



Ipsos MORI
Social Research Institute

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Patient and public survey 2018/19

Research report prepared for the General Dental Council

Appendices: Technical details

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Appendices: Technical details

1.1 Statistical significance

It should be remembered that a sample and not the entire population of people aged 15 and over living in the United Kingdom has been interviewed. Consequently, all results are subject to potential sampling tolerances (or margins of error), which means that not all differences between results are statistically significant. For example, for a question where 50% of the people in a weighted sample of 1,232 respond with a particular answer, the chances are 95 in 100 that this result would not vary more than plus or minus three percentage points from a census of the entire population (using the same procedures).

Indications of approximate sampling tolerances for this survey are provided in the following table. As shown, sampling tolerances vary with the size of the sample and the size of the percentage results (the bigger the sample, the closer the result is likely to be to the result that would be obtained if the entire population was asked the same question).

This survey used a quota sampling approach. Strictly speaking the tolerances applied here apply only to random samples with an equivalent design effect. In practice, good quality quota sampling has been found to be almost as accurate.

Approximate sampling tolerances applicable to percentages at or near these levels			
Size of sample on which survey result is based	10% or 90%	30% or 70%	50%
	±	±	±
100 interviews	6	9	10
200 interviews	4	6	7
300 interviews	3	5	6
400 interviews	3	5	5
500 interviews	3	4	4

600 interviews	2	4	4
700 interviews	2	3	4
800 interviews	2	3	4
900 interviews	2	3	3
1589 interviews	2	2	3
1232 interviews	2	3	3
1640 interviews	2	2	2
1603 interviews	2	2	2
1609 interviews	2	2	2
1563 interviews	2	2	3

Different groups within a sample (e.g. men and women) may have different results for the same question. A difference has to be of a certain size in order to be statistically significant though. To test if a difference in results between two sub-groups within a sample is a statistically significant one, at the 95% confidence interval, the differences between the two results must be greater than the values provided in the table below. Again, strictly speaking the sampling tolerances shown here apply only to random samples with an equivalent design effect. In practice, good quality quota sampling has been found to be almost as accurate.

Differences required for significance at or near these percentages			
Size of sample on which survey result is based	10% or 90%	30% or 70%	50%
	±	±	±
100 and 100	8	13	14
100 and 200	7	11	12
100 and 300	7	10	11
100 and 400	7	10	11
100 and 500	7	10	11
200 and 200	7	10	11
200 and 300	5	8	9
200 and 400	5	8	9
200 and 500	5	8	8
300 and 300	5	7	8
300 and 400	5	7	8
300 and 500	4	7	7
400 and 400	4	6	7

400 and 500	4	6	7
500 and 500	4	6	6
1589 and 1232 (2018 and 2017 surveys)	2	3	4
1232 and 1259 (2017 and 2015 surveys)	2	4	4
1259 and 1640 (2015 and 2014 surveys)	2	3	4
1640 and 1603 (2014 and 2013 surveys)	2	3	3
1603 and 1609 (2013 and 2012 surveys)	2	3	4
1603 and 1563 (2013 and 2011 surveys)	2	3	4
1609 and 1563 (2012 and 2011 surveys)	2	3	4

1.2 Topline findings

Findings from the 2017 survey have been tested against the 2018 survey. Results that are significantly different to the 2017 survey have been highlighted in yellow.

Use of Dentists and Dental Care Professionals

Q1. When was the last time you went to the dentist?

GD01

	2018 %	2017 %	2015 %	2014 %	2013 %	2012 %	2011 %
In the last 6 months	55	54	54	50	51	50	53
In the last 7-12 months	13	15	15	14	15	16	12
In the last 1-2 years	10	10	9	10	10	10	10
More than 2 years ago	12	13	11	13	11	10	15
I used to go to the dentist but I don't any more	6	5	6	8	9	8	7
I have never been to the dentist	4	2	3	5	4	7	3
Don't know	*	*	*	*	*	1	N/A

Q2. On average, how often do you go to the dentist?

GD02

Base: People who go to the dentist: 2018 (1439); 2017 (1148); 2015 (1125); 2014 (1422); 2013 (1376); 2012 (1320)

	2018 %	2017 %	2015 %	2014 %	2013 %	2012 %
Once every six months	51	50	56	53	54	52
Once a year	28	27	24	26	24	27
Once every two years	9	9	8	6	9	8
Less than once every two years	12	14	12	15	13	12
Don't know	*	*	0	*	*	*

Q3. And how long have you been with your current dentist or dental practice?

GD03

Base: People who go to the dentist: 2018 (1439); 2017 (1148); 2015 (1125); 2014 (1422); 2013 (1376); 2012 (1320)

	2018 %	2017 %	2015 %	2014 %	2013 %	2012 %
One year or less	11	11	10	9	11	14
Over one year, up to two years	8	10	7	9	9	13
Over two years, up to five years	19	20	20	23	20	22
Over five years, up to 10 years	19	19	19	18	19	18
Over 10 years, up to 15 years	12	13	16	12	12	11
Over 15 years, up to 20 years	9	7	8	9	9	7
Over 20 years	20	17	18	18	18	14
Don't know	2	3	2	2	2	1

Q4. As you're probably aware, dental care is available both through the NHS and privately. Sometimes during one visit to the dentist, you may even have a combination of NHS and private treatment.

GD04

Thinking about the last time you visited your dentist or dental practice, which of these options best describes the type of care you think you received?

Base: People who go to the dentist at least once every two years: 2018 (1272); 2017 (997); 2015 (982); 2014 (1216); 2013 (1188); 2012 (1145)

	2018 %	2017 %	2015 %	2014 %	2013 %	2012 %
NHS dental care that I paid for	46	47	45	45	48	45
NHS dental care that was free	20	22	25	26	24	31
A mixture of NHS dental care and private dental care in the UK*	7	10	6	7	6	5
Private dental care only in the UK	21	18	19	19	20	18
I had treatment abroad	3	2	2	1	1	1
I'm not sure what type of care I received	3	2	2	1	1	*

*In 2015, 2014, 2013 and 2012, the answer code was worded: 'NHS dental care and additional private dental care in the UK.'

Satisfaction with Dental Care

Q5. Now thinking about your own experience, how satisfied or otherwise are you with your dental care or treatment?

GD05

Base: People who go to the dentist at least once a year: 2018 (1153); 2017 (898); 2015 (898); 2014 (1129); 2013 (1063)

	2018 %	2017 %	2015 %	2014 %	2013 %
Very satisfied	68	67	68	62	61
Fairly satisfied	27	29	28	34	35
Fairly dissatisfied	4	2	3	2	2
Very dissatisfied	2	2	1	1	1
Don't know	-	*	*	*	*

Regulation of Dental Professionals

The following questions will ask you about your views on the regulation of different types of services. By 'regulation' we mean where there is a set of rules that govern behaviour, actions and conduct, and where action may be taken if these rules aren't met.

