

Economic Outlook and Emerging Issues in Dentistry

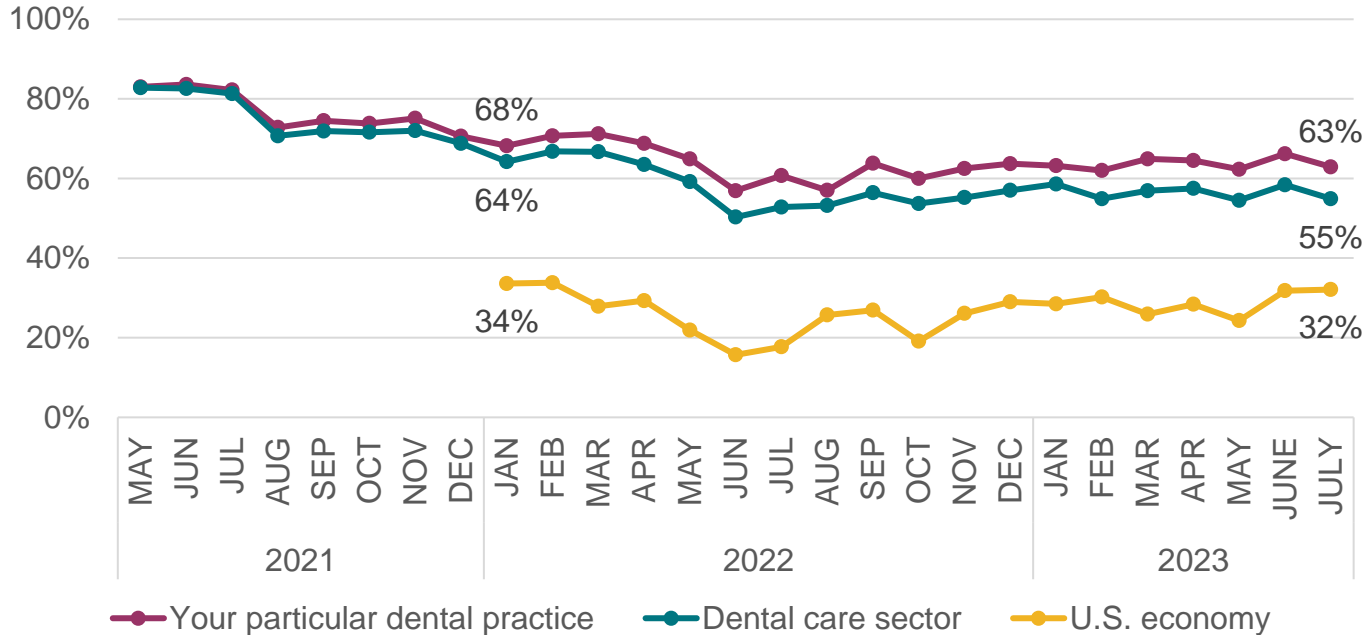
Insights from Data from July 2023

Emerging Issues Polling

- Measuring the ongoing impact of the COVID-19 pandemic and other emerging issues in dentistry
- Over 3,000 have opted to participate to date. 955 participated in July 2023.
- Data was collected July 17-23, 2023
- Core measures: economic outlook, fullness of practice schedule, schedule barriers, recruitment needs and challenges
- New this month: dentists offering in-office dental plans
- Complete reports with breakdowns available at [ADA.org/HPI](https://ada.org/HPI)

