

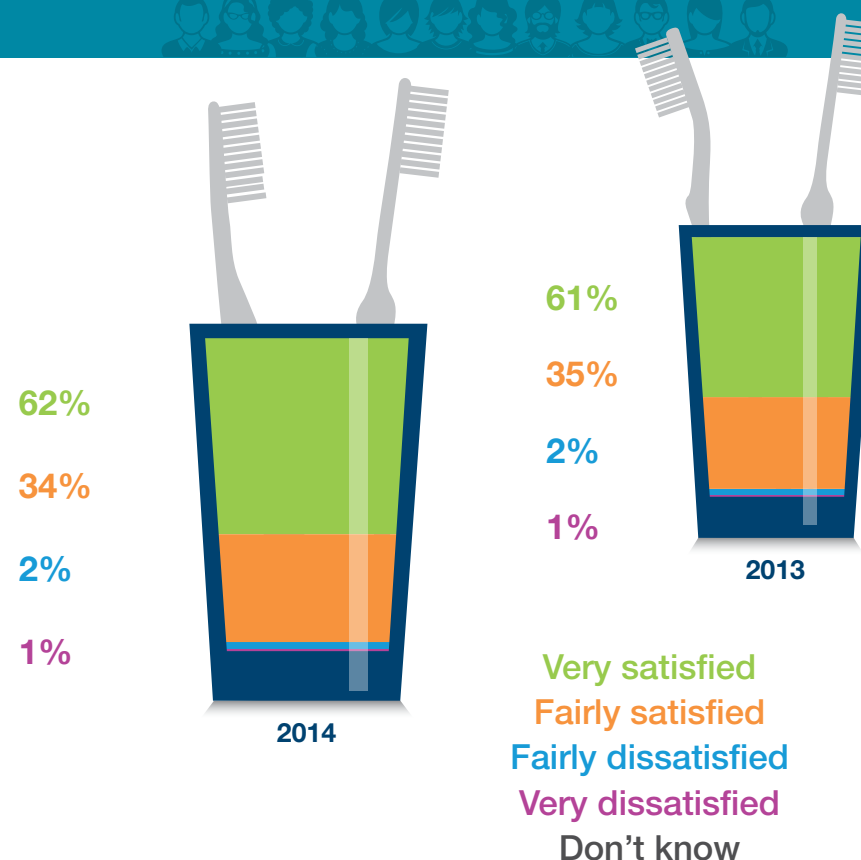
# GDC Annual Patient and Public Survey 2014

## Satisfaction with dental care

How satisfied or otherwise are you with your dental care or treatment?

96% of people surveyed, who had visited the dentist in the past year, said that they were satisfied with their dental treatment – the same as 2013. However, some patients are less satisfied: 54% of younger patients (15-24) said that they were very satisfied, compared to 68% of older patients (55 years and over). Only 39% of ethnic minority patients are very satisfied, compared with 65% of white patients.

96%  satisfied



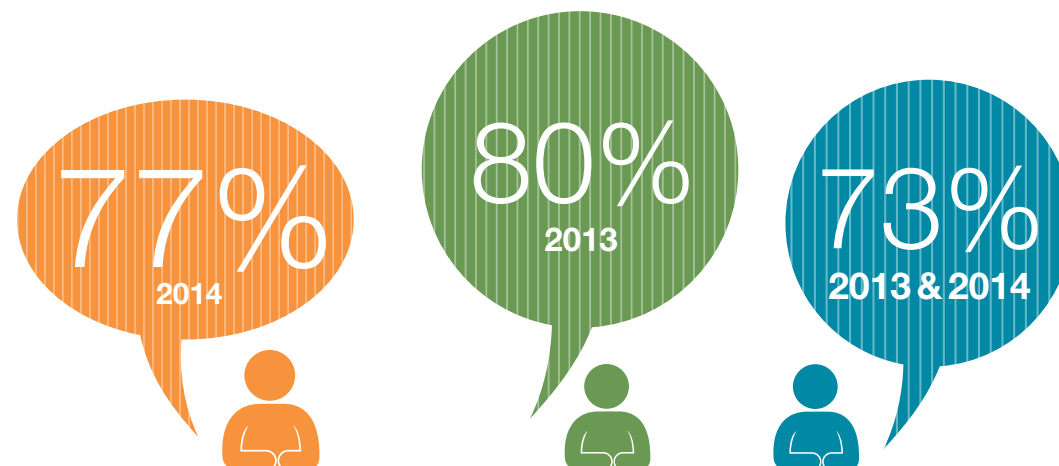
1. The survey was conducted with 1,640 adults aged 15 and over in the United Kingdom, between 7 and 20 November 2014
2. Where percentages do not sum to 100, this may be due to respondents being able to give multiple responses to a question or computer rounding
3. An asterisk (\*) indicates a percentage of less than 0.5% but greater than zero

