

10 KEYS

TO UNLOCKING PATIENTS' GOOD ORAL HEALTH BEHAVIOUR



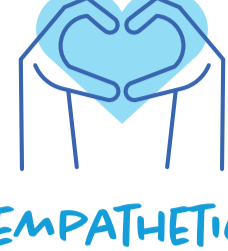
1. MESSENGER

You, as a dentist or dental hygienist, can act as the **messenger**.

Be credible, empathetic, and trustworthy to **ESTABLISH EFFECTIVE COMMUNICATION**.



CREDIBLE



EMPATHETIC



EFFECTIVE COMMUNICATION

2. ENVIRONMENT

Create a **WELCOMING AND NON-JUDGMENTAL** environment.

Actively listen to your patient's concerns. A collaborative approach empowers them.



UNDERSTANDING PATIENTS

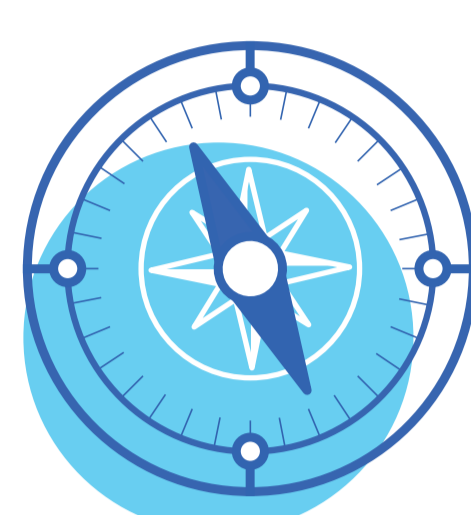


EXPLORE THEIR KNOWLEDGE



COLLABORATIVE APPROACH

3. GUIDANCE

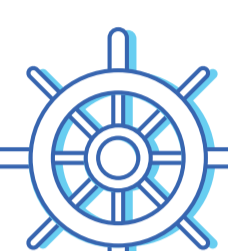


Use **defaults** to nudge patients to **REMAIN IN THE RIGHT DIRECTION**.

For instance, recommend regular preventive measures and visits to oral health providers.



REGULAR PREVENTIVE MEASURES



RIGHT DIRECTION

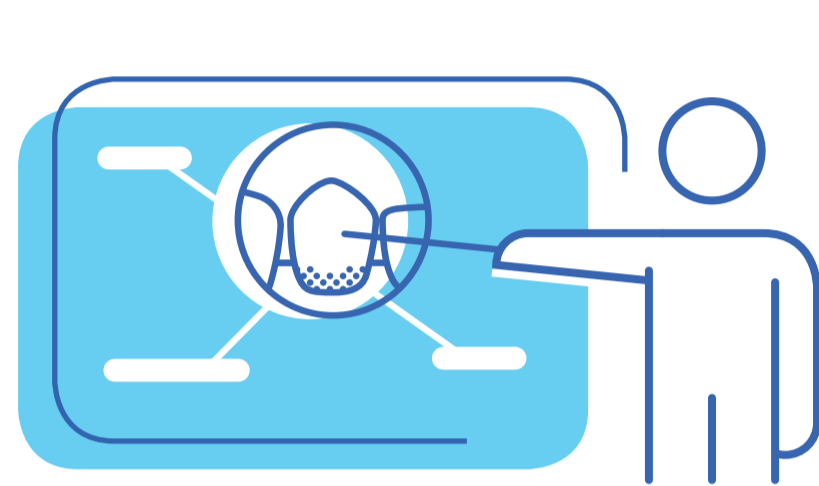


VISITS TO AN ORAL HEALTH PROVIDER

4. EMPHASIZE

Make prevention and treatment of gum problems more **salient** by using visuals, demonstrations, and clear, easy-to-understand explanations.

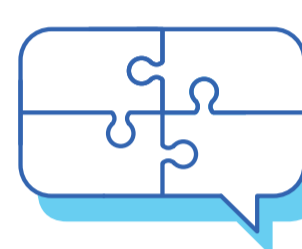
SHOW YOUR PATIENTS WHAT GUM PROBLEMS LOOK LIKE AND HOW THEY CAN PROGRESS.



