

Summary

In November 2019, Carestream Dental commissioned the first-ever global survey* of people’s overall perception of the oral healthcare industry and the technology used. The results were surprising, and motivated Carestream Dental to launch the [Digital Dentistry Difference](#) educational campaign.



*Patients would consider changing to a dentist who uses **more advanced technology***

One of the key takeaways of the survey was that patients aren’t aware of the ways digital dentistry has revolutionized treatment, and that hurts the overall perception of the oral healthcare profession. As patients may be hesitant to return to the practice during the current health crisis, maintaining communication through social channels while educating them on the benefits of digital dental technology is more important than ever. In fact, the survey found that education not only **aids with retention of current patients but could help attract new patients**. You can read more about the surprising results of the survey in the white paper [“The Need for Digital Dentistry Education.”](#)

Stay engaged with your patients, even when they’re not in your chair. Use this collection of pre-drafted social media posts to keep a steady stream of content flowing on your practice pages. Below, you’ll find quizzes, infographics and fun facts about oral health, patient education and digital dentistry. After all, **two out of five patients who hadn’t been to the dentist in two or more years agreed that they would be motivated to go with more education on how digital dentistry has made a trip to the dentist more comfortable.**

Quizzes

Put your patient’s knowledge to the test while promoting your own digital dental technology with these fun quizzes.

1. Which Country is Most Proud of Its Oral Health?


Simply copy and paste the link into a post. Once the image and headline appear, feel free to delete the link and add the post wording, instead. Customize to your practice as it makes sense.

POST LINK	POST WORDING	POST PREVIEW
https://qz.app.do/which-country-is-most-proud-of-its-oral-health	<p>A global survey conducted in late 2019 asked people in seven different countries to rate their overall oral health. Take the quiz to find out which country had the most respondents rank their oral health as “very good” to “excellent.”</p> <p>#DigitalDentistryDifference</p> <p><i>[If Applicable]</i> Did you know Dr. [name] uses the most advanced digital technology? If you want to rethink your oral health, we’re open and accepting appointments.</p>	

*SOURCE: “2019 Global Digital Dentistry Survey: Asked among 7,000 nationally representative adults ages 18+ in 7 markets: U.S., Canada, UK, Germany, France, India and China.

2. Which Country Visits the Dentist the Most?

Simply copy and paste the link into a post. Once the image and headline appear, feel free to delete the link and add the post wording, instead. Customize to your practice as it makes sense.


LINK PREVIEW	POST WORDING	POST PREVIEW
https://qz.app.do/which-country-visits-the-dentist-the-most	<p>A global survey conducted in late 2019 asked people how recently they had visited the dentist and one country clearly had the most diligent patients. Can you guess which one?</p> <p>#DigitalDentistryDifference</p> <p><i>[If Applicable]</i> When was the last time you had a check-up? We're open and accepting appointment, schedule yours today and learn how Dr. [name] uses the latest digital technology to offer a more comfortable experience.</p>	 <p>QZ APP DO QUIZ: Which Country Visits the Dentist Most? A recent survey asked people when was their last dental check-up.</p>

Infographics

These colorful infographics will help your patients visualize the huge impact that using digital dental technology has on their feelings about going to the dentist. Best of all, you have static and animated options. Use this as an opportunity to promote your own digital technology.

1. Knowledge is Power: Education Inspires Action


Click the link to download the infographic of your choice. Once you have uploaded the picture to Facebook, add the post wording before posting. Customize to your practice as it makes sense.

ACCESS IMAGE	POST WORDING	POST PREVIEW
<p>Static</p> <p>Animated</p>	<p>A global survey showed one out of four people haven't been to the dentist in two or more years. And to think the current health situation may have extended that even more! A lot has changed in oral healthcare, like safety procedures and the technology used in a modern dental practice. Fortunately, Dr. [name] has enacted strict hygiene precautions and uses the latest digital dental technology to ensure your</p>	 <p>Knowledge Is Power: Education Inspires Action</p> <p>25% of people have not been to the dentist in 2+ years.</p> <p>25% of these people would be motivated to go with education on dental technology.</p> <p>DigitalDentistryDifference.org Ask, Educate, Smile.</p> <p>Like Comment</p>

health and comfort.
#DigitalDentistryDifference

2. High Tech, Happy Experience

Click the link to download the infographic of your choice. Once you have uploaded the picture to Facebook, add the post wording before posting. Customize to your practice as it makes sense.