Base: People who go to the dentist at least once a year: 2014 (1129); 2013 (1063)  
Source: Ipsos MORI

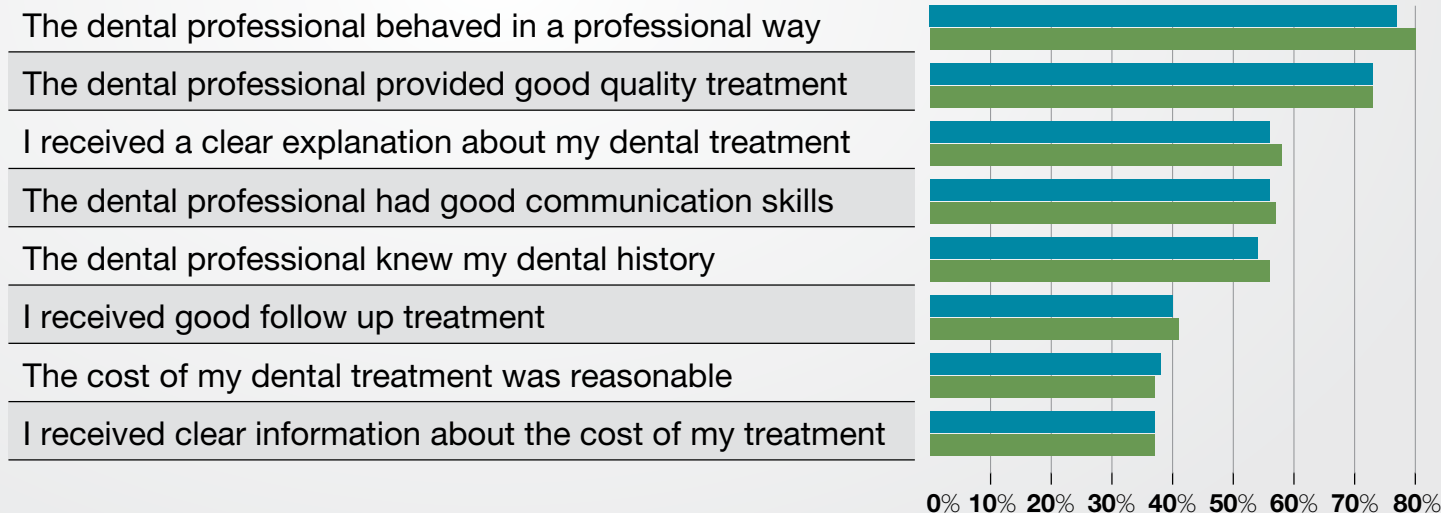
# Satisfaction with dental care

77% of people asked said that their dentist acted with professionalism, compared to 80% last year.

Provision of good quality dental treatment remained constant at 73%.

