do you think is best?							
	A combination of both prescriptive rule book and ethical principle-based	71%	68%	72%	70%	73%	75%	70%
	Ethical principle-based	16%	22%	13%	17%	16%	12%	15%
	Prescriptive rule book	12%	8%	14%	11%	11%	13%	14%
	GDC should not be advising Registrants/ setting standards	*	*	*	*	-	*	-
	Use their common sense	*	*	-	*	-	*	-
	Set of minimum standards	*	*	-	*	-	-	-
	Behave courteously/treat others with respect	*	*	*	-	*	*	*
	Guidelines only	*	*	-	-	-	*	*
	Something else	1%	1%	*	1%	*	*	1%
	Don't know	*	-	*	*	-	-	-
	No answer	-	-	-	-	-	-	-
Base size:		2827	1335	1492	1477	402	533	415
Q29_1	Have you in the last 12 months...? Raised a concern to the GDC about a dentist's/DCP's Fitness to Practise							
	Yes	2%	2%	2%	2%	2%	2%	2%
	No	98%	98%	98%	98%	97%	97%	97%
	Don't know/can't remember	*	*	1%	*	1%	1%	1%

Ipsos MORI		Role			Country			
		Total	Dentist	DCP	England	Northern Ireland	Scotland	Wales
Base size:		2827	1335	1492	1477	402	533	415
Q29_2	Have you in the last 12 months...? Been a witness in a Fitness to Practise case							
	Yes	2%	2%	1%	2%	1%	1%	1%
	No	98%	98%	98%	98%	98%	98%	98%
	Don't know/can't remember	1%	*	1%	1%	1%	1%	1%
Base size:		2827	1335	1492	1477	402	533	415
Q29_3	Have you in the last 12 months...? Been the subject of a Fitness to Practise case							
	Yes	1%	3%	*	1%	1%	1%	*
	No	98%	97%	99%	98%	98%	99%	99%
	Don't know/can't remember	1%	*	1%	1%	1%	1%	1%
Base size:		118	74	44	70	16	16	16
Q30_1	For each of the following statements, please state the extent to which you agree or disagree. The GDC's Fitness to Practise processes protect patients from harm							
	Strongly agree	30%	26%	35%	30%	28%	35%	11%
	Tend to agree	32%	26%	39%	32%	33%	29%	28%
	Neither agree nor disagree	13%	16%	9%	12%	21%	8%	27%
	Tend to disagree	8%	11%	4%	7%	10%	10%	14%
	Strongly disagree	14%	20%	6%	14%	-	14%	14%
	Don't know	4%	1%	8%	4%	8%	5%	5%
	Agree	62%	52%	73%	62%	62%	63%	40%
Disagree	22%	31%	10%	21%	10%	24%	29%	

Ipsos MORI		Role			Country			
		Total	Dentist	DCP	England	Northern Ireland	Scotland	Wales
Base size:		118	74	44	70	16	16	16
Q30_2	For each of the following statements, please state the extent to which you agree or disagree. The GDC's Fitness to Practise processes protect the reputation of dental professionals							
	Strongly agree	14%	13%	16%	15%	31%	6%	-
	Tend to agree	22%	10%	36%	19%	21%	39%	29%
	Neither agree nor disagree	24%	25%	23%	23%	5%	38%	21%
	Tend to disagree	16%	21%	9%	16%	20%	5%	30%
	Strongly disagree	22%	30%	11%	24%	10%	6%	14%
	Don't know	3%	1%	4%	2%	13%	5%	6%
	Agree	36%	22%	53%	35%	52%	45%	29%
	Disagree	38%	51%	21%	40%	30%	11%	45%
Base size:		118	74	44	70	16	16	16
Q30_3	For each of the following statements, please state the extent to which you agree or disagree. The GDC's Fitness to Practise processes provide a good opportunity for patients, the public or dental professionals to raise a concern							
	Strongly agree	20%	20%	20%	22%	23%	-	11%
	Tend to agree	31%	23%	40%	29%	36%	40%	34%
	Neither agree nor disagree	20%	21%	20%	20%	10%	29%	18%
	Tend to disagree	15%	22%	6%	16%	5%	8%	22%
	Strongly disagree	10%	13%	6%	9%	13%	13%	14%
	Don't know	5%	2%	8%	4%	13%	10%	-
	Agree	50%	43%	60%	51%	59%	40%	45%
	Disagree	25%	35%	13%	25%	18%	21%	36%

