solventum

Maximize your practice's potential

Everyone's teeth are different, and everyone's journey to treatment is too—but there are key commonalities that can help you have meaningful conversations with your patients



The more you consult, the better the result

Understanding your patients' treatment motivations and reservations can lead to big benefits for your practice. It's important to keep in mind that some of your patients may not see the value of seeking treatment and may be reluctant to make appointments. That's where the value of your consultation comes into play. Your patients trust you and rely on you to learn about what treatment options are possible.

The wider the range of cosmetic treatments you offer your patients, the more likely it is they'll book, and keep, their appointments—especially when you have a more efficient and cost-friendly option.

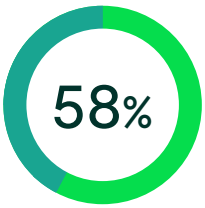
Starting the conversation to understand your patients' perspectives and barriers to treatment is a great way to begin down the path to success.

Looks matter to your patients

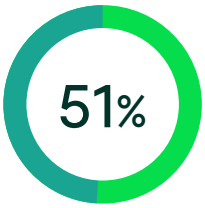
In 2019, 3M conducted two studies—gathering input from over 300 patients seeking or having received cosmetic dental procedures—to better understand patient experiences and motivations around cosmetic dental procedures.

Improving their appearance was the top motivation for people pursuing treatment. However, many participants were also very motivated by their dentist's recommendations. Study participants listed pain, feelings of insecurity or unattractiveness and avoiding smiling as their main feelings around their dental issues.

> "I was self-conscious about smiling or laughing and hated pictures."
>
> Patient considering treatment



Want more confidence in their appearance

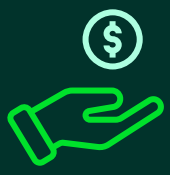


Avoided smiling



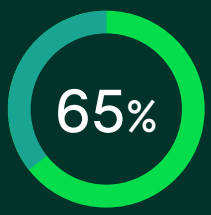
Were tired of feeling self-conscious

Cost is a crucial consideration



The cost of available treatment options was the primary barrier to getting treatment for all audiences in the surveys. Other issues like lack of insurance, confusion about where to seek treatment and fear of pain also kept respondents from seeking treatment.

> "(I was worried about) cost, pain and how (my teeth) would look."
>
> Patient considering treatment



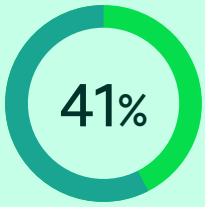
Said treatments were too expensive

Source: Internal data

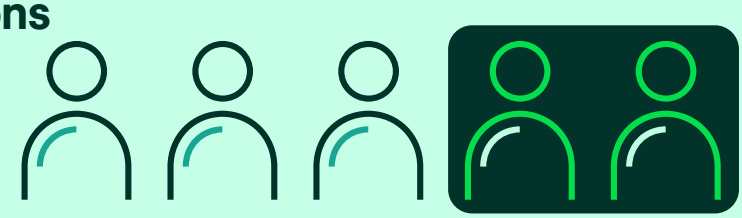
You play a critical role in the process

As your patients' regular dentist, you have an important role and responsibility to help influence and educate them on all their treatment options. The studies show that participants rely heavily on their dentist as a primary source for corrective procedure information. Although they may have talked to others or done their own research, their regular dentist tended to be the most influential resource.

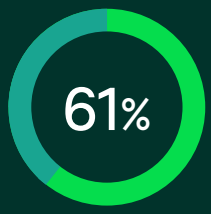
> "My dentist gave suggestions and told me what I needed done for those particular areas. So, that's what I did. I listened to his suggestions and just said, it's time to get it done."
>
> Patient considering treatment



of people considering esthetic dental treatment heard about their options from their dentist



That's 2 in 5 people considering treatment



Consulted their primary dentist first

Although some participants may seek second opinions, most consult with their primary dentist first—as many cite having experience with their regular dentist as the most important factor in selecting treatment. More than half have their procedure done by their primary dentist. When you start the conversation and provide your expertise on treatment options, your patients may be more likely to have you perform their procedures.