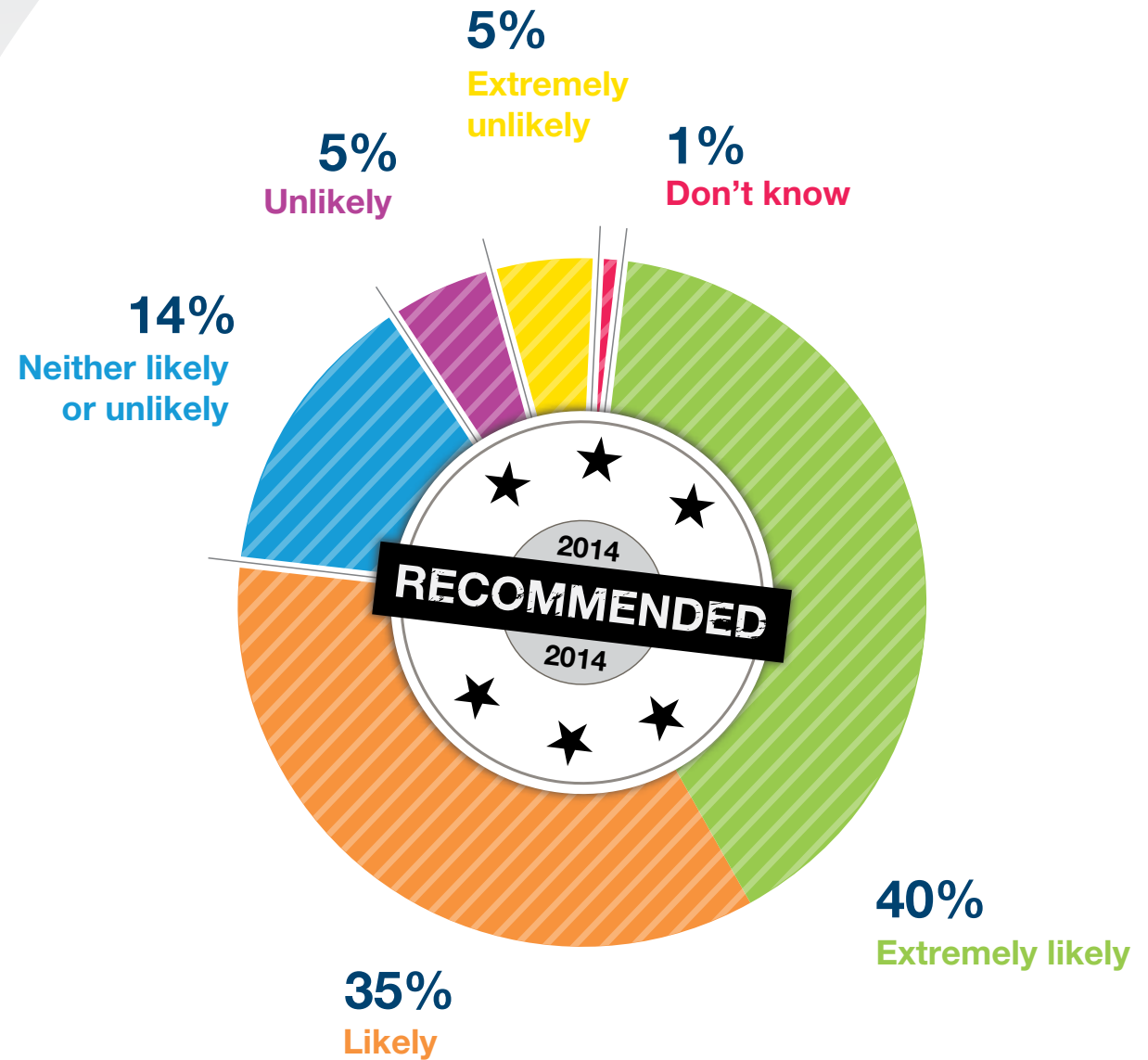


Which of the following best describe why you feel satisfied with your dental care or treatment?