ACCESS IMAGE	POST WORDING	POST PREVIEW
Static Animated	<p>Dr. [name] uses the latest digital dental technology in his/her practice. If you've had to put off your check-up, schedule one today and see for yourself why patients are twice as satisfied with their care when advanced technology is used.</p> <p>#DigitalDentistryDifference</p>	 <p>The infographic features a large yellow smiley face with '2X' above it. To the right, a blue box labeled 'Advanced Tech' shows a hand interacting with a circuit board, while a grey box labeled 'Outdated Tech' shows a hand holding a dental chair. Text above the smiley face reads: 'When advanced dental technology is used, patients are 2X more likely to report a positive experience.' At the bottom, it says 'Ask, Educate, Smile.' and includes social media icons for 'Like' and 'Comment'.</p>

General Post Copy

Share these interesting results from the Global Digital Dentistry Consumer Survey to keep your patients informed and to educate them on the benefits of digital dental technology. Highlight some of your own technology, such as a 3D X-ray machine (CBCT system), intraoral scanner, digital sensor or electronic charting. If applicable, include information about how patients can schedule an appointment to learn more.

- One in four adults who have felt anxious or scared when it comes to going to the dentist say the equipment used is the reason why. Fortunately, Dr. [name] uses the latest digital dental technology, which reduces much of the fear and discomfort most people associate with dentistry. #DigitalDentistryDifference
- A recent global survey found that people get most of their information about oral health from their dentist. So, we're taking time to educate patients about our practice. We use [list piece of digital technology most applicable to your practice]. It makes your appointment smoother and treatment faster and more comfortable for you. #DigitalDentistryDifference
- A recent global survey found that less than half of patients feel their dentist uses very advanced technology. Not so at Dr. [name]'s practice! We use [list piece of digital technology most applicable to your practice]. Because it's digital, your appointment goes smoother and we can care for you better. Dentistry has gone digital, and it makes all the difference. #DigitalDentistryDifference
- We'd love to tell you more about what we do! In fact, a recent global survey found that 66% of adults would like their dentist to talk to them in more detail about the technology used during their exam. We use a [list piece of digital technology most applicable to your practice]. Overall, using

digital technology makes your appointment go smoother and lets us provide treatment that's more comfortable and convenient to you. #DigitalDentistryDifference

- Dr. [name]'s practice is proud to offer digital dentistry. Like every aspect of our daily lives, dentistry has gone digital. The technology we use makes your appointment go smoother and treatment faster and more comfortable for you. It's just one of the many ways we can serve you and the community better during the current crisis. #DigitalDentistryDifference



[download "Proud to offer digital dentistry" badge for use in social media posts or on your website [here](#)]

Technology Highlights

Give patients insight into how you use your digital dental technology to make their appointments more comfortable and how it helps you provide better care. You can request marketing images of Carestream Dental technology [here](#), but we highly encourage you to use pictures of the technology in use at your own practice for a personalized touch.

- Dr. [name] uses advanced digital technology called cone beam computed tomography to see right to the root of any problems you may be experiencing. Three-dimensional X-rays show more than a traditional 2D X-ray ever could, which means Dr. [name] is more likely to reach a diagnosis faster and plan your treatment with more confidence. #DigitalDentistryDifference
- Who remembers those trays full of gag-inducing goop the last time they had an impression taken? At Dr. [name]'s practice, we've moved beyond "goop" to digital impressions. The [CS 3600/CS 3700] intraoral scanner captures digital HD 3D images of your teeth instead. It's faster and much more comfortable, so patients really have something to smile about.
- Dentistry has gone digital, just like you! Who develops film anymore? Not you and not Dr. [name]. Instead, we use a small digital intraoral sensor to quickly capture your yearly X-rays. Digital technology is faster, reduces waste and is better for the environment. #DigitalDentistryDifference

Digital Dentistry Difference

[Share this video](#) to drive home the reason why it's so important to educate patients about digital dental technology. Feel free to use it on your social media channels or play in your waiting room.

- A recent global survey revealed that many patients aren't aware of the great changes that have taken place in dentistry. Digital dental technology is helping Dr. [name] offer smoother, more comfortable appointments, aids him/her when planning treatment and provide better care for you. #DigitalDentistryDifference