

# Confidence that dental professionals follow the General Dental Council's rules

---

## General Dental Council's rules

Overall how confident, if at all, are you that dentists and dental care professionals follow the General Dental Council's rules?



---

2012



# Confidence in a regulator taking appropriate action

For each situation, how confident, if at all, would you be that appropriate action would be taken by a regulator?

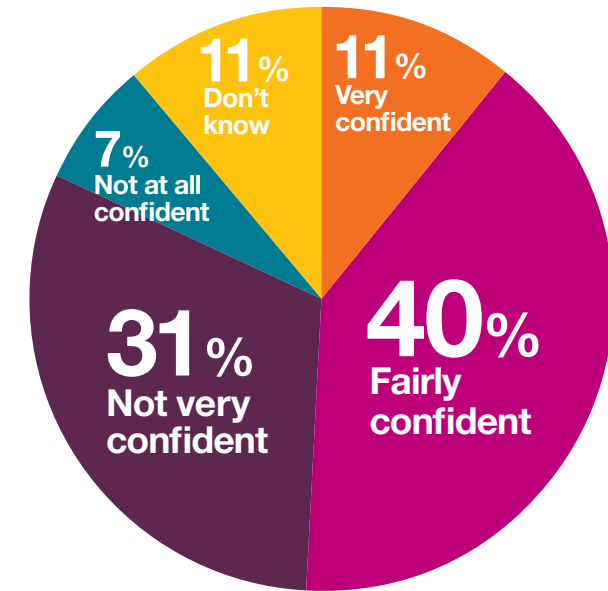
Patients being repeatedly overcharged for dental treatment at their dental practice



