

Encouraging dental treatment acceptance through videos

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When asking your patient about their flossing habits, it is likely that they are not telling the entire truth: according to the American Academy of Periodontology, [27 percent of U.S. adults](#) are not being entirely honest with their dentists when it comes to flossing - 36 percent even say they would rather choose some other unpleasant activity over oral health care. Flossing is unfortunately just the tip of the iceberg, as gaining patient trust and compliance with recommended treatment plans continues to be one of the biggest uphill battles of dental professionals.

CEREC Academy, an online dental education platform for restoration, orthodontics and implantology, conducted an extensive survey on how dental professionals could improve their patients' treatment acceptance rates. Only one third rejected their dentist's advice due to lack of money or resources, whereas the majority of respondents gave reasons such as insufficient communication, unclear added value of treatment and distrust towards clinicians in general - an unfortunate statistic from a 2014 Harvard study reveals that 42 percent of U.S. citizens believe that their doctor cannot be trusted. As public's perception of the commercialization of medicine has led to suspicions regarding any proposed additional dentistry, it is now more important than ever to recognize the windows of opportunity to inform and build trust.

Quelling the patients' suspicions and regaining their respect is a complex, society-level challenge, but thankfully there are actions every dental professional can take to tackle the issue. According to the CEREC Academy survey, video is by far the most efficient tool to encourage patients to accept their treatment recommendations. Of all surveyed patients only 9 percent had received their treatment plans in a video, but of those who did, 91 percent reported it having affected positively to their decision to follow the plan. However, not just any kind of video will do.



Patient expectations for treatment plan videos

- **Length:** In our time of information overload, videos need to be digestible. As per CEREC Academy's survey, 30-60 seconds is optimal.
- **Language:** Approachable, simple and relatable, without sounding condescending.
- **Information:** Relevant and personalized. With any excess information you will lose patient's focus.
- **Look and feel:** Realistic representation helps the patient to engage with the video. Real life footage delivers a strong impact, although some details that might be considered scary or unpleasant may be omitted.

Futudent is the global pioneer of personal treatment videos: its camera technology allows dental practitioners to take high definition procedure footage without interruptions. With our new MyDentalbook you can offer each patient a free, personal treatment account, create a digital archive with personal videos and help patients to keep track of their oral health and at home dental care. All videos and image are stored on a secure, password-protected cloud server, and are available on computer or any mobile device 24/7.

Videos are the future of dentistry; how about visiting our [MyDentalbook](#) to find out more?

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*"I use the camera
all day,
every day,
with every patient."*

- Dr. Wayne Hollar