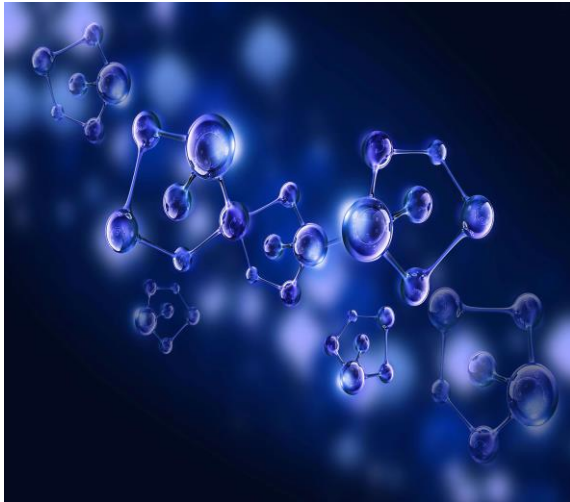


PATIENT CENTRIC MARKETING IN ORTHODONTICS



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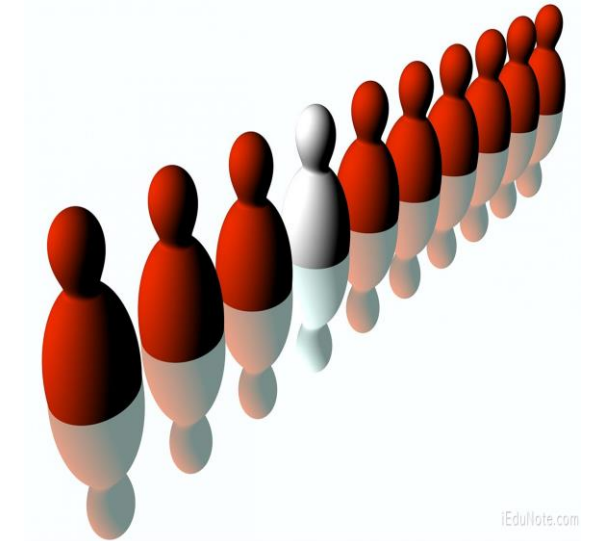
INTRODUCTION



INNOVATION



LACK OF INNOVATION-
GENERIC BRANDS



**HOW TO
DIFFERENTIATE???**

ARE WE GOING TO BE PRICE WARRIORS??



Sustainable Competitive Advantage





WHY NOT DENTISTRY???



IN ORTHODONTICS??

WHY IN ORTHODONTICS??

- A dentistry specialty that addresses the diagnosis, prevention, and correction of mal-positioned teeth and jaws, and misaligned bite patterns.
- The average time for completion of the treatment being around 24.9 months .
- Patients are majorly from teens to young aged.
- And majority of Orthodontists are busy or consult in a clinic once a month.
- During the treatment phase, patients are compromising their quality of life due to long duration of treatment, multiple visits to Dentists, transitional appearances of face, ulceration, pain, oral hygiene maintenance, diet restrictions, gum problems, bad odours and fear of extraction.



- To study the **attitude of Dentists** towards patient centric marketing practices in Orthodontics.
- To know about the **challenges currently faced by Dentists** while treating the Orthodontic patients, thereby crafting a basic approach for patient centricity in Orthodontics.

METHODOLOGY

- **Study population** – Dentists (2,70,000 DCI registered Dentists in India)
- **Sample size** – At 95% confidence interval, 10% error and 50% population proportion, 97 Dentists was needed to be statistically significant. The study had 107 Dentist respondents.
- **Inclusion Criteria** – Dentists with minimum qualification as BDS running a non- institutional practice having a clinic of his own along with junior Dentists of the clinic and Dentists with MDS in Orthodontists.
- **Sampling method** – Mix of non-probability convenience and Snowball sampling methods.
- **Study area** – PAN India
- **Duration of study** – April, 2021 to June, 2021 (3 months)
- **Research procedure** – Quantitative research
- **Data collection** – Mix of primary and secondary data collection.

