

The Ohio Dental “Specialist” Survey

Saperstein Associates, Inc. | May 2018

Methodology

- **Telephone interviews were conducted with 812 Ohio residents, 18 or older, selected at random.**
- **Collectively, the interviews focused on four areas of dentistry: dental implants, orthodontia, TMJ disorders, and oral surgery.**
- **Each resident was queried on two of the areas, assigned randomly, using the following guide:**

dental implants, then orthodontia (n = 66)
dental implants, then TMJ disorders (n = 63)
dental implants, then oral surgery (n = 70)
orthodontia, then dental implants (n = 69)
orthodontia, then TMJ disorders (n = 75)
orthodontia, then oral surgery (n = 60)
TMJ disorders, then dental implants (n = 66)
TMJ disorders, then orthodontia (n = 66)
TMJ disorders, then oral surgery (n = 67)
oral surgery, then dental implants (n = 75)
oral surgery, then orthodontia (n = 71)
oral surgery, then TMJ disorders (n = 64)

- **The guide netted for each area at least 400 interviews:**

Dental implants:	n = 410
Orthodontia:	n = 408
TMJ disorders:	n = 400
Oral surgery:	n = 407

- **The interviews were conducted with adults on cell phones (95%) and landlines (5%).**
- **The Margin of Error, or MoE, for a random sample of 812 interviews is ± 3.4 percentage points at the 95 percent level of confidence. The comparable figure for a random sample of 400 interviews is ± 4.9 percentage points.**
- **The data were weighted to more accurately reflect known population parameters.**

The survey respondents represent Ohio's adult population on several dimensions, including gender, age, race, education, and housing.

	Actual*	Sample
Gender		
Male	48%	49%
Female	52%	51%
Age		
18 to 24	12%	11%
25 to 34	16%	14%
35 to 44	16%	15%
45 to 54	18%	21%
55 to 64	18%	18%
65 or older	20%	21%

	Actual*	Sample
Race		
Black	12%	10%
White	82%	84%
Other	6%	6%
Education		
< Bachelor's	75%	71%
Bachelor's ≥	25%	29%
Housing		
Own	66%	67%
Rent	34%	32%

*Sources: 2012-2016 American Community Survey 5-Year Estimates and 2010 Census Summary File 1

The Questions

- **As I mentioned, this survey is about the dental profession here in Ohio. So, first, have you, yourself, been to a dentist, for any reason, during the past two years?**
 - Yes
 - No
 - Don't know / Not sure
- **Was that a general dentist, a specialist, or have you been to both?**
 - General dentist only
 - Specialist only
 - Both
 - Don't know / Not sure
- **And, specifically, what kind of specialist was that? (open-ended)**

- **If a dentist in your community advertised as a specialist in _____,* would you be inclined to think that he or she had completed an accredited residency program in _____,* in addition to dental school, or not?**
 - Yes
 - No
 - Don't know / Not sure

- **If a dentist in your community advertised as a specialist in _____,* would you be inclined to think that he or she was more qualified, less qualified, or just as qualified as a general dentist who does _____?***
 - More qualified
 - Less qualified
 - Just as qualified
 - Don't know / Not sure

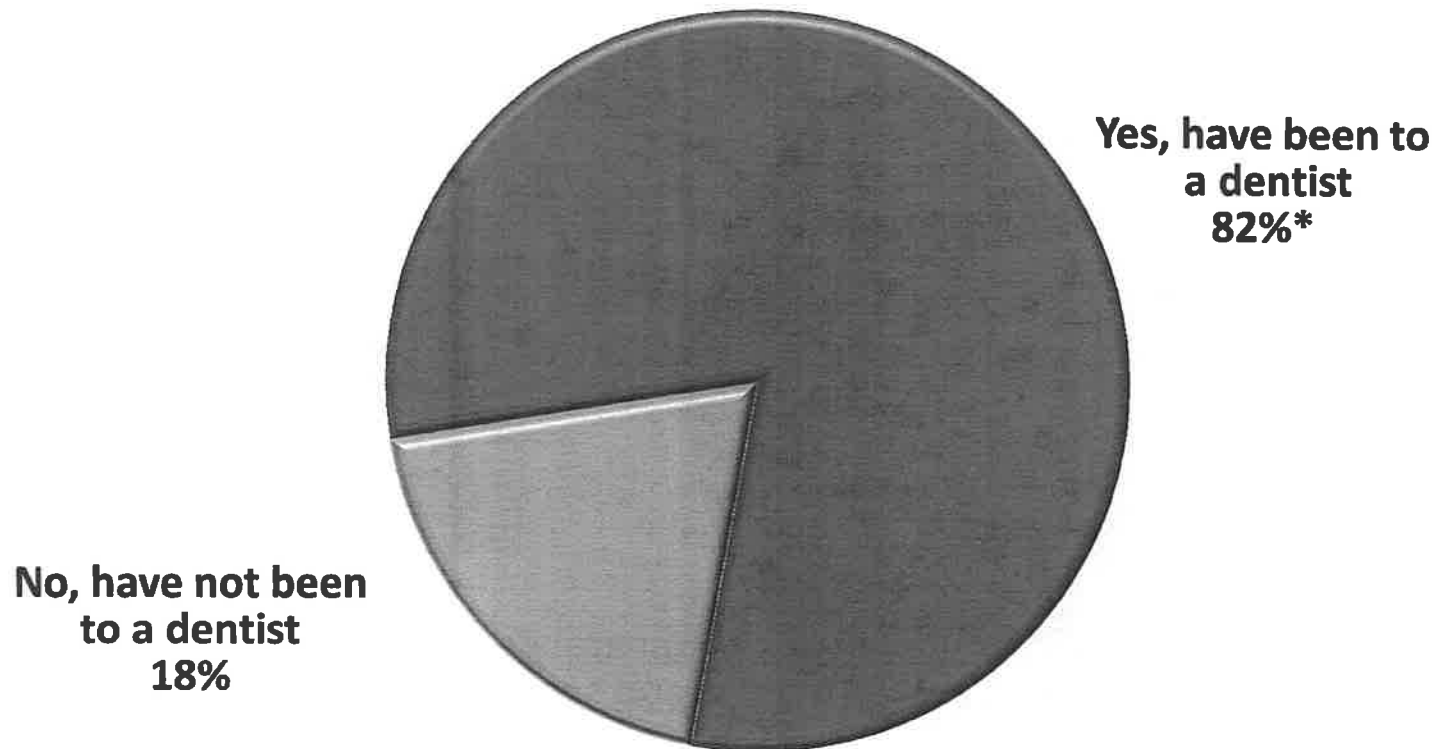
*dental implants, orthodontia, TMJ disorders, oral surgery

