



VOICE OF THE DENTAL PATIENT IN BRITISH COLUMBIA

Final Report

July 5, 2021

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SUMMARY OF FINDINGS



Dental patients are highly satisfied with their dental care providers across all health regions and throughout the various demographic sectors. Overall, 84% of dental patient respondents are either satisfied or extremely satisfied. Nine in ten will recommend their dental care provider.



Dental care is a relationship-driven profession. Patient respondents tend to have long tenures with their dental care providers and choose to visit providers who deliver good care. Patient respondents think highly of their dental care providers and rate the quality of care they receive higher than the overall quality of dental care in BC.



Dental care is perceived to be expensive and cost-prohibitive to many residents in BC. Cost and lack of dental insurance coverage are primary reasons why one-in-five residents in BC did not visit a dental office in the last 24 months.



Fees are not fully understood by patient and non-patient respondents. In fact, less than half of patients surveyed agreed that they are clear on what is being charged and how much they expect to pay for their dental care visit/treatment.



Socio-economic factors influence access to and receipt of dental care. A large proportion of non-patient respondents are low-income, unemployed, have not attained university or college education, and live away from major urban centres in the province.



Dental patient agency is limited. While a majority of patients are comfortable raising concerns about their dental care treatment, half do not have sufficient knowledge or familiarity with their dental insurance plan or access to the necessary resources to make informed decisions about their dental care.



Awareness of regulations and regulator is high among patients. Awareness levels of industry regulations, the role of the regulator, and CDSBC is higher among patient respondents than their non-patient counterparts.



Confidence in regulator transparency and patient protection is limited. Patients are not as confident the regulatory body would take action to protect dental care patients. Patients and non-patients are also not as confident with CDSBC's effectiveness in investigating and resolving complaints and in its overall transparency.

RESEARCH BACKGROUND AND METHODOLOGY

Background and Research Objectives

The College of Dental Surgeons of British Columbia (CDSBC or College) is the regulatory body for certified dental assistants (CDAs), dental therapists and dentists in B.C.

The College's mandate is to serve and protect the public by regulating dentists, dental therapists and certified dental assistants. Specifically, the College:

- Sets requirements for certification, registration, standards of practice and ethics
- Establishes requirements for, and monitoring, continuous competency; and
- Investigates and resolves complaints.

In light of the findings of the [Cayton Report](#), the College commissioned research to ascertain perspectives of the general public in British Columbia about dental care experience and regulation. The results of the research will guide development of strategic initiatives aimed at elevating the general public's trust in the dental profession and quality of care as well as how the profession is being regulated.

Research Methodology

The College contracted Pivotal Research Inc., a third party research consulting firm based in Edmonton, Alberta to execute the requirements of the research initiative. The research was conducted in two stages:

1

Stage 1 entailed executing a qualitative online bulletin board with 16 participants representing a broad and inclusive range of BC residents. Activities included conducting a deep-dive into the dental care journey, validating key journey touchpoints, identifying dental care pain points, and deriving language likely to resonate with general population for development of province-wide survey.

2

Stage 2 entailed the development of an online survey in collaboration with College staff, informed by research stage 1 outcomes. The online survey was fielded province-wide to a panel of 2,000 BC residents. The sample was representative of BC's population according to health regions and demographics (age and gender), with 5% of respondents self-identifying as Indigenous. Survey research uncovered perspectives on dental care experience and awareness and understanding of dental care regulations.



RESEARCH BACKGROUND AND METHODOLOGY

Data Collection

Data collection for Stage 1 of the research took place between February 11 to 13, 2021. Sampling and recruitment considerations included geographical representation across the province as well as representation of individuals who self-identified as indigenous and individuals whose native language was not English.

For Stage 2 of the research, data collection took place between May 7 and 25, 2021. Respondents over the age of 18, were randomly selected from an online panel, which covered more than 70,000 residents across all regions in BC and were invited to complete a 15-minute online survey (See Appendix for a copy of the survey instrument). The survey is statistically valid with a ± 2.19 margin of error, 19 times out of 20.

Respondents who indicated to be involved in the dentistry profession in British Columbia were excluded from participating in the survey.

