

A STUDY OF FACTORS INFLUENCING PARENTS' DECISION OF CHOOSING PAEDIATRIC DENTAL CLINIC

Dr. Roocha Shah, Dr. Anup Kumar Panda, Dr. Krishna Dere, Dr. Mira Virda, Dr. Aishwarya Savakiya, Dr. Unnati Bhudhrani
(Department of Pediatrics and Preventive Dentistry, College of Dental Sciences And Research Centre)

Choosing a paediatric dental clinic can be one of the most important decision for a parent. It is imperative to know about the determining factors that lead to selection of a paediatric dental clinic for their children.

AIM AND OBJECTIVES :

To determine if preference exists amongst parents of children regarding choosing a paediatric dental clinic .

METHOD:

The questionnaire was designed to evaluate the factors influencing parents' decision while choosing a specific paediatric dental clinic for their child. The survey contained close-ended questions, and sample size is 150. The survey instrument was sent to all participants electronically.

INCLUSION CRITERIA:

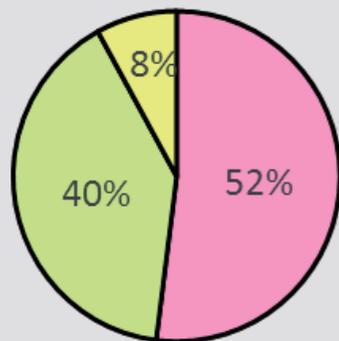
- Parents accompanying their child for comprehensive or recall appointments at a paediatric dental clinic.
- Parents who can read the questionnaire in English without any assistance.

EXCLUSION CRITERIA :

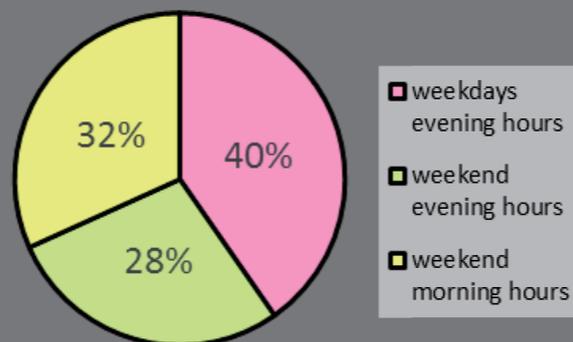
- Guardians/ Foster parents/ Grandparents/Older siblings/ Other Escorts
- Inability to read and answer questionnaire in English.

QUESTIONS	Agree	Disagree	Doesn't matter
1)Does the proximity have an impact on influencing choice of a paediatric dental clinic?	57%	37%	6%
2)Do family and friends influence the choice and selection of a paediatric dental clinic?	66%	26%	8%
3) Does an internet portal influence the choice and selection of a paediatric dental clinic?	71%	18%	11%
4) Does previous negative dental experience of children affect the selection of a paediatric dental clinic?	52%	40%	8%
5)Would clinical hours make a difference in selecting a dental clinic?	60%	30%	10%
6) Does the children-friendly rooms/atmosphere have an impact on choosing a paediatric dental clinic?	70%	25%	5%
7) Does the demographics of the clinician have influence in the selection of a dental clinic? a)Age b)Sex c)Religion d)Race/native	12%	80%	8%
8) Is the education qualification of the practitioner an important factor in determining the choice of dental clinic?	90.9%	5.5%	3.6%
9) Does the experience of the professional have an impact on the choice of dental clinic?	70%	25%	5%
10) Does a recommendation from school teachers/paediatrician affect selection of a paediatric dental clinic?	72.7%	16.4%	10.9%
11) Do dental fees, availability of public transport, availability of parking space, dental clinic near to residential area have an impact on choosing a paediatric dental clinic?	52%	40%	8%

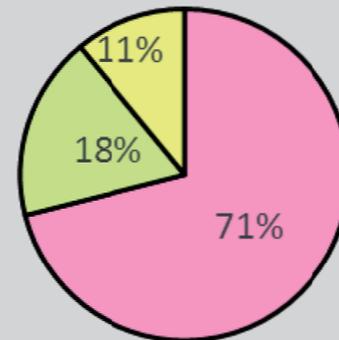
Previous negative dental experience



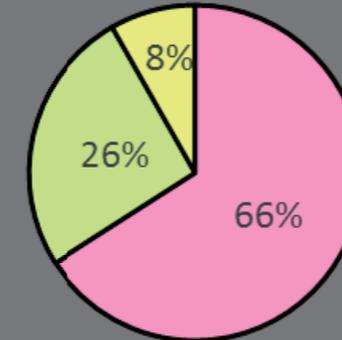
Working hours of clinic



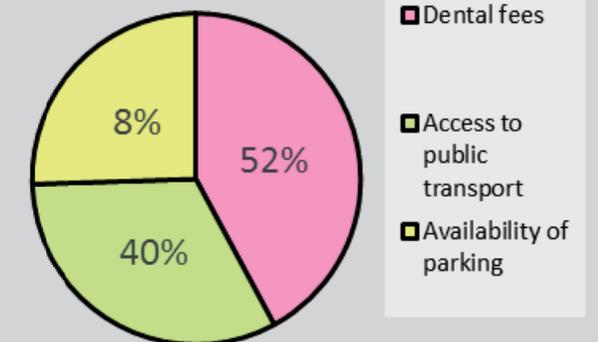
Influence of internet



Influence of family and friends



Miscellaneous



DISCUSSION: Parasurman et al. (1985) stated that public transportation, parking and access to residential areas have an impact on selection of a dental clinic. Mourad et al.(2020) concluded that previous negative dental experience from a general dentist and timings were important factors for choosing specialized pediatric dental clinic. Also, availability of the clinician after routine working hours has an influence on the choice of paediatric dental clinic.

Conclusion The demographics of the clinician (sex, religion, age, race) have shown no impact on the selection of a paediatric dental clinic. Previous negative dental experience from a general dentist was the main reason for visiting a paediatric dentist. An internet portal, recommendation from friends and family, and credentials and experience of clinicians were the most important features for choosing a paediatric dental clinic. A major implication of this study is that dentists should consider these factors as a critical component of practice management.

REFERENCES:

1. Mourad M, Brendebach J, Alkilzy M, Splieth C. Choosing a paediatric dentist: Factors influencing parents' decision. European Journal of Paediatric Dentistry. 2022;21/1-2020.
2. Muzondo BN, Muzondo N, Mutandwa E. Determinants of parents' choice of a paediatric dentist: an application of factor analysis. African journal of business management. 2007;1(6).