VISUALS



DEMONSTRATIONS



EASY & CLEAR EXPLANATIONS

5. MOTIVATION



Motivate your patients **WITH INFORMATION THAT PREPARES** them for discussions about gum problem prevention.

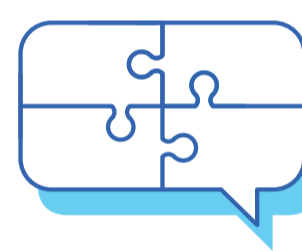
Share educational materials, videos, or success stories from other patients who have successfully prevented gum problems.



EDUCATIONAL MATERIALS



VIDEOS



SUCCESS STORIES

6. APPEAL

Appeal to **A PATIENT'S EMOTIONS** by highlighting the discomfort, irritation and possible bad breath caused by gum problems and the inconvenience of their treatments, compared to prevention.

Also, **EMPHASIZE THE RELIEF AND SATISFACTION THAT COME WITH A HEALTHY SMILE.**



PATIENT'S EMOTIONS



DISCOMFORT



RELIEF & SATISFACTION

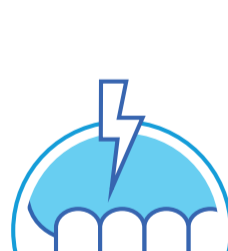
7. NORMS

Leverage social **norms** to **INFLUENCE PATIENT BEHAVIOUR**.

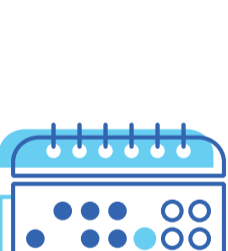
For example, you can mention the prevalence of gum problems in your patient's age group and stress the importance of a healthy life style.



PATIENT BEHAVIOUR



GUM PROBLEMS



REGULAR CHECK-UPS

8. COMMITMENT

Encourage patients to **commit** to preventive measures and treatment plans.

Have your patients verbally, or in writing confirm their **COMMITMENT** and **SET SPECIFIC GOALS**.



VERBALLY



IN WRITING



SET SPECIFIC GOALS

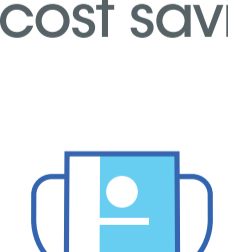
9. INCENTIVES

Provide your patients with **incentives** to **MOTIVATE THEM** to follow preventive measures and treatment plans.

These incentives could include, verbal praise, rewards and lead to future cost savings.



COST SAVINGS



REWARDS

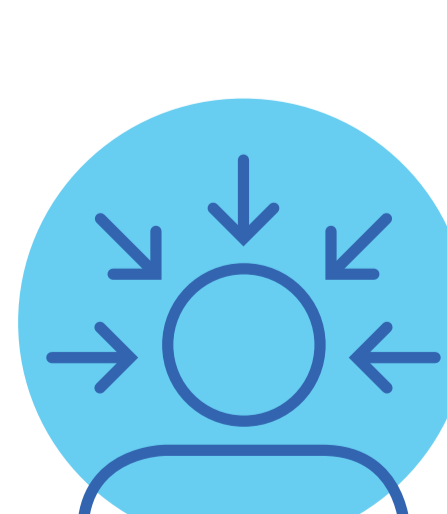


VERBAL PRAISE

10. SELF-ESTEEM

Appeal to patients' **self-esteem**.

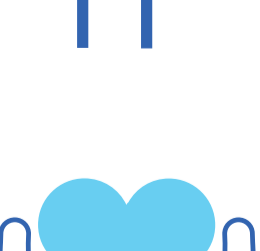
Explain to your patients how maintaining good oral hygiene and preventing gum problems can **BOOST THEIR SELF-CONFIDENCE** and overall **WELL-BEING**.



SELF-CONFIDENCE



HEALTHY SMILE



WELL-BEING