Confidence in the Economy

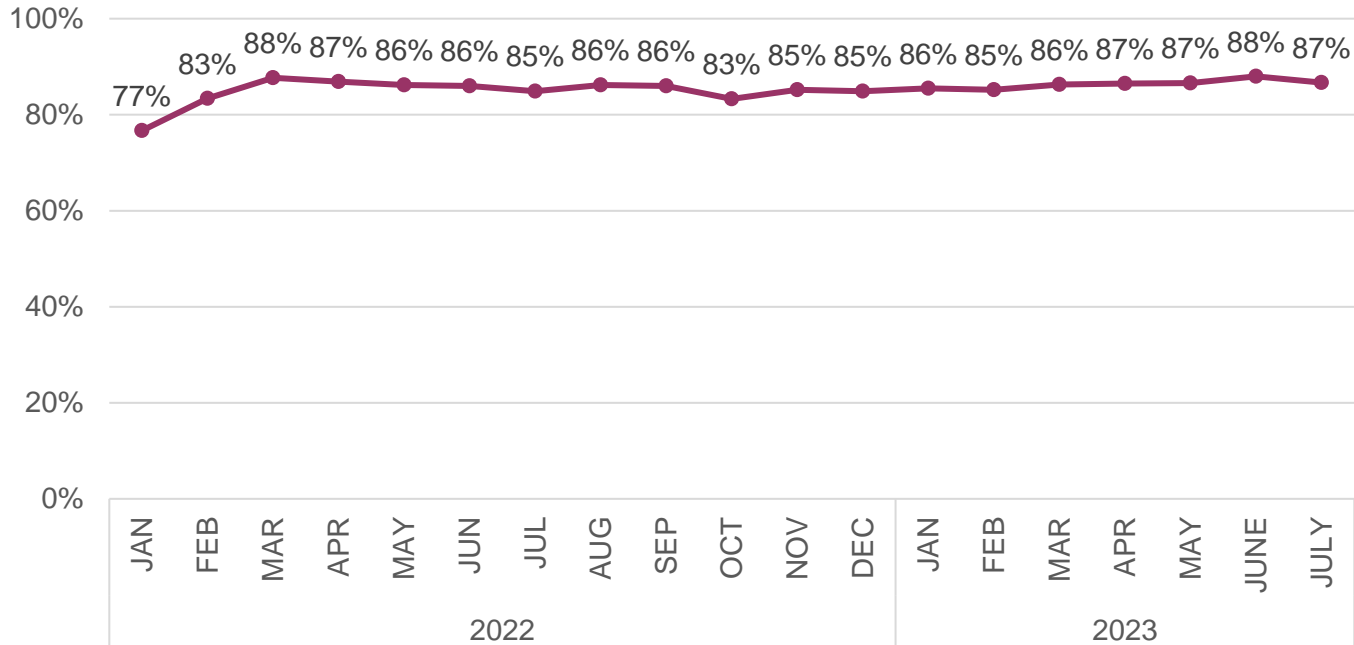
Looking ahead to the next six months, how confident are you in the recovery of the following?
 (Percentages indicating “very” or “somewhat” confident.)



Dentists’ confidence in their dental practice and the dental care sector declined slightly in July 2023. Confidence levels remain below a high point in 2021.

