A Survey of COVID-19 Dental Patients' Perceptions and Attitudes Toward Returning to Dental Practices
Since our inception, our focus has, and always will be on the dental industry. Our agency has managed our clients and partners through challenging times, and the current COVID-19 pandemic gave reason to engage patient opinion once more in hopes of helping our clients navigate through these unprecedented times.
We solve your brand challenges from inception to completion with three focuses of expertise.

Marketing strategy, creative execution, social media management and public relations are just some of the core competencies we bring as an agency.

Part of our commitment to the dental industry includes leaning into the relationships we have built over time to solicit professional opinion.
A survey of over 275 consumers was conducted at the end of May to identify drivers and barriers that could impact a patient’s willingness to rapidly return to dental practices. Almost 60% of survey respondents were female, the largest age segment was 45-60, and the largest income segment was $25,000-$49,999 annually.
Is being able to return to your dentist more or less important than other things?

Returning to the dentist ranked higher than getting a haircut, grooming pets and going to restaurants.
Over 50% of respondents fell behind on their dental care due to cancelled appointments.

Did you have a scheduled dental appointment that was cancelled?

- Yes: 51.25%
- No: 24.76%
Has your dental office informed you when they intend to reopen?

The majority of patients have not heard from their dental practice about reopening plans.
When do you plan on seeing your dentist for routine cleaning?

Almost half of respondents intend to see their dentist within 3 months.
What are the key factors in your decision to schedule/not schedule an appointment?

Safety is not the only factor in the decision to schedule a dental appointment.
Would you schedule an appointment if you had a dental emergency?

Virtually all respondents would see their dentist if they developed a serious or painful problem.
How important is it that your dental office has been made safe?

Over 50% of respondents say that a safe environment is extremely important.
How important is it that dental work is completed in one visit?

The majority of patients surveyed put a premium on single-visit dentistry.
Is it important that your dentist has the latest dental equipment and technologies?

There is also a preference for the latest dental equipment and technology.
How does your dental office communicate with you?

Phone is the primary method of communication, most likely to confirm appointments.
Would you like more/less communication from your dentist?

Communication is at a good level overall, but some patients would like more.
What kind of information would you like to receive?

Patients want to know when the office will reopen and what safety measures are in place.
What has been your biggest concern during the COVID-19 outbreak?

Respondents have much bigger concerns than just going back to the dentist.

• Catching COVID
• Lost my job
• Childcare
• Food supply
• Parents catching it

• Going broke
• Isolation & sanity
• No vaccine in sight
• Economic collapse
• Everything, everything
Are you considering going to a new dentist after the COVID-19 outbreak?

The overwhelming majority will remain with their current practice, only 15% will switch.
If you switched, what would you be looking for in a new dental practice?

Even those not intending to switch have certain expectations of their dental office.

- Higher safety standards
- Updated office equipment
- New technology
- Better communication
- Longer hours

- Good prices
- Procedures done on site
- Modern communication
- Social distancing
- Quality care
Have you been practicing good dental hygiene while at home?

Most respondents report they’ve been keeping up with their dental hygiene regimen.
Dental Patient Survey Summary

• Returning to the dentist ranked higher than getting a haircut, grooming pets and going to restaurants
• Over 50% of respondents are behind on their dental care due to cancelled appointments
• Almost half of respondents intend to see their dentist within the next 3 months
• Almost 60% of respondents haven’t heard from their dentist about reopening plans
• Over 50% of respondents believe practice safety protocols are extremely important
• 85% of patients will remain with their current practice, only 15% will switch practices

Safety isn’t the only factor – some respondents currently cannot afford dental care.

How long before dental offices can get a steady and affordable supply of PPE?

When will dental offices get clarity on state-mandated infection protection protocols?
Thank You

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