Ipsos MORI		Role			Country			
		Total	Dentist	DCP	England	Northern Ireland	Scotland	Wales
Base size:		118	74	44	70	16	16	16
Q30_4	For each of the following statements, please state the extent to which you agree or disagree. The GDC's Fitness to Practise processes are fair to Registrants							
	Strongly agree	11%	7%	16%	12%	8%	8%	-
	Tend to agree	22%	17%	28%	21%	33%	25%	19%
	Neither agree nor disagree	21%	17%	27%	20%	5%	28%	42%
	Tend to disagree	20%	27%	11%	20%	20%	21%	18%
	Strongly disagree	21%	27%	14%	22%	13%	13%	20%
	Don't know	5%	5%	5%	5%	21%	5%	-
	Agree	33%	25%	44%	34%	41%	33%	19%
	Disagree	41%	53%	25%	42%	33%	34%	39%
Base size:		118	74	44	70	16	16	16
Q30_5	For each of the following statements, please state the extent to which you agree or disagree. The GDC's Fitness to Practise processes are fair to patients and the public							
	Strongly agree	20%	12%	32%	21%	28%	14%	11%
	Tend to agree	35%	35%	36%	35%	26%	50%	17%
	Neither agree nor disagree	27%	30%	23%	27%	28%	21%	39%
	Tend to disagree	8%	14%	1%	8%	10%	5%	23%
	Strongly disagree	5%	9%	-	5%	-	6%	5%
	Don't know	4%	1%	8%	4%	8%	5%	6%
	Agree	56%	46%	67%	56%	54%	63%	28%
	Disagree	13%	23%	1%	13%	10%	11%	27%

Ipsos MORI		Role			Country			
		Total	Dentist	DCP	England	Northern Ireland	Scotland	Wales
Base size:		118	74	44	70	16	16	16
Q30_6	For each of the following statements, please state the extent to which you agree or disagree. The GDC's Fitness to Practise processes are proportionate to the nature of the allegation							
	Strongly agree	7%	9%	4%	7%	8%	6%	-
	Tend to agree	21%	20%	22%	19%	41%	37%	11%
	Neither agree nor disagree	21%	10%	34%	20%	23%	21%	49%
	Tend to disagree	15%	16%	13%	15%	5%	17%	14%
	Strongly disagree	27%	43%	7%	30%	11%	6%	15%
	Don't know	10%	2%	21%	10%	13%	13%	10%
	Agree	28%	29%	26%	26%	49%	43%	11%
	Disagree	41%	59%	19%	45%	16%	24%	29%
Base size:		118	74	44	70	16	16	16
Q30_7	For each of the following statements, please state the extent to which you agree or disagree. The GDC's Fitness to Practise processes are difficult to understand							
	Strongly agree	13%	19%	5%	13%	18%	12%	5%
	Tend to agree	30%	36%	24%	31%	15%	29%	45%
	Neither agree nor disagree	32%	26%	40%	33%	44%	26%	30%
	Tend to disagree	16%	14%	19%	16%	-	28%	6%
	Strongly disagree	3%	4%	*	2%	8%	-	10%
	Don't know	6%	1%	12%	6%	16%	5%	5%
	Agree	43%	55%	29%	43%	33%	41%	49%
	Disagree	19%	18%	19%	18%	8%	28%	16%

