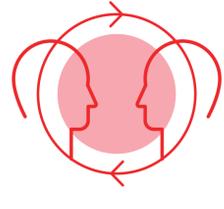


# 10 KEYS

**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

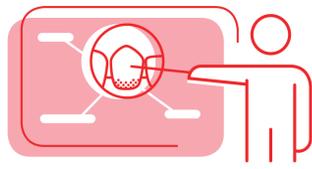


VISITS TO AN ORAL HEALTH PROVIDER

## 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

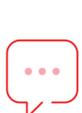


REGULAR CHECK-UPS

## 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

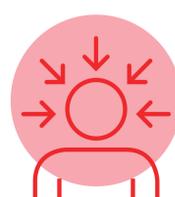


VERBAL PRAISE

## 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

