The University of Iowa College of Dentistry and Dental Clinics

Patient Survey
Scott Arneson
Associate Dean
True Facts

• 320 students
• 70 residents
• 100 faculty
• Visits
  – 56,000 Faculty
  – 24,000 Resident
  – 58,000 Predoc
More True Facts

- Overall State Population to Dentist Ratio: 2,242:1
- Johnson County Population to Dentist Ratio: 1,330:1
Purpose of the Study

- Understand consumers’ current habits and providers for dental care
- Measure consumer awareness and perception of dental care services at University of Iowa College of Dentistry (COD)
  - Services provided
  - People served
  - Quality of care
  - Customer service
  - Cost
- Determine potential motivators to use COD
- Understand what kind of brand messaging is believable and relevant to consumer needs
- Determine what types of marketing will reach and engage prospects
Methodology of the Study

Four different surveys

- General Public Non-Patients
- General Public Patients
- Faculty/Staff Non-Patients
- Faculty/Staff Patients

Web survey

Survey took approximately 25 minutes to complete

Data collection took place between January 6, 2012 and February 1, 2012

Regional dental consumers within 100 miles plus Des Moines

- Have received dental care in the last 3 years
Non-patient Requirements

- Non-patients
  - Have never visited COD
  - Have visited the COD, but it was more than 2 years ago
Majority Female

n=630

Gender

Female 77%
Male 23%

52. Are you...?
S3. Which of the following age ranges do you fall into?

- 18–34: 14%
- 35–44: 23%
- 45–54: 28%
- 55–64: 23%
- 65 and older: 12%

n=630
58% Employed Full-time

n=630

- Employed full-time: 58%
- Employed part-time: 16%
- Seeking employment: 2%
- Stay-at-home parent/homemaker: 6%
- Retired: 14%
- Student: 2%
- Other: 4%

Q26. Which of the following best describes your current employment situation?
S15. What was the last level of education that you completed?

- High school graduate: 7%
- Some college or technical school: 19%
- Two-year college or technical school degree: 16%
- Four-year college degree: 33%
- Some graduate school: 8%
- Graduate school degree: 15%
- PhD: 2%
S16. How would you define your relationship status?

- Married: 76%
- Single: 12%
- Divorced: 7%
- Widowed: 2%
- Domestic partnership: 3%

n=630
S18. Which of the following categories best describes your annual household income before taxes?

- Under $20,000: 3%
- $20,000 to less than $30,000: 7%
- $30,000 to less than $40,000: 6%
- $40,000 to less than $50,000: 12%
- $50,000 to less than $75,000: 26%
- $75,000 to less than $100,000: 23%
- $100,000 to less than $125,000: 12%
- $125,000 to less than $150,000: 5%
- $150,000 or more: 7%

n=630
Are there any children in your household in any of the following categories?

- Infant: 5%
- Toddler/preschool: 14%
- Elementary/grade school: 29%
- Middle school: 20%
- High school: 25%
- College: 29%

**n=630**
Consumers Lack Knowledge of COD (I)

n=630

<table>
<thead>
<tr>
<th>Statements</th>
<th>True</th>
<th>False</th>
<th>Unsure</th>
</tr>
</thead>
<tbody>
<tr>
<td>The COD does not treat patients looking for comprehensive, ongoing care.</td>
<td>7%</td>
<td>45%</td>
<td>48%</td>
</tr>
<tr>
<td>The COD focuses its services on people who need emergency care.</td>
<td>7%</td>
<td>46%</td>
<td>47%</td>
</tr>
<tr>
<td>The COD only accepts patients who do not have insurance.</td>
<td>10%</td>
<td>49%</td>
<td>42%</td>
</tr>
<tr>
<td>The COD does not offer private rooms.</td>
<td>14%</td>
<td>17%</td>
<td>70%</td>
</tr>
<tr>
<td>Care provided by the COD faculty costs the same as care provided by private practitioners.</td>
<td>14%</td>
<td>38%</td>
<td>48%</td>
</tr>
<tr>
<td>Patients of the COD can only receive care from students.</td>
<td>16%</td>
<td>40%</td>
<td>44%</td>
</tr>
<tr>
<td>It is hard to get an appointment at the COD scheduled within a reasonable amount of time.</td>
<td>25%</td>
<td>16%</td>
<td>60%</td>
</tr>
</tbody>
</table>
Please read the following statements and tell us whether you believe they are true or false.