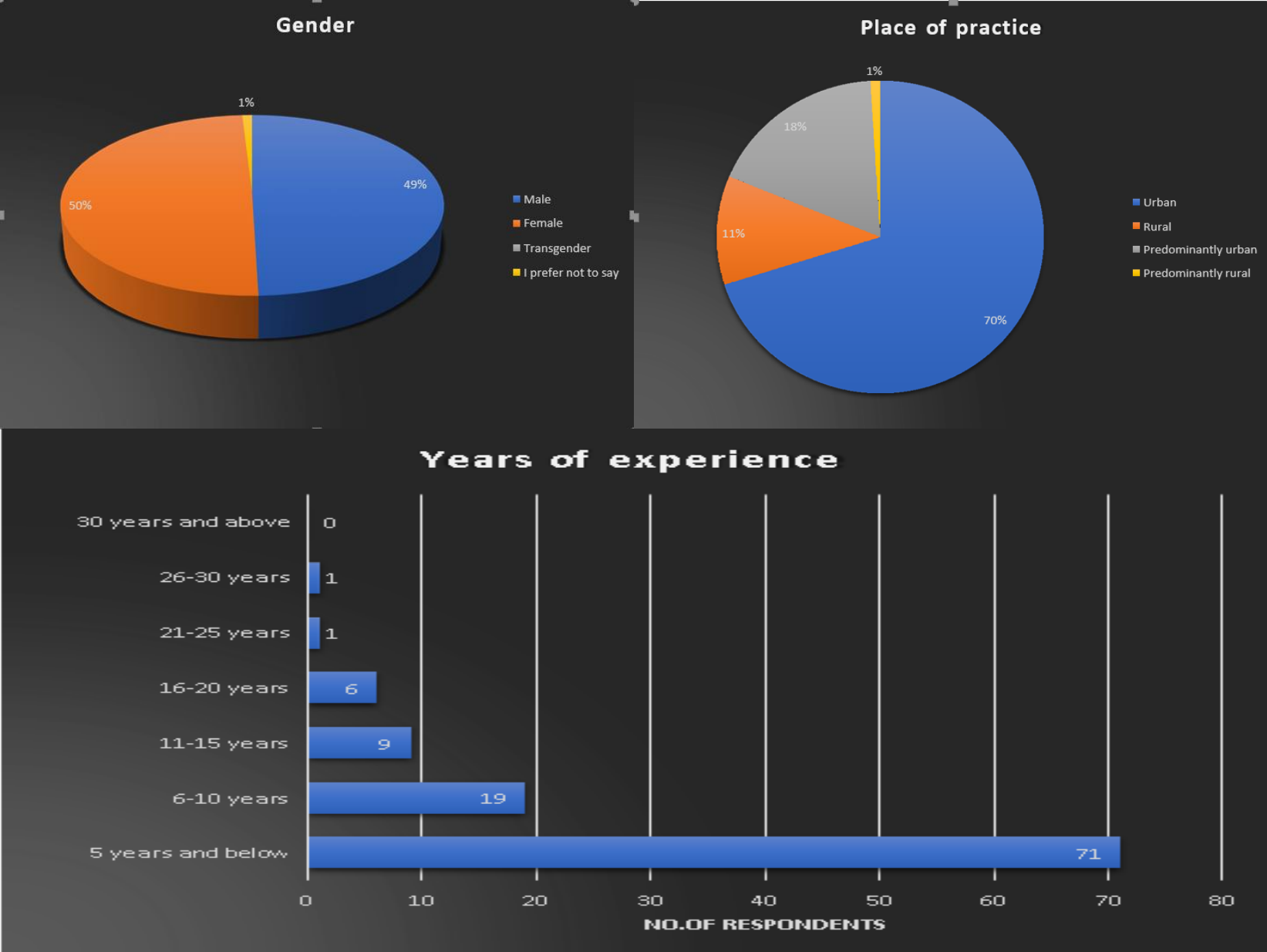
METHODOLOGY

- **Study instrument** – Questionnaire with 10 close ended questions and 1 open ended question. The questionnaire is attached in the Appendices session of this report.
- **Data collection tool** – Microsoft Forms
- **Administration of questionnaire-** Questionnaire was administered via electronic mail and WhatsApp.
- **Method of Analysis-** Study was analyzed using MS-Excel using simple and crosstabulations.
- **Ethical consideration** –The respondents were informed about the objectives and that the participation in the study is voluntary and that they can discontinue from the study at