Busyness

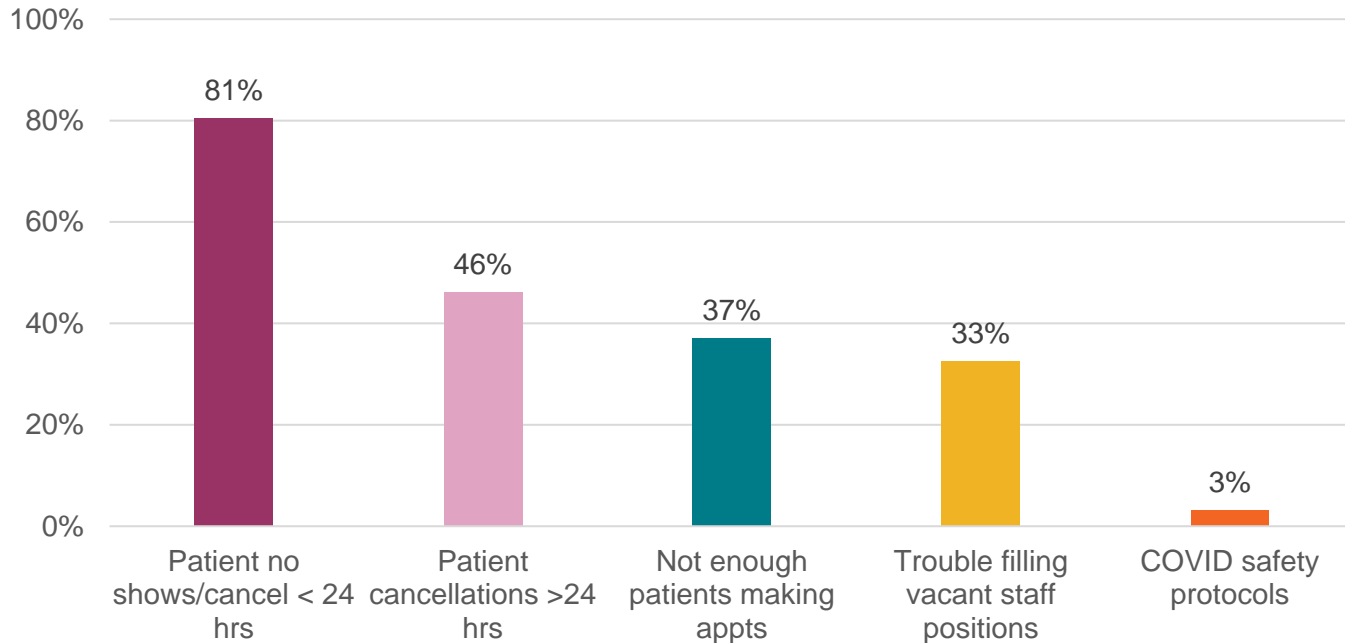
How full was your dental practice's appointment schedule last week?



Dentists' appointment schedules were 87% full in July 2023, a figure that has been steady throughout the year.

Barriers to Reaching Full Capacity

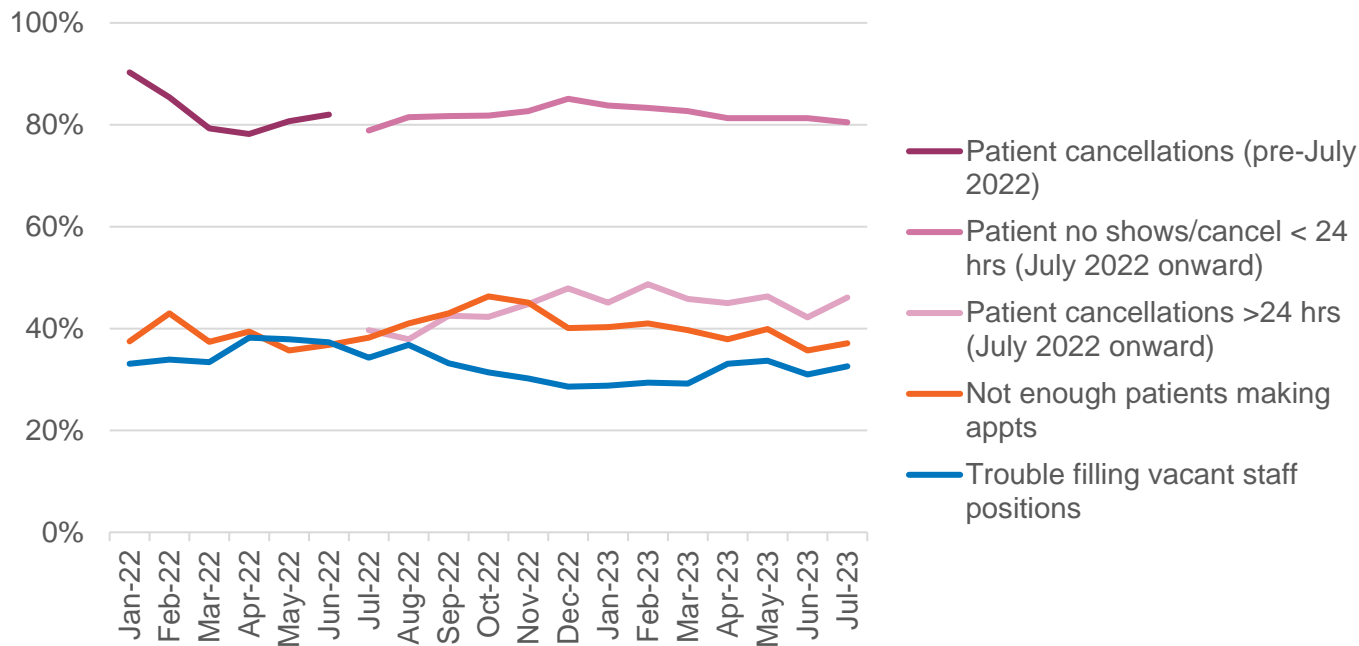
Which of the following factors prevented your dental practice's appointment schedule from reaching 100% last week? (Select all that apply.)



