



**Ipsos MORI**  
Social Research Institute

**December 2020**

# **GDC Public Research 2020**

**Research report prepared for the General Dental Council**

## **Appendix: Technical details**

## Contents

<b>1.1</b>	<b>Statistical significance</b> .....	<b>2</b>
<b>1.2</b>	<b>Topline findings</b> .....	<b>4</b>
<b>1.3</b>	<b>Public and patient use of dental professionals</b> .....	<b>17</b>
1.3.1	Time with current practice .....	17
1.3.2	Type of dental professional .....	17
1.3.3	Frequency .....	18
1.3.4	Private vs NHS care .....	18
<b>1.4</b>	<b>Social grade classification system explanation</b> .....	<b>19</b>
<b>1.5</b>	<b>Profile of participants from qualitative depth interviews</b> .....	<b>20</b>
<b>1.6</b>	<b>Profile of participants from deliberative workshop</b> .....	<b>21</b>
<b>1.7</b>	<b>Discussion guide for qualitative depth interviews</b> .....	<b>22</b>
<b>1.8</b>	<b>Discussion guide for deliberative workshop</b> .....	<b>26</b>

## 1.1 Statistical significance

It should be remembered that a sample, and not the entire population of adults aged 15 and over living in the United Kingdom, has been interviewed. Consequently, all results are subject to potential sampling tolerances (or margins of error), which means that not all differences between results are statistically significant. For example, for a question where 50% of the people in a weighted sample of 1674 respond with a particular answer, the chances are 95 in 100 that this result would not vary more than plus or minus two percentage points from a census of the entire population (using the same procedures).

Indications of approximate sampling tolerances for this survey are provided in the following table. As shown, sampling tolerances vary with the size of the sample and the size of the percentage results (the bigger the sample, the closer the result is likely to be to the result that would be obtained if the entire population was asked the same question).

This survey used a quota sampling approach. Strictly speaking, the tolerances applied here apply only to random samples with an equivalent design effect. In practice, good quality quota sampling has been found to be as accurate.

Approximate sampling tolerances applicable to percentages at or near these levels			
	10% or 90%	30% or 70%	50%
Size of sample on which survey result is based	±	±	±
100 interviews	6	9	10
200 interviews	4	6	7
300 interviews	3	5	6
400 interviews	3	5	5
500 interviews	3	4	4
600 interviews	2	4	4
700 interviews	2	3	4
800 interviews	2	3	4
1674 interviews	1	2	2
1589 interviews	2	2	3
1232 interviews	2	3	3
1259 interviews	2	3	3
1640 interviews	2	2	2
1603 interviews	2	2	2
1609 interviews	2	2	2
1563 interviews	2	2	3

Different groups within a sample (e.g. men and women) may have different results for the same question. A difference has to be of a certain size in order to be statistically significant though. To test if a difference in results between two sub-groups within a sample is statistically significant one, at the 95% confidence interval, the differences between the two results must be greater than the values provided in the table below. Again, strictly speaking, the sampling tolerances shown here apply only to random samples with an equivalent design effect. In practice, good quality quota sampling has been found to be as accurate.

Differences required for significance at or near these percentages			
	10% or 90%	30% or 70%	50%
Size of sample on which survey result is based	±	±	±
100 and 100	8	13	14
100 and 200	7	11	12
100 and 300	7	10	11
100 and 400	7	10	11
100 and 500	7	10	11
200 and 200	7	10	11
200 and 300	5	8	9
200 and 400	5	8	9
200 and 500	5	8	8
300 and 300	5	7	8
300 and 400	5	7	8
300 and 500	4	7	7
400 and 400	4	6	7
400 and 500	4	6	7
1674 and 1589 (2020 and 2018 surveys)	2	3	3
1589 and 1232 (2018 and 2017 surveys)	2	3	4
1232 and 1259 (2017 and 2015 surveys)	2	4	4
1259 and 1640 (2015 and 2014 surveys)	2	3	4
1640 and 1603 (2014 and 2013 surveys)	2	3	3
1603 and 1609 (2013 and 2012 surveys)	2	3	4
1603 and 1563 (2013 and 2011 surveys)	2	3	4
1609 and 1563 (2012 and 2011 surveys)	2	3	4

## 1.2 Topline findings

### Use of Dental Care Professionals

Q1 How long have you been with your current dental practice?

	2020
One year or less	9%
Over one year, up to two years	7%
Over two years, up to five years	15%
Over five years, up to 10 years	14%
Over 10 years, up to 15 years	12%
Over 15 years, up to 20 years	7%
Over 20 years	17%
I do not have a current dental practice	18%
Don't know	*

Q2 Thinking about when you chose your current dental practice or dentist, how important, if at all, was it that the dentist you saw had the title 'doctor'?

	2020
Very important	16%
Somewhat important	19%
Not very important	26%
Not at all important	37%
Don't know	2%

Q3 When was the last time, if ever, you received services from or visited any of the following dental professionals?

	Dentist	Clinical dental technician	Dental technician	Dental hygienist	Dental nurse	Dental therapist	Orthodontic therapist
In the last 6 months	39%	7%	8%	23%	28%	10%	4%
6 months but less than 12 months ago	20%	5%	5%	14%	17%	8%	3%
Between 12 months and 2 years ago	10%	4%	4%	9%	9%	4%	3%
Over 2 years ago	20%	12%	18%	18%	18%	11%	17%
Never	9%	64%	59%	32%	25%	54%	65%
Don't know / I have never heard of this type of dental professional	2%	8%	6%	3%	3%	13%	8%

**Q4** On average, how often do you go the dental practice for any kind of care or treatment?  
*BASE: People who have seen at least one dental professional: 2020 (1587)*

	2020
More than once every six months	11%
Once every six months	38%
Once a year	24%
Once every two years	10%
Less than once every two years	16%
Don't know	*

**Q5** As you're probably aware, dental care is available both through the NHS and privately. Sometimes during one visit to the dental practice, you may even have a combination of NHS and private treatment.

Thinking about the last time you visited your dental practice, which of these options best describes the type of care you think you received?

*BASE: People who go to their dental practice at least once every two years: 2020 (1332); People who go to the dentist at least once every two years: 2018 (1272); 2017 (997); 2015 (982); 2014 (1216); 2013 (1188); 2012 (1145)*

	2020	2018	2017	2015	2014	2013	2012
NHS dental care that I paid for	45%	46%	47%	45%	45%	48%	45%
NHS dental care that was free	19%	20%	22%	25%	26%	24%	31%
A mixture of NHS dental care and private dental care in the UK *	10%	7%	10%	6%	7%	6%	5%
Private dental care only in the UK	21%	21%	18%	19%	19%	20%	18%
I had treatment abroad	3%	3%	2%	2%	1%	1%	1%
I'm not sure what type of care I received	1%	3%	2%	2%	1%	1%	*

Prior to 2020, the question was worded: 'As you're probably aware, dental care is available both through the NHS and privately. Sometimes during one visit to the dentist, you may even have a combination of NHS and private treatment. Thinking about the last time you visited your dentist or dental practice, which of these options best describes the type of care you think you received?' and was asked of those who go to the dentist at least once every two years.

\* In 2015, 2014, 2013 and 2012, the answer code was worded: 'NHS dental care and additional private dental care in the UK.'

## Satisfaction with Dental Care

Q6 Now thinking about your own experience, how satisfied or otherwise are you with your dental care or treatment?