> "(My) regular dentist told me everything I needed to know. (They) explained the difference in cost and durability."
>
> Patient considering treatment



Had their procedure done by their primary dentist

> "I already knew that I liked the experience of going to see (my dentist) for other procedures, other appointments. So, I already had a rapport with him, which made it easy to decide to go with him for (my procedure). I felt like he was charging me a fair price. And the familiarity really helped too."
>
> Patient who recently received veneers

Source: Internal data

Starting the conversation

Your patients seek your advice and respect your opinion. Offering a low-cost composite treatment can help you meet their objectives. They care about their appearance but may be uncertain about their treatment options and their ability to afford them.

Composite treatments are a great way to lower cost and deliver esthetic outcomes—which can lead to impactful growth for your practice. 85% of surveyed patients receiving composite treatment felt very happy with their treatment results. Starting the conversation today means you can soon bring more satisfied smiles into the world.



of patients receiving composite treatment were very or extremely happy with their results

Introduce a cost-friendly approach to beautiful smiles

By offering a treatment option that fits additional patients' budgets, even more patients can enjoy the benefits of cosmetic dental treatment. Direct anterior composite procedures address the key concerns patients have:

- **Esthetic**
  Strong, natural tooth-colored composites
- **Conservative**
  No preparation—additive dentistry in most cases
- **Affordable**
  More cost-friendly than ceramic procedures

A new composite option for new revenue

Most patients list cost as the main barrier to seeking treatment—65% say available treatments are too expensive. Dentists who communicate lower-cost esthetic treatment options, like composite bonding, could potentially increase both patient acceptance and practice growth.

Consider the impact that increasing the number of composite veneer treatments you perform could mean for your practice:



One doctor generating billings of

$600k/year



Charging a per tooth composite veneer fee of

$700/unit



Getting 1 new 4-unit composite veneer case per month would generate

$33k/year

representing

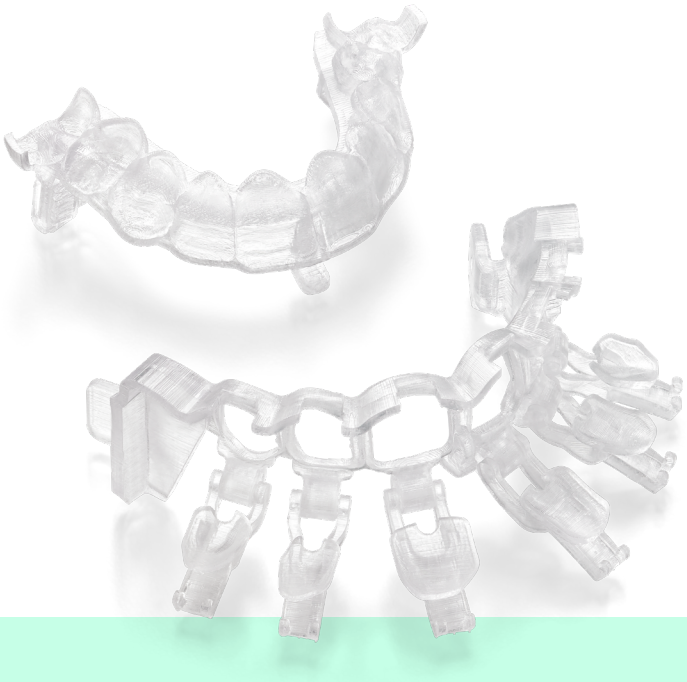
5% growth

Source: Internal data

Do you want a better way to shape composites and deliver predictable, efficient, esthetic and conservative results for your patients?

Then look no further—the 3M™ Filtek™ Matrix is a great way to streamline anterior restorative treatment to help you grow your practice and increase revenue.

Get to know the restorative option that can help maximize your practice's potential.



Talk to us—a Solventum representative can show you what adding the Filtek Matrix to your treatment mix could mean for your practice.



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