<table>
<thead>
<tr>
<th>Statements</th>
<th>True</th>
<th>False</th>
<th>Unsure</th>
</tr>
</thead>
<tbody>
<tr>
<td>The COD offers a sliding scale for payment of services.</td>
<td>36%</td>
<td>3%</td>
<td>62%</td>
</tr>
<tr>
<td>The COD has some of the top dentists and specialists in the country and they are available to the general public.</td>
<td>39%</td>
<td>8%</td>
<td>53%</td>
</tr>
<tr>
<td>Care provided by the COD students is about 33%-50% less than the costs charged by private practitioners.</td>
<td>44%</td>
<td>5%</td>
<td>51%</td>
</tr>
<tr>
<td>The COD is often the first to utilize innovative dental technologies and procedures.</td>
<td>49%</td>
<td>4%</td>
<td>47%</td>
</tr>
<tr>
<td>The COD services are available to the general public.</td>
<td>69%</td>
<td>3%</td>
<td>28%</td>
</tr>
<tr>
<td>All of the care provided by students at the COD is overseen and checked by faculty.</td>
<td>75%</td>
<td>2%</td>
<td>24%</td>
</tr>
</tbody>
</table>

n=630
Current Patients – Methodology of the Study

▼ Web survey

▼ Survey took approximately 27 minutes to complete

▼ Data collection took place between December 20, 2011 and January 28, 2012

▼ Current COD Patient

▼ Receive primary care from the COD

▼ Have visited the COD in the past 2 years
Majority Female

Gender

Female 68%

Male 32%

n=213

S2. Are you...?
40% Under 35 years old

n=213

S3. Which of the following age ranges do you fall into?

18–34: 40%
35–44: 12%
45–54: 23%
55–64: 16%
65 and older: 9%
45% Employed Full-time

Level of Employment

- Employed full-time: 45%
- Employed part-time: 15%
- Seeking employment: 2%
- Stay-at-home parent/homemaker: 5%
- Retired: 10%
- Student: 20%
- Other: 4%

n=213

Q16. Which of the following best describes your current employment situation?
S15. What was the last level of education that you completed?

- High school graduate: 9%
- Some college or technical school: 20%
- Two-year college or technical school degree: 7%
- Four-year college degree: 31%
- Some graduate school: 9%
- Graduate school degree: 20%
- PhD: 4%
54% Married

n=213

Relationship Status

- Married: 54%
- Single: 33%
- Divorced: 9%
- Widowed: 1%
- Domestic partnership: 3%

S16. How would you define your relationship status?
Lower Level of Income Compared to Other Groups (Consumer, Staff)

n=213

Household Income

- Under $20,000: 25%
- $20,000 to less than $30,000: 10%
- $30,000 to less than $40,000: 9%
- $40,000 to less than $50,000: 11%
- $50,000 to less than $75,000: 20%
- $75,000 to less than $100,000: 9%
- $100,000 to less than $125,000: 5%
- $125,000 to less than $150,000: 5%
- $150,000 or more: 6%

Q18. Which of the following categories best describes your annual household income before taxes?
Families from All Life Stages

n=213

% of Sample who Have Children in the Following Categories

- Infant: 6%
- Toddler/preschool: 12%
- Elementary/grade school: 19%
- Middle school: 9%
- High school: 16%
- College: 24%

Q.17. Are there any children in your household in any of the following categories?
Verifying Perceptions of the COD (I)

n=213

<table>
<thead>
<tr>
<th>Statements</th>
<th>True</th>
<th>False</th>
<th>Unsure</th>
</tr>
</thead>
<tbody>
<tr>
<td>The COD does not treat patients looking for comprehensive, ongoing care.</td>
<td>3%</td>
<td>78%</td>
<td>18%</td>
</tr>
<tr>
<td>Patients of the COD can only receive care from students.</td>
<td>4%</td>
<td>87%</td>
<td>9%</td>
</tr>
<tr>
<td>The COD only accepts patients who do not have insurance.</td>
<td>9%</td>
<td>80%</td>
<td>11%</td>
</tr>
<tr>
<td>The COD focuses its services on people who need emergency care.</td>
<td>16%</td>
<td>53%</td>
<td>31%</td>
</tr>
<tr>
<td>It is hard to get an appointment at the COD scheduled within a reasonable amount of time.</td>
<td>20%</td>
<td>59%</td>
<td>21%</td>
</tr>
<tr>
<td>The COD does not offer private rooms.</td>
<td>22%</td>
<td>43%</td>
<td>36%</td>
</tr>
<tr>
<td>Care provided by the COD faculty costs the same as care provided by private practitioners.</td>
<td>23%</td>
<td>43%</td>
<td>34%</td>
</tr>
</tbody>
</table>
Q8. Please read the following statements and tell us whether you believe they are true or false.