Poor dental care received by residents in care homes



Poor dental care received by disabled patients

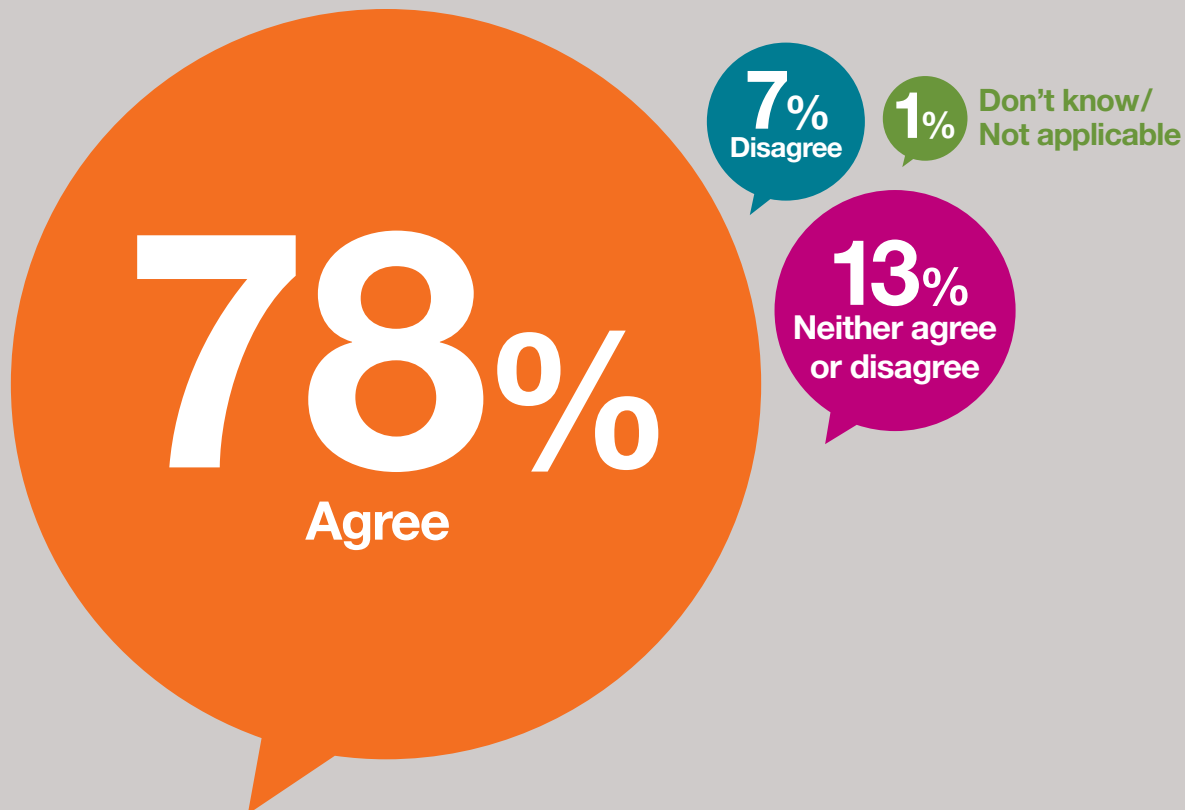


# Did the dental professional provide enough information?

## Did the dental professional give the patient enough information about treatment options?

Thinking about the last time you visited the dental professional, to what extent do you agree or disagree that the dental professional gave enough information about treatment options?

47%	Strongly agree
31%	Tend to agree
13%	Neither agree or disagree
4%	Tend to disagree
3%	Strongly disagree
1%	Don't know / Not applicable



## Was there a simple price list on display?

Thinking about the last time you visited the dental professional, to what extent do you agree or disagree that there was a simple price list on display?



# Most important factors when choosing a dental practice

What were the most important factors in selecting your current dental practice?

## Location / quality

44%	Location / close to where I live
4%	Ease / speed of access / convenience
13%	Quality of service
2%	Specialist / expertise / facilities
4%	Attitude of staff
7%	Availability
6%	Cost / value for money
2%	The practice looked attractive / smart

## Recommendation / experience

18%	Previous personal experience
17%	Reputation
6%	Professional recommendation / advice
19%	Advice / recommendation from friends / family