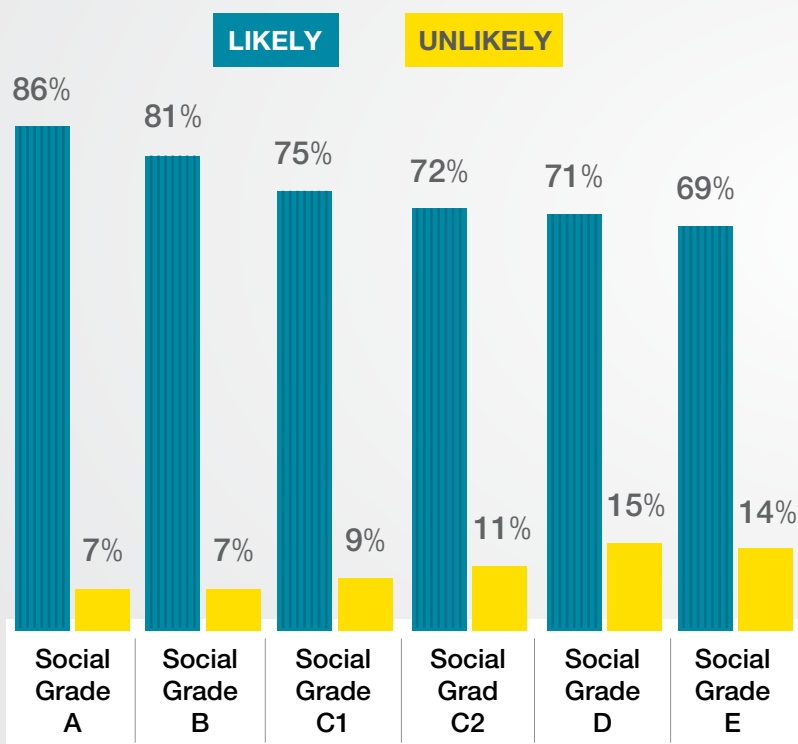
# Friends and family test

How likely or unlikely are you to recommend your dental practice to friends and family if they needed similar care or treatment?



# Friends and family test

Those in social grades\* A and B are more likely to recommend their dentist than those in grades D and E



Recommend dental practice

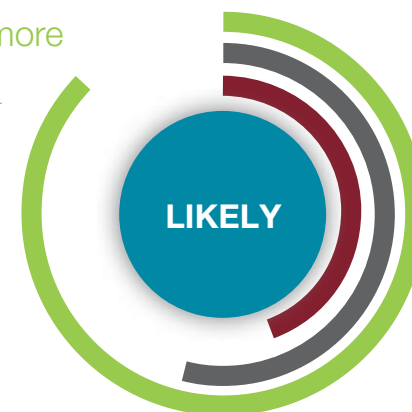
\*Social gradings derived from the British National Readership Survey (NRS).  
Ref: Ipsos MORI

Those who visit the dentist regularly are more likely to recommend their dentist than those who don't attend as regularly