Ipsos MORI		Role			Country			
		Total	Dentist	DCP	England	Northern Ireland	Scotland	Wales
Base size:		118	74	44	70	16	16	16
Q30_8	For each of the following statements, please state the extent to which you agree or disagree. The GDC's Fitness to Practise processes are bureaucratic							
	Strongly agree	29%	43%	11%	29%	31%	32%	24%
	Tend to agree	25%	28%	21%	24%	23%	29%	38%
	Neither agree nor disagree	27%	19%	37%	27%	33%	26%	22%
	Tend to disagree	6%	4%	9%	6%	-	8%	-
	Strongly disagree	6%	4%	7%	6%	-	-	6%
	Don't know	8%	1%	16%	8%	13%	5%	11%
	Agree	54%	71%	32%	53%	54%	61%	62%
	Disagree	12%	8%	16%	13%	-	8%	6%
Base size:		2827	1335	1492	1477	402	533	415
Q31	Thinking about your Continuous Professional Development (CPD), are your decisions about which CPD activity you carry out linked to a personal development plan?							
	Yes	58%	67%	53%	59%	49%	57%	58%
	No	36%	31%	39%	36%	40%	38%	37%
	Don't know	6%	3%	8%	6%	10%	6%	5%

Ipsos MORI		Role			Country			
		Total	Dentist	DCP	England	Northern Ireland	Scotland	Wales
Base size:		2827	1335	1492	1477	402	533	415
Q32	Typically, how much time do you spend reflecting upon the learning and development you have experienced following your participation in CPD activity?							
	No time at all	3%	2%	4%	3%	7%	3%	2%
	Less than 1 hour	16%	15%	17%	15%	17%	19%	17%
	1 - 2 hours	14%	17%	13%	15%	16%	11%	15%
	More than 2 hours	4%	5%	4%	4%	4%	5%	5%
	Ongoing	57%	57%	57%	58%	50%	53%	57%
Don't know	5%	4%	6%	5%	5%	9%	5%	
Base size:		1338	1325	13	695	205	237	201
Q33	The GDC recognises thirteen dental specialties. Dentists registered on a specialist list have proven to the GDC that they meet the standards for the relevant specialty. How useful, if at all, do you find the GDC's specialist lists for referral to an appropriate specialist?							
	Very useful	22%	22%	35%	23%	24%	17%	20%
	Fairly useful	35%	35%	27%	34%	38%	37%	41%
	Not very useful	21%	21%	22%	22%	17%	20%	21%
	Not at all useful	13%	13%	16%	13%	8%	12%	9%
	Don't know	9%	9%	-	8%	12%	13%	9%
	Useful	57%	57%	62%	56%	62%	55%	61%
Not useful	34%	34%	38%	35%	26%	32%	31%	

Ipsos MORI		Role			Country			
		Total	Dentist	DCP	England	Northern Ireland	Scotland	Wales
Base size:		2827	1335	1492	1477	402	533	415
Q34	Do you have indemnity at the moment? Indemnity can include being a member of a scheme yourself, being covered on an employing dentist's policy or (for those who work in a hospital) being covered by NHS indemnity.							
	Yes	84%	98%	76%	85%	78%	78%	89%
	No	9%	1%	13%	8%	9%	12%	7%
	Don't know	7%	1%	11%	7%	12%	10%	4%
Base size:		2421	1311	1110	1287	328	429	377
Q35	What type of indemnity do you have?							
	Own cover	66%	86%	50%	67%	56%	58%	66%
	Employing dentist's cover	16%	3%	25%	16%	26%	12%	11%
	NHS indemnity (hospital employees only)	11%	5%	15%	9%	12%	23%	13%
	British Association of Dental Nurses (BADN)	2%	-	4%	2%	1%	3%	2%
	Own cover and NHS indemnity	1%	2%	1%	1%	1%	1%	3%
	Medical/Dental Protection Society	1%	1%	*	1%	1%	*	*
	Dental Defence Union (DDU)	*	1%	-	*	-	-	1%
	UNISON	*	-	*	*	-	-	2%
	Medical and Dental Defence Union of Scotland (MDDUS)	*	*	*	*	-	1%	-
	Corporate cover	*	*	*	*	-	-	*
	CDS	*	*	-	-	*	-	-
	Other	1%	1%	2%	1%	1%	1%	2%
	Don't know	1%	*	2%	1%	2%	1%	1%
	No answer	-	-	-	-	-	-	-