Patient no-shows and late cancellations remained the most common factor for unfilled practice schedules in July 2023.

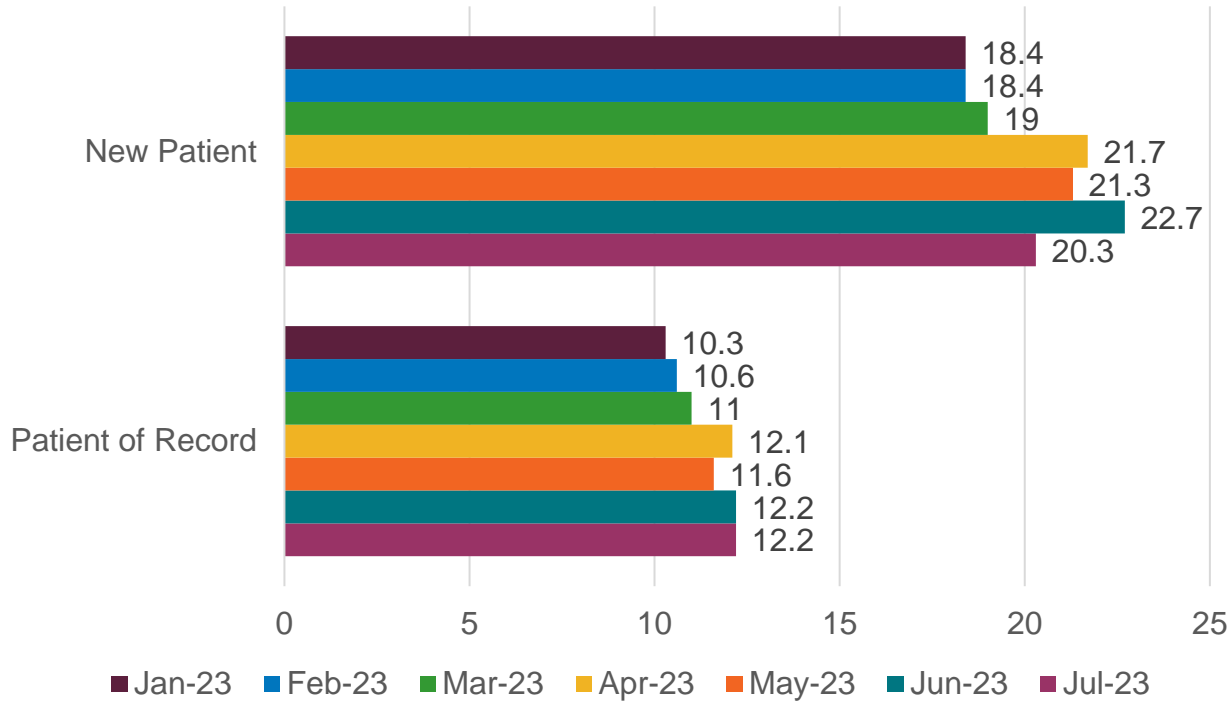
Barriers to Reaching Full Capacity

Which of the following factors prevented your dental practice's appointment schedule from reaching 100% last week? (Select all that apply.)



Short-notice cancellation was selected by about 8 in 10 dentists as a reason why their practice schedules are not full.

