

**TO STUDY PATIENT EXPERIENCE IN INVISALIGN SPECIALIZED DENTAL  
CLINIC AND ADOPTING EFFECTIVE STRATEGIES TO INCREASE PATIENT  
SATISFACTION**

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**The IIHMR University, Jaipur**

for the partial fulfilment for the award of the degree of

Master of Business Administration (MBA)

in

Hospital and Health Management

By

Janhavi Singh

Under the Supervision and Guidance of

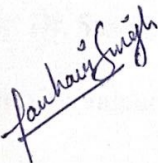
Dr Susmit Jain

2024

## **DECLARATION OF THE STUDENT**

I hereby declare that this dissertation titled to study patient experience in Invisalign dental clinic and adopting effective strategies to increase patient satisfaction.

is the bonafide record of my original research work. I declare that it has not been submitted to any other university or institution for the award of any degree or diploma. Information derived from the published or unpublished work of others has been duly acknowledged in the text.

(Signature) 

Name of the student: - Janhavi Singh

Date: - 9<sup>th</sup> July '24.

## CERTIFICATE

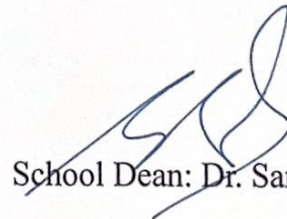
This is to certify that dissertation titled **“To study patient experience in Invisalign dental clinic and adopting effective strategies to increase patient satisfaction”** is a record of the research work undertaken by **Janhavi Singh** in partial fulfilment of the requirements for the award of the degree of MBA (Hospital and Health Management) from the IIHMR University, Jaipur under my guidance and supervision and her approach to the research study has been sincere, scientific, and analytical.

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I am deeply grateful to my parents for their moral support, which has always inspired me to perform my best. Lastly, I extend my heartfelt thanks to all my friends and colleagues who assisted me in this study.

Sincerely, Janhavi Singh

MBA-HOM

## **ABSTRACT**

**TITLE:** To study patient experience in Invisalign Specialized Dental Clinic and adopting effective strategies to increase patient satisfaction.

**AUTHOR NAME:** Janhavi Singh

**ADVISOR NAME:** Susmit Jain

**KEYWORDS:** Patient Satisfaction, quality of care, communication with staff, dental services, wait times, patient expectations, appointment scheduling, satisfaction metrics, continuous quality improvement, treatment experience, patient satisfaction.

**BACKGROUND:** In medical care, patient-centred principles have changed everything. Now patient satisfactions are as important as physical trouble. A more focused focus underscores the significance of elements like conversation praise or waiting times on every point of quality service, especially in improving patient experience. in the case of specialized dental clinics centring on Invisalign, these things are vital for conducive treatment and happy patients.

**OBJECTIVE:** This study seeks to explore the critical elements of patient satisfaction. Specifically, it focuses on patients in dental clinics that specialize in Invisalign as one of their treatment options. The study aims to reach the following specific goals: to define main elements contentment from patients' standpoint (such as effective communication, perceived treatment quality and environment around the clinic); The study probes how well patient expectations correlate with satisfaction levels. how patient-reported contentment with Invisalign meshes with clinical outcomes as shown on a variety of results -- thereby gauging just how useful Invisalign truly is for those who benefit from it.

**METHODOLOGY:** This singular research draws a mixed-methods approach to analyse patient satisfaction in an Invisalign specialty dental clinic. For three months, quantitative surveys and qualitative feedback were used for the whole study. The 65 patients to be sampled will be tasked to answer questionnaires that will also contain questions about referral sources, appointment booking ease, length of time to the clinic, explanation of treatment, and the attitude of the staff. They will also have questions on the satisfaction level with clinic professionalism, cleanliness, and overall services. Descriptive statistics using MS Excel along with a thematic analysis of qualitative responses are methods that are used in data analysis. All of these methods made it possible to identify the key themes and got deeper insights into improving the patient experience and satisfaction.

**RESULT/FINDINGS:** The study revealed high satisfaction levels among patients at the specialized dental clinic offering Invisalign:

- Majority aged 25-34; 55.4% female, 44.6% male.
- 40% found the clinic via Google, 23.1% through word of mouth.
- 84.6% reported very easy appointment booking.
- 66.2% were very satisfied with overall services.
- Suggestions included amenities like beverages and a children's play zone.