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<thead>
<tr>
<th>Statements</th>
<th>True</th>
<th>False</th>
<th>Unsure</th>
</tr>
</thead>
<tbody>
<tr>
<td>The COD offers a sliding scale for payment of services.</td>
<td>41%</td>
<td>8%</td>
<td>51%</td>
</tr>
<tr>
<td>The COD is often the first to utilize innovative dental technologies and procedures.</td>
<td>57%</td>
<td>5%</td>
<td>38%</td>
</tr>
<tr>
<td>Care provided by the COD students is about 33%-50% less than the costs charged by private practitioners.</td>
<td>65%</td>
<td>4%</td>
<td>31%</td>
</tr>
<tr>
<td>The COD has some of the top dentists and specialists in the country and they are available to the general public.</td>
<td>67%</td>
<td>1%</td>
<td>32%</td>
</tr>
<tr>
<td>All of the care provided by students at the COD is overseen and checked by faculty.</td>
<td>90%</td>
<td>2%</td>
<td>8%</td>
</tr>
<tr>
<td>The COD services are available to the general public.</td>
<td>91%</td>
<td>1%</td>
<td>8%</td>
</tr>
</tbody>
</table>
78% Have Recommended the COD to Friends & Family

n=213

Q12. Have you ever recommended the College of Dentistry to a friend or family member?
Overall Drivers of Satisfaction - NP

Threshold attributes are a must-have, performance attributes determine competitiveness, and the excitement and emerging (other) attributes are important when looking at differentiating the COD.

![Overall Drivers of Satisfaction Diagram]

**Threshold** attributes are a must-have for patients, as they are crucial in ensuring basic needs are met. **Performance** attributes determine the competitiveness of providers. Finally, **Excitement** and **Other** attributes are important when differentiating providers in the crowded dental market.

**Higher Correlation to Satisfaction**

- Welcoming and relaxing environment
- Cutting-edge technology
- Provider's years of experience
- Range of services offered at dental practice
- Provider's familiarity with new dental procedures
- Friendly staff
- Ability to get an appointment very soon if problem occurs
- In-network

**Lower Correlation to Satisfaction**

- Special offers, e.g., free teeth whitening with twice-a-year cleaning
- Flexible payment options
- Private treatment area
- Located close to home, work or school
- Hours of operations
- Speed/efficiency of service
- Ease of scheduling appointments
- Cost - how much I have to pay myself
- Minimum time spent in the waiting room

**Important to Patients**

- Less
- More

**Correlation to Satisfaction**

- Lower
- Higher

**Lower** correlation to satisfaction indicates attributes that are less important to patients, while **Higher** correlation indicates attributes that are more important.

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**Special Offers**

- Free teeth whitening with twice-a-year cleaning

**In-Network**
Overall Drivers of Satisfaction – F/S NP

Threshold attributes are a must have, performance attributes determine competitiveness, and the excitement and emerging (other) attributes are important when looking at differentiating the club.

- **Threshold** attributes are a must have, performance attributes determine competitiveness, and the excitement and emerging (other) attributes are important when looking at differentiating the club.

- **Ability to get an appointment very soon if problem occurs**
- **Ability to reach dental care provider in off-hours if emergency**
- **Convenient parking**
- **Cost - how much I have to pay myself**
- **Cutting-edge technology**
- **Ease of scheduling appointments**
- **Flexible payment options**
- **Friendly staff**
- **Hours of operations**
- **In-network**
- **Provider’s familiarity with new dental procedures**
- **Provider’s years of experience**
- **Range of services offered at dental practice**
- **Speed/efficiency of service**
- **Located close to home, work or school**
- **Minimum time spent in the waiting room**
- **Located close to home, work or school**
- **Minimum time spent in the waiting room**
- **Cutting-edge technology**
- **Flexible payment options**
- **Provider’s years of experience**
- **Range of services offered at dental practice**
- **Speed/efficiency of service**
- **Located close to home, work or school**
- **Minimum time spent in the waiting room**
- **Cutting-edge technology**
- **Flexible payment options**
- **Provider’s years of experience**
- **Range of services offered at dental practice**
- **Speed/efficiency of service**
- **Located close to home, work or school**
- **Minimum time spent in the waiting room”