any point of time. The preamble also ensured that no questions will seek their direct personal identification, Confidentiality about the identity of respondents and data will be maintained.

RESULTS AND DISCUSSION



EQUAL GENDER PARTICIPATION AND RESPONDENTS MAJORLY PRACTICE IN URBAN AREAS AND HAVE EXPERIENCE OF LESS THAN 5 YEARS



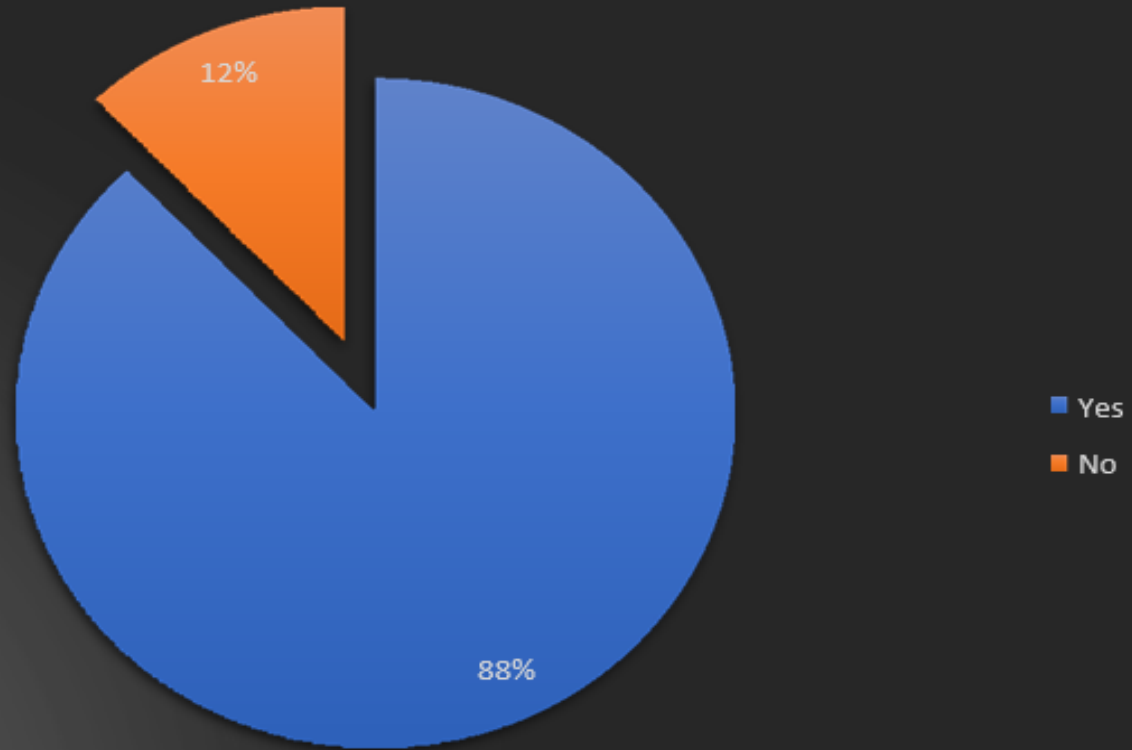
Do you get enough time to explain the Orthodontic treatment and the importance of adherence to the treatment regimen?

Urban female Dentists with experience of less than 5 years feel majorly that they do not get enough time to explain about the treatment to the patients.