Q6. Now thinking about healthcare generally (and not just dental care), how confident, if at all, are you that regulation of this works effectively?*

GD06

	2018 %	2017 %	2015 %	2014 %	2013 %	2012 %
Very confident	27	24	20	17	14	14
Fairly confident	49	54	56	58	57	58
Not very confident	13	16	16	16	20	17
Not at all confident	5	3	4	4	4	6
Don't know	5	3	4	6	5	6

*In 2015, 2014 and 2013 the question was worded: 'Now thinking about healthcare, how confident, if at all, are you that regulation of this works effectively?' In 2012, the question was worded: 'How confident, if at all, are you that healthcare in general works effectively?'

Q7. Which of the following best describes how aware you were of the General Dental Council before this survey?

GD07

	2018 %	2017 %	2015 %	2014 %	2013 %	2012 %	2011 %
I had definitely heard of the General Dental Council before	25	24	20	17	15	20	10
I think I had heard of the General Dental Council before	18	15	18	16	27	21	15
I had not heard of the General Dental Council before	56	61	62	65	58	57	70
Not sure	*	*	*	1	1	2	5

In 2012 and 2011, the answer codes were worded: 'I have definitely heard of the General Dental Council before', 'I think I have heard of the General Dental Council before', and 'I have not heard of the General Dental Council before'.

Q8. How confident, if at all, are you that the General Dental Council is regulating dentists and dental care professionals effectively?*

GD08

	2018 %
Very confident	21
Fairly confident	52
Not very confident	10
Not at all confident	4
Don't know	13

In 2018 this question was asked of all participants, rather than just those who had heard of the General Dental Council. As description of the General Dental Council was read out to participants before this question. Therefore, comparisons with previous years are not provided.

Q8b. What makes you say that?
GD08B

	2018 %
Good personal experiences	31
I have no reason not to be confident in the GDC	27
Know dentists are regulated	24
Trained / qualified	18
Didn't know dentists are regulated	10
Bad personal experiences	5
Heard / seen in the media that the GDC has not taken action	4
Heard / seen in the media that the GDC has taken action	4
Don't think they are trained / qualified	1
Don't know	9

Q9. Where on this scale best represents your views of what a regulator for dental professionals should focus on? Select any point in the scale from 1 through to 5.
GD09A

	2018 %
1 A regulator for dental professionals should focus mainly on preventing bad practice in dentistry	22
2	3
3 A regulator for dental professionals should focus equally on preventing bad practice and taking action against dentists that have serious complaints raised against them	65
4	2
5 A regulator for dental professionals should focus mainly on taking action against dentists that have serious complaints raised against them	7

Q10. How confident, if at all, would you say you are in the way dental care is delivered in the UK?
GD10A

	2018 %
Very confident	29
Fairly confident	54
Not very confident	11
Not at all confident	3
Don't know	3

Q11. What, if anything, has stopped you going to see a dentist for a regular check-up in the past?
GD11A

	2018 %
Did not have time	12
Worried about the cost of potential treatment	8
Worried about how painful it might be	7
Did not want to	5
Unable to find an NHS dentist	5
Unable to get an appointment when I needed one	5
Not registered at a dentist	4
Being away from home	4
Have no natural teeth	3
Too far from where I live	1
Did not think the dentist would be able to help	1
Unable to get there using public transport	1
The practice is not easily accessible for me	1
Negative stories from friends and family	1
Unable to find a private dentist	1
Negative stories in the media	*
Something else	6
Nothing	53
Don't know	2

Q12. During your last dental appointment, did you have confidence in the dental professional you saw?
GD12AX

Base: people who have ever been to the dentist:2018 (1543)

	2018 %
Yes, definitely	81
Yes, to some extent	13
No, not at all	5
Don't know	1

Q12b. And why do you say that?
GD13A

Base: people who have ever been to the dentist: 2018 (1543)

	2018 %
They resolved my problem	34
Good standard of care	33
They were polite	31
Good previous experience	26
Have gone there before	20
Surgery was clean	17
Gave me options for treatment	17
Explained risks and benefits	12
Explained costs	9
Neat personal appearance	8
I just did	6
Recommendations from others	4
They were a private dentist	3
They have letters after their name	2
Have had bad experiences there before	2
Bad standard of care	1
They did not resolve my problem	1
Did not give me options for treatment	1
They were impolite	1
Bad previous experience	1
I just didn't	1
Did not explain risks and benefits	1
Did not explain costs	1
Untidy personal appearance	*
Did not see their qualifications	*
Surgery was dirty	*
Bad feedback from others	*
Another reason	5
Don't know	1

Q13. Thinking about dentists as a whole, which if any, of the following do you associate with being a professional? (Please select up to three)

GD14A

	2018 %
Knowledge and expertise	47
Standard of care	41
Giving advice on the best treatment for me	37
Putting patients' needs first/ahead of profit	27
Cleanliness/appearance of the surgery	25
Having qualifications/letters after name	17
Honesty	13
Compassionate nature	11
Being friendly	11
Ongoing training	11
Being polite	10
Smart personal appearance	5
Good timekeeping	4
Don't know	1

Complaints

Q14. Have you ever complained about a dental professional? This includes making a complaint to staff at your dental practice, including to a receptionist.

GD09

Base: People who have been to a dentist at some point: 2018 (1543); 2017 (1209); 2015 (1209); 2014 (1564); 2013 (1524); 2012 (1464)

	2018 %	2017 %	2015 %	2014 %	2013 %	2012 %
Yes	7	5	4	2	4	3
No	93	95	96	97	96	95
Don't know	*	*	0	*	*	1
Prefer not to say	-	0	0	0	0	1

In 2015, 2014, 2013 and 2012 the question was worded: 'Have you ever complained about a dental professional?'

Q15. Have you ever *considered* complaining about a dental professional?

GD10

Base: People who have not, don't know or prefer not to say if they have complained about a dental professional: 2018 (1440), 2017 (1149); 2015 (1156); 2014 (1523); 2013 (1467); 2012 (1422)

	2018 %	2017 %	2015 %	2014 %	2013 %	2012 %
Yes	9	8	8	5	8	5
No	91	92	92	95	92	93
Don't know	*	*	0	*	*	1
Prefer not to say	-	0	0	0	0	1

Q16a. How likely or unlikely would you be to feedback to your dental practice in the following scenario?
GD17A

A dentist is particularly helpful during your treatment, going above and beyond expectations and supports you to make a decision about a treatment that works for you.

Base: People shown positive scenario: 2018 (795)

	2018 %
Very likely	37
Somewhat likely	35
Somewhat unlikely	12
Not at all likely	15
Don't know	2

Q16b. How likely or unlikely would you be to feedback to your dental practice in the following scenario?
GD17B

A dentist is rude during treatment and doesn't check that you are happy with all of the treatment options.