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**Excitement vs. Performance**

- **Higher Correlation to Satisfaction**
- **Lower Correlation to Satisfaction**

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**The University of Iowa**
**College of Dentistry & Dental Clinics**
Overall Drivers of Satisfaction – General Patients

Threshold attributes are a must-have, performance attributes determine competitiveness, and the excitement and emerging (other) attributes are important when looking at differentiating the COD.

![Graph showing the drivers of satisfaction for general patients. The graph is divided into four quadrants: Threshold, Performance, Excitement, and Other. The attributes are plotted on the x and y axes, with the correlation to satisfaction indicated by color and size of the markers.]

- **Threshold** attributes include: Location close to home, work, or school, located treatment area, provider's familiarity with new dental procedures, provider's years of experience, range of services offered at dental practice.
- **Performance** attributes include: Ability to get an appointment very soon if problem occurs, ability to reach dental care provider in off-hours if emergency, cutting-edge technology, speed/efficiency of service, friendly staff, ability to get an appointment very soon if problem occurs.
- **Excitement** attributes include: Hours of operations, minimum time spent in the waiting room, range of services offered at dental practice.
- **Other** attributes include: Cost - how much I have to pay myself, flexible payment options, special offers, e.g., free teeth whitening with twice-a-year cleaning, welcoming and relaxing environment, convenient parking, free parking.
Overall Drivers of Satisfaction – Fac/Staff Patients

Threshold attributes are a must have, performance attributes determine competitiveness, and the excitement and emerging (other) attributes are important when looking at differentiating the COD.

- Ability to get an appointment very soon if problem occurs
- Ability to reach dental care provider in off-hours if emergency
- Convenient parking
- Cost - how much I have to pay myself
- Located close to home, work or school
- Free parking
- Flexible payment options
- Provider’s years of experience
- Provider’s familiarity with new dental procedures
- Minimum time spent in the waiting room
- Range of services offered at dental practice
- Ease of scheduling appointments
- Friendly staff
- In-network
- Speed/efficiency of service
- Located close to home, work or school
- Minimum time spent in the waiting room
- Range of services offered at dental practice
- Ease of scheduling appointments
- Friendly staff
- In-network
- Speed/efficiency of service

Higher Correlation to Satisfaction

Lower Correlation to Satisfaction
**Customer Satisfaction**

*Higher Correlation to Satisfaction*

- Excitement
  - On all 4:
    - Friendly staff
    - Speed/efficiency of service
  - On 3 of 4:
    - Provider’s familiarity with new procedures
    - Range of services
    - Ability to get an appt soon if problem occurs
    - Ease of scheduling
    - Minimum time in waiting room

*Lower Correlation to Satisfaction*

- Other

*Threshold*

- More Important to Patients
- Less Important to Patients

**The University of Iowa College of Dentistry & Dental Clinics**
Q20. What are the main sources you turn to for information about dentists and dental care options? Please rank your top 3 sources, where 1 is your top source.
Survey Summary

- All groups value oral health and are regularly visiting dental professionals.
- For both non-patient groups and f/s patients a caring, comfortable chairside manner was the most important when selecting a dentist. For consumer patients it was cost.
- When seeking information about dentists, friends and family are the first stop for all groups.
- For non-patients, lack of awareness is an issue.
- Specialized care is a top reason that consumers might select the COD.
- AFTER explaining COD benefits, cost and technology became top attractants to non-patients.
Next Steps - Started

- New Name
- New Employee “Recruitment”
- UIHC New Residents
- Booths at Fairs and Block Party
- Facebook
- Iowa Public Radio Sponsorship
- Targeted Internet Banner Advertising – 120,000 targeted impressions per month
- Patient testimonials
Our patients make a difference!

“I have been a patient in the student clinics for more than 50 years. The dental students are friendly and respectful – everyone takes great care of me!”

Ralph Baughman, Iowa City
Loyal patient and proud World War II veteran

Thank you for your support of the College of Dentistry!
Next Steps – Under Discussion

- Patient Newsletter
- Press releases in area newspapers
- Educational seminars
- Referral program - patients
- ????