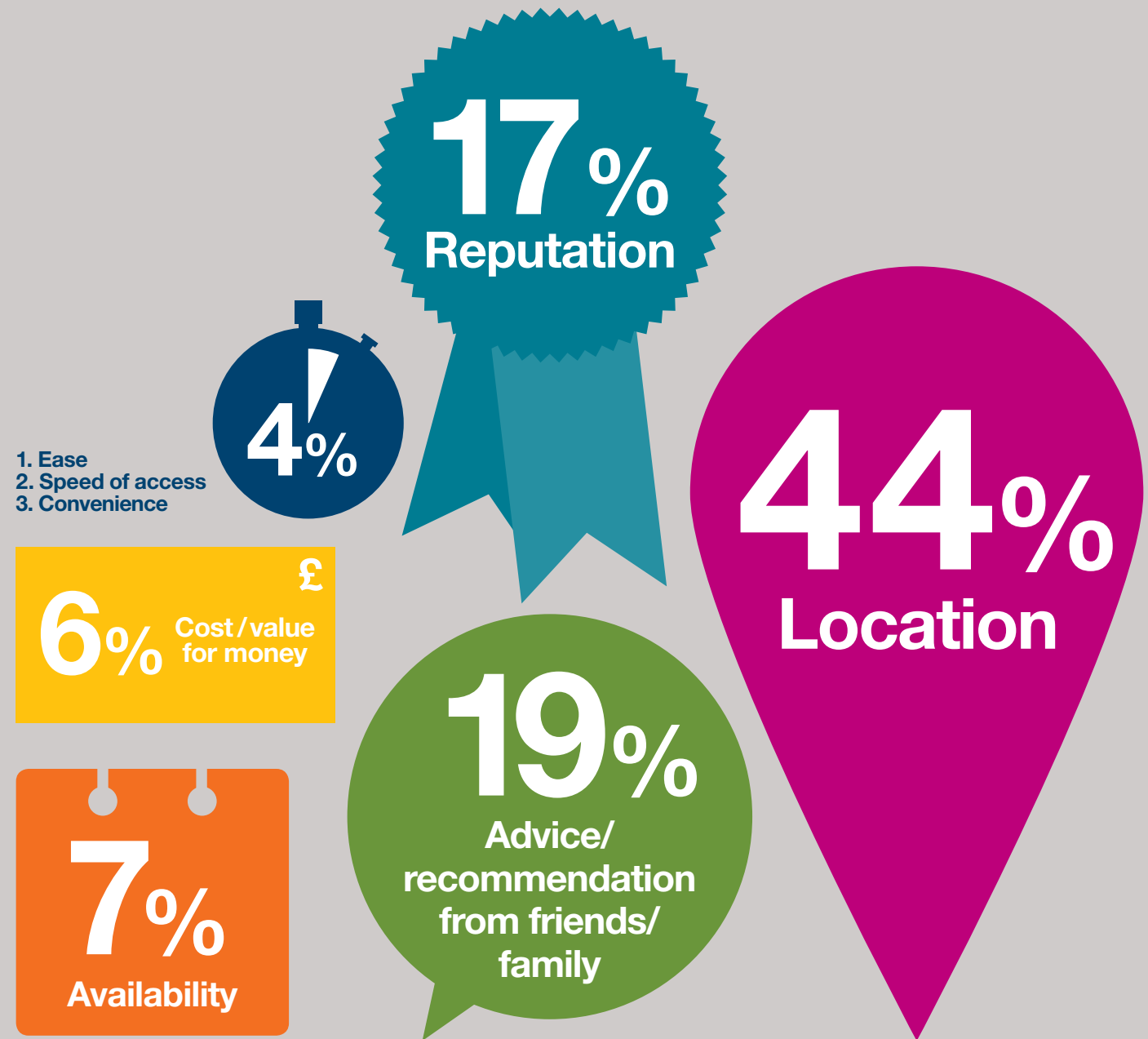
## Not much choice

*	I didn't like any others
3%	It was the only choice I had
2%	I didn't really think about it
1%	Other

## Other

6%	The practice accepted new patients
14%	The practice accepted NHS patients
6%	I have always used this dentist
1%	Don't know

\*Less than 1% of responses

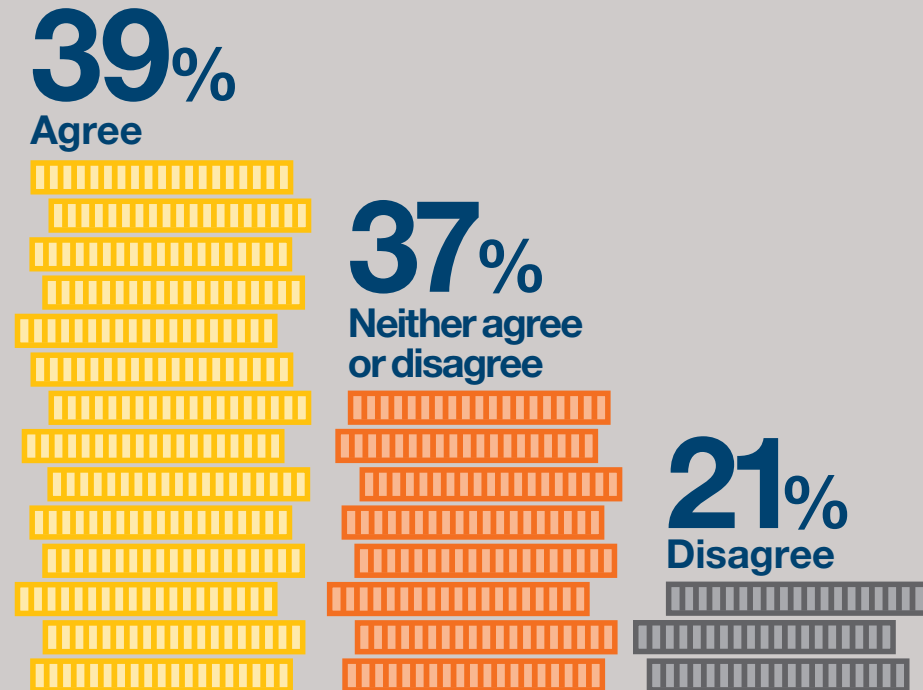


Respondents could choose more than one option  
BASE: People who go to the dentist (1,376)  
Source: Ipsos MORI, 2013

# Do dental professionals put their own profit before the needs of patients?

To what extent do you agree or disagree that dental professionals put their own profit before the needs of their patients?

