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Time's arrow in the treatment of oral and systemic disease

What does research into patient behavior and home oral care products teach us about the role of time and timing in patient treatment protocols? Drawing on product development research and consumer research, Dr. Ratcliff examines the intersection between dental treatment and prevention protocols, patient home oral care practices, and the selection of chemotherapeutic agents in therapy and prevention, challenging conventions in patient treatment protocols and home oral care. The influence of commercial advertising on patient expectations and professional practices are also discussed, as well as the role of the dental professional in improving patient outcomes. The implications and findings of research and theory for patient treatment protocols for oral disease, patient education, and home oral care practices are presented.

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