

6th Annual Congress on

DENTISTRY AND DENTAL MEDICINE

November 22-23, 2018 Bucharest, Romania

How to motivate orthodontic patients to recommend us?

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The success of orthodontic treatment depends on both the correct clinical assessment and a number of social factors. The most significant among them are the health motivation of the patient, the family health culture and the social attitudes towards a positive result of the treatment. The aim of the study was to identify what is the motivation of patients to recommend orthodontist among their friends. It was hypothesized that there would be significant correlations among treatment-outcome satisfaction, motivation, and expectations.

Materials and methods: A sample of 259 patients who received orthodontic treatment completed a questionnaire. The average age of children is 12.56 ± 3.14 years, respectively 12.38 ± 3.22 for boys and 12.69 ± 3.07 for girls, $P > 0.05$. The questionnaire includes four basic tools in conducting an orthodontic study: (A) Functional Limitations (FL); (B) Oral Symptoms (OS); (C) Emotional Well-being (EW); (D) Social Wellbeing (SW).

Results: The age of 9-12 year olds is the most sympathetic and closest to the dentists effort group, $P = 0.01$ ($\chi^2 = 8.38$). There is a statistically significant difference in the attitudes of children from different age groups - $P = 0.015$, $\chi^2 = 8.38$ and understanding to shared responsibility for oral health protection $P = 0.12$, $\chi^2 = 5.77$, $df = 3$. Children show high awareness and desire to protect their personal health.

Conclusions: There are many different factors that would determine the dentist-patient relationships as excellent. The emotional investment in a long-term and quality service requires a lot of patience and empathy from the dentist, educational approach but not only to the children, also to the parents, treatment without push, etc. Additional factors are relaxed and friendly atmosphere; respect the personality of the patient, an attempt to escape from the clinical setting through game moments and conversations. More important than talking, however, is the ability of the dentist to hear what the patient says and avoid the paternalistic pattern of behavior.

Biography

Peeva was born in Plovdiv, Bulgaria in 1971. She graduated Medical University of Plovdiv in 1994 with Master degree of Dentistry. The title of PhD thesis is "Awareness and motivation for orthodontic treatment of children from Plovdiv", which is successfully defended at 2015. Specializations: 2008 Social Medicine and Health Management (Sofia); 2010 Uludag University Bursa, Turkey; 2012 University Studi di Genova, Italy; 2014 American Austrian Foundation, Open Medical Institute of Austria, Salzburg; 2017 Fundacion Universitaria de Ciencias de la Salud (FUCS), Bogota, Colombia; 2018 EADPH, Spain. Scientific Interests: Orthodontics, Public health, Prevention and prophylaxis of oral health, e-health, Health Management, European health law and policies, etc. Textbook: Peeva Yu. Awareness and motivation for orthodontic treatment through the eyes of orthodontists, children and parents. Sofia: Leading technologies in dentistry' company, (2017). 260 p. ISBN 978-954-90363-8-1.

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