Implications: Effective communication and service quality are crucial for patient satisfaction in Invisalign clinics, with opportunities for enhancement based on patient feedback.

**CONCLUSION:** In the research conducted, the study has shown that patients are highly satisfied with their treatment at the Invisalign-specific dental clinic. The main takeaway from the survey was the high degree of satisfaction with the ease of appointment booking (84.6% very easy), the quality of service received (66.2% very satisfied), and the cleanliness of the clinic (56.9% very satisfied). Ideas such as patients offering recommendations for the clinic to include new amenities are coming up with opportunities for patients to be happier and improve facilities for patients. Such results reveal the centre's emphasis on patient care that is the basis for a successful clinic and the notion that to get and continue dental care at a high level, all other systems must be always changing.

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## **Chapter 1: Introduction**

Patient satisfaction is considered an important indication of the quality of care delivered at dental clinics. This would incorporate the patient's view regarding the whole experience encountered at a dental clinic, starting from the time an appointment is booked to the completion of treatment. Enhanced patient experience is exclusively linked to the elevation of reputation of the clinic, staff professionalism, and other aspects like reduced waiting time, etc. It can, however, result in poor clinic performance, non-compliance with the prescribed treatment, and negative word-of-mouth.

Patient satisfaction in regard to care offered in dental facilities is determined by various elements, such as the physical outlook of the clinic, the expressed character, and the amount of professionalism portrayed; the efficiency of the administered procedures; and the quality between patient and medical personnel interaction. These aspects are important to any dental clinic seeking to improve patients' experience and outcome.

This research focuses on the determination of the factors contributing to the satisfaction of a patient in the dental office. Information obtained through this comprehensive customer survey should help identify areas in most need of improvement. The study results will enable dental clinics to generate specific action plans towards enhancement of patient satisfaction, thereby bringing forth the best possible care for the patients and increasing the potential for revisiting clinics for additional procedures.

### **1.1 Background**

There has been such a drastic change and evolution in patient experience in healthcare, alongside a significant development through the years, thereby shifting to patient-centred care.

Earlier there was a traditional approach where the healthcare delivery focused on clinical results and clinical experience however it did not focus on patient experience and satisfaction.

Over some years, there had been a rise of patient-centred care due to which the criticism of the traditional IGN model leveraged on the importance of patients in decision making and peritonising their preferences.

The evolution soon shifted towards the patient experience, which was comprising patient interaction including something like waiting time period, quality of care perceived or received with overall satisfaction or dissatisfaction of services of healthcare.

Finally, there had been incorporation of metrics related to patient experience which included scores based on which we could assess the satisfaction or dissatisfaction of the patients from the services they have received.

Now-e-days hospitals and healthcare service providers track their reports on patient satisfaction metrics to identify the areas of improvement and adopting strategies to work on them to ensure high patient experience and overall satisfaction from healthcare services.

The strategies to increase patient satisfaction can be as follows:

- i. To ensure there is proper communication between the provider and the patient.
- ii. Educating the patient and encourage the patients to ask queries as much as they can.
- iii. Decrease waiting time to increase patient satisfaction.
- iv. Integrate technologies to streamline the processes which eventually increase patient satisfaction.

## **1.2 About Invisalign**

Invisalign is the most advanced digitized teeth straightening therapy in existence without the use of braces or wire. Using the Invisalign system involves wearing a set of clear, see-through aligners that are basically invisible, so no one will know you are getting your teeth treated.

Because it eliminates the use of braces or wire, which can be a very painful process for the patient, this therapy improves patient experience and satisfaction. Moreover, the aligners are easy to use, making the treatment highly successful and painless.

Since this is a completely sterilized and digital procedure, the received aligners come back from the US in sterile, sealed packets, adding to the patient experience because there is no contamination through the sealed packets devoid of contaminants.

Unlike braces, which require that patients visit a doctor once a month to tighten their braces, Invisalign requires an extremely limited number of medical appointments. Patients can simply open, at home under the direction of their doctor, sealed sterile and so forth aligner packets weekly to continue their treatment. This also improves the patient experience since it won't require the routine check-ups and visits.

