

**TO UNDERSTAND PATIENT EXPERIENCE IN DENTAL
CLINIC AND ADOPTING EFFECTIVE STRATEGIES TO
INCREASE PATIENT SATISFACTION**



invisalign®

The Clear Alternative to Braces

cross-sectional study in only braces clinic, Jaipur

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ABOUT THE ORGANISATION

Only Braces" is a specialized orthodontic clinic led by Dr. Anirudh Agarwal, renowned for Invisalign treatments since 2000. Dr. Agarwal, highly qualified and experienced, emphasizes patient satisfaction through advanced technologies and personalized care to achieve superior orthodontic outcomes. Additionally, Dr. Agarwal has a rich academic background, having served as principal and professor in dental colleges, underscoring his commitment to education and innovation in orthodontics.

INTRODUCTION

Patient satisfaction refers to how happy and content patients feel about the care and service they receive from healthcare providers. It's not just about medical outcomes but also includes aspects like how well doctors and staff communicate

The research study titled "Factors Influencing Patient Satisfaction in Invisalign Specialized Dental Clinics." This study is centered around understanding the pivotal factors that contribute to patient satisfaction within specialized orthodontic settings, particularly those employing the advanced Invisalign treatment method. Led by Dr. Anirudh Agarwal, a distinguished orthodontic specialist with extensive expertise, our research aims to uncover crucial insights to enhance patient experience and elevate the overall quality of care in dental practice.

BACKGROUND

Over recent years, there has been a significant shift in healthcare towards patient-centered care, emphasizing the importance of patient experience alongside clinical outcomes. This evolution contrasts with traditional models that prioritized clinical results over patient satisfaction. Today, healthcare providers, including dental clinics specializing in advanced treatments like Invisalign, actively track patient satisfaction metrics. These metrics encompass factors such as communication effectiveness, wait times, and overall service quality. Our research aims to explore these factors specifically within Invisalign specialized dental clinics, aiming to identify key elements that enhance patient satisfaction and contribute to a positive patient experience in orthodontic settings.

REVIEW OF LITERATURE

Literature Review	Authors (Year)	Study Location	Sample Size	Sampling Techniques	Salient Features
Wait Times	Barron et al. (2020)	Not specified	Not specified	Not specified	Shorter wait times contribute to higher patient satisfaction.
Communication with Staff	Kane et al. (2017)	Not specified	Not specified	Not specified	Clear explanations and empathy enhance satisfaction.
Perceived Quality of Care	Sitzia & Wood (1997)	Not specified	Not specified	Not specified	Cleanliness influence satisfaction.
Effective Communication Strategies	Alhajj et al. (2020)	Not specified	Not specified	Not specified	Training in communication skills enhances satisfaction.

OBJECTIVES

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

SPECIFIC: To conduct surveys on patients to collect data on their satisfaction levels.

Analyse the data which is collected to understand the factors impacting patient satisfaction.

Compare the data and identify the reasons for different patient satisfaction levels.

To propose insights and recommendation for dental clinic based on the factors identified to improve the rate of patient satisfaction.

METHODOLOGY

Study type: The particular study is cross-sectional study in nature.

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

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

Sampling method: Closed ended study had been done.

Data collection technique :-

Questionnaire form for evaluation of patient satisfaction among healthcare workers, primary data was collected from 65 respondents through a Google Sheet questionnaire.

Data analysis methodology- - MS Excel and Likert scale and graphical analysis through bar graphs and pie charts was done.

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.

DATA ANALYSIS

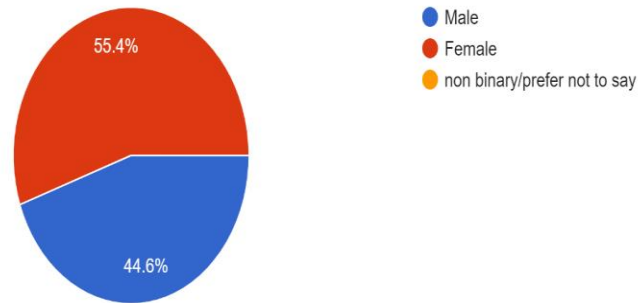
The questionnaire had two parts: one which outlined the demographics and age factor.