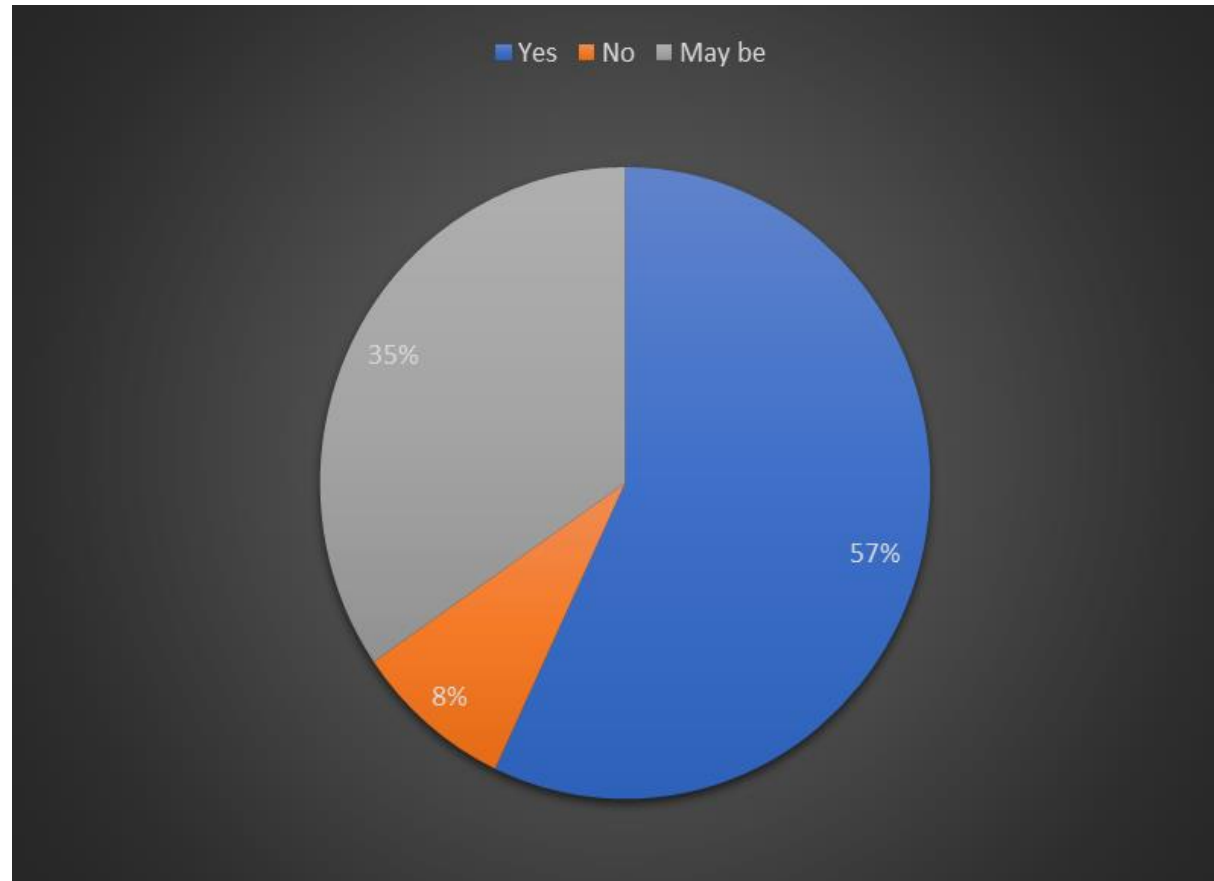
Do you think pharma companies can help you to overcome the issues as in the time and hand holding patients during the duration of the therapy?

While 62% of the respondents believe that pharmaceutical companies can help them to overcome the time related issues by handholding the patients, the urban Dentists have a 50-50 say about the same.