## **1.3 Consultation and patient experience in Invisalign**

### **i. CONSULTATION**

The first step in the process is a well-informed consultation appointment that explains treatment alternatives and benefits compared to traditional braces.

### **ii. DIGITAL PLANNING**

Following a digital scan of the teeth, a lot of powerful technology and doctors' expertise combine to make a digital plan for shaping the teeth.

### **iii. ALIGNER MANUFACTURING**

The largest 3D printing factory in the world uses cutting edge technology to create personalized aligners based on the digital blueprint. Within the next two to three business days, the aligners will be despatched.

### **iv. ALIGNER DELIVERY**

The aligners are meant to be picked up from the doctor's office; the physicians will make sure the patient is fitted properly for the aligners at that time.

### **v. FOLLOW UP APPOINTMENT**

This varies from patients to patients and case to case with the flexibility to see the patients for as fewer appointments as possible to give you the comfort of the best treatment with minimal visits.

## **1.4 Advantages and disadvantages of Invisalign**

The advantages of Invisalign are as follows:

- i. Invisalign are comfortable and convenient as they are made from smooth plastic.
- ii. Invisalign are easily removable and hence it allows the users to comfortably use them daily.
- iii. Aligners are invisible and hence it gives patients the confidence in speaking and smiling.

- iv. Aligners can be easily cleaned and it does not require any extra amount of time to do so.
- v. Unlike braces, which can trap food and plaque, aligners minimize the risk of dental decay and gum disease.
- vi. Invisalign processes use i-Tero scanner that is intra oral scanner which allows patients to see potential treatment outcomes through virtual simulations, promoting informed decision-making.
- vii. Over the years, Align Technology invested heavily in research and development, enhancing the software algorithms and manufacturing processes thereby Improving in 3D imaging technology and CAD/CAM software contributed to more accurate treatment planning and aligner fabrication.

The disadvantages of Invisalign are as follows: -

- i. Invisalign treatment tends to be more expensive than traditional metal braces
- ii. Availability of Invisalign-trained orthodontists may be limited in certain regions of India.
- iii. Traditional metal braces may still be preferred by some patients and orthodontists in India due to cultural perceptions or personal preferences.

## 1.5 Usage of Invisalign



Figure 1.5.1 representing different types of misalignments

As the image above illustrates, Invisalign is used to straighten teeth affected by open bites—when the upper and lower jaws fail to shut properly, resulting in space between the upper and lower front teeth when the mouth is closed—and deep bites, wherein, when the mouth is closed, the upper front teeth significantly overlap the lower front teeth.

It is also used in the case of crossbites, which is a misalignment caused by the action between the teeth of the upper jaw biting inside or outside the teeth of the lower jaw when the mouth is closed, with implications on both the front and back teeth. This misalignment may cause the soreness of the jaw, inflammation of the gum, and excessive wearing away of teeth.

**Overbite:** In this case, when the mouth is closed, top, and lower front teeth overlap with each other in the vertical line. Such malocclusion is typical for this type of malocclusion, under bite—a condition in which, when the mouth is closed, the lower front teeth erupt ahead of the top front teeth and push the lower jaw forward more than the upper jaw—gaps or spacing between teeth. These can be caused by a number of things which include undersized teeth, missing teeth, and irregular jaw growth. and crowding, which is the dental condition whereby the jaw has less space for all teeth to fit in. With no space, teeth overlap or twist to fit, bringing about problems relating to alignment, making the teeth hard to clean, therefore increasing the possibility of occurrence of various teeth diseases).

## 1.6 Challenges of Invisalign

- **Cost Issues:** Cost issues of the Invisalign treatment both for the patients and the practices
- **Patient Compliance:** Problems stemming from patient compliance to the set schedules of wearing aligners
- **Clinical Limitations:** Presenting cases where Invisalign is not suitable or effective against traditional braces
- **Training and Expertise:** Need for specialized training by orthodontists using Invisalign.