BASE: People who go to their dental practice at least once a year: 2020 (1162); People who see a dentist at least once a year: 2018 (1153); 2017 (898); 2015 (898); 2014 (1129); 2013 (1063)

	2020	2018	2017	2015	2014	2013
Very satisfied	70%	68%	67%	68%	62%	61%
Fairly satisfied	27%	27%	29%	28%	34%	35%
Fairly dissatisfied	3%	4%	2%	3%	2%	2%
Very dissatisfied	1%	2%	2%	1%	1%	1%
Don't know	0%	0%	*	*	*	*

\* Prior to 2020, this was asked of people who had seen a dentist at least once a year.

## Regulation of Dental Professionals

Q7 Now thinking about healthcare generally, how confident, if at all, are you that regulation of this works effectively?

	2020	2018	2017	2015	2014	2013	2012
Very confident	29%	27%	24%	20%	17%	14%	14%
Fairly confident	51%	49%	54%	56%	58%	57%	58%
Not very confident	12%	13%	16%	16%	16%	20%	17%
Not at all confident	4%	5%	3%	4%	4%	4%	6%
Don't know	4%	5%	3%	4%	6%	5%	6%

In 2015, 2014 and 2013 the question was worded: 'Now thinking about healthcare, how confident, if at all, are you that regulation of this works effectively?' In 2012, the question was worded: 'How confident, if at all, are you that healthcare in general works effectively?'

Q8 Which of the following best describes how aware you are of the General Dental Council?

	2020	2018	2017	2015	2014	2013	2012	2011
I have definitely heard of the General Dental Council before	19%	25%	24%	20%	17%	15%	20%	10%
I think I have heard of the General Dental Council before	15%	18%	15%	18%	16%	27%	21%	15%
I have not heard of the General Dental Council before	66%	56%	61%	62%	65%	58%	57%	70%
Don't know	*	*	*	*	1%	1%	2%	5%

Between 2013 and 2017 (inclusive), the question asked 'Which of the following best describes how aware you were of the General Dental Council before this survey?' and answer codes were worded: 'I had definitely heard of the General Dental Council before', 'I think I had heard of the General Dental Council before', and 'I had not heard of the General Dental Council before'.

Q9 How confident, if at all, are you that the General Dental Council is regulating dentists and dental care professionals effectively?

	2020	2018
Very confident	16%	21%
Fairly confident	55%	52%
Not very confident	12%	10%
Not at all confident	6%	4%
Don't know	11%	13%

Since 2018 this question has been asked of all participants, rather than just those who had heard of the General Dental Council. A description of the General Dental Council was read out to participants before this question. Therefore, comparisons with previous years are not provided.

Q10 Where on this scale best represents your views of what a regulator for dental professionals should focus on?

	2020	2018
1 A regulator for dental professionals should focus mainly on preventing bad practice in dentistry	22%	22%
2	5%	3%
3 A regulator for dental professionals should focus equally on preventing bad practice and taking action against dental professionals that have serious complaints raised against them	63%	65%
4	3%	2%
5 A regulator for dental professionals should focus mainly on taking action against dental professionals that have serious complaints raised against them	7%	7%

Q11 How confident, if at all, would you say you are in the way dental care is delivered in the UK?

	2020	2018
Very confident	25%	29%
Fairly confident	54%	54%
Not very confident	13%	11%
Not at all confident	4%	3%
Don't Know	3%	3%

Q12 During your last dental appointment, did you have confidence in the dental professional you saw?

	2020
Yes, definitely	76%
Yes, to some extent	16%
No, not at all	7%
Don't know	1%



## Use of the term 'doctor' and specialist lists

Q13 Which, if any, of the following best describes the qualifications you think a dentist needs to have the title 'doctor'?

	2020
Dental qualification only	22%
Dental qualification and a medical degree (i.e. medical doctor)	36%
Dental qualification and a PhD	13%
Dental qualification, a medical degree (i.e. medical doctor) or a PhD	12%
Dental qualification, a medical degree (i.e. medical doctor) and a PhD	5%
Other	5%
Don't know	7%

Q14 Some dentists describe themselves as 'doctor'. This includes dentists who are qualified to be a dentist and also hold another general medical qualification, as well as qualified dentists who have a PhD.

Some other qualified dentists describe themselves as 'doctor', but they do not also hold another general medical qualification or a PhD.

Before today, how aware if at all were you of this?

	2020
Yes – fully aware of this	16%
Yes – aware of this, but not in detail	16%
No – not aware of this before today	69%
Don't know	*

Q15 Please tell me which one of these statements, if any, best describes what you think about qualified dentists describing themselves as 'doctor' when they do not also hold a general medical qualification or a PhD?

	2020
I think these dentists should be able to describe themselves as 'doctor' to patients	25%
I think these dentists should not be able to describe themselves as 'doctor' to patients	51%
It depends whether they are a specialist dentist/area of dentistry they work in	22%
Don't know/None of these	2%

Q16 Some dentists describe themselves as specialists in a specific area of dentistry, such as oral surgery or orthodontics. Which of the following, if any, would you associate with someone who is a specialist?

	2020
Completed specialist training	49%
Several years of experience working in the area	33%
Keeping up to date with their professional development	32%
Having qualifications/letters after name	26%
Standard of care	25%
Putting patients' needs first/ahead of profit	19%
Giving advice on the best treatment for me	19%
Honesty	14%
Cleanliness/appearance of the surgery	11%
Professional personal appearance	6%
Being compassionate	6%
Don't know/ None of these	3%

Q17 If you were going to receive treatment from a specialist dentist, such as an orthodontist or oral surgery specialist, how would you find them?

	2020
Ask dental professional/medical professional for recommendations	47%
Google specialist area and find people online	25%
Expect to be referred by dental professional/medical professional	22%
Ask family/friend for recommendations	20%
Look for specialist lists supplied by regulator / GDC / General Dental Council	4%
Yellow Pages / directory	*
Go somewhere local / nearby	*
Other	*
Don't know	7%

## Complaints

Q18 Have you ever complained about a dental professional? This includes making a complaint to staff at your dental practice, including to a receptionist.

BASE: People who have seen at least one dental professional: 2020 (1587); People who have previously seen a dentist: 2018 (1543); 2017 (1209); 2015 (1209); 2014 (1564); 2013 (1524); 2012 (1464)

	2020	2018	2017	2015	2014	2013	2012
Yes	6%	7%	5%	4%	2%	4%	3%
No	94%	93%	95%	96%	97%	96%	95%
Don't know	*	*	*	0%	*	*	1%
Prefer not to say	0%	0%	0%	0%	0%	0%	1%

In 2015, 2014, 2013 and 2012 the question was worded: 'Have you ever complained about a dental professional?'. Prior to 2020, this question was asked of people who have ever seen a dentist.

Q19 Which of the following best describes how aware you are of the Dental Complaints Service?

	2020
I have definitely heard of the Dental Complaints Service before	11%
I think I have heard of the Dental Complaints Service before	14%
I have not heard of the Dental Complaints Service before	75%
Not sure	*

Q20 In each of the following scenarios, which, if any, of the following do you think the Dental Complaints Service should do?