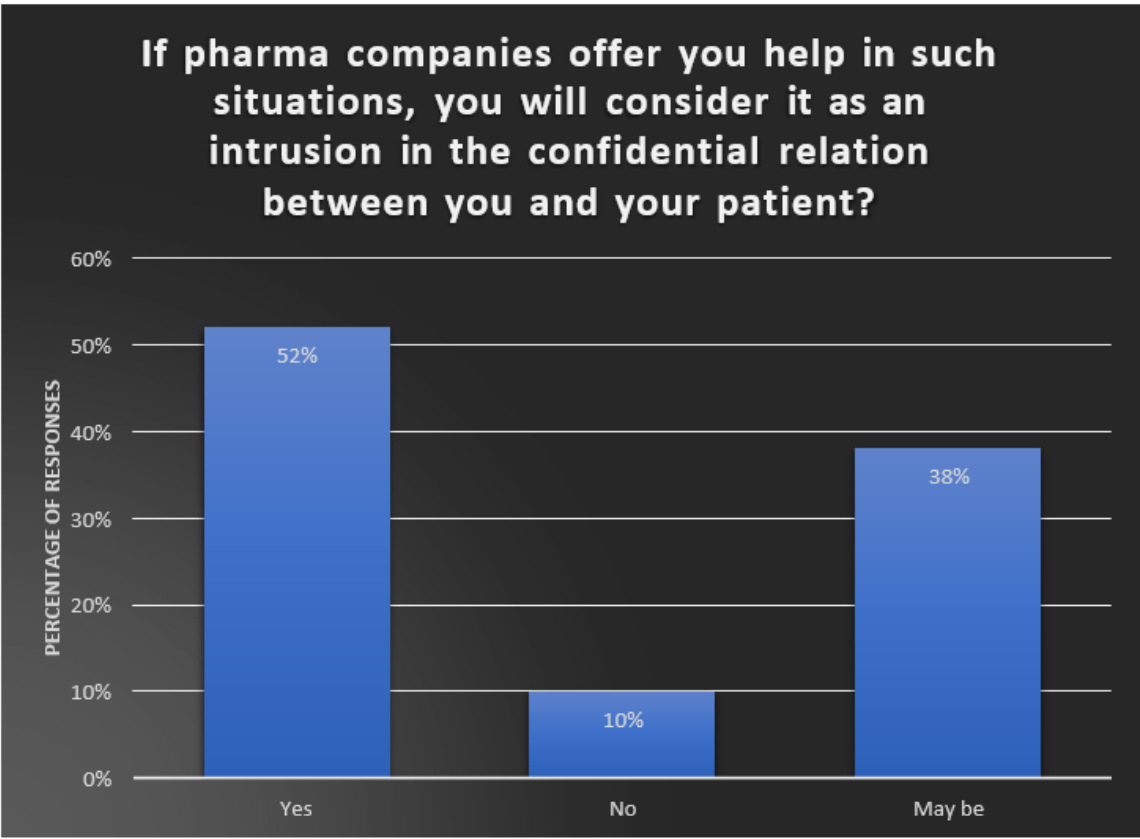
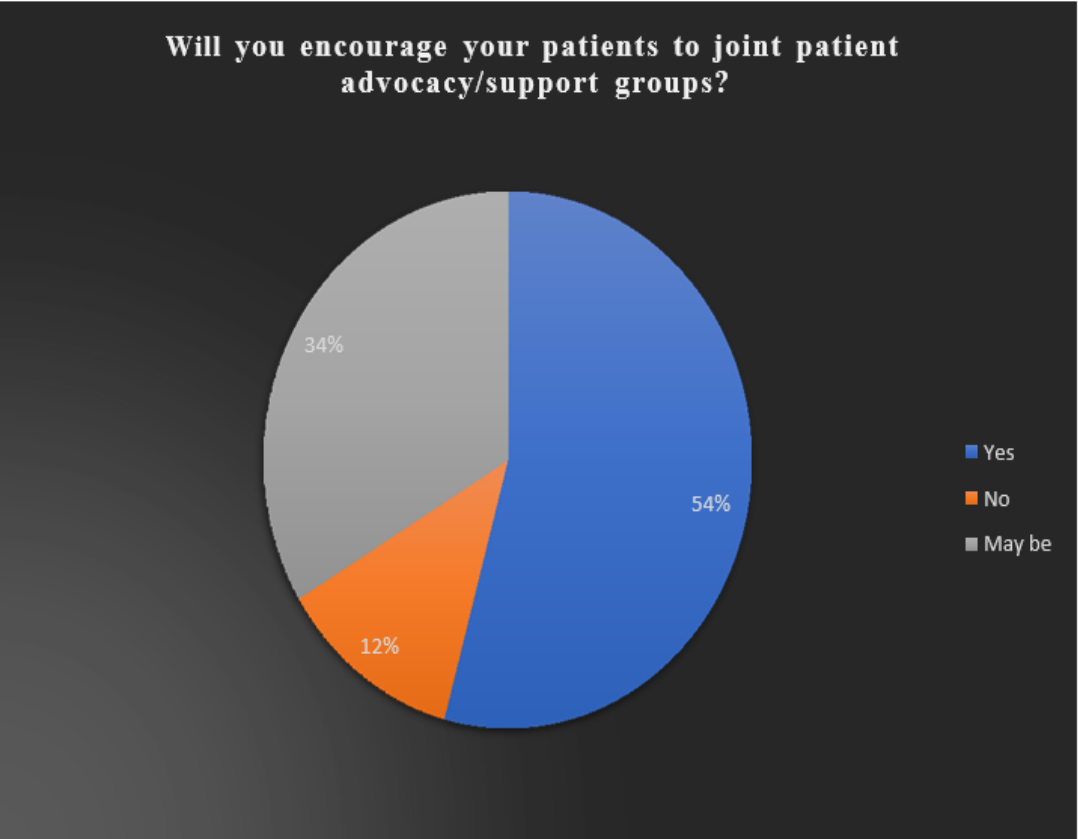
Do you think pharma companies need to have a patient centric approach in the marketing communication that they promote to you?