## Chapter 2: Review of literature

Table 2.1 Systematic Review of Factors Influencing Patient Satisfaction

| <b>Literature Review</b>            | <b>Authors (Year)</b>     | <b>Study Location</b> | <b>Sample Size</b> | <b>Sampling Techniques</b> | <b>Salient Features</b>                                                   |
|-------------------------------------|---------------------------|-----------------------|--------------------|----------------------------|---------------------------------------------------------------------------|
| <b>Wait Times</b>                   | Barron et al. (2020)      | Not specified         | Not specified      | Not specified              | Shorter wait times contribute to higher patient satisfaction.             |
|                                     | Jung et al. (2019)        | Not specified         | Not specified      | Not specified              | Patients perceive efficient clinic management and respect for their time. |
| <b>Communication with Staff</b>     | Kane et al. (2017)        | Not specified         | Not specified      | Not specified              | Clear explanations and empathy enhance satisfaction.                      |
|                                     | Skaret et al. (2018)      | Not specified         | Not specified      | Not specified              | Staff responsiveness to patient concerns improves satisfaction.           |
| <b>Perceived Quality of Care</b>    | Sitzia & Wood (1997)      | Not specified         | Not specified      | Not specified              | Cleanliness influence satisfaction.                                       |
|                                     | Al-Bitar et al. (2015)    | Not specified         | Not specified      | Not specified              | Perceived quality impacts patient satisfaction.                           |
| <b>Role of Patient Expectations</b> | Breidenbach et al. (2020) | Not specified         | Not specified      | Not specified              | Managing expectations through communication is crucial.                   |
|                                     | Manfredini et al. (2015)  | Not specified         | Not specified      | Not specified              | Realistic treatment outcomes improve satisfaction.                        |

|                                           |                        |               |               |               |                                                                         |
|-------------------------------------------|------------------------|---------------|---------------|---------------|-------------------------------------------------------------------------|
| <b>Effective Communication Strategies</b> | Alhajj et al. (2020)   | Not specified | Not specified | Not specified | Training in communication skills enhances satisfaction.                 |
|                                           | Skaret et al. (2018)   | Not specified | Not specified | Not specified | Patient-centred communication improves engagement.                      |
| <b>Continuous Quality Improvement</b>     | Strajnić et al. (2016) | Not specified | Not specified | Not specified | Quality improvement initiatives based on feedback enhance satisfaction. |

Table 2.1 continued

## 2.1 RESEARCH QUESTIONS

1. Invisalign specialized dental clinics: what factors contribute to patient satisfaction?

## 2.2 RESEARCH OBJECTIVES

### **Broad**

To understand the factors which influence patient satisfaction in a dental clinic specialised in Invisalign.

### **Specific**

1. To conduct surveys on patients to collect data on their satisfaction levels.
2. Analyse the data which is collected to understand the factors impacting patient satisfaction.
3. Compare the data and identify the reasons for different patient satisfaction levels.
4. To propose insights and recommendation for dental clinic based on the factors identified to improve the rate of patient satisfaction.

### **Chapter 3: Methodology**

**Study type:** The particular study is cross-sectional study in nature aimed at analysing satisfaction among patients who have received the services

**Study area and period:** The particular study had taken place for a period of 3 months duration in Only Braces Dental Clinic, Jaipur.

Literature Review: March 23, 2024 - June 24, 2024

- Data Collection: April 4, 2024 - May 21, 2024

- Data Analysis: May 22, 2024 - June 6, 2024

- Report and Thesis Preparation- June 8, 2024 - June 30, 2024

**Sample size:** Sample containing 65 survey reports were picked out for the study.

**Sampling method:** complete enumeration or census sampling is used where every patient who visited the clinic during a specific period was observed and asked to complete a questionnaire.

#### **3.1 Data collection methodology**

- i. Collection of primary data from 65 respondents were done via a questionnaire prepared in Google Forms for the evaluation of satisfaction level.
- ii. For the collection of data from participants for analysis of patient satisfaction, direct observations and personal interviews with workers were conducted.

### **3.2 Data analysis**

Analysis of data was conducted via MS Excel/graphical analysis, with the help of bar graphs and pie charts.

### **3.3 Inclusion and exclusion criteria**

Inclusion criteria: Only responses from clinic staff were included in the study.

Exclusion criteria: Other non-clinical staff, including front desk user etc, were excluded from the study.

Consent of the healthcare workers had been taken verbally for this study. This study involved direct interaction with the patients & dentists, their feedback forms, and the data used was primary data.