Base: People shown negative scenario:2018 (794)

	2018 %
Very likely	44
Somewhat likely	30
Somewhat unlikely	12
Not at all likely	14
Don't know	1

Q16c. You said you were unlikely to feedback to your dental practice in this scenario, why do you say that?
GD17C

Base: People who say they are unlikely to feedback to their practice:2018 (411)

	2018 %
I do not think the practice would do anything with that feedback	30
I do not know how I would feed back	24
I would feel embarrassed	17
I would be worried about it impacting on my future care at the practice	8
I would feedback to the regulator for dentists instead	6
I would feedback to another organisation	3
I would feedback to an independent organisation instead	2
Don't know	15

Q18. In this scenario, if you provided feedback of any kind, which of the following, if any, would you like to happen next?
GD18A

	2018 %
The practice to let you know what, if anything, has been done as a result of your feedback	38
Staff to discuss the feedback	24
Staff to consider changing the way they deliver care	21
The practice to ask more feedback from other patients	15
Practice to tell organisations that regulate dental care professionals	14
Something else	11
Don't know	6

Q19a. To what extent do you agree or disagree with the following statements:
GD19A

A: The more I pay for my dental treatment, the better the quality of care I expect

	2018 %
Strongly agree	27
Tend to agree	25
Neither agree nor disagree	23
Tend to disagree	14
Strongly disagree	11
Don't know	1

Q19b. To what extent do you agree or disagree with the following statements:
GD19A

B: The more I pay for my dental treatment, the more involved I expect to be in decisions about my care

	2018 %
Strongly agree	27
Tend to agree	27
Neither agree nor disagree	25
Tend to disagree	12
Strongly disagree	8
Don't know	1

Q19c. To what extent do you agree or disagree with the following statements:
GD19A

C: I always trust my dentist to recommend what is best for my treatment

	2018 %
Strongly agree	47
Tend to agree	34
Neither agree nor disagree	13
Tend to disagree	4
Strongly disagree	1
Don't know	1

Q19d. To what extent do you agree or disagree with the following statements:
GD19A

D: Value for money is important to me when thinking about my dental treatment

	2018 %
Strongly agree	34
Tend to agree	34
Neither agree nor disagree	21
Tend to disagree	7
Strongly disagree	3
Don't know	1

Q19e. To what extent do you agree or disagree with the following statements:
GD19A

E: Being involved in conversations about my choice of dental treatment is important to me

	2018 %
Strongly agree	50
Tend to agree	34
Neither agree nor disagree	13
Tend to disagree	2
Strongly disagree	1
Don't know	1

Q19f. To what extent do you agree or disagree with the following statements:

GD19A

F: If I choose private dental treatment instead of NHS treatment, I expect a better quality service

	2018 %
Strongly agree	30
Tend to agree	27
Neither agree nor disagree	21
Tend to disagree	12
Strongly disagree	9
Don't know	1

Q19g. To what extent do you agree or disagree with the following statements:

GD19A

G: The more expensive a dental treatment, the more likely I am to complain if I am not happy with the service

	2018 %
Strongly agree	33
Tend to agree	26
Neither agree nor disagree	23
Tend to disagree	10
Strongly disagree	7
Don't know	1

Q19h. To what extent do you agree or disagree with the following statements:

GD19A

H: Because I pay for my dental treatment, I expect more from dentists than other healthcare professionals

	2018 %
Strongly agree	20
Tend to agree	19
Neither agree nor disagree	30
Tend to disagree	17
Strongly disagree	12
Don't know	1

Q20. In which of the following ways would you consider it appropriate for your dental practice to advertise "cosmetic" treatments?
GD21A

	2018 %
Leaflets in the waiting room	53
Posters in the waiting room	50
On the website	31
The dentist mentioning them after a patient asks about them	25
Public advertising (e.g. billboards, newspapers, shopping centre displays)	17
In an email newsletter	11
The dentist mentioning them during an appointment without the patient asking	10
Another member of staff (not the dentist) at the surgery mentioning during an appointment	7
In another way	5
None	5
Don't know	4

Q21. Have you heard about, or seen adverts for, cosmetic treatments at a dental practice in any of the following ways?
GD22AX

	2018 %
Posters in the waiting room	46
Leaflets in the waiting room	37
Public advertising (e.g. billboards, newspapers, shopping centre displays)	14
On the website	13
The dentist mentioning them after you ask about them	8
The dentist mentioning them during an appointment without you asking	5
In an email newsletter	4
Another member of staff at the surgery mentioning during an appointment (e.g. hygienist)	3
In another way	7
None	21
Don't know	4

Q23. You said a dentist had mentioned a cosmetic treatment to you as part of an appointment without you asking. How did you feel about this?

GD23A

Base: People whose dentist mentioned cosmetic treatment to them during an appointment without asking:2018 (74)

	2018 %
Didn't care/think about it	36
Nice to see offered	22
Depends on the treatment	12
Decided to get treatment	12
Makes me think they're looking for money	11
Depends on the messaging	8
It's what I expect	5
Made me less trusting/less confident in my dentist/dental practice	2
It made me leave the practice/choose another practice	1
Made me uncomfortable	1
Depends on the staff member	-
Other	9
Don't know	-

Demographics

Gender

	%
Male	50
Female	50

Age

	%
15-24	14
25-34	17
35-44	14
45-54	18
55-64	14
65+	23

Social grade

	%
A	5
B	22
C1	29
C2	21
D	15
E	9

Marital status

	%
Married/living as	55
Single	29
Widowed/divorced/separated	16

Working status

	%
Working	55
Not working	45

Occupation

	%
Full-time	38
Part-time	12
Self-employed	5
Not working – housewife	4
Still in education	8
Unemployed	3
Retired	24
Other	6

Children in household

	%
Yes	24
No	76

Children's ages

Multi-code question

	%
Aged 0-3	8
Aged 4-5	4
Aged 6-9	8
Aged 10-15	13
None aged under 16	76

Location

	%
England	83
Northern Ireland	3
Scotland	8
Wales	6

Ethnicity

	%
White	88
BAME	11

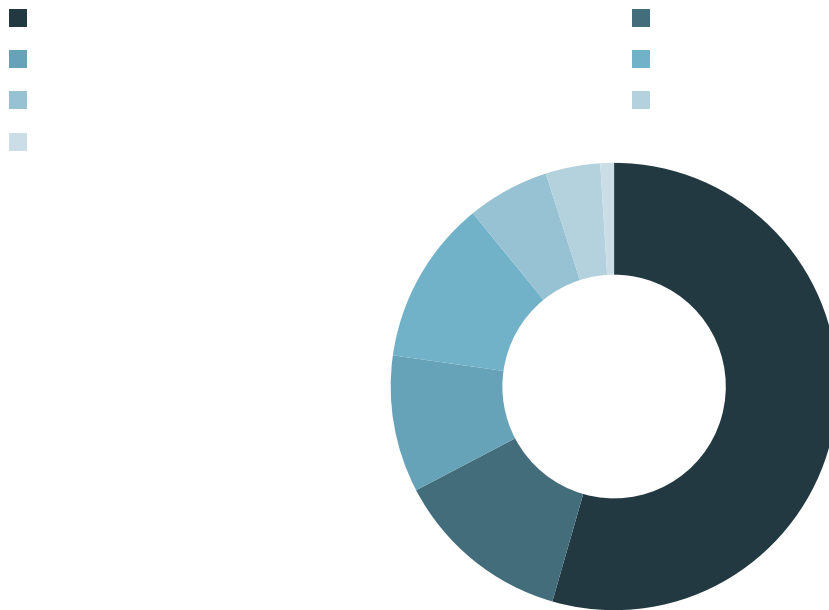
Disability

	%
Yes	15
No	84

1.3 Public and patient use of dental professionals

1.3.1 Last visit to dentist

Seven in ten people visited the dentist in the last twelve months (68%), with over half (55%) visiting in the last six months.