Ipsos MORI		Role			Country			
		Total	Dentist	DCP	England	Northern Ireland	Scotland	Wales
	Base size:	218	12	206	103	32	57	26
Q36	Please tell us why you do not currently have indemnity.							
	It is too expensive	34%	-	35%	36%	19%	29%	32%
	I don't need it (not in clinical practice/don't give treatment or advice)	26%	95%	23%	25%	39%	24%	39%
	I didn't realise I needed it	23%	-	24%	22%	26%	31%	24%
	I don't know who to get it from	11%	-	12%	12%	-	7%	21%
	I don't know how to get it	8%	-	8%	8%	-	6%	8%
	I think the process is too bureaucratic/ complicated	7%	-	7%	8%	6%	4%	4%
	Cover has lapsed/need to renew	5%	-	5%	5%	3%	4%	17%
	In process of renewing	3%	-	3%	3%	-	2%	4%
	I'm retired	2%	5%	2%	2%	-	2%	-
	Other	4%	-	4%	3%	3%	7%	11%
	Don't know	8%	-	8%	8%	13%	7%	4%
	Base size:	2827	1335	1492	1477	402	533	415
Q37	At the moment, only dentists are taught to diagnose and prepare a treatment plan. If patients want to be treated by a DCP, they must see a dentist first. Do you think patients should be able to go straight to a DCP or do you prefer the current system?							
	Patients should be able to go straight to a DCP	20%	10%	27%	20%	20%	19%	22%
	I prefer the current system of referral	74%	87%	65%	74%	73%	74%	71%
	Don't know	6%	3%	8%	6%	8%	6%	7%

Ipsos MORI		Role			Country			
		Total	Dentist	DCP	England	Northern Ireland	Scotland	Wales
	Base size:	2654	1033	1621	2143	78	316	116
Q38	Please can you tell me why you say that?							
	Dentists - positive	46%	60%	37%	46%	49%	47%	46%
	Diagnosis/treatment plan should be down to dentists	19%	25%	15%	18%	24%	20%	18%
	Dentists are fully trained/have more qualifications	17%	23%	13%	17%	21%	19%	21%
	Dentists are skilled and experienced	8%	11%	6%	8%	8%	8%	8%
	Ultimate responsibility lies with the dentist	7%	10%	5%	7%	7%	9%	6%
	Dentists provide better quality/more comprehensive/holistic care	4%	7%	2%	4%	3%	3%	5%
	Dentists would refer to DCPs when necessary	3%	3%	3%	3%	4%	2%	4%
	Dentists provide more accurate treatment/ diagnosis	3%	5%	2%	3%	2%	3%	1%
	Patients expect/prefer to be cared for by a dentist	2%	1%	2%	2%	1%	2%	3%
	Dentists would not be needed/why train to be a dentist/extra years of s	1%	3%	*	2%	1%	*	1%
	More confidence/trust in dentists	1%	1%	2%	1%	2%	1%	2%
	Patients should have regular check-ups with the dentist	1%	1%	1%	1%	1%	1%	*
	More control of standards/better regulation	1%	1%	1%	1%	1%	1%	*
	Dentists are paid more	1%	*	1%	1%	*	1%	-
	Makes things clearer/ clearer direction	1%	*	1%	1%	*	-	*
	DCPs - negative	25%	33%	19%	25%	20%	26%	21%
	DCPs are not fully trained/qualified to diagnose conditions	14%	20%	10%	13%	12%	15%	13%
	Patient safety/ patients will be put at risk/not in their best interests	3%	6%	2%	3%	2%	4%	2%
	DCPs may miss something/misdiagnose/ make errors	3%	5%	2%	3%	2%	2%	2%
	DCPs are not professional/skilled/ competent/experienced/ knowledge	3%	5%	1%	3%	1%	2%	4%
	DCPs need prescriptions/ referrals from the dentist to work from	2%	1%	2%	2%	2%	3%	2%
	DCPs should only work as part of the team/ not unsupervised	1%	2%	1%	1%	1%	1%	1%
	If DCPs wish to be dentists they should take a dental degree/ more qu	1%	2%	*	1%	*	1%	1%
	DCPs are not dentists/ undermine the role of the dentist	1%	2%	*	1%	*	*	1%
	DCPs do not get paid enough to make decisions/take responsibility	1%	*	1%	1%	1%	2%	1%
If DCPs set up treatment plans/ diagnose/they must be prepared to ta	1%	1%	*	1%	*	1%	-	
Concerned about possible decline in standards of care	*	1%	*	*	1%	1%	1%	
I do not want the responsibility (DCP)	*	*	1%	*	-	1%	1%	
Other DCPs negative	*	*	*	*	-	*	-	

