



The Most Affecting Reasons in Patient's Decision in Selecting a Dental Clinic

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ABSTRACT

The reason of visiting private dental clinics is an important parameter in oral health care planning, which has rarely been studied in Saudi Arabia. The objectives of this study were to distinguish the reasons for visiting dental clinics, Discuss and describe the factors that will help in inducing the quality of the clinics, specify the patients needs and desires, Improve the dental care provider. A total sample of 333 patients from Riyadh city dental clinics are participated in questionnaires application. The analysis showed that the main reason for visiting the dental clinics is the quality of infection control and the cleaning of the clinics. In conclusion, the regression in visiting the private dental clinics from the population was found, because of neglecting the advertisement.

Introduction

During the huge developments in the kingdom of Saudi Arabia in all the specialties and increasing in population, the health care playing a major role to increase the community's health by serving the recent technology in the field to achieve a high quality health care. Our study well help us to know why the patient visiting the private dental clinic. Once you think about the question it seems to be that the reason is known. There are several factors affecting the visiting of the specific private dental clinic: social factors, geographic factors, economical factors and quality factors. The finding suggests that the infection control and clinic hygiene play a major role in the patient selection of the private clinic.

Materials and Methods

Randomized cross sectional descriptive study was conducted using questionnaire for data collection

and analysis. The questionnaire was consisting of 27 items. The questions was focusing in delay of government appointment, clinics closed to their house, receptionist communication skills, appearance of the clinic, treatment prices, name of the clinic, one of the family had treatment in this clinic, accompany of the family members, advertisement with SMS, TV, radio, internet, newspapers, hear about a special physician, quality of sterilization or cleanliness of the clinic, insurance coverage, prevention, pain, caries, orthodontic treatment, cosmetic, whitening, mouth odor, jaw clicking, gum bleeding, extraction, explore what new in dental field.

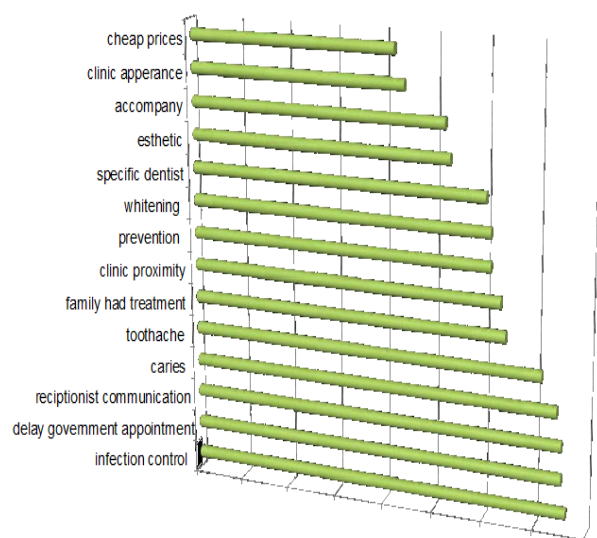
Result

333 out of the 500 patients responded by filling of the questionnaire. The majority of our samples are come to the private clinic because of the infection control regime (76%), while (75%) come to the

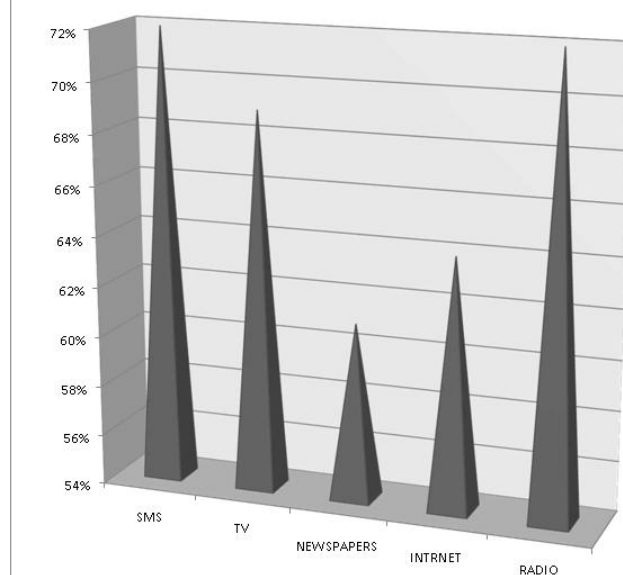
private clinic because of the delaying of the government dental clinic appointment and receptionist communication with the patient, (74%) came because they suffering of teeth decay, (71%) having a toothache, (63%) preferring the clinic close to their houses, (64%) one of their friend or family members had a treatment in that clinic, (61%) came for prevention and whitening, (60%) of the patient came to a specific dentist, (53%) of the patient are looking for esthetic procedures, (52%) came with their family during their appointment, (44%) visiting that clinic for the good appearance, (42%) are looking for the cheap prices (table 1). While the ignored factor from the clinic itself is: advertisement (table 2). While the ignored factors from the patients them self are: name of the clinic, TMJ clicking, bad breath, medical insurance, bleeding of the gums, orthodontic treatment, extraction, exploring what new in dental field (table 3).

