IFDH Toothpaste Knowledge and Recommendation Habits Survey

BACKGROUND
This report summarizes key results from the first survey in a 3-survey series to explore global dental hygienists’ knowledge and recommendation habits regarding:
1 – Fluoride dentifrices (2019)
2 – Electric toothbrushes (2020)
3 – Pediatric care (2020)
Results will help identify common information sources and knowledge gaps to guide future educational programs.

RESPONDENTS
480 respondents from 20 countries
Top 5 = 76%
• Korea — 26%
• Switzerland — 16%
• Canada — 16%
• Ireland — 10%
• South Africa — 8%

Countries with 5% to 1%
Netherlands, UK, Latvia, Denmark, Sweden, India
Countries with <1%
USA, Japan, Australia, Czech Republic, Austria, Finland, Germany, Lithuania, Portugal

Years working as dental hygienist, oral health therapist or dental therapist

Primary Practice Setting

Highest Degree Earned
RECOMMENDATION HABITS

Importance of factors in making product recommendations

<table>
<thead>
<tr>
<th>Factor (ext. + very impt. %)</th>
<th>Extremely important</th>
<th>Very important</th>
<th>Somewhat important</th>
<th>Not very important</th>
<th>Not at all important</th>
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<tbody>
<tr>
<td>Patient disease risk (93%)</td>
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<td>Evidence in literature (84%)</td>
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<td>CE programs (81%)</td>
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<td>Past clinical experience (87%)</td>
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<td>Info learned in school (69%)</td>
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<td>Patient preference (67%)</td>
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<td>Discussions w/ colleagues (66%)</td>
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<td>Product samples (61%)</td>
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<td>Prof. journal ads (45%)</td>
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<td>Personal preference (52%)</td>
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<td>Office policy (42%)</td>
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<td>Endorsement by KOL (40%)</td>
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<td>Mfr. sales rep (33%)</td>
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<td>Ads on TV (18%)</td>
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Fluoride recommended most often

<table>
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<tr>
<th>Fluoride</th>
<th>0%</th>
<th>10%</th>
<th>20%</th>
<th>30%</th>
<th>40%</th>
<th>50%</th>
<th>60%</th>
<th>70%</th>
<th>80%</th>
<th>90%</th>
<th>100%</th>
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<tbody>
<tr>
<td>Sodium fluoride</td>
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<td>Unsure</td>
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<td>Stannous fluoride</td>
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<td>18%</td>
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<td>Sodium monofluorophosphate</td>
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<td>13%</td>
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Recommend specific non-Rx fluoride toothpaste?

- Yes: 57%
- No: 40%
- Unsure: 3%
RECOMMENDATION HABITS, cont’d.

Resources used at least once a month to assist in making decisions about toothpaste recommendations

- Product samples/trial programs: 58%
- Professional magazines: 42%
- Peer-reviewed journals: 41%
- Pamphlets from toothpaste mfr.: 30%
- Manufacturer’s sales rep info: 26%
- Educational posters: 23%
- Manufacturer’s product website: 19%
- Rx pads from manufacturer: 16%
- Textbooks: 14%
- Social media/websites: 11%
- Videos by manufacturer: 10%

Of those using manufacturer sales rep info to help make recommendation decisions, which manufacturer?

- GSK (Sensodyne/Pronamel): 79%
- P&G (Crest + Oral-B): 49%
- Colgate: 49%
- Other: 33%

Agree or disagree with statements?

Statement (strongly/somewhat agree %)

- Toothpaste provides benefits beyond brushing alone. (84%)
- Choosing the right toothpaste is just as important as choosing the right toothbrush. (80%)
- The toothpaste patients choose plays an important role in their oral health. (79%)
- I wish I had received more information about toothpaste ingredients in dental hygiene school. (61%)
- The effectiveness of stannous fluoride toothpastes can vary based on how they are formulated. (64%)
- All fluorides provide similar benefits. (58%)
KEY OBSERVATIONS

- There is an opportunity to provide education on differences among fluorides.
  - 40% of respondents are not making a specific non-prescription fluoride toothpaste recommendation, despite the fact that approximately 80% agree that toothpaste plays an important role in oral health and choosing the right toothpaste is just as important as choosing the right toothbrush.
  - 58% of respondents believe all fluorides provide similar benefits; however, stannous fluoride actually offers many clinically-proven benefits beyond caries protection that other fluorides do not provide, such as improving gingival health, reducing dentinal hypersensitivity, improving breath odor and protecting against erosion.

- Top resources cited for making toothpaste recommendations include product samples and trial programs, peer-reviewed journals, professional magazines, pamphlets from manufacturers and information from sales representatives.

- Respondents ranked patient disease risk, evidence in literature, and CE programs as the 3 most important factors for making general product recommendations.

Survey supported by Procter & Gamble.