	Ipsos MORI	Role			Country			
		Total	Dentist	DCP	England	Northern Ireland	Scotland	Wales
DCPs - positive		22%	12%	28%	22%	19%	20%	23%
DCPs should be able to treat/diagnose/provide a treatment plan if fully		11%	6%	14%	11%	9%	10%	11%
DCPs have more indepth training/ knowledge/experience of a patient's		6%	1%	8%	6%	4%	6%	8%
DCPs should be allowed to see patients directly/given more responsib		4%	1%	5%	4%	3%	2%	4%
DCPs are competent/ capable/skilled/ knowledgeable		3%	2%	4%	3%	5%	4%	5%
DCPs and dentists should work/discuss treatment plan together		3%	1%	4%	3%	4%	3%	3%
Patients prefer to see DCPs instead of dentists on certain occasions		3%	1%	4%	3%	3%	3%	3%
DCPs should perform minor treatments/ scaling/cleaning		2%	2%	1%	2%	1%	1%	1%
Would help to reduce the workload for dentists		1%	1%	2%	1%	1%	1%	2%
DCPs can communicate better/spend time explaining treatment		1%	*	2%	1%	1%	1%	1%
Patients would be less nervous/scared/ stressed if they saw a DCP fir		1%	*	1%	1%	1%	*	1%
Patients would be seen quicker/faster access		1%	*	1%	1%	1%	2%	1%
It works well in other countries		*	*	*	*	-	*	*
Other DCPs positive		1%	*	1%	1%	-	1%	1%
Other - positive		9%	5%	12%	10%	10%	6%	11%
More time-efficient		3%	1%	4%	3%	1%	2%	4%
Happy with present system/works well		2%	1%	3%	2%	3%	1%	3%
More cost-effective		1%	1%	2%	1%	2%	1%	2%
Freedom of choice		1%	*	2%	2%	1%	*	2%
It is in the patient's best interest		1%	2%	1%	2%	1%	1%	*
More efficiency/more effective service		1%	1%	1%	1%	*	1%	*
Protects the DCPs		1%	*	1%	1%	1%	1%	-
Helps with continuing care		*	*	*	*	*	*	*
Other - negative		1%	1%	1%	1%	1%	1%	*
Dental services on the cheap		*	1%	*	*	*	*	*
The system of direct access to DCPs would be open to abuse		*	1%	*	*	*	*	*
Other dentist		*	*	*	1%	*	1%	-
Other		1%	1%	1%	1%	1%	1%	1%
Don't know		*	*	1%	*	-	-	1%
No comment		20%	13%	24%	20%	20%	21%	17%