The second component contained concerning Independent variables like easiness to schedule the appointment, wait times, procedure explanation, hygiene and professionalism of the staff during and after the entire procedure.

AGE DISTRIBUTION AND GENDER OF RESPONDENT

Gender

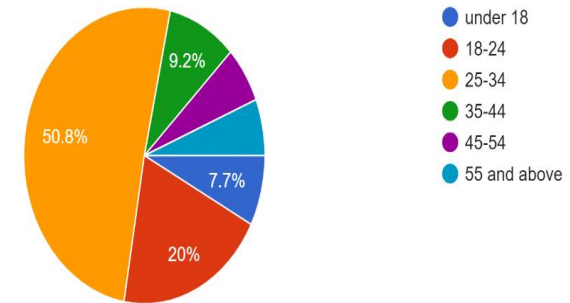
65 responses



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

Age

65 responses



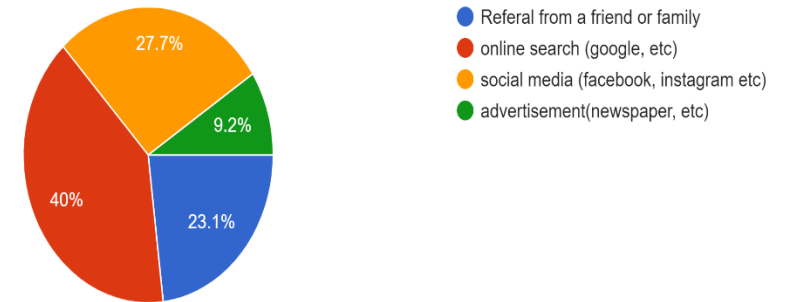
Out of the 65 respondents, “Under 18” respondents were 7.7%, “18-24 aged” respondents were 20%, “25-34 aged” respondents were the maximum that is 50.8%, “35-44 aged” respondents were 9.2% “45-54 aged” respondents were 6.2% and lastly “55 and above” respondents were 6.2%

HOW DID YOU HEAR ABOUT ONLY BRACES?

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.

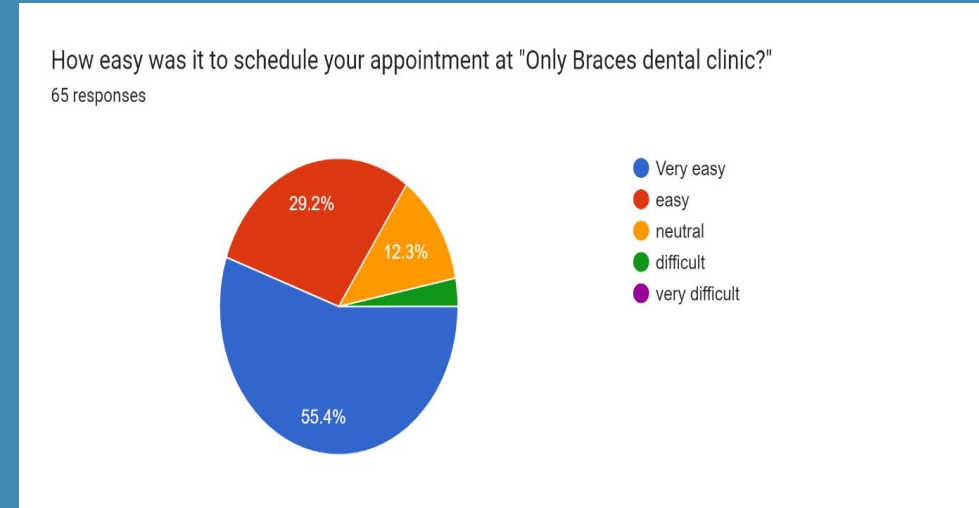
How did you hear about only braces dental clinic(select all that apply)

65 responses



EASINESS TO SCHEDULE AN APPOINTMENT

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”



1. 55.4% respondents selected very easy option to book an appointment which were the maximum responses.
2. 29.2% respondents selected “easy option” to book an appointment at “only braces dental clinic”
3. 12.3% respondents which were second lowest selected “neutral option” to book an appointment.
4. The least responses were of “difficult option” which were only 3.2%

WAITING TIME

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.