## Chapter 4: Data analysis

The demographic details of 65 respondents of “only braces dental clinic” is presented below: -

### 1. Gender of the respondents

Gender  
65 responses

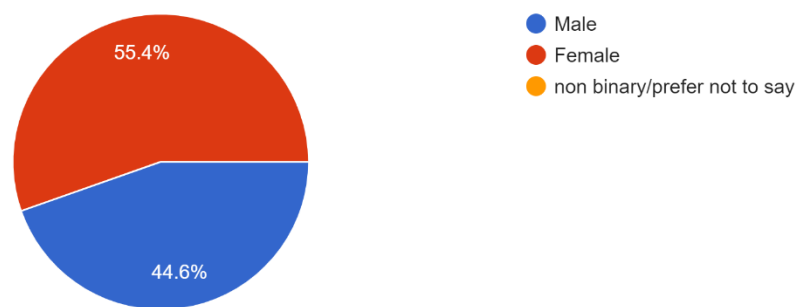


Figure4.1 Graphical representation of Gender Distribution of Respondents

Among 65 participants both male and female participated in the survey where 55.4% were female and 44.6% are males.

## 2. Age Distribution

Age  
65 responses

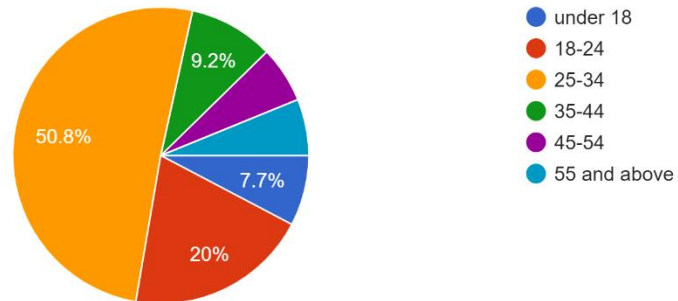


Figure 4.2 Graphical representation of age distribution of respondents

Out of the 65 respondents,

“Under 18” respondents were 7.7%,

“18-24 aged” respondents were 20%,

“25-34 aged” respondents were the maximum that is 50.8%,

“35-44 aged” respondents were 9.2%

“45-54 aged” respondents were 6.2% and lastly

“55 and above” respondents were 6.2%

3.

How did you hear about only braces dental clinic(select all that apply)

65 responses

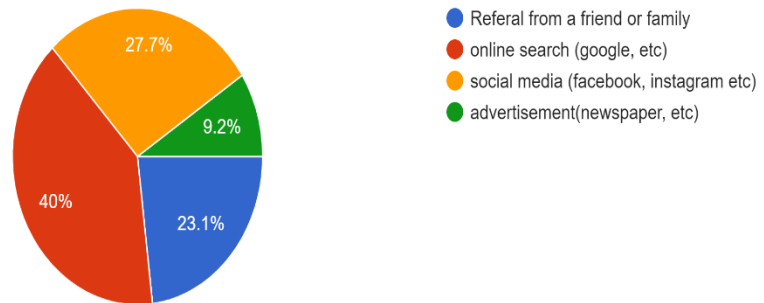


Figure 4.3 Graphical representation of distribution of respondents' awareness of the clinic

Most of the respondents came to know about the clinic through online search mainly google which is a total of 40%

About 23.1% of respondents were referred by their known that is from a friend or family.

27.7% of respondents were referred by social media like Facebook and Instagram.

Lastly there is about 9.2% respondents which were referred via advertisement.

4.

How easy was it to schedule your appointment at "Only Braces dental clinic?"

65 responses

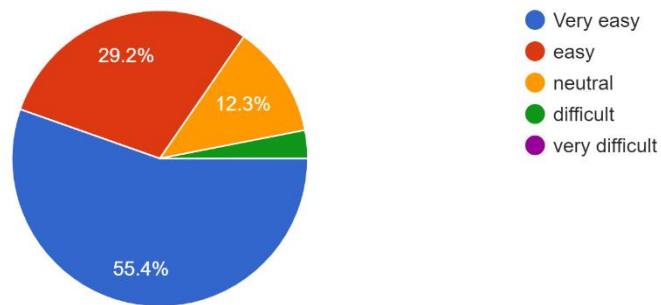


Figure 4.4 Graphical representation of Perceived Ease of Appointment Scheduling

Coming to the patient satisfaction, the rest of the questions asked in the questionnaire were about how the patients perceived quality and services and thereby concluding the patient satisfaction and what can we do to improve it.