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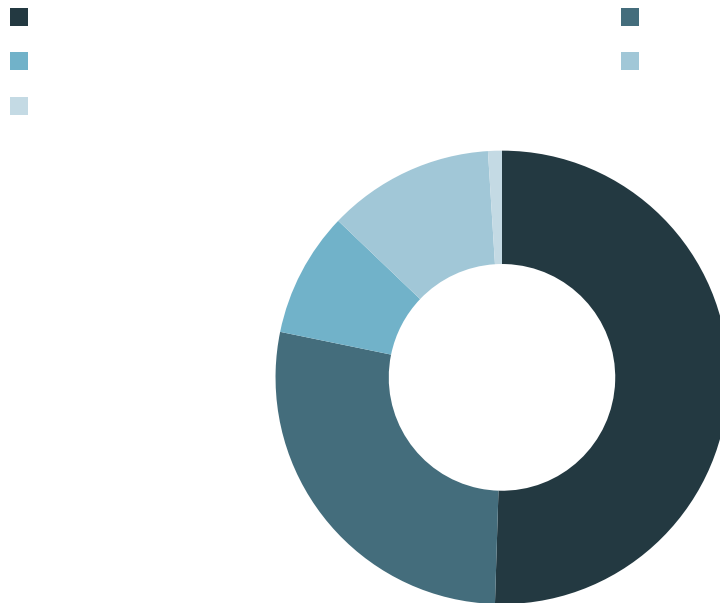
The following groups were most likely to have visited the dentist in the last six months when compared with the average of 55%:

- Women (59%);
- Those aged 65+ (64%);
- people in social grades A/B and in social grade C1 (65% and 59% respectively).

People from a white background were more likely to have visited the dentist in the last six months than people from an ethnic minority group (57% compared with 46%).

1.3.2 Frequency of visits to dentist

Half of people (51%) said that they visit the dentist once every six months on average.

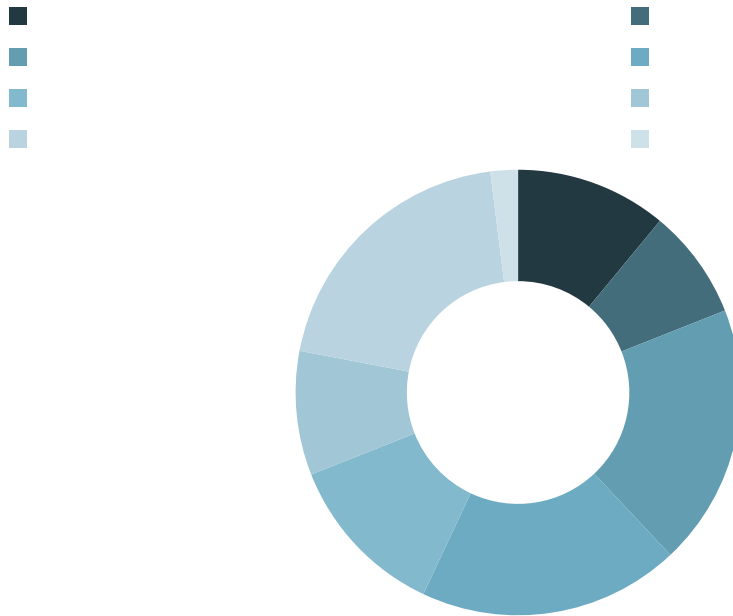


Women and older people were more likely than average to report visiting the dentist in the last six months (55% of women, 61% of those aged 55 to 64 and 62% of those aged 65 reported this compared with 51% overall).

People from a white background were also more likely than those from an ethnic minority group (52% compared with 37%).

1.3.3 Length of time with current dentist or dental practice

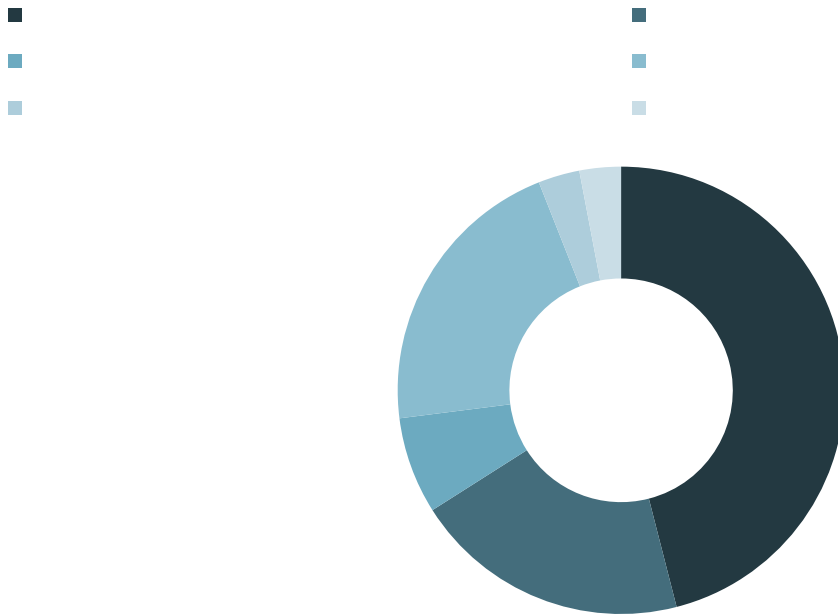
Nearly four in ten patients (38%) have been with their current dentist for five years or less.



Older people tended to have been with their current dentist for the longest (28% of those aged 55 to 64, and 33% of those aged 65 and over had been with their current dentist for more than 20 years compared with 20% overall). Nearly two in ten of those aged 35 to 44 had been with their dentist for a year or less (17% compared with 11% overall).

1.3.4 NHS vs. private care

The majority of patients (66%) received solely NHS treatment, either paid-for (46%) or free (20%), at their last visit to the dentist. Fewer than one in ten (7%) received a mixture of NHS and private dental care and around two in ten (21%) received private dental care.