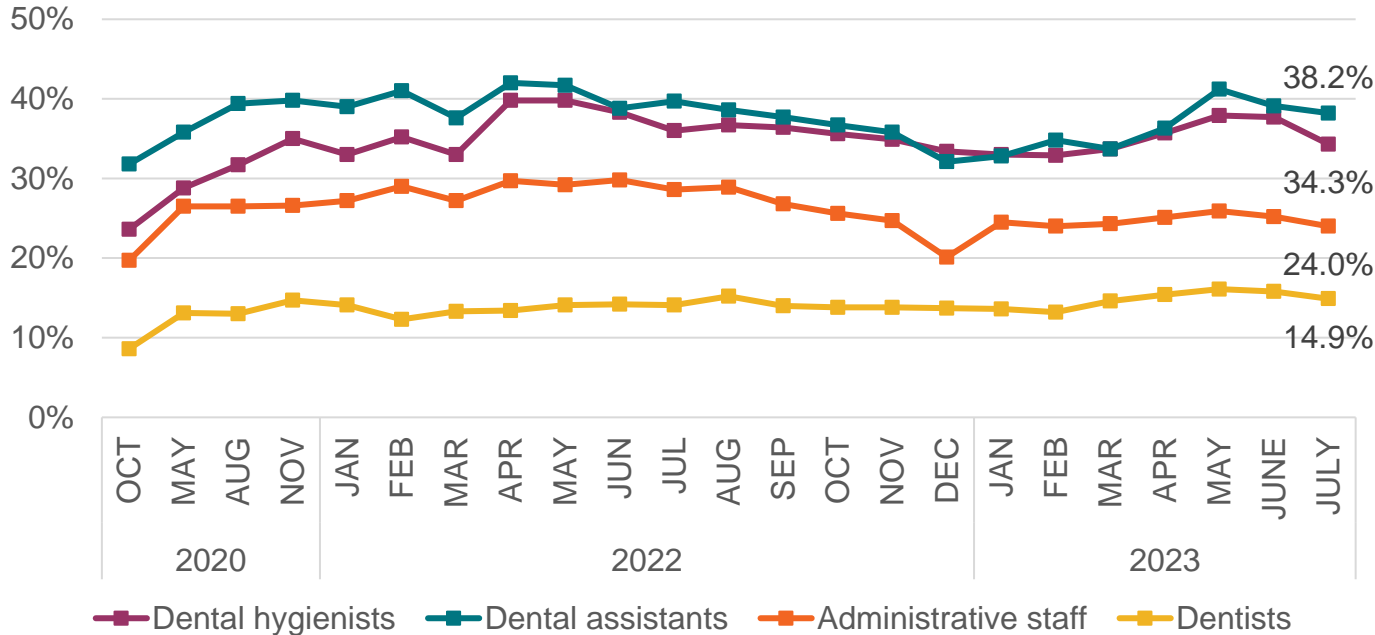
Average Wait Times



In July 2023, average appointment wait times for new patients went down slightly compared to June 2023 while remaining stable for patients of record..