The above pie chart represents how easy was it for the respondents to book an appointment at "Only Braces dental clinic"

55.4% respondents selected very easy option to book an appointment which were the maximum responses.

29.2% respondents selected "easy option" to book an appointment at "only braces dental clinic"

12.3% respondents which were second lowest selected "neutral option" to book an appointment.

The least responses were of "difficult option" which were only 3.2%

5.

How long did you wait before being seen by an orthodontist?

65 responses

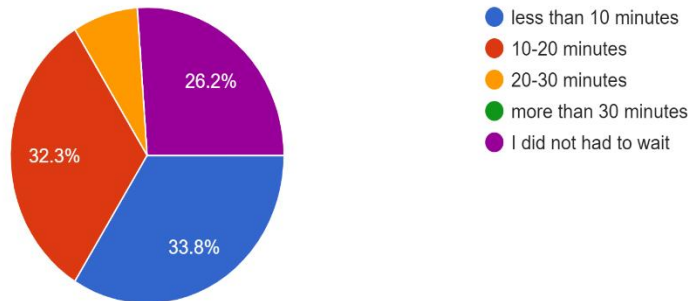


Figure 4.5 Graphical representation of Waiting time to see a doctor

Waiting time plays an important role in patient satisfaction and therefore this question was asked in the questionnaire on how long the respondent had to wait to see the orthodontist.

The maximum responses got from this question was 33.8% that is these respondents had to wait less than 10 minutes to see the orthodontist.

The second largest maximum responses were 32.3% that is the respondents had to wait 10-20 minutes to see the orthodontist.

There were 26.2% of respondents which did not have to wait at all to see the orthodontist.

The least responses were of 7.7% which waited about 20-30 minutes to visit the orthodontist.

6.

Did the clinic staff explain your invisalign treatment plan clearly?

65 responses

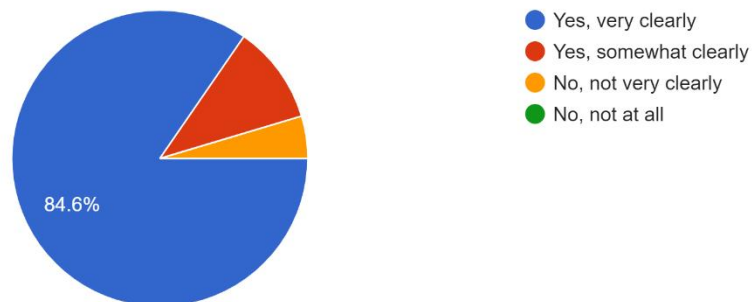


Figure 4.6 Graphical representation of Staff Explanation of Treatment Plan

Explaining the treatment plan clearly is very important to the patients as most of the patients are not well informed about the procedure and it makes them conscious in front of others and therefore patients must be well informed about the procedure for the sake of patients.

Out of the respondents, 84.6% that is the maximum responses, selected that they were very clearly explained about the treatment via the clinic staff.

10.8% of the respondents selected that they were somewhat clearly explained about the process.

4.6% of the respondents selected that they were not very clearly explained about the process by the clinician.

None of the participants selected that they were not at all explained about the process by the clinician at all.

7.

How satisfied were you with the overall professionalism of the staff?

65 responses

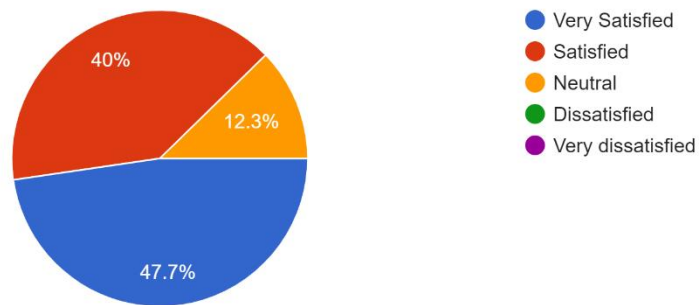


Figure 4.7 Graphical Representation of professionalism of the staff

47.7% of the respondents were very satisfied with the overall professionalism of the staff

40% of the respondents were satisfied with the professionalism of the staff

Lastly 12.3% of the respondents were neutral about the professionalism of the staff.

