

Dental products and services

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What are your patients thinking?

A recent survey commissioned by marketing and insight company, Multiply, shines a fascinating light on what patients are thinking about when considering specialist dental treatments.

Multiply's 'Mind's Eye' survey was completed by specially targeted consumers drawn from a pool of over 500,000 UK consumers.

The survey found that only a minority of patients (49%) would stay loyal to their dentists when choosing specialist treatments. However, a reassuring 84% consider their own dentist as a key source of specialist treatment information.

A number of factors were identified as being important when choosing a specialist treatment. The top three were price (80%), qualifications & awards (79%) and facilities (69%). The survey also found that the availability of finance options is considered advantageous by the majority of patients.

While we see a lot of 'before and after' pictures used as part of cosmetic dentistry advertising, only 34% of patients considering treatments say they're influenced by such pictures. However, a higher percentage (48%) would like to see these types of photos to gain a better understanding of the treatment when sourcing information.

The survey also uncovers a series of key insights on topics such as reasons for not having a dentist, other specialist treatments considered, popular information sources to aid a decision, occasions that prompt treatment and barriers to seeking specialist treatment.

Readers can obtain a free copy of the full survey results by emailing insight@multiplyagency.com.

Claim your free sample while stocks last

Universal Bond Quick (UBQ) is a new product from Kuraray. This single bottle, universal bond works almost instantly, taking just 15 seconds to apply. UBQ contains the MDP monomer, which creates a strong chemical bond to hydroxyapatite, alongside new hydrophilic amide monomers, which work together to deliver optimal stability and resistance to moisture for a lasting result. The low film thickness (5-10 μm) gives a precise fit and with 250 applications per 5 ml and a long shelf life, this economic, high strength bond is one that every dental professional should have in their drawer.

For further information or to request a free sample (subject to availability), call 01438 747344, email jsdsales@js-davis.co.uk or visit www.js-davis.co.uk.



The power of three

When placing a composite Class II restoration, one of the key challenges is to achieve excellent adaptation. Dentsply Sirona is addressing this issue with three innovative products designed to work together to provide superior adaptation at every stage of the restorative process:

- Palodent V3 is a Sectional Matrix System that adapts to the natural contour of the tooth, providing predictable and accurate contacts and a tight marginal seal with minimal flash and fast finishing
- SDR Smart Dentine Replacement is a bulk fill composite that fully adapts to the cavity floor and matrix band. Its flowability and self-levelling properties reduce the occurrence of voids and bubbles, lessening the possibility of post-operative sensitivity

- ceram.x universal is a nano-ceramic composite used to finish the restoration. It fully adapts to the cavity and the SDR layer beneath it, while simplifying shade matching and finishing, creating long-lasting restorations with excellent aesthetics.

Each of these products alone offers the best in convenience, handling and performance. Used together, they complement each other and provide a complete Class II solution with superior adaptability.

Contact Dentsply Sirona on 0800 072 3313 or visit dentsply.com/en-uk.

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