Dental Team Recruitment

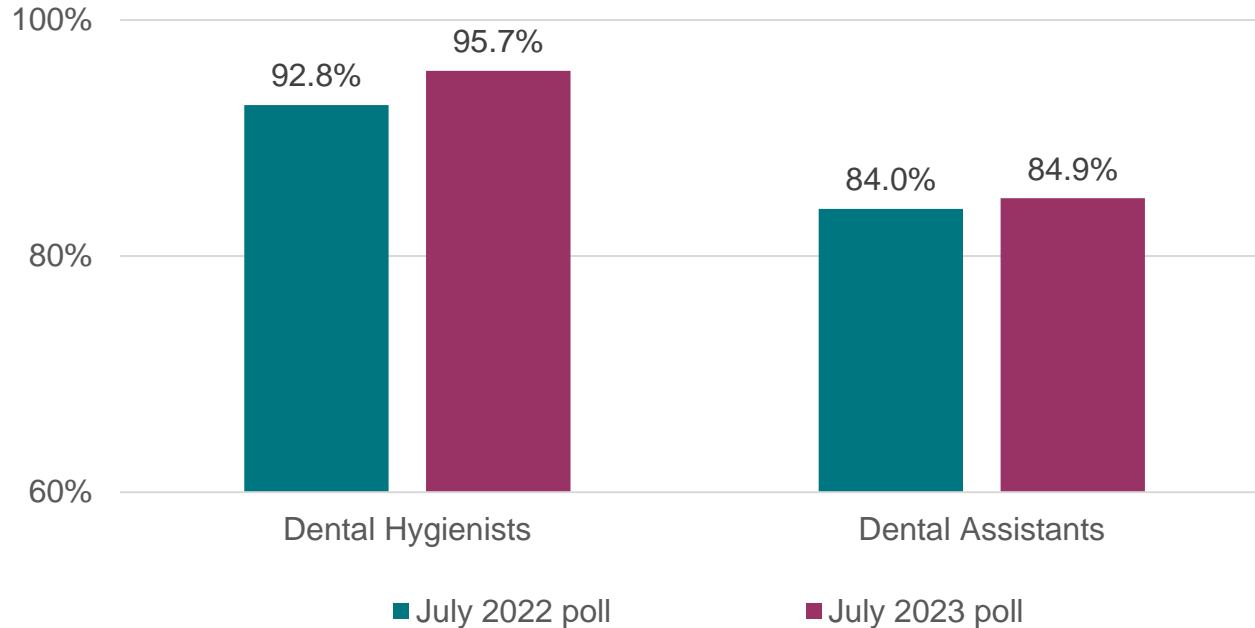
Have you recently or are you currently recruiting any of the following positions in your dental practice? (Percentages indicating “yes.”)



More than one-third of dentists continue to report they are actively recruiting dental hygienists and assistants.

Challenges Recruiting

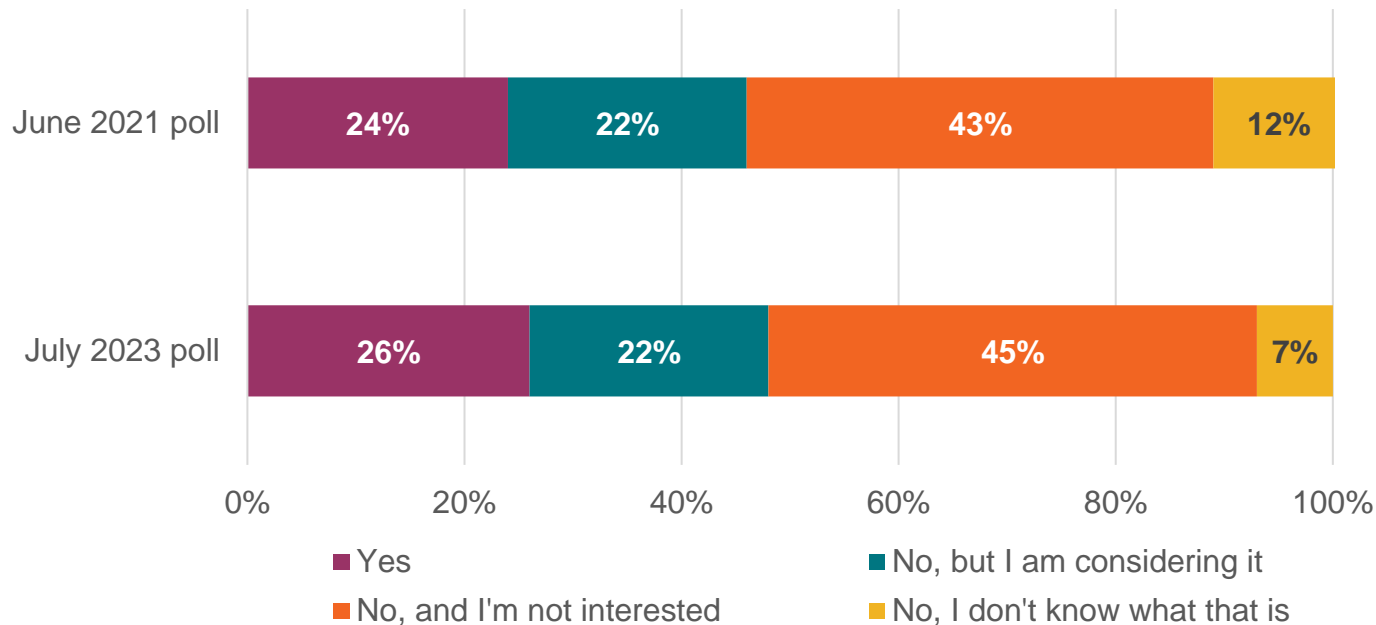
How challenging has it been to recruit the position(s) below? (Percentage indicating “Extremely Challenging” and “Very Challenging”) July 2022 vs. July 2023