With the above metric we can identify the areas in which we lack and can introduce training and development to the staff for more professionalism and thereby increasing patient satisfaction.

Rate your satisfaction with the cleanliness and comfort of the dental clinic facilities.

65 responses

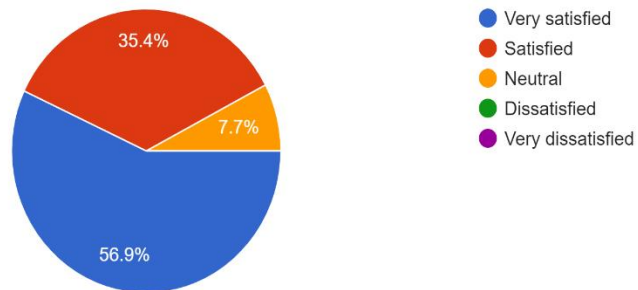


Figure 4.8 Graphical representation of cleanliness of the clinic.

Cleanliness and comfort are the utmost need for every patient as it is a dental clinic and neat and tidiness is very needful and therefore this question was added in the questionnaire.

Out of all the respondents, the maximum number of the responses were of 56.9% which selected that they were very satisfied with the cleanliness of the clinic.

There were about 35.4% of the respondents, which selected that they were satisfied with the tidiness of the clinic.

The least amount of the responses was 7.7% and they selected that the neatness was neutral in the clinic.

No responses were recorded of the option dissatisfied and very dissatisfied which is a great mark for the clinic however we can work on the responses of neutral and satisfied and can incorporate strategies so that for the next surveys the respondents select very satisfied option itself.

9.

How would you rate your overall satisfaction with the Invisalign treatment received at Only Braces Dental Clinic?

65 responses

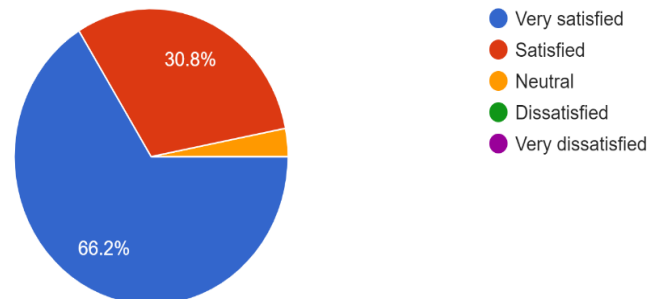


Figure .9 Graphical representation of overall satisfaction with the treatment received.

The question was asked about the overall satisfaction from the services provided at the clinic, and this question was incorporated in the questionnaire to highlight the users which are not satisfied and what can we do or rule out to make sure that they will be satisfied from the services when the next time they visit the clinic.

Out of all the respondents, the maximum responses were of 66.2% which was the option that they were very satisfied from the services the clinic offered them.

The second maximum response were about 30.8% responses which was that they were satisfied with the services.

Lastly there were about approximately 7% of the responses which were the least number of responses which mean that these were the neutral responses from the survey.

More importantly there were not a single response of dissatisfied or very dissatisfied from the services the clinic offered which somewhere represents that this clinic works on patient satisfaction and thereby increase customer retention and satisfaction by providing the high-quality services and do not compromise the quality of care.

10.

What areas do you think need improvement to enhance patient satisfaction at Only Braces Dental Clinic?