1.4 Profile of participants from qualitative depth interviews

Participant	Age	Gender	Social grade	Ethnicity	Country	Dental care satisfaction	Confidence in GDC's regulation of dentistry	Dental regulation priorities	NHS or private dental treatment	Disabled	What led them to not attend an appointment	Willingness to give feedback, based on scenario (positive or negative)	Offered cosmetic treatment unprompted	Response to cosmetic treatment offering
1	55 - 59	Female	C2	White	England		Don't know	Focus equally on preventing bad practice and taking action against dentists with serious complaints		Yes	Don't Know	Very likely (negative)	Yes	Made me less trusting / less confident in my dentist / dental practice
2	18 - 24	Male	C2	White	England	Very satisfied	Very confident	Focus equally on preventing bad practice and taking action against dentists with serious complaints	NHS dental care that I paid for	No	Not having the time, Unable to get an appointment when I needed one	Somewhat likely (negative)	No	
3	18 - 24	Female	C1	BAME	England	Very satisfied	Fairly confident	Focus mainly on taking action against dentists that have serious complaints	Private dental care only in the UK	No	Unable to find an NHS dentist, Unable to get an appointment when I needed one, Being away from home	Very likely (negative)	Yes	Didn't care / think about it
4	75+	Male	A	White	Scotland	Very satisfied	Very confident	Focus equally on preventing bad practice and taking action against dentists with serious complaints	NHS dental care that I paid for	Yes	Nothing	Not at all likely (positive)	No	
5	45 - 54	Female	B	White	Wales	Fairly satisfied	Not very confident	Focus equally on preventing bad practice and taking action against dentists with serious complaints	NHS dental care that I paid for	No	Unable to find an NHS dentist	Somewhat likely (positive)	No	
6	45 - 54	Male	E	White	England		Fairly confident	Focus equally on preventing bad practice and taking action against dentists with serious complaints	Private dental care only in the UK	Yes	Not registered at a dentist, Unable to find an NHS dentist, Something else, Worried about the cost of potential treatment, Worried about how painful it might be	Very likely (positive)	No	
7	60 - 64	Male	C2	White	England	Very satisfied	Fairly confident	Focus equally on preventing bad practice and taking action against dentists with serious complaints	NHS dental care that was free	No	Worried about how painful it might be	Don't Know (positive)	Yes	Makes me think they're looking for money

8	65 - 74	Male	E	White	England	Fairly satisfied	Fairly confident	Focus equally on preventing bad practice and taking action against dentists with serious complaints	Private dental care only in the UK	No	Nothing	Very likely (positive)	No	
9	60 - 64	Male	C2	White	England	Very satisfied	Not very confident	Focus mainly on preventing bad practice	Private dental care only in the UK	yes	Unable to find an NHS dentist	Somewhat likely (positive)	No	
10	25 - 34	Female	D	White	England	Very satisfied	Very confident	Focus equally on preventing bad practice and taking action against dentists with serious complaints	NHS dental care that was free	yes	nothing	Very likely (negative)	No	

1.5 Profile of participants from deliberative workshop

Participant	Age	Gender	Social grade	Ethnicity	Dental care satisfaction	Confidence in GDC's regulation of dentistry	NHS or private dental treatment
1	25 - 34	Male	A	White	Very dissatisfied	Not at all confident	NHS dental care that I paid for
2	45 - 54	Male	B	White		Not at all confident	
3	35 - 44	Male	C1	White	Fairly satisfied	Fairly confident	I had treatment abroad
4	45 - 54	Male	E	White		Fairly confident	
5	60 - 64	Male	C1	White	Very satisfied	Not very confident	Private dental care only in the UK
6	35 - 44	Male	C1	White	Very satisfied	Fairly confident	NHS dental care that I paid for
7	25 - 34	Female	C1	BAME	Fairly satisfied	Not very confident	NHS dental care that was free
8	35 - 44	Male	C1	BAME	Fairly satisfied	Fairly confident	NHS dental care that was free
9	60 - 64	Female	C1	White	Fairly satisfied	Not very confident	NHS dental care that was free
10	65 - 74	Female	C1	White	Fairly satisfied	Fairly confident	NHS Dental Care that I paid for
11	55 - 64	Male	B	White	Very satisfied	Fairly confident	Private dental in the UK
12	65 - 74	Male	B	White	Very satisfied	Fairly confident	NHS Dental Care that I pay for
13	45 - 54	Male	C2	White	Fairly dissatisfied	Not very confident	Private dental care only in the UK
14	55 - 64	Male	B	White	Fairly dissatisfied	Not very confident	Private dental care only in the UK
15	25 - 34	Female	D	White	Fairly dissatisfied	Fairly confident	Private dental care only in the UK
16	18 - 24	Male	C1	BAME	Fairly dissatisfied	Not very confident	NHS Dental Care that I paid for
17	25 - 34	Female	C1	BAME	Fairly satisfied	Fairly confident	NHS Dental Care that I paid for
18	25 - 34	Female	D	White	Very satisfied	Very Confident	NHS dental care that was free
19	65 - 74	Male	C1	White	Fairly satisfied	Very Confident	Private dental care only in the UK
20	55 - 64	Female	C1	White	Very satisfied	Fairly confident	NHS Dental Care that I paid for

1.6 Discussion guide for qualitative depth interviews

GDC- patients and the public research Depth interview discussion guide

Introduction	TIMING
<p>Thank participant for taking part and introduce self.</p> <p>Explain we are conducting research on behalf of the General Dental Council to better understand what patients expect of a regulator.</p> <p>Introduce Ipsos MORI and explain that as an independent research organisation, Ipsos MORI adheres to the Market Research Society Code of Conduct. We are gathering a range of opinions from a range of people, and all opinions are valid.</p> <p>Reassure all responses are anonymous, and identifiable information about individuals will not be passed on to anyone, including NHS England.</p> <p>Confirm the length of discussion is around 30 mins – depending on their answers – but they can stop at any point and they are also welcome to withdraw from the research at any stage.</p> <p>Confirm they are happy to take part. Ask if they have any questions before we begin.</p> <p>Get permission to digitally record in order to transcribe for (anonymised) quotes.</p> <p>Explain the format of the interview.</p>	2 mins
Giving Feedback	
<p>I'd like to start by talking about giving feedback to a dental practice. During the questionnaire you were read the following scenario:</p> <p>Positive</p> <p>A dentist is particularly helpful during your treatment, going above and beyond your expectations, and supports you to make a decision about a treatment that works for you</p> <p>Negative</p> <p>A dentist is rude during your treatment and doesn't check that you are happy with all the treatment options.</p> <p>You said that you were unlikely/ likely to give feedback. Can you talk me through why you said you were likely / unlikely to feedback.</p> <p>What are you thinking about when we say feedback?</p> <ul style="list-style-type: none"> • <i>What does it involve?</i> 	10 mins

Would being asked to give feedback by somebody at the practice change how you felt?

Read participant the alternative scenario.

What about if you experienced a situation like this, would you be more or less likely to give feedback in this instance?

Probe

- *Why do you say that?*
- *(If they would not give feedback to either scenario) Is there any instance in which you would give feedback/ make a complaint? Why do you say that?*

Have you ever given feedback to a dental practice – either positive or negative?

IF YES:

Can you talk me through why you chose to give feedback at that point?

- *What happened to make you want to give feedback?*
- *Why did you at this point / what was different to other times you may not have done before?*
- *How did you give feedback / what was the process? (e.g. was it formal, or informal, requested or spontaneous).*

What happened when you gave the feedback?

- *Did the dental practice keep in touch with you about your feedback?*
- *Did you notice anything changing as a result of your feedback?*

Would you want to have changed anything?

IF NO:

Have there been times you'd like to have fed back?

- *What stopped you from doing so?*
- *Was there anything that would have made you more likely to give feedback at that point? Why do you say that?*

Was there anything you would like to have happened differently in the way that your feedback was dealt with?