Table 01

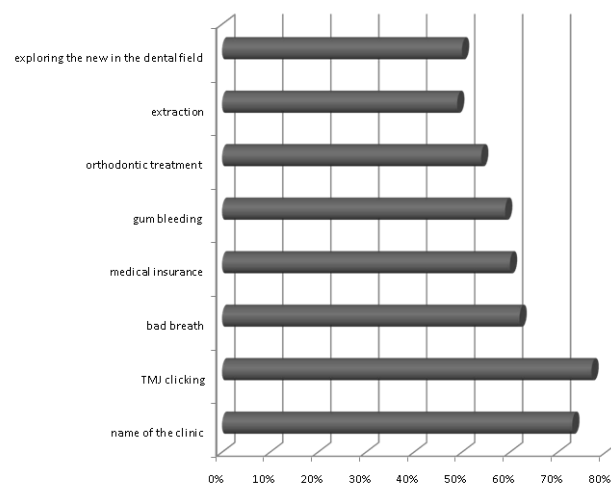
The most important factors affecting the visit of dental clinic

**Table 02**

Ignored factors from the clinic

**Table 03**

Ignored factors from the patient



Discussion

75.3% of the patients come to private clinics because they are suffering from a long waiting list for an appointment in governmental clinics that could be due to: Insufficient number of staff, insufficient clinics, Increase number of population. 63.3% of the patients come to private clinics near their houses to avoid the long ride to a further clinic. 75% of the patients suggested that nice

appearance of a receptionist will attract patients. 44.1% of the patients care about the outside and inside appearance as well as the environment for comfort reasons; it is necessary but not important. 41.7% of the patients care about cheaper prices of the treatment for Example: (they didn't differentiate between precious and non- precious crowns). 72.9% of the patients don't care about the name of the clinic because it is not attractive issue to the patient. 63.9% of the patients come to specific private clinics (mouth to mouth reputation). 51.9% of the patients want to get treated at the same time that their families are treated. 72.3% of patients don't go to the private clinic because they received SMS messages about the clinic which we suspect the reverse which could be due to: Improper use of SMS advertisement by the clinics, the clinic doesn't use this kind of advertisement. 59.7% of the patient go to the private clinic because a well-known dentist treat there (mouth to mouth reputation). 75.9% of the patients believe that infectious of diseases increase their possibility of being affected so they choose a clinic which care about infection control. 64.2% of the patients don't go to the clinic which is advertised by the internet. 68.7% of the patients don't go to the clinics because it is advertised by TV. 72.3% of the patients don't go to the clinics which are advertised by radio could be due to: High cost, improper use of this kind of advertisement by the clinic. 62.2% of the patients don't go to the clinics which are advertised by newspaper. 60% of the patient doesn't go to the clinics could be due to: There is no contract between the clinic and the insurance company, Lack of the patient who has dental insurance. 60.9% of the patient go to the clinics for prevention. 70.8% of the patient goes to clinics because they are suffering from pain. 74.1% of the patients go to the clinics to treat carious teeth. % of the patients don't go to the private clinic for the ortho treatment. 53.4% of the patients go to the private clinic for esthetic reason. 60.6% of the patients go to the private clinic for whitening their teeth. 62.1% of the patients don't go to private

clinics to treat halitosis could be due to: Lack of information, they don't know who is responsible to treat this kind of bad odor

Conclusion

According to our study, we have found that most of the patients go to the private clinics because:

1. Infection control.
2. Long time waiting for an appointment in government clinics.
3. Nice receptionists' service.
4. Caries teeth.

In the contrary the unusual name of the clinic , SMS message ,internet ,radio and newspaper advertisement doesn't affect the flow of the patient also the patient who suffering of TMD are few

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