1. 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.

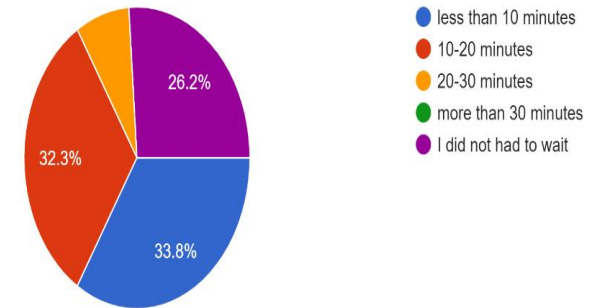
2. The second largest maximum responses were 32.3% that is the respondents had to wait 10-20 minutes to see the orthodontist.

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

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

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

65 responses



EXPLANATION OF THE TREATMENT

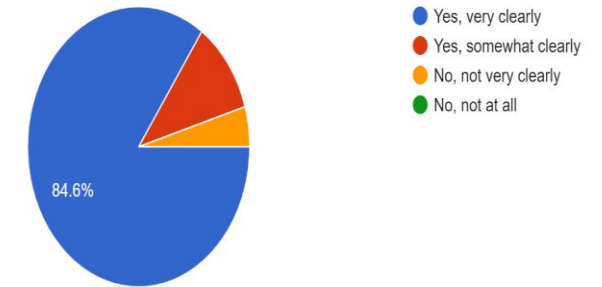
Explaining the treatment plan clearly is very important to the patients as most of the patients are not well informed about the procedure & it makes them conscious in front of others and therefore patients must be well informed about the procedure for the sake of patients.

Out of the respondents,

1. 84.6% that is the maximum responses, selected that they were very clearly explained about the treatment via the clinic staff.
2. 10.8% of the respondents selected that they were somewhat clearly explained about the process.
3. 4.6% of the respondents selected that they were not very clearly explained about the process by the clinician.
4. None of the participants selected that they were not at all explained about the process by the clinician at all.

Did the clinic staff explain your invisalign treatment plan clearly?

65 responses



PROFESSIONALISM OF STAFF

1. 47.7% of the respondents were very satisfied with the overall professionalism of the Staff

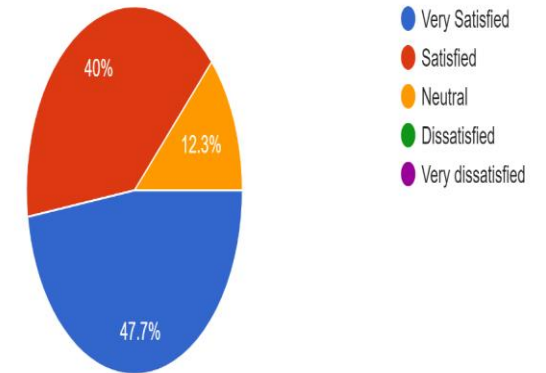
2. 40% of the respondents were satisfied with the professionalism of the Staff

3. 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 & can introduce training and development to the staff for more professionalism and thereby increasing patient satisfaction.

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

65 responses



CLEANLINESS AND COMFORT

1. 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.

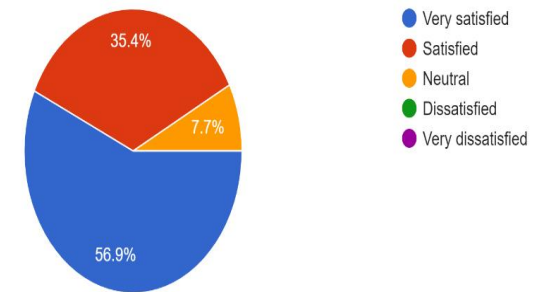
2. There were about 35.4% of the respondents, which selected that they were satisfied with the tidiness of the clinic.