	A private dental professional is rude to a patient	A patient's filling falls out after treatment from a private dental professional	A private dental professional removes the wrong tooth	A patient is over-charged for their treatment by a private dental professional
Assist the patient in claiming financial compensation if possible	9%	26%	46%	52%
Ensure the dental professional apologises to the patient	48%	21%	26%	22%
Support the patient in finding an alternative dental professional for the future	22%	26%	27%	18%
Impose a fine on the dentist or other dental care professional involved	13%	15%	35%	31%
I do not think the Dental Complaints Service should do anything	18%	21%	7%	11%
Stop the dentist or other dental care professional from practising or being able to do that job anymore	8%	8%	21%	8%
Dental professional should fix / redo it / for free / no extra cost	0%	8%	1%	0%
Complain / speak to dental professional / directly to dental professional	1%	1%	*	1%
Investigate to find out what happened	*	1%	1%	1%
Assist patient in getting problem fixed	*	1%	*	*
Depends on the circumstances	1%	*	*	*
Go back to dental professional	*	1%	1%	*
Training / re-training	1%	*	1%	0%
Complain to head / dental practice / practice manager	*	*	*	*
Complain to official body / dental service / GDC	*	*	*	*
Report them / complain (not specified to who)	*	*	*	*
Dental professional should face a disciplinary	*	0%	*	*
Issue a warning / written warning	*	0%	*	*
Complain / speak to desk / reception	*	0%	0%	*
Be rude back	*	0%	*	0%

Dental professional to be monitored / kept an eye on for a period of time	0%	0%	*	*
Just walk away / don't go again	*	0%	0%	0%
Refuse to pay	0%	0%	0%	*
Other	0%	*	*	*
Don't know	2%	2%	2%	2%
No answer	*	*	*	*

### Advocacy services

Q21 Which if any of these organisations or people have you ever contacted about getting support with making any type of complaint?

BASE 2: all participants (1580)

	2020
Citizens Advice Bureau	12%
Your MP (Member of Parliament)	9%
Another person or organisation that helps people make complaints	5%
A social worker	2%
Healthwatch (England)	*
Scottish Independent Advocacy Alliance (Scotland)	*
Patient and Client Council (Northern Ireland)	*
Advocacy Support Cymru (Wales)	*
I have never accessed help when making a complaint	10%
I have never needed help making a complaint	67%
Don't know	*

Q22 You said that you have contacted the following services about making a complaint. Which of the following best describes what the most recent complaint was about?

*BASE 2: People who had used the relevant advocacy service: Healthwatch (8), Scottish Independent Advocacy Service (1); Advocacy Support Cymru (1); Patient and Client Council (1); Citizens Advice Bureau (186); A social worker (33); Your MP (144)*

	Dental care or treatment	Another type of health care or treatment	Something else	Don't know
<i>Figures are presented as actual numbers due to small base sizes for those marked *</i>				
Healthwatch (England)*	0	3	4	1
Scottish Independent Advocacy Alliance (Scotland)*	0	0	1	0
Advocacy Support Cymru (Wales)*	0	0	1	0
Patient and Client Council (Northern Ireland)*	0	0	1	0
Citizens Advice Bureau	0	4%	96%	0
A social worker*	0	4	25	0
Your MP (Member of Parliament)	0	13%	87%	0

Q23 You said you have accessed one or more of these services in relation to dental services. How did you hear about it?

*BASE: People who had used an advocacy service in relation to dental service: 2020 (15)*

	2020
Through dental professional	21%
Through CAB/Citizen Advice Centre	13%
Saw advertisement	7%
Friend / family / word of mouth	6%
Don't know / No answer	40%
Other	13%

Q24 If something went seriously wrong during your visit to a dental professional would you find using a service like this helpful rather than just dealing with the issue another way?

	2020
Yes – I would definitely find this helpful	40%
Yes – I would probably find this helpful	44%
No – I would probably not find this helpful	8%
No – I would definitely not find this helpful	6%
Don't know	2%

## Cosmetics

Q25 Have you seen advertised or been offered any of the following cosmetic treatments at your dental practice?

	Botox	Lip fillers	Cheek fillers	Tooth whitening
Yes, seen advertised	15%	13%	9%	53%
Yes, been offered	1%	1%	2%	9%
No	85%	86%	90%	41%

Q26 Have you received any of the following cosmetic treatments at your dental practice? Please select all that apply.

	2020
Tooth whitening	7%
Cheek fillers	1%
Botox	*
Lip fillers	*
None of these	93%

Q27 If you were considering having Botox injections for cosmetic reasons, how confident, if at all, would you be for people in the following jobs to administer the injections?

	Dentist	Another type of dental professional	A beautician	A GP	A plastic surgeon
Very confident	11%	5%	4%	18%	31%
Fairly confident	22%	19%	17%	31%	30%
Not very confident	17%	20%	19%	14%	6%
Not at all confident	28%	32%	36%	18%	11%
I have never heard of this type of person or job	3%	5%	5%	3%	4%
Don't know	19%	20%	20%	17%	18%

Q28/Q29 If you received Botox injections for cosmetic reasons at a \_\_\_\_\_, and something went wrong, what would you do?

BASE: Split sample where participants were asked one or the other: cosmetic surgery provider (850); dental surgery (824)

	cosmetic surgery provider	dental surgery
Complain to the person who gave you the Botox injections	38%	36%
Ask a lawyer / get legal advice / sue them	22%	20%
Ask a doctor for advice	18%	15%
Complain to/ask for advice from the General Dental Council	9%	20%
Complain to/ask for advice from Healthwatch/Scottish Independent Advocacy Alliance/Advocacy Support Cymru/Patient and Client Council	7%	6%
Complain to/ask for advice from the Citizens Advice Bureau	7%	6%
Complain to the receptionist	4%	6%
Complain to/ask for advice from the Care Quality Commission (CQC)	6%	6%
Ask a dentist for advice	2%	2%
Complain to your MP (Member of Parliament)	1%	1%
Complain to the surgery / practice	1%	1%
Go on web / internet search for what to do	1%	*
Complain to / ask for advice from the General Medical Council	1%	*
Seek compensation	*	1%
Go back / have them fix it	*	1%
Ask friend / family	*	*
Cry	*	*
Complain to supplier / company / provider	*	*
Nothing	16%	16%
Would never get Botox	3%	3%
Don't know	2%	3%
No answer	1%	2%

Q30 Please look at this list of different types of dental professional. In general, do you think each is trustworthy or untrustworthy?

	Dentist	Clinical dental technician	Dental technician	Dental hygienist	Dental nurse	Dental therapist	Orthodontic therapist
1 - Very trustworthy	54%	33%	34%	41%	39%	30%	34%
2	28%	27%	29%	31%	35%	26%	27%
3	13%	20%	20%	17%	18%	19%	17%
4	2%	3%	3%	3%	3%	3%	3%
5 - Very untrustworthy	1%	1%	1%	1%	1%	1%	1%
I have never heard of this type of person or job	2%	15%	11%	5%	4%	20%	15%
Don't know	*	2%	2%	1%	1%	2%	2%

## Demographics

## Gender

	%
Male	49
Female	51

## Age

	%
15-24	14
25-34	17
35-44	15
45-54	16
55-64	15
65+	23

## Social grade

	%
A	5
B	21
C1	32
C2	18
D	14
E	10

## Marital status

	%
Married/living as	56
Single	29
Widowed/divorced/separated	15

## Working status

	%
Working	57
Not working	43

## Occupation

	%
Full-time	39



Part-time	11
Self-employed	6
Not working – housewife	5
Still in education	7
Unemployed	2
Retired	23
Other	5

### Children in household

	%
Yes	28
No	72

### Children's ages

Multi-code question

	%
Aged 0-3	9
Aged 4-5	7
Aged 6-9	11
Aged 10-15	15
None aged under 16	72

### Location

	%
England	84
Northern Ireland	3
Scotland	8
Wales	5

### Ethnicity

	%
White	87
People from ethnic minorities	12

### Disability

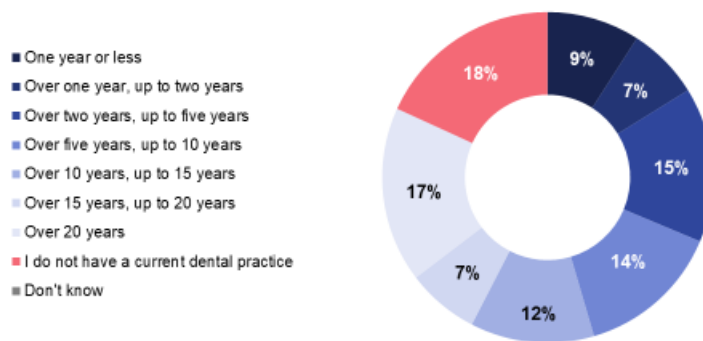
	%
Yes	10
No	87

### 1.3 Public and patient use of dental professionals

#### 1.3.1 Time with current practice

**Around half of the public had been with their dental practice for at least five years, while one in five did not have a current dental practice**

How long have you been with your current dental practice?