52 responses

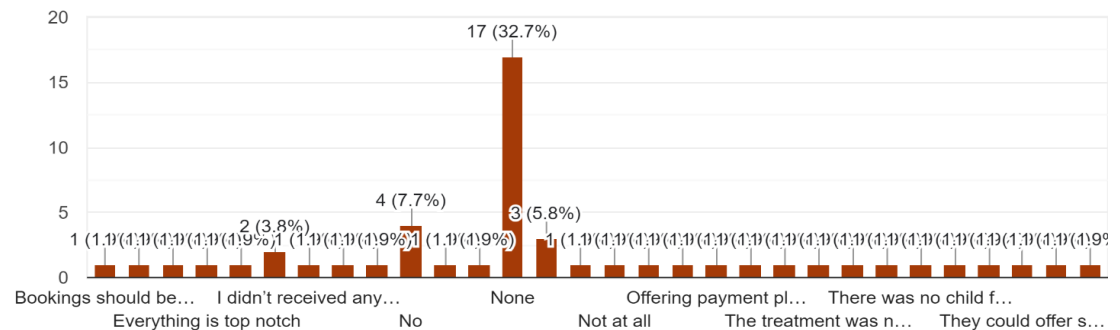


Figure 3.5.10 Graphical representation of the recommendation of the patients

The question which is represented in the graph format represents that what were the views of respondents on how the clinic staff can increase patient satisfaction, where the responses which came were: -

1. We can provide beverages to them or offer tea or coffee during their counselling or appointment.
2. Secondly, there was a response on we could provide them blankets and headphones during the procedure which we would definitely incorporate
3. A senior citizen mentioned that there would be payment plans for retired people or senior citizens should be treated with less fees which we are definitely working on.
4. A mother mentioned that there should be children playing zone in the clinic which will be added in the coming future in the clinic.

## **Chapter 5: Result**

### **5.1 Demographics and Referral Sources**

Demographically, 55.4% of the respondents were females and 44.6% males. Under 18, the percentage is 7.7%, 20% for ages 18–24, followed by 50.8% aged between 25–34, 9.2% between 35–44, 6.2% between the ages of 45 to 54 years, and another 6.2% aged 55 and above.

### **5.2 Appointment Booking and Wait Times**

- Ease of Scheduling an Appointment: 55.4% extremely easy, 29.2% easy, 12.3% neutral and 3.2% challenging.
- Wait Times: 32.3% waited 10–20 minutes, 26.2% waited no wait, 7.7% waited 20–30 minutes, and 33.8% waited less than 10 minutes.

### **5.3 Clarity of Treatment Explanation**

- **Explanation Clarity:** 84.6% very clearly explained, 10.8% somewhat clear, 4.6% not very clear.

### **5.4 Satisfaction Levels**

- Professionalism: 12.3% neutral, 40% satisfied, and 47.7% very satisfied.
- Level of cleanliness: 35.4% satisfied, 7.7% neutral, and 56.9% very satisfied.
- Overall Services: 30.8% satisfied, 7% neutral, and 66.2% highly satisfied.

### **5.5 Suggestions for Improvement**

**Patient Suggestions:** Provision of beverages during appointments, blankets and headphones during procedures, discounted payment plans for seniors, and a children's play zone in the clinic.

## **Chapter 6: Discussion**

### **6.1 Interpretation of findings**

Demographics: Most the respondents were in the 18–34-year-old range, indicating that it was slanted toward an age group that is more likely to receive orthodontic treatments like Invisalign.

- Referral Sources: Google and social media are valuable Internet resources to promote clinics to attract new patients.
- Appointment Experience: The smooth working of the clinics is reflected in the positive reviews regarding the ease of getting an appointment and short waiting time.
- Communication: The staff at the clinic did a good job of explaining treatments to patients, which improved the satisfaction score related to staff communication skills.
- Satisfaction with Services: High satisfaction regarding all parameters, such as professionalism and clean environments of the clinic, and overall services, act as strong pointers toward positive experiences.
- Recommendations for Improvement: Offering beverages and amenities tailored to specific age groups or demographics (elderly, children) may assist boost patient satisfaction and loyalty.

## **6.2 Limitations and Recommendations**

- Generalizability: Sample size and geographic location could be other limiting factors on the ability to generalize. Future studies can have larger samples and different geographical regions.
- Suggestions: The practice of suggestions by patients is a must for continuous improvement in the satisfaction of patients and quality of service. The feedback should be taken regularly.

## **6.3 Conclusion**

- i. Summary: The study clearly points out that only Braces Dental Clinic has high overall patient satisfaction due to efficient management, open communication, and improvement patient-centred.
- ii. Implications: Focusing on improving the patient experience with feedback may improve reputation and build loyalty within a highly competitive area of clinics.

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