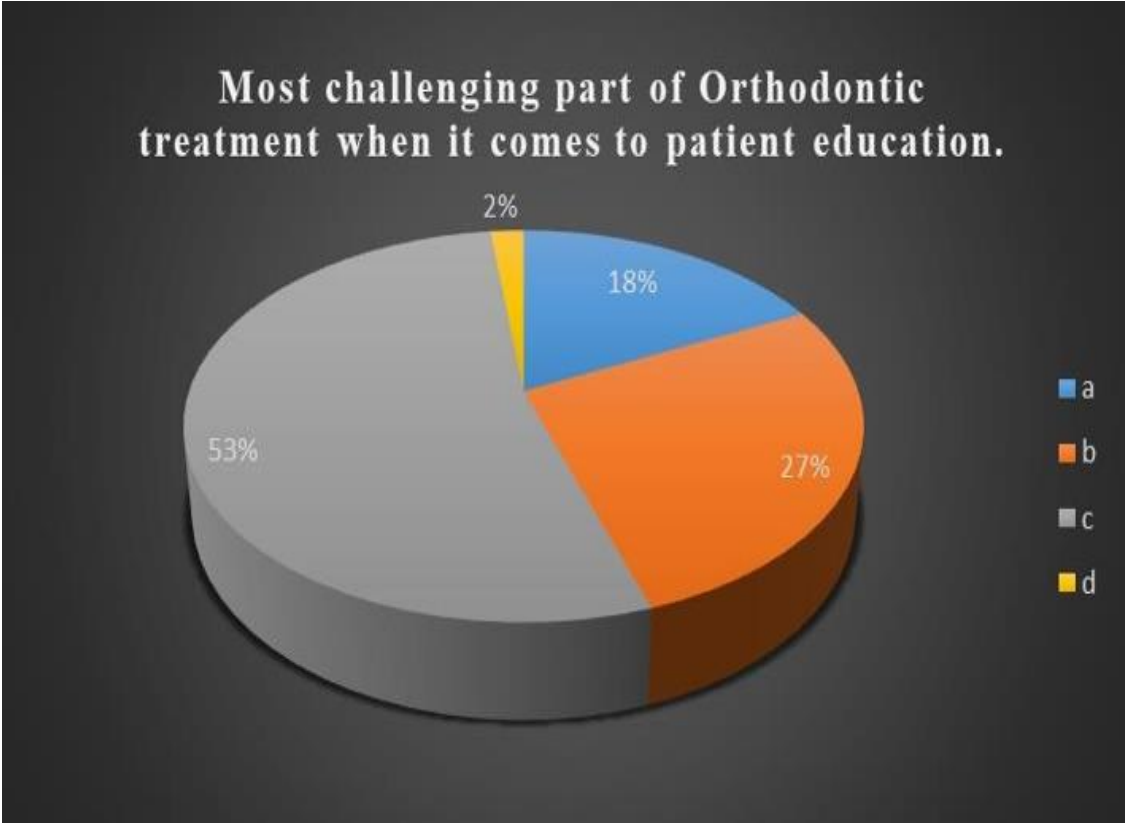
Do you think patient centricity by companies operating in orthodontic care, can increase the outcome of the Orthodontic treatment?