Base: All respondents: 2020 (1674)  
Source: Ipsos MORI

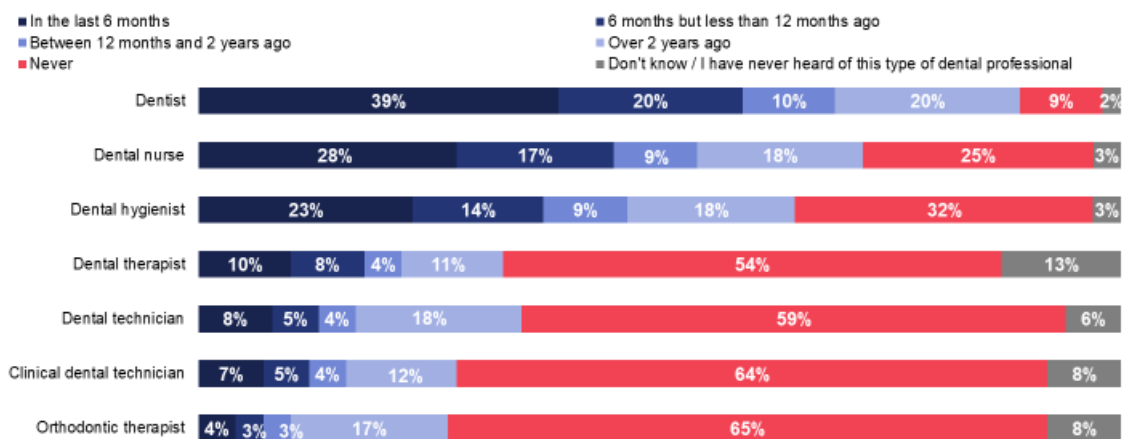
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#### 1.3.2 Type of dental professional

**The public were most likely to have received treatment from a dentist, followed by a dental nurse and a dental hygienist**

When was the last time, if ever, you received services from or visited any of the following dental professionals?



Base: All respondents: 2020 (1674)  
Source: Ipsos MORI

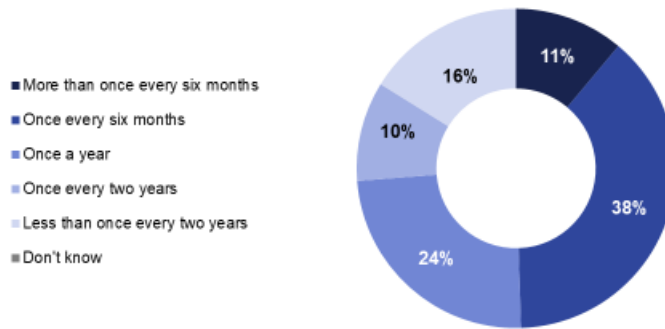
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### 1.3.3 Frequency

## Of those who have ever received treatment from a dental professional, nearly three-quarters received dental care or treatment at least once a year

On average, how often do you go the dental practice for any kind of care or treatment?



Base: People who have seen at least one dental professional: 2020 (1587)  
Source: Ipsos MORI

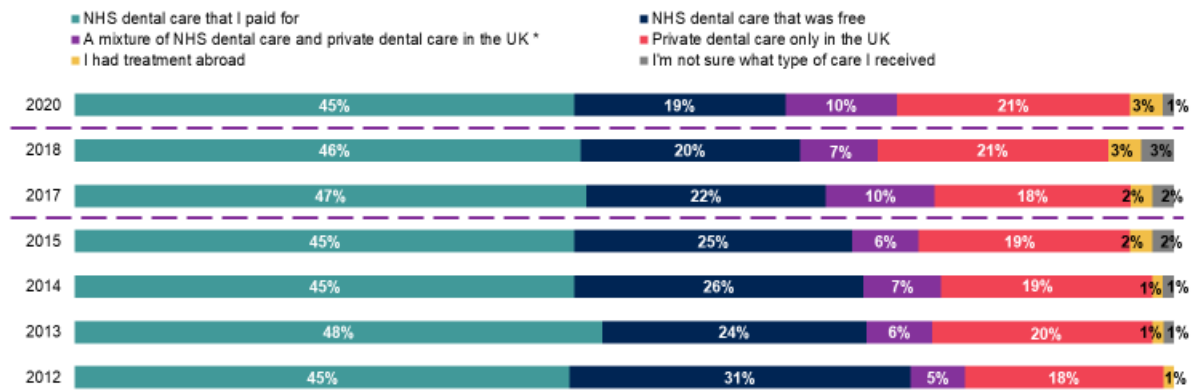
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### 1.3.4 Private vs NHS care

## Proportions of use of NHS and private funding of dental care were consistent with previous years

Thinking about the last time you visited your dental practice, which of these options best describes the type of care you think you received?



Base: People who go to their dental practice at least once every two years: 2020 (1332); People who go to the dentist at least once every two years: 2018 (1272), 2017 (997), 2015 (982), 2014 (1216), 2013 (1188), 2012 (1145)

Source: Ipsos MORI

\* In 2015, 2014, 2013 and 2012, the answer code was worded: 'NHS dental care and additional private dental care in the UK'. Prior to 2020, the question was worded: 'Thinking about the last time you visited your dentist or dental practice, which of these options best describes the type of care you think you received?' and was asked of those who go to the dentist at least once every two years.

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## 1.4 Social grade classification system explanation

Social grade is a classification system based on occupation and it enables a household and all its members to be classified according to the occupation of the Chief Income Earner (CIE). AB includes households where the CIE is in a higher or intermediate managerial or professional occupation. DE includes households where the CIE is in a semi-skilled or unskilled manual occupation or not in work.

Data for the survey was analysed according to social grade to understand differences in perceptions and experiences.

Quotas were also set on social grade in the qualitative work to ensure participants reflected a range of social grades.

## 1.5 Profile of participants from qualitative depth interviews

Participant	Social grade	Gender	Age	Ethnicity	Frequency visiting the dentist	NHS or private dental treatment	Satisfaction with dental care or treatment	Familiarity with GDC	Confidence in GDC's regulation of dentistry	Heard of a dentist also being referred to by the title 'doctor'?	Importance of title 'doctor'	Long-term physical or mental health conditions or impairments
1	B	M	41-55	White British	Less than once every two years	NHS dental care that I paid for	Fairly satisfied	Not at all familiar or aware	Fairly confident	Yes	Important	Yes
2	C1	F	55+	White British	Once every six months	NHS dental care that was free	Very dissatisfied	Not at all familiar or aware	Not very confident	No	Doesn't matter	Yes
3	B	M	41-55	Indian	Once every six months	Private dental care only in the UK	Fairly confident	Not at all familiar or aware	Fairly confident	Yes	Important	No
4	C2	F	55+	White British	Once every two years	NHS dental care that was free	Fairly dissatisfied	Fairly familiar and aware	Fairly confident	No	Not important	Yes
5	C2	M	41-55	White British	Once a year	NHS dental care that was free	Very satisfied	Fairly familiar and aware	Fairly confident	Yes	Doesn't matter	Yes
6	B	M	26-40	White British	Once a year	NHS dental care that I paid for	Very satisfied	Not at all familiar or aware	Very confident	No	Doesn't matter	Yes
7	C1	F	41-55	Japanese	Once every six months	Private dental care only in the UK	Very satisfied	Not at all familiar or aware	Fairly confident	Yes	Important	No
8	B	M	26-40	British Indian	Once every six months	NHS dental care that I paid for	Very satisfied	Fairly familiar and aware	Very confident	Yes	Important	No
9	C2	F	26-40	White British	Once every six months	Private dental care only in the UK	Very satisfied	Not at all familiar or aware	Not very confident	Yes	Not important	Yes
10	B	M	26-40	British Indian	Once a year	NHS dental care that I paid for	Fairly dissatisfied	Not at all familiar or aware	Not very confident	Yes	Not important	No