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

4. 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.

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

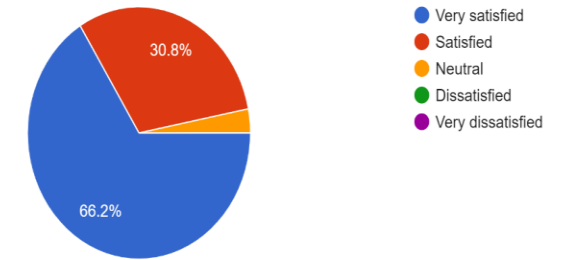


OVERALL SATISFACTION OF THE CLINIC

1. 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.
2. The second maximum response were about 30.8% responses which was that they were satisfied with the services.
3. 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.
4. 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.

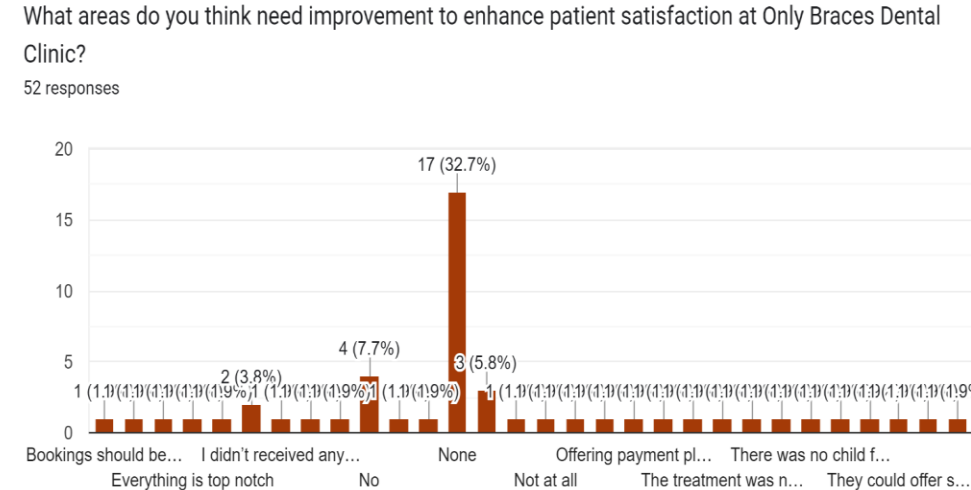
How would you rate your overall satisfaction with the Invisalign treatment received at Only Braces Dental Clinic?

65 responses



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. 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.



RESULTS

Our study revealed that patients highly value clear communication, minimal wait times, and a clean, comfortable clinic environment in Invisalign specialized dental clinics. Over 90% of respondents reported being very satisfied or satisfied with the professionalism of staff and the overall quality of services. Effective patient education and proactive management of patient expectations emerged as crucial factors in achieving high satisfaction levels. These findings underscore the importance of patient-centered approaches and continuous quality improvement initiatives to enhance the overall patient experience in orthodontic care.

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.

LIMITATION AND RECOMMENDATION

Limitations:

The study's sample size and geographic scope may limit the generalizability of findings beyond the specific context studied. Variations in patient demographics and clinic practices could also influence results.

Recommendations:

Future research should include larger and more diverse samples to enhance generalizability. Additionally, ongoing patient feedback mechanisms and regular quality improvement initiatives can further optimize patient satisfaction and service delivery in Invisalign specialized dental clinics.

CONCLUSION



Invisalign: The Absolute Key for Your Smile

The study underscores the critical role of communication, efficient service delivery, and patient-centered care in achieving high levels of satisfaction in Invisalign specialized dental clinics. Continuous improvement efforts based on patient feedback are essential to sustain and enhance patient satisfaction in orthodontic practice.

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