10%	Strongly agree
29%	Tend to agree
37%	Neither agree or disagree
17%	Tend to disagree
4%	Strongly disagree
3%	Don't know / Not applicable



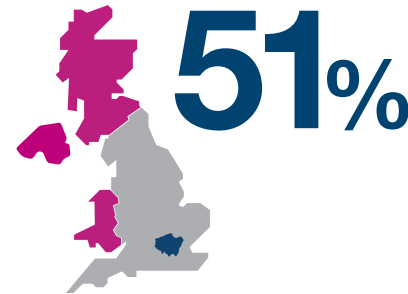
There are certain groups within the population who are more likely to think that dental professionals put their own profit before the needs of their patients. These include:

**42%** **35%**

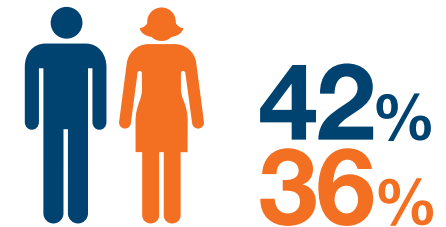
People who are working  
Not working

**51%** **38%**

People from ethnic minority backgrounds  
People from white backgrounds



Those living in London compared with Northern Ireland, Scotland and Wales 34%



Men compared with women

BASE: All respondents (1,603)  
Source: Ipsos MORI, 2013

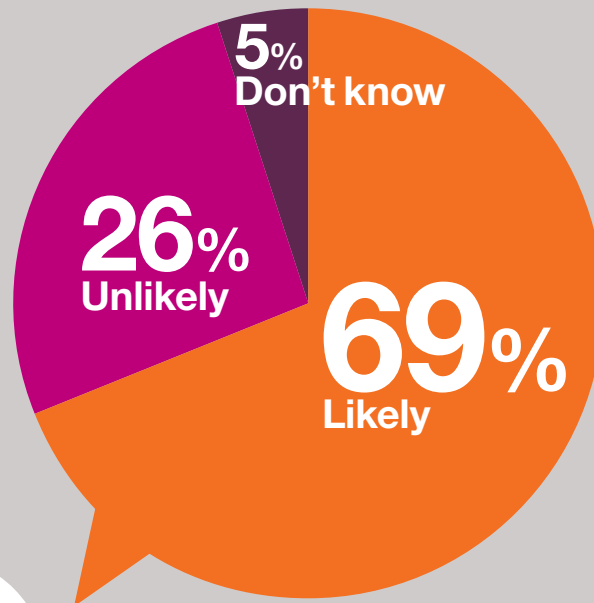
# Likelihood of dental professional explaining when something has gone wrong

How likely or unlikely do you think a dental professional would be to provide an explanation to a patient when something has gone wrong in their care or treatment.

19%	Very likely
50%	Fairly likely
21%	Not very likely
5%	Not at all likely
5%	Don't know

BASE: All respondents (1,603)  
Source: Ipsos MORI, 2013

57% of respondents from ethnic minority backgrounds thought a dental professional was likely to provide an explanation (compared to 69% of respondents from white backgrounds)



# Consequences to dental professionals when something has gone wrong

What do you think should happen to dental professionals if they do not provide an explanation to the patient when something has gone wrong in their care or treatment?



6%	Nothing
82%	They should be disciplined by the professional regulator
8%	Something else
4%	Don't know