## 1.6 Profile of participants from deliberative workshop

Participant	Age	Gender	Social grade	Ethnicity	Frequency visiting the dentist	NHS or private dental treatment	Dental care satisfaction	Confidence in last dental professional seen	Familiarity with GDC	Confidence in GDC's regulation of dentistry	Heard of a dentist also being referred to by the title 'doctor'?	Importance of title 'doctor'	Long-term physical or mental health conditions or impairments
1	55+	F	B	White British	Once every six months	Private dental care only in the UK	Very satisfied	Yes, definitely	Fairly familiar and aware	Fairly confident	No	Not important	Yes
2	55+	M	C1	White British	Once every six months	NHS dental care that I paid for	Very satisfied	Yes, definitely	Not at all familiar or aware	Fairly confident	No	Doesn't matter	No
3	41-55	M	C1	White British	Once every six months	NHS dental care that I paid for	Fairly satisfied	Yes, definitely	Not at all familiar or aware	Not very confident	No	Not important	No
4	26-40	F	C1	White British	Once a year	NHS dental care that I paid for	Very satisfied	Yes, definitely	Fairly familiar and aware	Fairly confident	No	Doesn't matter	No
5	41-55	M	B	White Mauritian	Once a year	NHS dental care that I paid for	Very satisfied	Yes, definitely	Fairly familiar and aware	Very confident	No	Important	No
6	41-55	M	C1	Black Caribbean	Once every two years	NHS dental care that I paid for	N/A	Yes, to some extent	Fairly familiar and aware	Fairly confident	No	Important	No
7	55+	F	C1	White British	Once every six months	NHS dental care that I paid for	Fairly dissatisfied	Yes, definitely	Not at all familiar or aware	Not at all confident	Yes	Not important	No
8	55+	M	B	Black Caribbean	Once every two years	Mixture of NHS dental care and private dental care in the UK	N/A	Yes, definitely	Not at all familiar or aware	Fairly confident	Yes	Important	No
9	26-40	M	E	British Black African	Once a year	NHS dental care that I paid for	Fairly satisfied	No, not at all	Not at all familiar or aware	Not very confident	No	Important	No
10	18-25	M	C1	White British	Once a year	NHS dental care that I paid for	Very satisfied	Yes, definitely	Fairly familiar and aware	Fairly confident	Yes	Important	No
11	26-40	F	C1	White and Asian	Once a year	NHS dental care that was free	Fairly dissatisfied	No not at all	Not at all familiar or aware	NA	No	Not important	No
12	18-25	F	C2	White British	Once every six months	NHS dental care that was free	Fairly satisfied	Yes, definitely	Fairly familiar and aware	Fairly confident	No	Not important	No
13	18-25	M	C1	White British	Once every six months	Private dental care only in the UK	Fairly satisfied	Yes, definitely	Not at all familiar or aware	Fairly confident	Yes	Important	No

## 1.7 Discussion guide for qualitative depth interviews

Introduction	TIMING
<p>Thank participant for taking part and introduce self.</p> <p>Explain we are conducting research on behalf of the General Dental Council to better understand what patients' different ways to take action if you are not happy with your dental professional or dental treatment. They have spoken to dental professionals about this but are very keen to ensure they also speak to patients, which is why we are speaking to you today.</p> <p>Introduce Ipsos MORI and explain that as an independent research organisation, Ipsos MORI adheres to the Market Research Society Code of Conduct. We are gathering a range of opinions from a range of people, and all opinions are valid.</p> <p>Reassure all responses are anonymous, and identifiable information about individuals will not be passed on to anyone, including the GDC.</p> <p>Confirm the length of discussion is around 30 mins – depending on their answers – but they can stop at any point and they are also welcome to withdraw from the research at any stage.</p> <p>Confirm they are happy to take part. Remind them about the £40 incentive and that we will confirm details at the end. Ask if they have any questions before we begin.</p> <p>Confirm we can email privacy policy again after the interview if they would like us to.</p> <p>Get permission to digitally record in order to transcribe for (anonymised) quotes.</p> <p>Explain the format of the interview.</p>	4 mins
Complaints scenarios	
<p><b>When I say the word complaint or complaints, what kind of things come to mind?</b></p> <p>PROBE: When might you make a complaint?</p> <p><b>Now let's talk about complaints about dentistry. Have you ever made a complaint about dentistry at all – this could include complaining about any dental professional (not just a dentist), a dental practice, your treatment or a product even?</b></p> <p>NOTE: BASED ON THE SURVEY FINDINGS IT IS UNLIKELY PEOPLE WILL HAVE MADE A COMPLAINT. USE THIS AS SECOND ROUTE.</p> <p><b>Is there a time that you would have liked to make a complaint, or thought about doing so about a dental professional, practice, treatment or product?</b></p> <p>PROBE IF THE PANDEMIC HAS MADE A DIFFERENCE TO WHAT THEY WOULD OR WOULD NOT COMPLAIN ABOUT NOW. IF NEEDED PROVIDE INFORMATION ON WHAT DENTAL CARE WAS AVAILABLE AT THE HEIGHT OF PANDEMIC AND WHAT IS AVAILABLE NOW.</p> <p>NOTE: IF PARTICIPANT SAYS NO TO BOTH OF THE ABOVE, MOVE TO THE BELOW SCENARIOS. FOR THOSE WHO HAVE MADE A COMPLAINT OR WANTED TO, EXPLORE THE REAL-LIFE EXAMPLES FIRST ADAPTING THE PATHWAY BELOW AND THEN SCENARIOS. IF THEY DID NOT GO TO THE DENTAL PRACTICE FIRST, EXPLORE WHY.</p> <p>ACROSS ALL -. AT DECISION POINTS, PROBE IF THIS WOULD BE DIFFERENT IF IT WERE ANOTHER SCENARIO. RANDOMISE STARTING SCENARIO. FOR NON-PANDEMIC SPECIFIC ONES DISCUSS BEFORE THE PANDEMIC AND PROBE AROUND NOW.</p> <p>Scenario 1: A dental professional is rude to a patient</p>	18 mins

Scenario 2: Other patients are not observing social distancing in the waiting room / A dental professional briefly removes their PPE during treatment

Scenario 3: A patient's filling falls out after treatment from a dental professional

Scenario 4: A dental professional removes the wrong tooth

Scenario 5: A patient is overcharged for their treatment by a dental professional.

**We're going to talk through the stages involved in making a complaint and map them out.**

ASK THE BELOW POINTS FOR EACH REAL-LIFE AND HYPOTHETICAL EXAMPLE, ADAPTING AS NECESSARY.

EXPLORE WHAT HAPPENED AND WHAT THEY WOULD EXPECT TO HAPPEN FOR EACH. EXAMPLE PROMPTS ARE GIVEN BUT IT WILL NEED TO BE ADAPTED FOR EACH INTERVIEW AND SCENARIO.