Once a year or more  
→ 87%

Less often  
→ 54%

Don't know  
→ 44%



Once a year or more  
→ 5%

Less often  
→ 21%

Don't know  
→ 10%

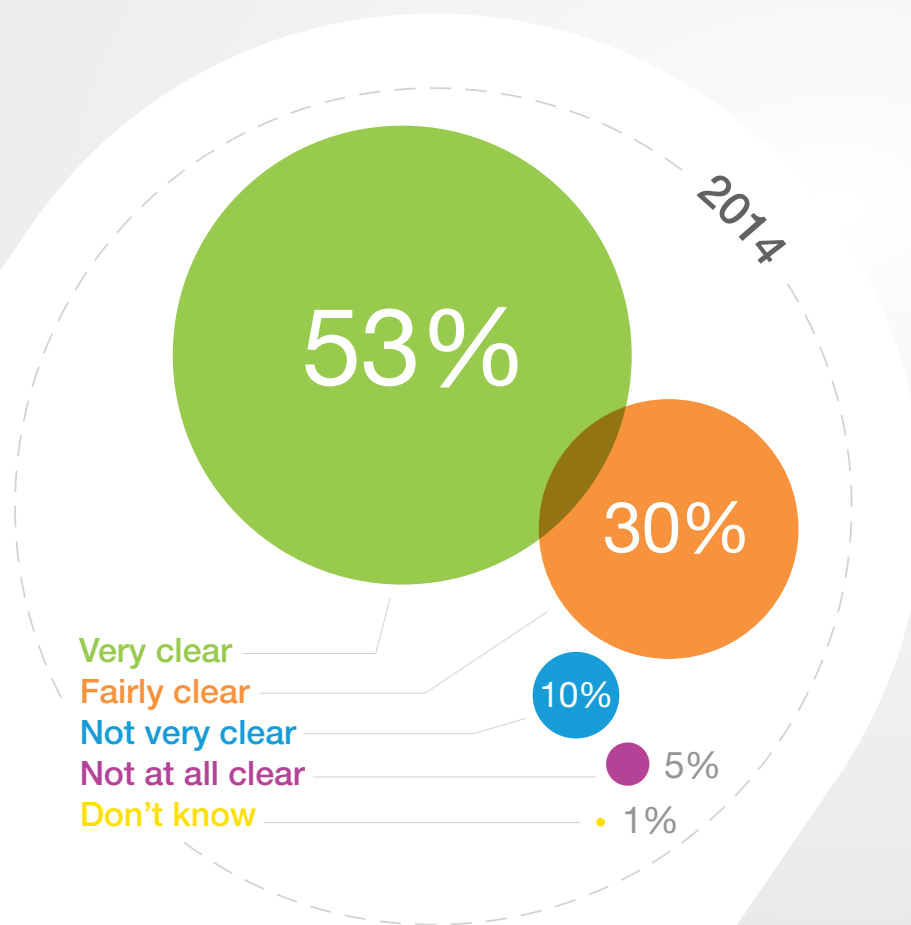


Recommend dental practice

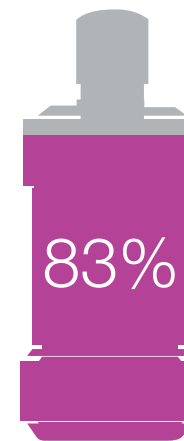
BASE: People who have been to a dentist at some point: 2014 (1564)  
Source: Ipsos MORI

# Understanding costs

Thinking about the last time you went to the dentist, before you had the check-up or treatment, how clear, if at all, were you on what the costs would be for you?

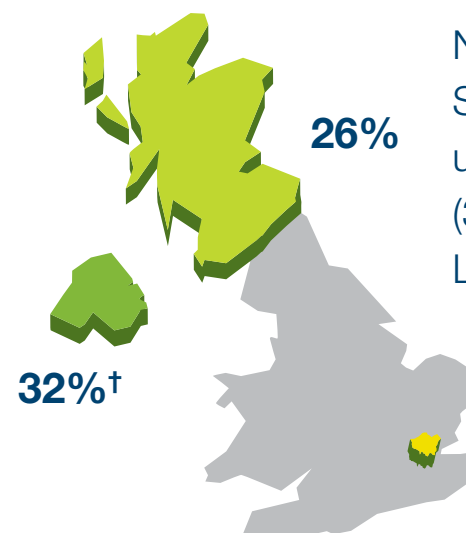


BASE: People who go to the dentist at least once every two years: 2014 (1216)  
Source: Ipsos MORI



83% of people asked said that they were either 'very clear' or 'fairly clear' on costs before check-up/treatment.

One in six participants (16%) were not clear about what they would be expected to pay.



Northern Ireland and Scotland were more unclear about costs (32% and 26%) than London (17%).

A † sign indicates a small sample size

# Confidence in asking questions

We asked “What questions are most useful to ask a dental professional?”

2014

## Treatment options

What are all my treatment options? 55%

What are the benefits and risks of each treatment option? 35%

## Costs

How much does each treatment option cost? 51%

## Assurances

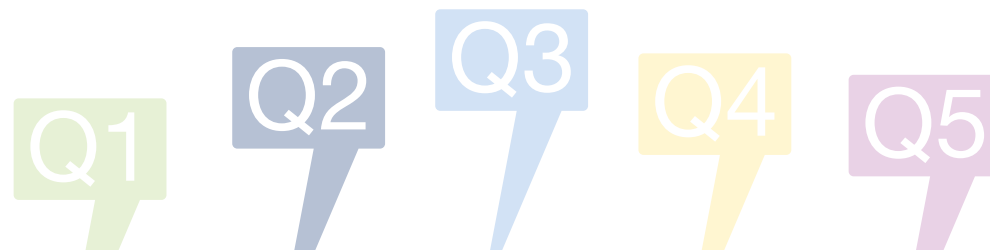
What would happen if I was unhappy with the results of my treatment? 12%

## Aftercare

Who could I contact for advice after my treatment? 11%

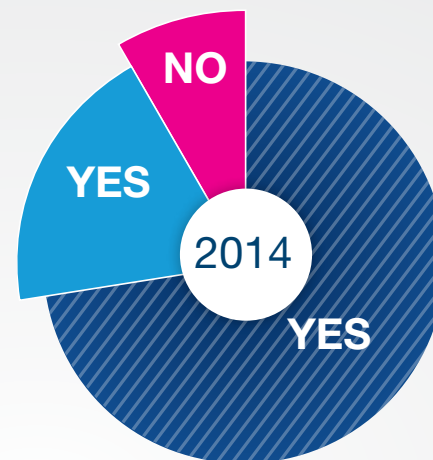
## Experience

How many times have you carried out the treatment(s)? 9%



# Confidence in asking questions

We then asked participants “... would you feel confident asking the questions to a dental professional before making a decision about your dental care or treatment?”