- *Why do you say that?*
- *Would that have been different if the feedback was different? (e.g. a larger issue, on a positive / negative scenario ...)*

And what would you like the practice to do with feedback like this?

- *Is this what you think happened?*
- *If they are doing this, how could they let you know about it? / Would you want to know about it?*

<p>ASK EVERYBODY</p> <p>I'd like to understand more about what the ideal process would look like if you gave feedback. Thinking about the original scenario (remind them of the positive or negative scenario again).</p> <p>If you did feedback, how would you want to provide the feedback? (e.g. formal, informal, prompted, unprompted, anonymous, ...)</p> <ul style="list-style-type: none"> • <i>Who would you want to give the feedback to? Why?</i> • <i>Would it be different if the feedback was positive/negative? (depending on scenario). Why do you say that?</i> <p>If your practice received that feedback, what would you like them to do with it?</p> <ul style="list-style-type: none"> - <i>Why do you say that?</i> - <i>Would the practice communicate with you about what they were doing as a result of the feedback? Why do you say that? [IF YES] How would you like them to feed that back to you?</i> <p>For the negative scenario:</p> <p>If the practice apologised for this, how would you want them to do that?</p>	
GDC regulation	
<p>As you may remember, the General Dental Council protects patients by regulating dental professionals in the UK. So, all dentists, dental nurses, dental technicians, clinical dental technicians, dental hygienists, dental therapists and orthodontic therapists must be registered with the General Dental Council to work in dentistry.</p> <p>ASK: Where participant said that they were 'Fairly confident' in the GDC's regulation in survey</p> <p>REMIND PARTICIPANT OF THE SURVEY QUESTION.</p> <p>You said that you were 'Fairly confident' that the GDC regulates dentists and dental care professionals effectively.</p> <p>Can you tell me what you were thinking when you chose that answer?</p> <p>Probe</p> <ul style="list-style-type: none"> • <i>What kind of things made you fairly confident?</i> • <i>What would make you 'very confident'? [Probe on awareness / visibility of the GDC – would that make a difference?]</i> <p>ASK ALL</p> <p>You said that you thought that the GDC should focus on (delete as applicable) 'preventing bad practice in dentistry,' 'preventing bad practice and taking action against dentists that have serious complaints raised against them' or 'on taking action against dentists that have serious complaints raised against them.'</p>	5 mins

<p>Can you tell me what you were thinking when you chose that?</p> <p>Probe</p> <ul style="list-style-type: none"> • <i>What made you chose that one over the other parts of the scale?</i> • <i>What kind of things were you thinking of when it said prevention?</i> 	
Dental treatment and cost	
<p>ASK ALL about at least 3 statements.</p> <p style="background-color: #90ee90;">For any that said neither / nor ask all statements they said this for</p> <p>For each of the statements:</p> <ul style="list-style-type: none"> A) The more I pay for my dental treatment, the better the quality of care I expect B) The more I pay for my dental treatment, the more involved I expect to be in decisions about my care C) Value for money is important to me when thinking about my dental treatment D) If I choose private dental treatment instead of NHS treatment, I expect a better quality service E) The more expensive a dental treatment, the more likely I am to complain if I am not happy with the service F) Because I pay for my dental treatment, I expect more from dentists than other healthcare professionals <p>Can you tell me what you were thinking when you chose that answer? What kind of scenario or treatment were you thinking about?</p> <p>You said that you 'neither agree nor disagree,' can you tell me what you were thinking when you chose that?</p> <p>Probe</p> <ul style="list-style-type: none"> • <i>Could anything be different to make you chose one end or the other instead?</i> 	Up to 5 mins
Cosmetic treatments	
<p>In the survey, we asked about how you might hear about cosmetic treatment. For example, we asked if you had ever seen a poster advertising it in a dentist.</p> <p>What type of treatments would you think of as "cosmetic"?</p> <ul style="list-style-type: none"> • <i>What makes that treatment cosmetic?</i> <p>I'm going to read out a list of some treatments, and can you tell me which you think are cosmetic and which are not?</p> <p>FOR EACH PROBE ON WHY</p>	5 mins

<ul style="list-style-type: none"> Teeth whitening, NHS fillings, private white filling, Root canal, Botox, Orthodontistry (e.g. braces), Caps, False teeth, Lip fillers, Cheek fillers, Teeth cleaning / hygienist appointment, Teeth veneers, Teeth implants and ask why they say one thing is cosmetic and another is not. <p>ASK: Only for those who have been offered a cosmetic dental treatment in the past</p> <p>You said that you have been offered a cosmetic treatment in the past without asking for this. What did you think about that?</p> <p>Probe</p> <ul style="list-style-type: none"> Why did/didn't this concern you? Would your reaction be different depending on the treatment which was offered? (give an example if necessary). 	
Disabled access to dental treatment	
<p>ASK only those who said something else</p> <p>The GDC want to ensure that dental treatment is accessible to all patients.</p> <p>You said in the survey that 'something else' had prevented you from accessing dental treatment.</p> <p>Would you be comfortable discussing what this was? If so, could you tell me about it.</p> <p>Probe</p> <ul style="list-style-type: none"> Why did that make you feel like you could not access dental services at that time? (if applicable) 	Up to 5 mins
Wrapping up	
<p>CHECK IF ANY QUESTIONS/ QUERIES ABOUT THE RESEARCH / REASSURE ON ANONYMITY.</p> <p>THANK PARTICIPANT AND CLOSE INTERVIEW.</p>	2 mins

1.7 Discussion guide for deliberative workshop

GDC- Patients and the Public Research Deliberative workshop

Timing	Section
Pre-workshop – 15 mins	<p>Pre-task for participants: Participants are asked to discuss dentists with friends and family and find three words that come most to mind.</p> <p>Arrival Participants will be asked to sign consent forms, and will be offered the privacy policy before being allocated to their tables</p>
5 mins	<p>Whole workshop welcome, introductions across the team, Welcome from Ipsos MORI chair – introduce Ipsos MORI, staff and their roles.</p> <ul style="list-style-type: none"> • Chair to outline the purpose of the workshop and set the ground rules as well as the broad structure. • Inform participants about the whole research approach. <p><u>Purpose of the workshop:</u> To help the General Dental Council to better understand what patients want from their dentists and from a dental regulator, to feed into their strategy and aim to improve the way dentists and themselves engage with patients and the public.</p>
10 mins	<p>Introduction at tables</p> <ul style="list-style-type: none"> • Moderators reinforce the purpose • Explain that as an independent research organisation, Ipsos MORI adheres to the Market Research Society Code of Conduct; we are gathering a range of opinions from a variety of people, and all opinions are valid. • Get permission to digitally record • Ask if any questions • Participants to briefly introduce themselves in pairs and discuss the 3 words to describe dentists pre-task. • Participants introduce to the group and add the post-it notes to the flipchart. • Groups the post-it notes and refer back in the workshop
50 mins	<p>Session 1: Professionalism</p> <p>We're going to think of people who work not just in dentistry but in other areas too. To start with, when I say somebody is professional, what kind of words or images come to mind?</p> <p>- Any others?</p> <p>And now, thinking about the people you might meet who work in healthcare – so in hospitals, or GP practices, or in ambulances, what kind of things make you know that person is a professional?</p> <p>COLLECT RESPONSES TO BOTH QUESTIONS ABOVE ON POST-IT NOTES. IF NOT MENTIONED, PROMPT ON:</p> <ol style="list-style-type: none"> 1. Having qualifications/letters after name 2. Ongoing training 3. Smart personal appearance 4. Cleanliness/appearance of the surgery 5. Being polite 6. Being friendly 7. Compassionate nature 8. Good timekeeping

9. Honesty
10. Putting patients' needs first/ahead of profit
11. Giving advice on the best treatment for me
12. Knowledge and expertise
13. Standard of care

We're now going to look at why these aspects are important. What do they tell us about that person? Why is that important?