PROBE AROUND DIFFERENCES AND FACTORS THAT MAY CHANGE THEIR ANSWERS. FOR EXAMPLE, IF THE TREATMENT HAD BEEN PRIVATE, IF IT WOULD BE DIFFERENT IF IT WERE A DENTAL PROFESSIONAL THEY'D SEEN FOR A LONG TIME OR ONE THEY ARE NEW TO, OR IF THEY WERE HELPED BY OTHERS / AN ORGANISATION.

1. **Moment incident happen(ed/s):** To start with let's think about the moment when that happened / might happen. Can you tell me about if you wanted to complain at that point / did you complain then / would you want to do anything at this point?

Who did/would you speak to?

What did/would you want to happen at this point?

Test changes: would it be different if...?

2. **Deciding to complain:** Can you tell me about how you decided to/whether you would make a complaint?

What stages were/would be involved?

Did/would you know how to go about making a complaint?

Did/would you speak to anybody else about it, such as your family and friends?

How about a service that helps others such as Citizens Advice Bureau?

Would/did you want to speak to anybody else?

**If you didn't know who to go to, what would/did you do?**

Do you think you'd/did you try to find out or give up? Why?

Who would/did you ask for support or information? Why?



<p>3. <b><u>Making a complaint:</u></b> Who did you / would you complain to?</p> <p>How did/would you find out who to go to?</p> <p>PROBE FULLY AROUND EACH OF THE BELOW:</p> <ul style="list-style-type: none"> <li>-The manager at the dental practice</li> <li>- A different dental professional working at the practice</li> <li>- NHS England</li> <li>- An Ombudsman</li> <li>- A professional regulator for dentists</li> </ul> <p>If you complained to an organisation, such as the GDC or Citizen's Advice Bureau, but were told that wasn't the best place, what would (did) you do?</p> <p>Would this be different for a different scenario?</p> <p>What about if they could/did point you to the best place to complain?</p> <p>4. <b><u>Action taken:</u></b> What happened once you had complained / what would you expect to happen once you complained?</p> <p>5. <b><u>Outcome:</u></b> what was the outcome of your complaint / what would you expect the outcome to be?</p> <p>PROBE AROUND: RECEIVING AN APOLOGY, PROFESSIONAL BEING REMOVED FROM THE REGISTER, FINANCIAL COMPENSATION ETC.</p>	
<p>Designing the complaints pathway</p>	
<p>I'd like to think about if you were in charge of deciding how people could complain about dental care or treatment.</p> <p>What do you think are the most important things to make happen?</p> <p>What barriers would need to be removed?</p> <p>How do you think people should be told about who is best to complain to?</p> <p>Would you want to hear about it at your practice? In what ways?</p> <p>Thinking about the current pandemic, are there ways you would like to complain now?</p>	<p>5 mins</p>

## Wrapping up

CHECK IF ANY QUESTIONS/ QUERIES ABOUT THE RESEARCH / REASSURE ON ANONYMITY. OFFER PRIVACY POLICY OVER EMAIL  
CHECK ON DETAILS TO POST INCENTIVE PAYMENT (£40 by BACS or cheque).  
THANK PARTICIPANT AND CLOSE INTERVIEW.

3 mins

## 1.8 Discussion guide for deliberative workshop

Break-out group discussion guide key:

**Lower case** = key questions

Non-bold lower case = follow up questions and prompts

*CAPITALISED ITALICS*, *NON-BOLD* = instructions for facilitators

*Lower case italics* = instructions for runners/supporting staff

Time	Activity	Questions and materials
6.00 – 6.15 (10 mins)	<b>Plenary 1: introduction and presentation</b>	<p><i>Participants will arrive at 5:50 to ensure we can support them with accessing the workshop with an additional few minutes at the beginning to allow them to settle and remind them to / support with adding names to the screen and for late arrivals Participants will be allocated to break-out groups and provided a link to their group in advance. There will be 3 groups of 5-6 participants.</i></p> <p>Chair to introduce (8mins):</p> <ul style="list-style-type: none"> <li>• Welcome, introduction to GDC, Ipsos MORI. Introduce the team and roles in the 'room'.</li> <li>• The participants role, an overview of the process and the ground rules/working agreement: <ul style="list-style-type: none"> <li>○ Firstly, a reminder that taking part is completely voluntary so you can stop at any point.</li> <li>○ Relaxed and informal</li> <li>○ No right or wrong answers</li> <li>○ We are keen to hear about everyone's views</li> <li>○ Please feel free to disagree with one another; just keep it polite</li> <li>○ We will make sure everyone gets a chance to share their opinion</li> <li>○ Please try to avoid talking over one another – means the recorder does not work so well and harder for our note taker to hear what people are saying</li> <li>○ Recording audio in break out groups. Reassure that we are not recording using the Teams platform</li> <li>○ Plenty to get through, so the facilitator may have to move people on from time to time – not that we're not interested in what you have to say</li> </ul> </li> </ul>

		<ul style="list-style-type: none"> <li>○ Clarify end time</li> <li>○ Any other housekeeping – phones on silent, other applications/programmes switched off (can slow down the platform), be aware of background noise or discussions and if you are on mute or your video is not showing, we still stop for comfort breaks but you can have a bathroom break whenever you need (just let your facilitator know), etc. If you have not changed your name so it is clear please do so as it helps the facilitator and others in your group / helps the discussions.</li> <li>● Context for the study – the GDC want to understand your views on dentistry and dental regulation and have invited you as you took part in a survey for them at the start of this year and prior to the pandemic. Across the workshop we will be thinking about dental care and dentistry prior to the pandemic and then move onto discussing the pandemic and how it changes dentistry and impacts your views. In our final discussion we'll also talk about your views on the use of the word 'doctor' within dentistry.</li> <li>● Outline how their views will be utilised – the GDC will use your views to inform their approach to regulation. For instance, the GDC have before found that public and professionals views of what counts as an issue with fitness to practice varies and this has helped the GDC understand how to refine this communication about this. After today we will discuss all the themes from discussions, and we produce a report for the GDC. In the report we make sure everybody is anonymised so the GDC won't be able to match anything we include back to you.</li> <li>● As you'll have seen in the information provided to you, this is one of two 'virtual rooms' you'll be visiting. In a moment I'll talk you through some information we already have about views on dentistry, then I'll ask you to use the second link we sent you to join your breakout group. In this group, your facilitator will ask you questions and guide you through a discussion. If you have any problems, please get in touch with Laura or come back to this room to ask for support getting into your breakout group.</li> <li>● Agenda, providing top-line descriptions of discussions and indicating timings (including break) note; this should not include the title 'doctor' when describing the third session, only 'what's important'</li> <li>● Chair to present pre-COVID survey findings; general dental care, awareness and confidence in GDC</li> </ul>
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6.15 – 6.20	Transition	Participants are instructed to and supported in clicking on their second link and join their breakout groups.
6.20 – 6.40 (20 mins)	<b>Break-out 1: introductions and brief section on satisfaction and confidence (pre-COVID)</b>	<p><i>(UP TO 5 MINS) INTRODUCTIONS, WARM UP, - REQUEST PERMISSION TO AUDIO RECORD DISCUSSION, REMIND OF GROUND RULES, REMIND PARTICIPANTS OF THEIR RIGHTS AND HOW THEIR DATA WILL BE USED AND DESTROYED, ASKING FOR THEM TO RE-CONFIRM THEIR CONSENT TO TAKE PART, AS FOLLOWS:</i></p> <p>This research study is entirely voluntary. We will keep your personal data in strict confidence and will only use your personal data and responses in connection with this research. The research findings will be presented anonymously to the GDC. Only the Ipsos MORI team, and Criteria who recruited you, have access to your personal data. Personal data held by Ipsos MORI and Criteria will be securely deleted 3 months after the project ends in line with GDPR.</p> <p>Just a reminder that Ipsos MORI has no control over how Microsoft Teams use your personal data. However, your email address, when collected for the purpose of inviting you to take part in a Microsoft Teams call, once deleted will be permanently removed from Microsoft servers within 31 days.</p> <p>Do you consent to take part in this research?</p> <p><i>TAKE NOTES THROUGHOUT THAT SUMMARISES THE FEEDBACK PROVIDED</i></p> <p>In this session, we're going to talk about your views on dentistry and dental regulation in normal life, before the pandemic. We'll talk about the pandemic later on.</p> <p><u>Dental care (5-7min):</u> <i>THROUGHOUT THE DISCUSSION, REMIND PARTICIPANTS THAT DENTAL PROFESSIONALS INCLUDE LOTS OF DIFFERENT GROUPS SUCH AS DENTAL HYGEINISTS AND NURSES AS WELL AS DENTISTS, CLARIFY IF THERE'S ANY DIFFERENCE IN THEIR VIEWS BETWEEN DIFFERENT TYPES OF PROFESSIONAL. HAVE FULL LIST OF DENTAL PROFESSIONALS TO HAND.</i></p>

