

# Dental Arts of Saugus

## Improving patient satisfaction using a survey

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#### Introduction

- Utilization of a patient satisfaction survey allows dental practices to gather information about what matters most to their patients.
- Practices can use the information provided by the patients to identify and address areas of improvement.
- When practices care about their patients' opinions on how they can improve the care they provide, they are more likely to acquire more patients and increase patient retention.

#### Importance of patient-centered care in dentistry

Dentistry that prioritizes the patient's general health, well-being, comfort, and happiness will result in a positive dental office visit and a trustworthy doctor-patient relationship. Individual choices and needs are prioritized in this kind of care, with each patient treated with care and consideration for their preferences or concerns.

#### Objectives

- To improve patient satisfaction and meet patients' expectations on delivering the best care.
- To facilitate the practice gathering data over time analyzing areas of improvement and strengths.
- To address issues on what's causing dissatisfaction.

#### Mission

The mission of Dental Arts of Saugus is to work as a team to give patients of all ages the best dental treatment possible, treating them as we would treat members of our own family. Our purpose is to treat patients with patience and kindness, providing high-quality dental care and patient education to the entire family.

The survey questions helped in determining the aspects we lacked that were most essential to us as a team.

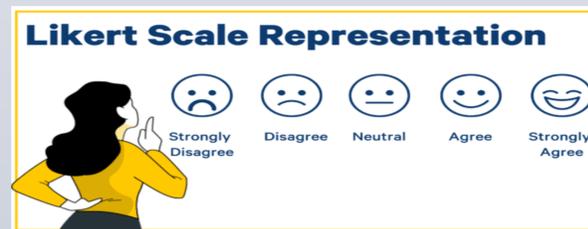
#### Methods

- Find the right survey tool that is reliable, easy to use and cost-efficient.
- Determine survey questions that are clear and precise so all patients can answer the questions accurately.
- Send the survey through text or email if preferred after the patient's visit.
- Review and analyze the responses.
- Thank the patient for their feedback by sending a follow-up email.

#### Survey

After consideration, I decided that using a satisfaction scale would be most useful in eliciting patients' input through specific questions.

The scale measures from 1 to 5. One will mean they strongly disagree and 5 will mean they strongly agree. At the end of the survey, patients will be asked to rate their overall experience, and have a place to comment on any additional feedback.

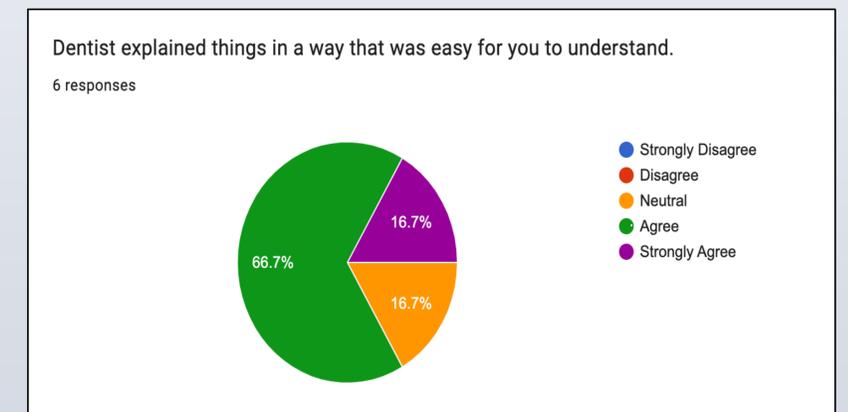


Questions that were used:

- The dentist explained things in a way that was easy for you to understand.
- The dentist or dental staff did everything they could to make you feel comfortable as possible during your dental work.
- Your treatment plan was clearly explained.
- It was easy to schedule an appointment.
- You were greeted in a friendly manner.
- Your provider was sensitive to your concerns.
- Your dental concerns were adequately addressed.
- You would return to our practice in the future.
- You are likely to refer a friend or family member to our practice.

#### Results

Overall, participants who took the survey had provided us with positive feedback and ratings. One exception was question number which received mixed responses. According to some patients, the dentist could have made the explanations simpler. We expected that some things could be more difficult to understand for some because there are many families who come to the practice from diverse ethnic backgrounds where English is not their primary language.



In response to the survey, the dentist will try to keep in mind how patients feel and make sure he explain things in a different manner with the intention of patients having better comprehension of the procedures. Dental Arts of Saugus will continue sending surveys to the patients to see if there will be any improvements.

#### References

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