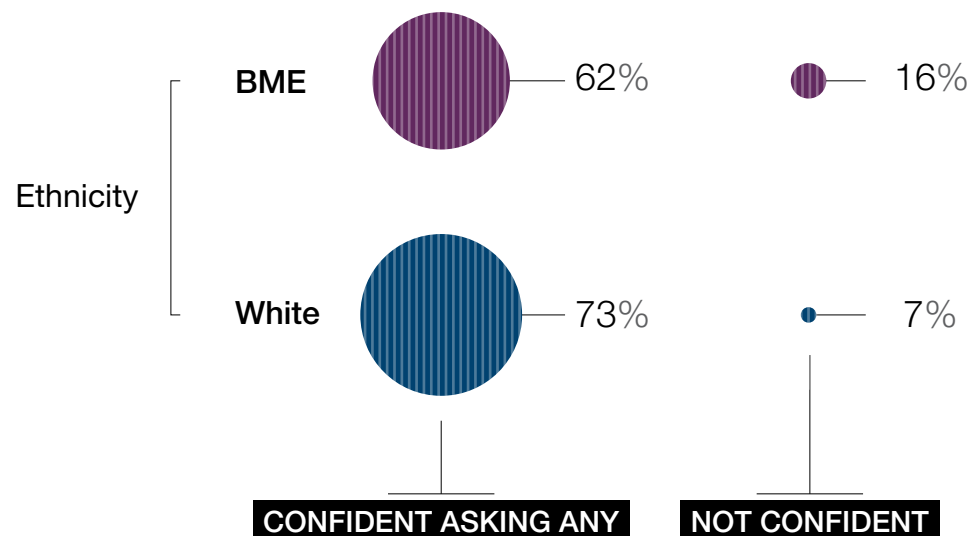
72% **Yes** – I would feel confident asking any of these questions

19% **Yes** – I would feel confident asking some of these questions

8% **No** – I would not feel confident asking any of these questions

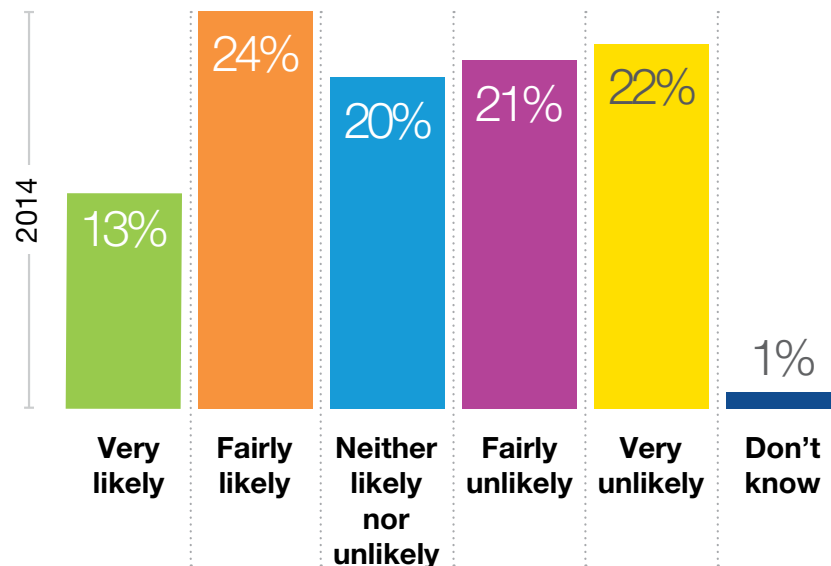
0% Don't know\*

Those of black and minority ethnicity (BME) and those who attend the dentist less had less confidence in asking any of the questions



# Direct Access to a hygienist

In 2013 direct access was introduced (meaning patients can make an appointment to see a hygienist without needing a dentist's referral). We asked "You can make an appointment to see a dental hygienist without having been referred by a dentist beforehand. How likely or unlikely would you be to do this?"