		<p>To start, what comes to mind when you think about visiting the dentist? Feel free to shout out any words.</p> <p><i>PROBE AROUND WORDS THAT RELATE TO SATISFACTION, EXPECTATIONS, CONFIDENCE. PLAY BACK THEMES TO PARTICIPANTS.</i></p> <p>How satisfied are you with your own dental care?</p> <ul style="list-style-type: none"> <li>• What kind of things shape how satisfied you are with your dental care?</li> <li>• What makes you more / less satisfied with you own dental care?</li> </ul> <p>How confident do you feel in the dental professionals you receive treatment from?</p> <ul style="list-style-type: none"> <li>• What kind of things shape how confident you feel with dental professionals?</li> <li>• What makes you more / less confident in dental professionals?</li> </ul> <p><i>PROBE PARTICIPANTS:</i></p> <ul style="list-style-type: none"> <li>• What if you saw a news story about a hygienist – for example, if they had removed the wrong tooth from patients (probe difference if it was their dentist)?</li> <li>• What if a dentist had been caught driving drunk (probe difference if it was their hygienist)?</li> <li>• What if you knew other patients had reported a dental professional to an official organisation, like a dental regulator, but they were still able to work while being investigated?</li> </ul> <p><i>PROBE AROUND DIFFERENCES FOR A DENTIST / HYGIENIST / NURSE</i></p> <p>Thinking about the presentation you've just seen, 70% of respondents said they were very satisfied with their dental care and 80% of respondents felt confident in the dental professional they last received treatment from.</p>
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		<p>What are your thoughts on that?</p> <p><u>Dental regulation (5-7 min)</u></p> <p>We just mentioned dental regulation – when I say dental regulation, what do you think of?</p> <p><i>PROBE AROUND WORDS / PLAY BACK THEMES TO PARTICIPANTS.</i></p> <p>Before taking the survey, were you aware of the GDC?</p> <ul style="list-style-type: none"><li>• Were you aware that dentistry and healthcare is regulated?</li></ul> <p>To be clear, the General Dental Council protects patient safety. They do this by: <b>SHOW ON SCREEN</b></p> <ul style="list-style-type: none"><li>• Registering qualified dental professionals;</li><li>• Setting standards for the dental team,</li><li>• Investigating complaints about dental professionals’ fitness to practice; and</li><li>• Working to ensure the quality of dental education.</li></ul> <p>They do not actively inspect dental practices like Ofsted does schools.</p> <p>Does any of that surprise you? <i>PROBE AROUND EACH POINT.</i></p> <p>If you were in charge of the GDC, what kind of things would you want an organisation that regulates dental professionals to do?</p> <ul style="list-style-type: none"><li>• Does that description include what you think a regulator should be doing or is there something else you would expect them to do?</li></ul>
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		<ul style="list-style-type: none"> <li>What would you expect a regulator to do if a dental professional did something wrong? Does your expectation change depending on what happened?</li> </ul> <p>What kind of things would help you feel confident in dental regulation?</p> <p><i>PLAYBACK YOUR HEADLINE NOTES TO CHECK PARTICIPANTS AGREE WITH WHAT YOU'VE CAPTURED. CHECK IF IT IS ACCURATE TO THEIR VIEWS AND IF YOU'VE MISSED ANYTHING.</i></p> <p><i>TELL PARTICIPANTS TO TAKE A SHORT COMFORT BREAK AND COME BACK IN FIVE MINUTES.</i></p>
Short comfort break: 6.40 - 6.45 (5mins)		
6.45 – 7.05 (20 mins)	Break-out 2: satisfaction and confidence (COVID)	<p><u>Context (5 min)</u></p> <p>The pandemic has obviously changed how you access the dentist. Some of the things that have happened include: <i>SHOW POINTS ON SCREEN</i></p> <ol style="list-style-type: none"> <li>Remote consultations have become a normal first step to assess who needs a face-to-face appointment. This means having a phone or video call with someone to decide if a face-to-face appointment.</li> <li>The public are asked to call 111 for assessment and referral, or their dentist, rather than visiting a surgery – including if their condition is urgent.</li> <li>Patients who are shielding or COVID-positive are being treated differently. Where sites are large enough, they are kept separate and COVID-positive patients are seen quickly with PPE. Social distancing is being observed in waiting rooms and across treatment bays wherever possible.</li> </ol>



The pandemic has also changed things for dental care professionals. Not only do they need to do things like wear more PPE, but they have also been doing extra training and taking refresher courses so that they can move to different roles they might be needed in. This sometimes means working on different sites with new teams.

*CAPTURE FEEDBACK THROUGHOUT THE DISCUSSION AS PRINCIPLES. TELL PARTICIPANTS YOU WILL BE TAKING NOTES AND WILL PRESENT THEM BACK AT THE END AS PRINCIPLES TO CHECK.*

- Did anyone use an urgent dentist during lockdown?

IF NO: Were you aware you could still go to the dentist for urgent care? Were you aware that you can see your dentist for non-urgent care now?

- If yes, how did you know? Where did you find out?
- If no, would you have wanted to know? How would you have wanted to be informed?
- If you had needed to go to see an urgent dentist during the height of the pandemic and had known you could, what would have determined whether you would have gone or decided not to?

IF YES: How was that experience? Can you describe what it was like for us?

*PROBE RESPONSES TO THE FOLLOWING KEY QUESTIONS: DO THEY FEEL MORE CONFIDENT OR SATISFIED BECAUSE OF SOCIAL DISTANCING? PPE? BEING ASSESSED REMOTELY? HOW DO THESE MEASURES IMPACT THEIR EXPERIENCE AND WILLINGNESS TO GO TO THE DENTIST?*

How would you feel if you needed to visit the dentist now with these measures in place?

- What is better than before? Is there anything that would be worse?

How confident would you feel in the ability of the dental professional treating you to ensure your safety during your treatment?