- **If you learned that a dentist in your community who advertised as a specialist in _____* had not completed an accredited residency program in _____,* would you be more likely or less likely to choose that dentist, or wouldn't that make a difference?**
 - More likely
 - Less likely
 - No difference
 - Don't know / Not sure

*dental implants, orthodontia, TMJ disorders, oral surgery

Summary of Findings

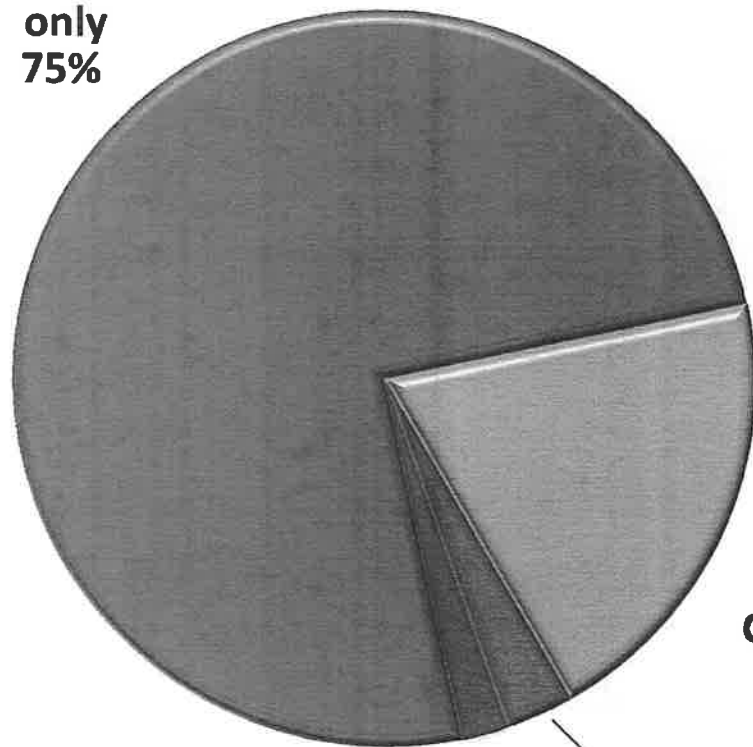
“... have you, yourself, been to a dentist, for any reason, during the past two years?”



***The Kaiser Family Foundation reports that in 2016, 68% of Ohio adults had been to a dentist or dental clinic within the past one year.**

“Was that a general dentist, a specialist, or have you been to both?”

**General dentist
only
75%**



**General dentist
and specialist
20%**

**Specialist
only
3%**

**Don't know /
Not sure
2%**

- Most Common
“Specialists” Mentioned**
- Oral surgeon
 - Endodontist (“root canal”)
 - Orthodontist
 - Periodontist (“gums”)
 - “Implantologist”
 - Prosthodontist (“crown”)

		Dental Implants (n=410)	Orthodontia (n=408)	TMJ Disorders (n=400)	Oral Surgery (n=407)
If a dentist in your community advertised as a specialist in _____, would you be inclined to think that he or she had completed an accredited residency program in _____, in addition to dental school, or not?	Yes No DK	78% 14% 8%	88% 8% 4%	73% 15% 12%	90% 5% 5%
If a dentist in your community advertised as a specialist in _____, would you be inclined to think that he or she was more qualified , less qualified, or just as qualified as a general dentist who does _____?	More Less Just as DK	68% 5% 23% 4%	70% 6% 21% 3%	65% 4% 26% 5%	68% 5% 24% 3%
If you learned that a dentist in your community who advertised as a specialist in _____ had not completed an accredited residency program in _____, would you be more likely or less likely to choose that dentist, or wouldn't that make a difference?	More Less No dif DK	5% 79% 15% 1%	5% 81% 13% 1%	5% 70% 23% 2%	5% 79% 15% 1%