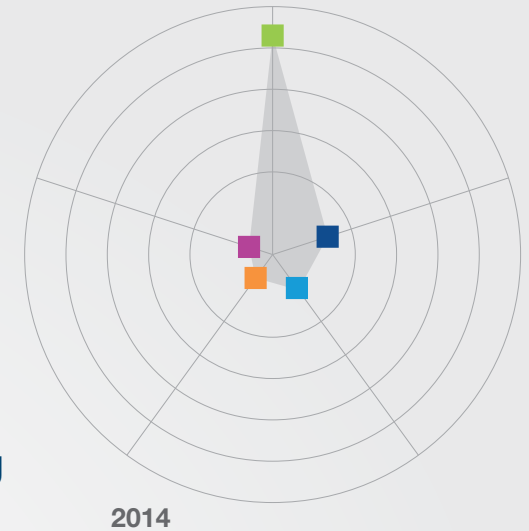


37%

Only 37% of people asked said that they would be likely to make an appointment to see a hygienist themselves

BASE: People who have been to a dentist at some point: 2014 (1564)  
Source: Ipsos MORI

The top five reasons people gave for not doing so were:



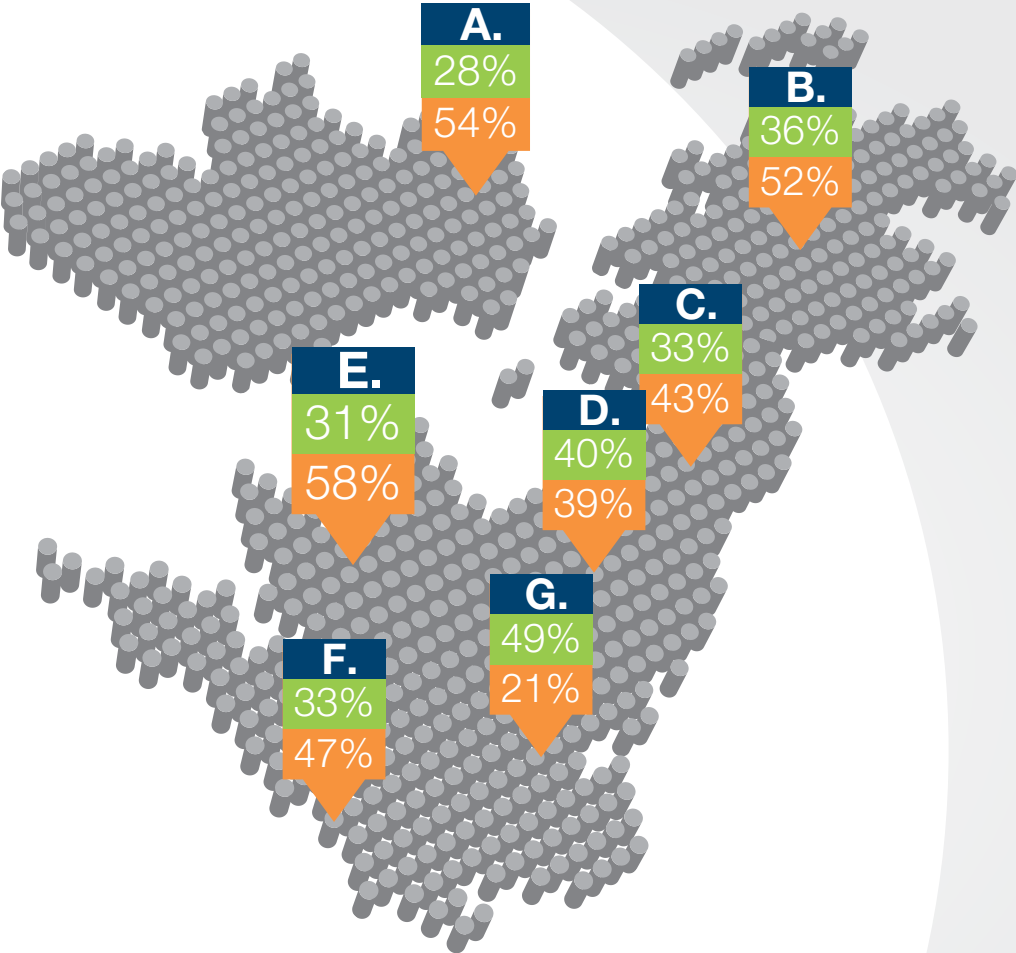
- 53% I trust the dentist to make this decision for me
- 14% It could be more expensive for me
- 10% Only dentists have sufficient training to decide whether I should be referred to a dental care professional
- 7% It could increase the number of appointments I need to make and attend
- 6% I could receive wrong/unnecessary treatment