*PROBE AROUND DIFFERENT PROFESSIONALS*

		<ul style="list-style-type: none"> <li>• Why?</li> <li>• What would help make you feel confident?</li> </ul> <p>Earlier we talked about things that shaped how satisfied we you felt with experience of going to the dentist. [REMIND PARTICIPANTS OF SOME OF THE FACTORS]</p> <p>Thinking about if you visited the dentist now, during the pandemic, are these still the factors that would shape how satisfied you feel with your visit?</p> <ul style="list-style-type: none"> <li>- In what ways?</li> <li>- Is the more or less likely to shape how satisfied you are?</li> <li>- What else would shape it now?</li> </ul> <p>Thinking generally and if these changes stay for a long time, are there any changes you think are positive for patients? <i>PROBE AROUND EXPERIENCES, DENTAL CARE AND TREATMENT AND SPECIFIC POINTS</i></p> <ul style="list-style-type: none"> <li>• How about for dental professionals?</li> </ul> <p>And are there any concerns you have about the changes for patients in general – now or in the future?</p> <ul style="list-style-type: none"> <li>• And how about for dental professionals?</li> </ul> <p>Are there any other thoughts you have on how to help patients feel confident and satisfied with their experience if the measures in place have to continue for a while?</p>
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		<p>We spoke about dental regulation and the GDC earlier. To remind you, the GDC set standards, hold the register of dental professionals investigate professional fitness to practise, and work to ensure quality of education. They do not inspect dental practices.</p> <p>What do you think a dental regulator should do during the pandemic?</p> <ul style="list-style-type: none"> <li>• Is there a difference about your expectations of dental regulation during a pandemic, compared with before? If so, what are the differences?</li> <li>• In the longer term – 6 to 12 months – what do you think a dental regulator should be doing?</li> </ul> <p><i>TELL PARTICIPANTS TO TAKE A 10 MINUTE BREAK AND BE BACK AT 7:15 FOR FINAL DISCUSSION.</i></p>
<p>Comfort break: 7.05 - 7.15 (10mins)</p>		
<p>7.15 – 7.45 (30 min)</p>	<p>Breakout 3: 'doctor' title</p>	<p>We're going to move on to talk about some different topics, including what is important to you about a dental practice or a dentist you might see.</p> <p>To start with, what kind of things are important to you to when choosing a dentist or dental practice?</p> <ul style="list-style-type: none"> <li>• Why is that important?</li> <li>• What is most important, and what less so?</li> </ul> <p>How to you go about deciding?</p>

*FACILITATORS – NOTE THAT SOME PARTICIPANTS MAY BE AWARE THAT ALL DENTISTS CAN USE THE TITLE 'DOCTOR', WHILE OTHERS MAY NOT BE. IF THIS COMES UP OR THEY ASK FOR CLARITY BEFORE THE EXPLANATION THAT IS OK. EXPLORE WHAT THIS MEANS FOR CHOICES MADE AND IF CHOICES ARE BASED ON THAT KNOWLEDGE.*

I'd like us to imagine we've selected and practice and joined, now you'd like to make an appointment. When you speak to somebody at the practice, they offer you an appointment with one of two dentists and you can choose which one you see.

The only difference between them is that one has the title 'doctor' before their name, and one does not – what do you think you would do?

- What makes you say that?
- How important is it that the dentist has the title 'doctor'?
- How does this relate to the points you previously mentioned? How does it rank in relation to them?
- Does the treatment you're having make a difference? PROBE ON: CHECK-UP, FILLING, BRACES FITTED, COSMETIC TREATMENT (E.G. WHITENING)
- Is this the same now as before the COVID-19 pandemic?

*PROBE FULLY AROUND IF HAVING THE TITLE 'DOCTOR' WAS OR WAS NOT MENTIONED BEFORE – WHAT MAKES IT IMPORTANT OR NOT NOW?*

*ASK ALL – EVEN IF THEY WOULD NOT CHOOSE A DENTIST WITH THE TITLE 'DOCTOR':*

And if you visited a new dental practice and saw a dentist with the title 'doctor', what would you expect during that appointment?

- What would be the same? Would you expect anything different to another dentist without the title 'doctor'? What would be different?
- What qualifications do you associate with the title 'doctor'?
- Does the treatment you're having make a difference on what you would expect? PROBE ON: CHECK-UP, FILLING, BRACES FITTED, COSMETIC TREATMENT (E.G. WHITENING)
- Is this the same now as before the COVID-19 pandemic?

As we mentioned, some dentists describe themselves as 'doctor' while others do not. Both are allowed. SHOW ON SCREEN

Those who describe themselves as 'doctor' include:

- Dentists who are qualified to be a dentist, and hold another general medical qualification (e.g. to be a doctor in a hospital),
- Dentists who are qualified to be a dentist and they have a PhD (academic doctor).
- Dentists who are qualified to be a dentist, but do not have either of the above qualifications.

Just to confirm, they all have to be qualified dentists and have done all of the training and been approved to be a dentist.

What are your thoughts and views about this?

Thinking back to when we discussed choosing a dentist or visiting a dentist with the title 'doctor', would you make the same choices?

- Why / why not?

		<p>Thinking generally, can you see any particular advantages or disadvantages of when dentists have the title 'doctor'?</p> <ul style="list-style-type: none"><li>• Does the treatment they are doing make a difference? PROBE ON: CHECK-UP, FILLING, BRACES FITTED, COSMETIC TREATMENT (E.G. WHITENING)</li><li>• Is this the same now as before the COVID-19 pandemic?</li></ul> <p>Can you see any particular advantages or disadvantages for other people? PROBE: patients, your family and friends, vulnerable groups, people who dislike going to the dentist.</p> <p>Generally, can you see any risks to the title 'doctor' being used? PROBE: fear of harm, confidence</p> <ul style="list-style-type: none"><li>• Does the treatment they are doing make a difference? PROBE ON: CHECK-UP, FILLING, BRACES FITTED, COSMETIC TREATMENT (E.G. WHITENING)</li><li>• Is this the same now as before the COVID-19 pandemic?</li></ul> <p>Did you know the types of qualifications dentists with the title 'doctor' before today or taking part in the survey?</p> <p>PROBE: if no, should you have known about this? If yes, how did you know about this?</p> <ul style="list-style-type: none"><li>• Would you want your friends and family to know this? Why?</li></ul>
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		<p>What would be the advantages of people knowing this?</p> <p>What would be the disadvantages of people knowing this?</p> <p>How should this be communicated to the public?</p> <p>PROBE: how would you want to be informed about this?</p> <p>If you worked for an organisation responsible for setting the rules for dental professionals (the dental regulator) and could decide if dentists were allowed to use the title 'doctor' what would you decide?</p> <ul style="list-style-type: none"> <li>• 'Doctor' can be used – PROBE: Why? Does this differ if it's a dentist/hygienist/another dental professional?</li> <li>• 'Doctor' can't be used – PROBE: Why?</li> <li>• Does it depend on the level of qualification they have? PROBE: what level of qualification would be acceptable?</li> </ul> <p>Just to reassure you, dentists are allowed to call themselves 'doctor' and they are all qualified as dentists.</p> <p><i>PLAYBACK THE FEEDBACK TO PARTICIPANTS TO SENSE CHECK. SHARE THE PLENARY LINK IN THE CHAT BOX AND ASK PARTICIPANTS TO RE-JOIN THE PLENARY GROUP WHERE WE STARTED.</i></p>
7:45-7:50	<b>Transition</b>	Participants are instructed to and supported in clicking on the main plenary link. Facilitators and technical support to help.
7.50 – 8.00 (10 min)	<b>Plenary wrap-up</b>	<p>Chair to ask facilitators to provide very rapid headlines (8 min) – possibly split across areas of the guide</p> <ul style="list-style-type: none"> <li>• Facilitators provide three key findings from discussions that participants felt most strongly about</li> </ul> <p>Chair to thank participants and inform them of next steps for the research (2 min)</p>

## For more information

3 Thomas More Square  
London  
E1W 1YW

t: +44 (0)20 3059 5000

**[www.ipsos-mori.com](http://www.ipsos-mori.com)**

**<http://twitter.com/IpsosMORI>**

### **About Ipsos MORI's Social Research Institute**

The Social Research Institute works closely with national governments, local public services and the not-for-profit sector. Its c.200 research staff focus on public service and policy issues. Each has expertise in a particular part of the public sector, ensuring we have a detailed understanding of specific sectors and policy challenges. This, combined with our methodological and communications expertise, helps ensure that our research makes a difference for decision makers and communities.