AS A TABLE, THEME RESPONSES LOOKING FOR UNDERPINNING MORAL PRINCIPLES e.g. caring about the quality of their work, caring about the patient, level of competence, taking responsibility for their actions...

Ok, now we have all these things we associate with being a professional, which do you associate with dentists?

- Why do you say that?
- How does this list of things associated with professionalism compare to the words you used to describe dentists in the pre-task?
- [IF DIFFERENT] why are there differences?

IN PAIRS: Which ones are most important for dentists? Please think about your top three.

PAIRS FEEDBACK AND FLIPCHART THE TOP 3 FOR EACH.

- Why are these most important to you?
- Was it hard to pick three? What did you almost pick? Why didn't you choose those?
- What ones were least important to you?
- What did you base your decisions on?

COMPARE ACROSS THE PAIRS – HIGHLIGHT THE THEMES AND UNDERPINNING PRINCIPLES WHICH APPEAR MOST OFTEN

If I had asked you about a GP being a professional, what 3 words would you have chosen?

- Why?
- What is different?

And how about if it was a police officer?

- Why?
- What is different?

And what about a teacher?

- Why?
- What is different?

How do the themes compare between these groups? Why do you say that?

CHAIR TO STOP GROUPS AT SAME TIME AFTER 25 MINS

Tipping point exploration

Thinking about all we've talked about so far, we're now going to talk through a scenario to help us understand a bit more.

EACH TABLE DISCUSSES A DIFFERENT SCENARIO – MODERATORS REMAIN ON A TABLE AND ONLY DISCUSS ONE SCENARIO THROUGHOUT THE EXERCISE, PARTICIPANTS ROTATE. OVERALL, EACH GROUP OF PARTICIPANTS WILL DISCUSS TWO SCENARIOS.

SCENARIO 1:

A Dental Nurse commits credit card fraud. While on reception, they used a Dentist's credit card to pay for an online order of baby clothes and had them sent to their personal address. The Dentist was in with a patient and not aware this was happening. When this was discovered the Dental Nurse was fired from her position and reported to the police, who took no further action.

Would you say this dental nurse is a professional? Why / why not? PROBE ON MORALS/ETHICS AND MITIGATION: HONESTY/DISHONESTY, NEED, IMPACT/LACK OF IMPACT ON PATIENT CARE ETC

CHANGES TO TEST:

- They claim it was a mistake, and that they had picked up the wrong card from their wallet (it was a work credit card that they used for work expenses).
- It was a patient's credit card
- It was cash from a petty cash box – they claim they had been caught short that day and intended to pay the money back into the box the next day
- Due to errors in the dentist's finance system, they had not received their pay for the last two months
- The money was spent on tickets for a concert.
- It was a family practice and the dentist was their brother.

BRIEFLY DISCUSS EACH ONE:

What difference does this make? Why? PROBE ON MORALS/ETHICS AND MITIGATION: HONESTY/DISHONESTY, NEED, INTENT, IMPACT/LACK OF IMPACT ON ABILITY TO DO JOB OR ON PATIENT CARE ETC

Do you still see them as a professional?

Which of those changes to the scenario had the biggest impact on how you thought about the scenario? Why do you say that?

What about this scenario would worry you about this dental nurse in their professional role? Why do you say that?
PROBE ON THEMES

COMPARE AND CONTRAST ACROSS GROUPS

PARTICIPANTS ROTATE TO NEXT TABLE AND DISCUSS THE NEXT SCENARIO

SCENARIO 2:

A dentist was caught driving above the legal limit but did not inform the regulator of this conviction, which anyone registered with the GDC is supposed to do for any kind of crime. It happened in their spare time, and they were not due at work the next day. They did inform their manager right away but forgot to inform not the regulator.

Would you say this dentist is a professional? Why / why not?

|

CHANGES TO TEST:

- The dentist said this was due to stress and difficult personal circumstances as they were currently going through a divorce.
- The dentist had been celebrating their birthday on a night out with friends.
- The dentist was on their way back from a funeral of a close family member.
- The dentist is now attending AA and recognises that they need to have a better relationship with alcohol.
- The dentist was on a six month sabbatical from their dental practice, travelling around the UK.
- The dentist was not over the limit on alcohol, but was found to have been drug driving – she had smoked pot before driving.
- The dentist was driving a morning after a heavy night of drinking – they had not realised how much would still be in their blood stream, and assumed that as they had slept it off, she would be fine to drive.

BRIEFLY DISCUSS EACH ONE:

What difference does this make? Why? PROBE ON MORALS/ETHICS AND MITIGATION: HONESTY/DISHONESTY, INTENT, IMPACT/LACK OF IMPACT ON ABILITY TO DO JOB OR ON PATIENT CARE ETC

Do you still see them as a professional?

Which of those changes to the scenario had the biggest impact on how you thought about the scenario? Why do you say that?

What about this scenario would worry you about this dentist in their professional role? Why do you say that? PROBE ON THEMES

SCENARIO 3:

The police have been called to the property of a dentist by his neighbours, as they were concerned about the way the dentist was shouting and screaming at his wife and children. Social services have insisted that the children are separated from him, and have given temporary custody of them to his wife's parents. However, they are working to reintegrate the family and organising supported visits between the dentist and his children.

Would you say this dentist is a professional? Why / why not?

CHANGES TO TEST:

- This is the third time the dentist has been separated from his children from social services for similar reasons.
- The dentist is found to be suffering from an undiagnosed mental health condition. He is now seeing a psychiatrist and been prescribed medication, which appears to be treating his condition.
- The dentist works in a clinic where he deals with a lot of families, including young children.
- The dentist is generally considered polite and kind by patients and colleagues.
- The dentist says that he was under immense pressure due to a recent bereavement which he was not handling well. He says he is determined to do everything he can to apologise to his family and get his kids back. He has followed all the guidelines set by social services.
- His wife decides to leave him and applies for full custody of the children, which she is given.

Do you still see them as a professional?

BRIEFLY DISCUSS EACH ONE:

What difference does this make? Why? PROBE ON MORALS/ETHICS AND MITIGATION: HONESTY/DISHONESTY, INTENT, IMPACT/LACK OF IMPACT ON ABILITY TO DO JOB OR ON PATIENT CARE ETC

Do you still see them as a professional?