Ipsos MORI		Role			Country			
		Total	Dentist	DCP	England	Northern Ireland	Scotland	Wales
	Base size:	2827	1335	1492	1477	402	533	415
Q39	In general terms, how effectively, if at all, do you think the GDC communicates with you?							
	Very effectively	10%	7%	12%	10%	9%	7%	13%
	Fairly effectively	57%	53%	59%	56%	59%	62%	57%
	Not very effectively	24%	28%	21%	24%	26%	23%	21%
	Not at all effectively	7%	10%	6%	7%	4%	7%	7%
	Don't know	2%	2%	2%	2%	2%	2%	2%
	Effectively	67%	60%	71%	66%	68%	68%	70%
Not effectively	31%	38%	27%	32%	30%	29%	28%	
	Base size:	2827	1335	1492	1477	402	533	415
Q40	How do you find out information about the GDC?							
	The 'GDC Gazette' by post	70%	75%	67%	69%	71%	72%	70%
	The GDC website	56%	56%	56%	56%	54%	56%	56%
	Other dentist/colleagues	36%	29%	41%	37%	35%	31%	37%
	GDC leaflets	25%	27%	24%	25%	28%	23%	25%
	Internet/other websites	20%	18%	21%	20%	21%	21%	20%
	Email	20%	16%	22%	19%	22%	21%	21%
	Other communications from the GDC	19%	21%	18%	19%	15%	20%	20%
	Newspaper/magazines	11%	14%	10%	12%	10%	9%	13%
	The 'GDC Gazette' online	11%	10%	11%	11%	11%	8%	10%
	Exhibitions/shows	10%	7%	11%	10%	4%	6%	6%
	GDC Registrants' events	9%	5%	10%	8%	12%	9%	14%
	Television	1%	2%	1%	1%	1%	1%	1%
	Radio	1%	1%	1%	1%	*	*	1%
	Dental press/journals/ magazines	*	1%	*	*	*	1%	1%
	British Association of Dental Nurses (BADN)	*	-	*	*	-	*	*
	British Dental Association (BDA)	*	*	-	*	-	*	-
CPD events/meetings/ seminars	*	-	*	*	-	-	*	
British Dental Journal (BDJ)	*	*	-	*	*	-	-	
Other	1%	1%	1%	1%	1%	1%	*	
None of these/no answer	1%	1%	1%	1%	2%	1%	1%	

Ipsos MORI		Role			Country			
		Total	Dentist	DCP	England	Northern Ireland	Scotland	Wales
Base size:		2827	1335	1492	1477	402	533	415
Q41	Can you tell me which of the following you believe would be the best ways for the General Dental Council to communicate with you?							
	Email	62%	63%	62%	62%	62%	65%	57%
	The 'GDC Gazette' by post	56%	57%	55%	56%	51%	57%	57%
	The GDC website	35%	38%	33%	34%	35%	38%	39%
	GDC leaflets	19%	20%	18%	19%	19%	16%	21%
	The 'GDC Gazette' online	13%	12%	13%	13%	15%	10%	12%
	GDC Registrants' events	11%	7%	14%	11%	14%	15%	15%
	Internet/other websites	11%	9%	12%	11%	11%	10%	9%
	Other communications from the GDC	8%	8%	9%	9%	6%	7%	5%
	Newspaper/magazines	6%	4%	7%	6%	7%	4%	7%
	Exhibitions/shows	6%	3%	8%	6%	7%	6%	5%
	Television	3%	1%	4%	3%	2%	1%	2%
	Letter/post	1%	1%	*	1%	1%	1%	-
	Radio	1%	*	1%	1%	1%	*	1%
	Telephone/text	*	*	*	*	-	-	1%
	Word of mouth/meetings/ visits	*	*	*	*	-	-	*
	Dental journals	*	*	*	*	-	*	1%
	Other	*	1%	*	*	1%	1%	*
	None of these/no answer	1%	1%	1%	1%	2%	1%	1%

