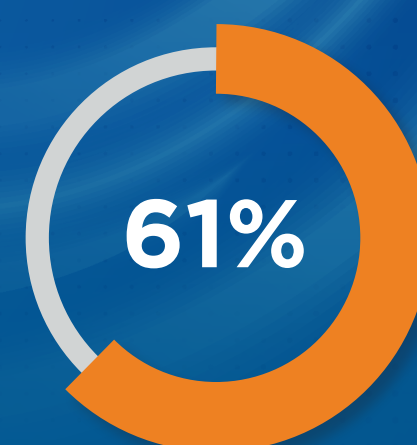


THE DENTAL DILEMMA:

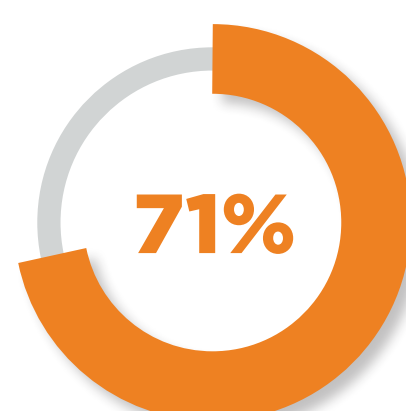
NADG STUDY REVEALS UNCERTAINTY AMONG DENTAL PATIENTS DURING COVID-19

OPEN FOR BUSINESS? ONLY IN AN EMERGENCY.

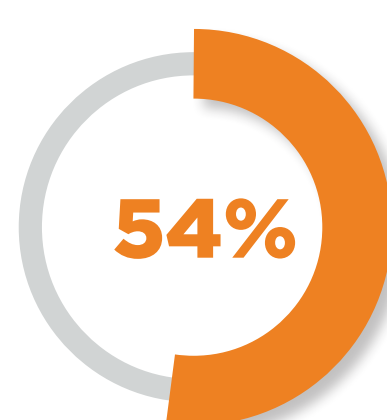
There is significant confusion as to whether dental offices are open during the COVID-19 outbreak.



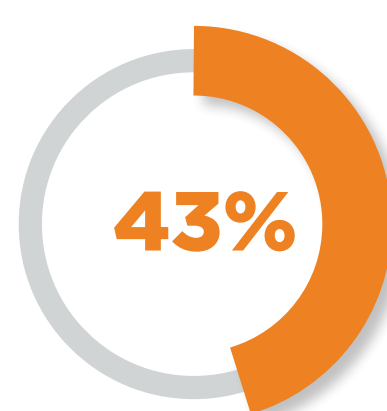
OF AMERICANS ARE NOT AWARE THAT
OFFICES ARE OPEN FOR EMERGENCIES.



OF AMERICANS ARE UNCOMFORTABLE
WITH VISITING THEIR DENTISTS
DURING THE COVID-19 PANDEMIC FOR
NON TIME-SENSITIVE PROCEDURES.



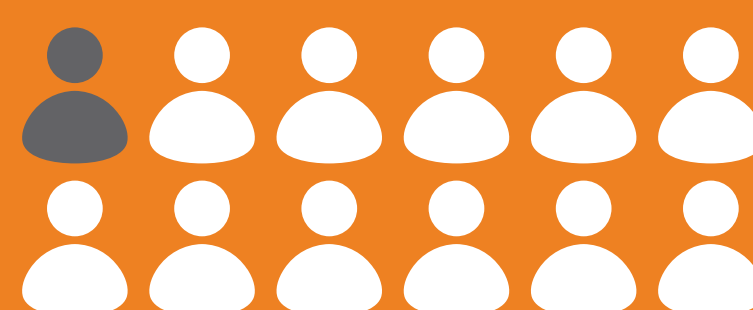
OF AMERICANS WOULD FEEL
COMFORTABLE DOING SO IN THE
EVENT OF AN EMERGENCY.



OF AMERICANS HAVE EITHER
DELAYED A DENTAL CHECK-UP
(28%), A NEEDED DENTAL
PROCEDURE (14%), OR DEVELOPED
A NEW DENTAL ISSUE DURING THE
SOCIAL DISTANCING PERIOD (10%).

NOT AN EMERGENCY? DELAY YOUR VISIT.

A significant number of Americans are putting off dental care, whether by choice or to comply with national and state guidelines, which could lead to meaningful problems in the future.



ONE IN TEN

AREN'T SEEKING TREATMENT
FOR A NEW DENTAL ISSUE
BECAUSE OF THE VIRUS.

CONCERNED ABOUT STAYING SAFE?

A significant number of Americans are unsure what measures are being taken to protect their health and safety during emergency care.



ONLY 4 IN 10
AGREE THAT THEIR DENTIST KNOWS
HOW TO PREVENT THE SPREAD.

56%

ARE NOT SURE IF HEALTH ORGANIZATIONS
HAVE ISSUED PROTOCOLS TO PREVENT THE
SPREAD OF COVID-19 IN DENTAL OFFICES.

51%

OF AMERICANS SAY THEIR PRIMARY
CONCERN IS KNOWING WHETHER THEIR
DENTAL OFFICE HAS HAD ANY KNOWN
CASES OF COVID-19.

43%

ARE UNSURE IF THEIR OFFICE IS FOLLOWING
CDC GUIDELINES FOR CONTAINING THE
SPREAD OF COVID-19.

42%

FEEL CONFIDENT THEIR DENTIST IS
PREPARED TO PREVENT THE SPREAD.

OVERCOMING THE DILEMMA

How to protect yourself:

- Before visiting, contact your dentist to determine if you require treatment for a dental emergency, or if it can wait.
- Only seek care if you have not been exposed to or show symptoms of COVID-19.
- Arrive on time for your appointment and do not bring a guest.
- Practice social distancing and good hygiene. Ask to wash your hands before and after your procedure and avoid touching your face.
- After visiting, follow all discharge instructions to ensure a full recovery, avoiding the need for any unnecessary follow-up care.

How your dentist is protecting you:

- Using teledentistry to better assess the need for immediate care
- Screening patients to assess risk of COVID-19 exposure and conducting temperature checks
- Limiting the total number of people in the practice at any time
- Implementing enhanced infection control protocols including cleaning and sanitizing all areas of the office regularly
- Consistently using advanced personal protective gear including N95 masks, face shields, and gloves