	<p>Which of those changes to the scenario had the biggest impact on how you thought about the scenario? Why do you say that?</p> <p>What about this scenario would worry you about this dentist in their professional role? Why do you say that? PROBE ON THEMES</p>
10 mins	Refreshment break
50 mins	<p>Session 2: Confidence</p> <p>We're now going to talk about "public confidence" – this is confidence that the general public has in institutions or types of people.</p> <p>Can you think of examples of when something has happened that impacted on public confidence in an institution or group of people?</p> <ul style="list-style-type: none"> - Why did that affect public confidence? - Why did this affect opinions of everyone, not just the individuals specifically involved? - What is it about these that made people worried about them, or talk about them? (PROBE ON: the roles and responsibilities of the people involved, tapping into existing fears, impact, number of cases, role of regulation, amount of newspaper coverage etc.) <p>We're now going to talk through some examples of where a news story may have impacted public confidence in an organisation or group of people [IF NOT ALREADY MENTIONED]. For each one, I'd like you to think about:</p> <ul style="list-style-type: none"> - To what extent did it affect public confidence? Why? - Why did this affect opinions of everyone, not just the individuals specifically involved? - What is it about these that made people worried about them, or talk about them? (PROBE ON: the roles and responsibilities of the people involved, tapping into existing fears, impact, number of cases, role of regulation, amount of media coverage etc.) <p>SCENARIO A: News of the World phone hacking scandal: It was alleged that the News of the World employees and private detectives working on their behalf were hacking into the mobile voicemails of individuals, and listening to their messages without their consent. This included celebrities and politicians, as well as others including victims of the 2005 London bombings, Milly Dowler, a young girl who was found murdered, and relatives of deceased British soldiers. Due to public outcry about this and other accusations such as police bribery, the Leveson Enquiry was established to look into the press more generally, and the News of the World was closed down.</p> <p>SCENARIO B: MPs expenses scandal: In 2009, details of all MPs expenses claimed over the previous few years were published over several days in the Daily Telegraph. These included widespread accusations that MPs were switching which house was designated as a "second home", increasing the amount they could claim, as well as a few which resulted in criminal charges. There were also widely publicised claims, such as for the duck island.</p> <p>SCENARIO C: Bawa-Garba case: Dr Bawa-Garba, a junior doctor working in paediatrics, was charged with and convicted of gross negligence homicide after a young boy in her care died. It was felt there were failures in the way that she had managed his care, and that she had been too complacent and not proactive enough. However, she was only just back from maternity leave, overstretched in an understaffed ward she was not familiar with, and the computer systems were not working, meaning that test results were not transferred to her quickly. She was originally</p>

suspended for a year, but the General Medical Council tried to get her permanently struck off. In August 2018, she won her appeal to be reinstated, on the grounds of her otherwise unblemished record and the contextual issues she was facing.

Thinking about these scenarios, what do you think has the biggest impact on public confidence? Why do you say that? PROBE AS ABOVE.

We're now going to go through some theoretical examples of scenarios about dentists. All of these are invented, but will be based on things the regulator would be responsible for. For each let's think about whether this would impact your opinion of dentists and dental professionals as a whole:

Scenario 1: You see a story on a news website about a local woman who has attacked an ex-boyfriend's new girlfriend on a night out. It includes a video of the two woman yelling at each other, and one of them being physically restrained by some friends. The story includes the news that she has been arrested for assault. When you go to a new dentist a week later, you recognise her as the dental nurse in the surgery. You mention having seen the story to one of the senior members of staff, and they are clearly surprised, as they did not know this had happened.

Scenario 2: You see a news story about dental technicians in remote areas doing work they are not qualified to do. This includes a mention of a recent case where a dental technician was reported for making dentures without a Dentist referral.

Scenario 3: You see a news programme discussing how people use social media. As an example, one of the guests mentions a dentist at their local surgery who had posted pictures of themselves on Facebook with small bags of white powder and the heading "Ket Sundays".

For each scenario:

- Would this impact your feelings about dentistry as a whole? What makes you say that? How do these scenarios compare to the ones we were talking about earlier when thinking about public confidence? (PROBE ON: the roles and responsibilities of the people involved, tapping into existing fears, impact, number of cases vs one individual, role of regulation, amount of coverage etc.)

Would it be different if you discovered that person had been punished by a regulator? Why do you say that? What would you expect to happen to them? Does it give you more confidence in the profession? Why/why not? Would you do anything differently after hearing these stories? PROBE ON WHETHER IT WOULD MAKE THEM THINK TWICE ABOUT GOING TO VISIT A DENTIST/THEIR DENTIST.

5 mins

Refreshment break (if time / needed)

40 mins

Session 3: Consumer vs patient

We're now going to go on to think about something different. I'm going to give you a word and I'd like you to tell me what comes to mind straight away.

To start with, when I say the word 'consumer' what words and images come to mind?

Can you give me some examples of when you are a consumer?

WRITE ON FLIPCHART

PROMPT: banking, shops and retail, beauty salons.

	<p>Looking at all of these examples, what is it that makes you a consumer in those situations?</p> <ul style="list-style-type: none"> - What else? - Does it change if they provided a free service for a day? Are you still a consumer? Why? - What about if a charity provide that service and you paid? - What about if the government provided it but you had to pay? <p>Ok, so thinking about another word: 'patient'. What words and images come to mind?</p> <p>Can you give me some examples of when you are a patient?</p> <p>Ok, looking over these examples, what makes you a patient in those situations? What else?</p> <p>SUMMARISE KEY FEATURES OF BEING A CONSUMER AND A PATIENT</p> <p>Thinning about the when you go to the dentist, what are you at this point? What makes you say that?</p> <p>Can people be both consumers and patients?</p> <ul style="list-style-type: none"> - What makes you say that? - What do people expect if they are a patient and if they are a consumer? <p>Lots of people pay for dental care, for example, many pay towards an NHS check-up. Does this change if we think we're a consumer or a patient?</p> <ul style="list-style-type: none"> - Why? Why not? <p>And how about if people pay for different treatments at the dentist, not just a check-up. PROMPT:</p> <ul style="list-style-type: none"> - A private hygienist appointment to have their teeth cleaned? - Braces to straighten their teeth - Having a teeth-whitening treatment <p>Are people consumers or patients in each of these? Where on the scale are they for each?</p> <ul style="list-style-type: none"> - Why do you say that? <p>What do people expect because they are a patient or a consumer for each of these?</p>
10 mins	<p>Session 5: Plenary, final thoughts and close</p> <p>Tables will briefly feedback on the different areas. Moderators to summarise the thoughts from the workshop.</p> <p>THANK AND HANDOUT INCENTIVES</p>

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About Ipsos MORI's Social Research Institute

The Social Research Institute works closely with national governments, local public services and the not-for-profit sector. Its c.200 research staff focus on public service and policy issues. Each has expertise in a particular part of the public sector, ensuring we have a detailed understanding of specific sectors and policy challenges. This, combined with our methodological and communications expertise, helps ensure that our research makes a difference for decision makers and communities.