Slightly more dentists report that recruitment of dental hygienists is very or extremely challenging in July 2023 compared to one year ago.

In-Office Dental Plans

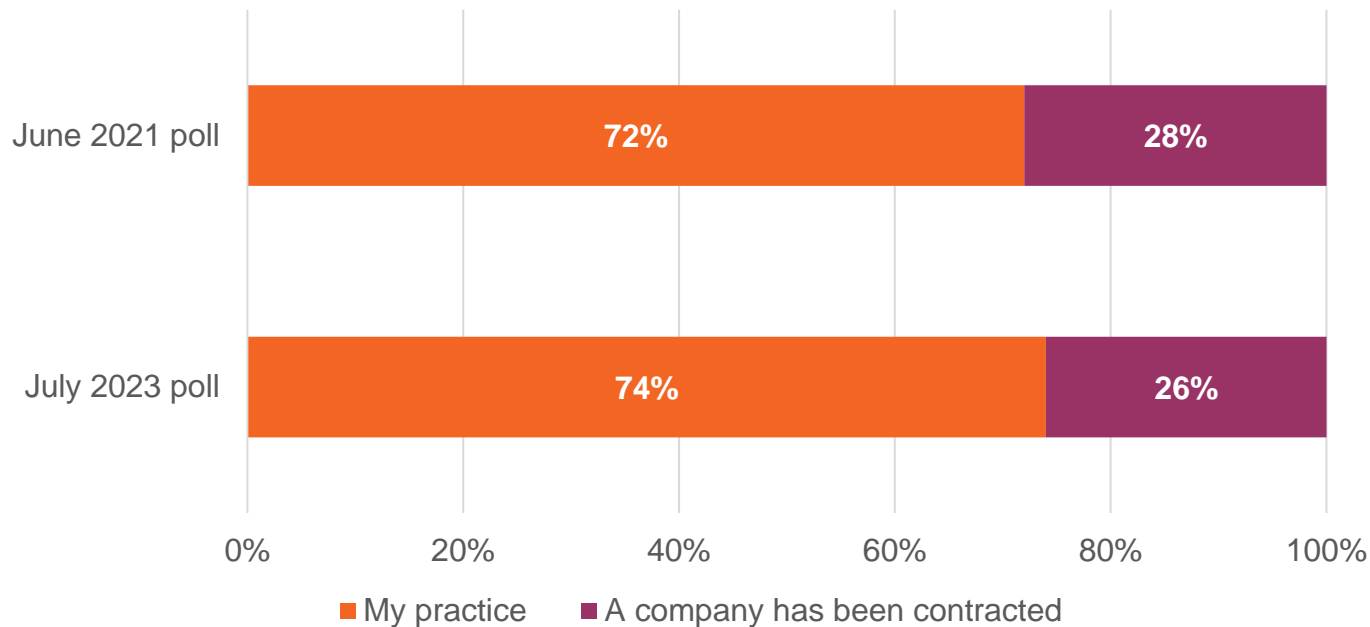
Does your practice have an in-office dental plan?



In July 2023, 26% of dentists reported that they offer an in-office dental plan to patients, about the same as June 2021. Awareness of dental plans went up, with fewer dentists reporting “I don’t know what it is.”