Ipsos MORI		Role			Country			
		Total	Dentist	DCP	England	Northern Ireland	Scotland	Wales
	Base size:	2827	1335	1492	1477	402	533	415
Q42	And thinking specifically about the Dental Complaints Service, which of the following would be the best ways for the DCS to communicate with you?							
	Email	63%	64%	62%	62%	66%	69%	59%
	The 'GDC Gazette' by post	42%	41%	42%	42%	45%	38%	46%
	The GDC website	31%	31%	31%	31%	34%	35%	34%
	GDC leaflets	18%	18%	17%	18%	19%	18%	19%
	The 'GDC Gazette' online	14%	13%	14%	14%	11%	13%	13%
	Internet/other websites	9%	8%	10%	10%	6%	9%	10%
	Other communications from the GDC	9%	9%	9%	10%	8%	7%	6%
	GDC Registrants' events	7%	5%	8%	7%	9%	10%	9%
	Newspaper/magazines	4%	3%	5%	4%	3%	3%	6%
	Exhibitions/shows	3%	1%	5%	3%	3%	3%	3%
	Letter/post	2%	2%	1%	2%	1%	2%	1%
	Television	2%	*	2%	2%	*	*	*
	Telephone/text	*	*	1%	*	-	*	1%
	Radio	*	*	1%	*	*	*	*
	Dental journals	*	*	*	-	-	*	*
	Other	-	-	-	-	-	-	-
	None of these/no answer	4%	5%	4%	4%	3%	4%	4%
	Base size:	2827	1335	1492	1477	402	533	415
Q43	Are you...?							
	Male	29%	60%	10%	29%	24%	27%	30%
	Female	71%	40%	90%	71%	76%	73%	70%

Ipsos MORI		Role			Country			
		Total	Dentist	DCP	England	Northern Ireland	Scotland	Wales
	Base size:	2827	1335	1492	1477	402	533	415
Q44	Which of these bands does your age fall into?							
	16 - 21	1%	-	1%	1%	1%	2%	-
	22 - 30	19%	15%	21%	18%	27%	20%	21%
	31 - 40	28%	29%	27%	27%	32%	31%	30%
	41 - 50	27%	25%	28%	27%	25%	25%	27%
	51 - 60	21%	24%	19%	22%	12%	19%	19%
	61 - 65	4%	5%	3%	4%	2%	3%	3%
	66+	1%	2%	*	1%	1%	*	1%
	Refused	1%	*	1%	1%	*	-	*

Ipsos MORI		Role			Country			
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Base size:		2827	1335	1492	1477	402	533	415
Q45	To which of these groups do you consider you belong?							
	White	83%	69%	91%	80%	97%	94%	93%
	British	73%	55%	84%	71%	61%	88%	87%
	Irish	2%	3%	2%	1%	32%	1%	1%
	Other European	3%	6%	1%	3%	1%	2%	2%
	Eastern European	3%	3%	2%	3%	2%	2%	2%
	Any other white background	2%	2%	2%	2%	*	1%	1%
	Mixed	1%	1%	1%	1%	1%	*	1%
	White and black Caribbean	*	*	*	*	-	-	*
	White and black African	*	*	*	*	*	-	-
	White and Asian	*	*	*	*	*	-	1%
	Any other mixed background	*	*	*	*	*	*	-
	Asian or Asian British	7%	15%	2%	8%	*	3%	3%
	Indian	4%	9%	1%	5%	*	2%	1%
	Pakistani	1%	2%	*	1%	-	1%	*
	Bangladeshi	*	1%	*	*	-	-	*
	Any other Asian background	2%	3%	1%	2%	-	*	1%
	Black or black British	2%	2%	2%	3%	-	-	*
	Caribbean	*	*	1%	*	-	-	-
	African	2%	2%	1%	2%	-	-	*
Any other black background	*	*	-	*	-	-	*	
Chinese or other ethnic group	1%	2%	1%	2%	*	*	1%	
Chinese	1%	1%	1%	1%	*	-	*	
Any other ethnic group	1%	1%	*	1%	-	*	*	
Refused	5%	9%	3%	6%	2%	3%	2%	