About 88% of the Dentists opted for Yes/May be for recommending their patients to join patient advocacy/support groups. Although, 52% of them felt that these approaches would intrude the relationship between them and their patients.



53% chose the option that stated ‘Education about proper oral hygiene practices while in treatment and the consequences when the same is not followed’ succeeded by the option ‘Adherence of treatment regimen’.



Options	Number of respondents
Explain in detail the treatment regimen (a)	19
Adherence to treatment regimen (b)	29
Education about proper oral hygiene practices while in treatment and the consequences when the same is not followed. (c)	57
Others (d)	2
Total	107

STRENGTHS OF THE STUDY



- While there are lot of researches happening around patient centric marketing in general health sector, this is one of the **very few studies** that talks about patient centric marketing in Dentistry, Orthodontics in particular.
- The respondents mix consists of **Orthodontists, clinic owning Dentists and junior Dentists** as all these people are important stakeholders as far as engagement of patients at different stages of the treatments are concerned.

LIMITATIONS OF THE STUDY



- Lack of **qualitative research** as an adjuvant to the conducted quantitative research.
- The respondents are majorly are having **experience of less than 5 years**.
- Lack of research with **in-depth separate research** with Junior dentists, clinic owning Dentists and Orthodontists.

- **Qualitative research with all the stakeholders** of patient centricity which can help companies to spot the problem and head towards patient centric practices in Orthodontics.
- **Secondary research in areas like patient centric marketing in general health sector and oral hygiene practices of patients** while in orthodontic treatment can help to leverage the strategy, execution and marketing the patient centric approaches by the companies operating in this space.
- **Pre and post patient centric intervention studies** should be carried in patients undergoing Orthodontic treatments, as this will encourage Dentists to appreciate, support and acknowledge the patient centric practices by pharmaceutical companies.

Recommendations



CONCLUSION

- WHY PATIENT CENTRICITY IN ORTHODONTICS??
- Young Dentists especially females claim to have no time to explain treatment regimen to patients.
- Majority of the dentists believe that the companies operating in the space can help to overcome these time related issues by handholding the patients and welcome the companies to use in their marketing communications.

CONCLUSION

While 88% of the dentists said that they will advise their patients to join the patient advocacy/ support groups, roughly a fair majority of dentists fear that these practices would intrude the relation between them and their patient.



Even when the patient centric approaches are welcomed by the dentists' community, it is equally important for the companies to alleviate the fear and gain the trust of the dentists, as they are the key stakeholders whose participation will largely contribute to the success of the patient centric practices.

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