In-Office Dental Plans

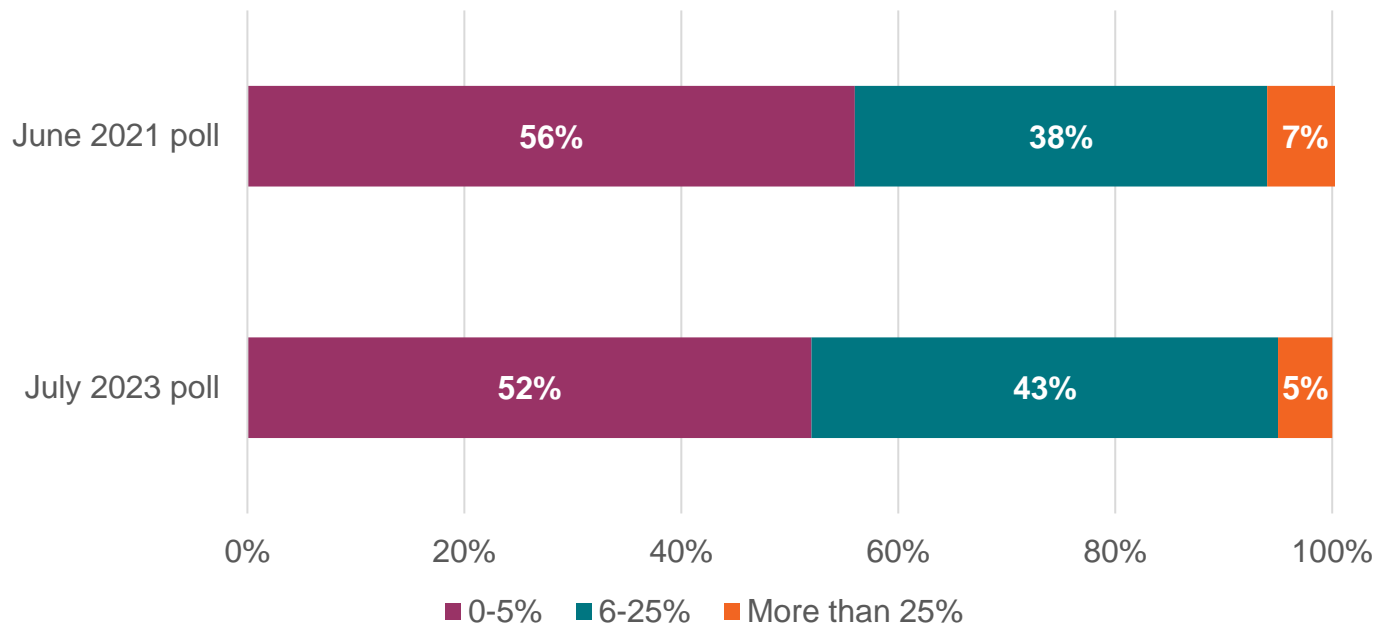
[If yes] Who is administering the plan?



The majority of in-office dental plans are administered directly by dental practices.

In-Office Dental Plans

[If yes] What percent of your patients are on your in-office dental plan?



Among dentists who offer an in-office dental plan, they report 5% or less of their patients are on the plan.

Key Takeaways

- **Busyness:** Practice schedules have been consistently at about 85% to 88% full on average over the last year. The most commonly cited reasons for underfilled practice schedules are patient cancellations and no-shows. Average patient wait times went down for new patients in July 2023.
- **Recruitment Needs:** The number of dentists actively recruiting dental hygienists and dental assistants went down slightly in July 2023. Dentists continue to say recruitment is extremely challenging.
- **Confidence:** Dentists' confidence in their practice and in the dental care sector declined slightly in July 2023.
- **In-office dental plans:** About one-quarter of dentists report that their practice offers an in-office dental plan to patients. Among those dentists, the majority report their practice administers these plans directly and about half said that up to 25% of their patients are on the plan. These numbers are relatively unchanged since this question was asked in June 2021.

Thank you!

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