# Direct Access to a hygienist

People in London (49%) were more likely to visit the hygienist than those in Northern Ireland (28%)



	Northern Ireland	Scotland	North	Midlands	Wales	South	London	Ethnicity	
	A.	B.	C.	D.	E.	F.	G.	White	BME
A. Likely	28%	36%	33%	40%	31%	33%	49%	35%	50%
B. Unlikely	54%	52%	43%	39%	58%	47%	21%	45%	24%

# Confidence in the GDC as a regulator

How confident, if at all, are you that the General Dental Council is regulating dentists and dental care professionals effectively?

Very confident/fairly confident

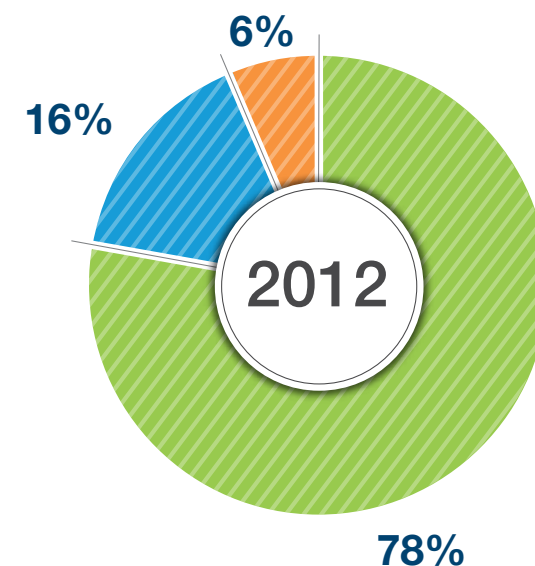
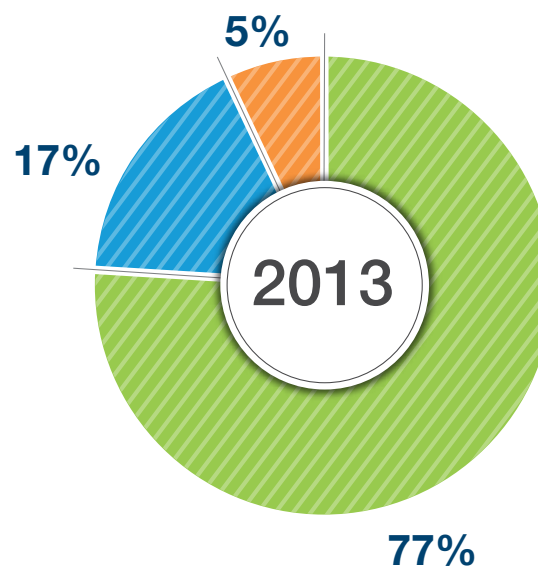
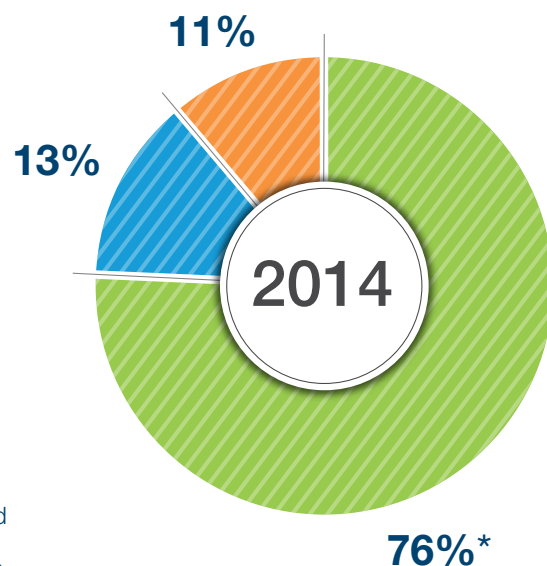
Not very confident/not confident at all

Don't know

76%\*



76%\* of those surveyed who had heard of the GDC said that they were confident that the organisation was regulating the dental professional effectively.



BASE: People who have heard of the General Dental Council before: 2014 (558); 2013 (644); 2012 (602)

Source: Ipsos MORI

\*rounded up to 76%