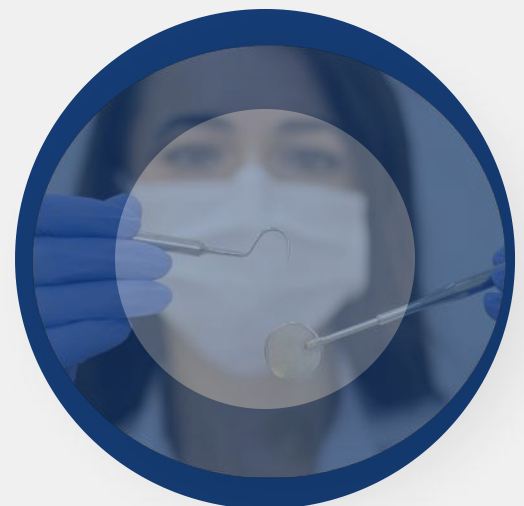


This report focuses on presenting outcomes from Stage 2 of the voice of the dental patient in BC. Statistically significant differences among various demographic groups and health regions are identified where applicable.

Survey Topics

- Visit to dental office in last 24 months
- Choice of dental care provider
- Dental patient journey
 - Dental Office
 - Pre-treatment
 - Treatment/Procedure
 - Post-treatment
 - Interaction/Communication with staff
 - Payment
 - Consent

- Perceptions of dental care in BC
 - Access to dental care
 - Costs
 - Patient agency
- Perceptions of dental care regulation in BC
- Awareness and perceptions of CDSBC



RESPONDENT PROFILE

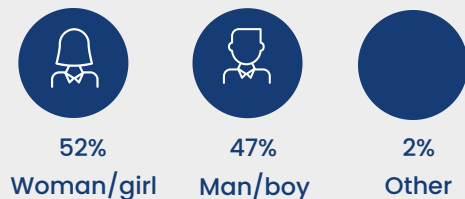
Overall, 2,000 respondents over the age of 18 completed the online survey. Respondents were asked to identify key demographics about their gender, age, as well as the first three digits of their postal codes (FSA's) to ensure a comprehensive and valid representation of the British Columbia population distribution. Results displayed in this report are calculated based on the overall number of valid responses.

Key Demographics

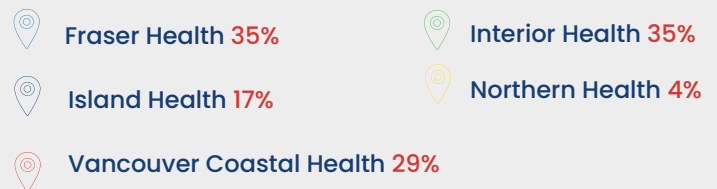
Survey respondents represented residents in British Columbia from across the 5 health regions according to an age distribution that closely matched that of the 2016 Federal census and population estimates published by BC Stats.

In addition, respondents were asked to identify their gender from among a list of 6 selections to ensure inclusiveness of the survey process.

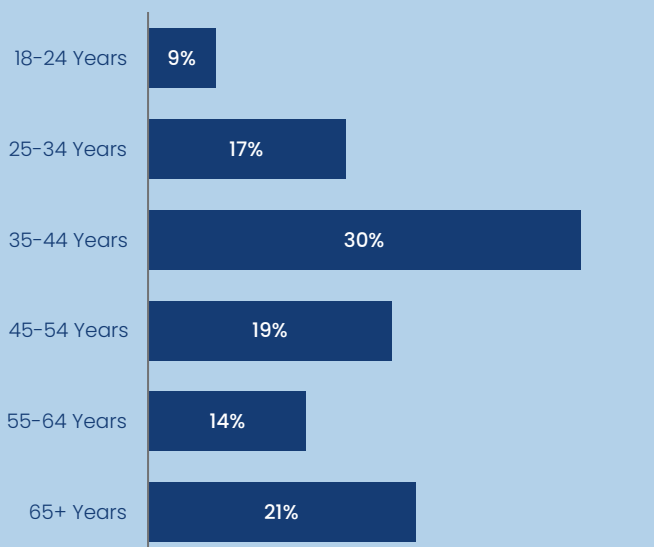
Gender
n=2,000



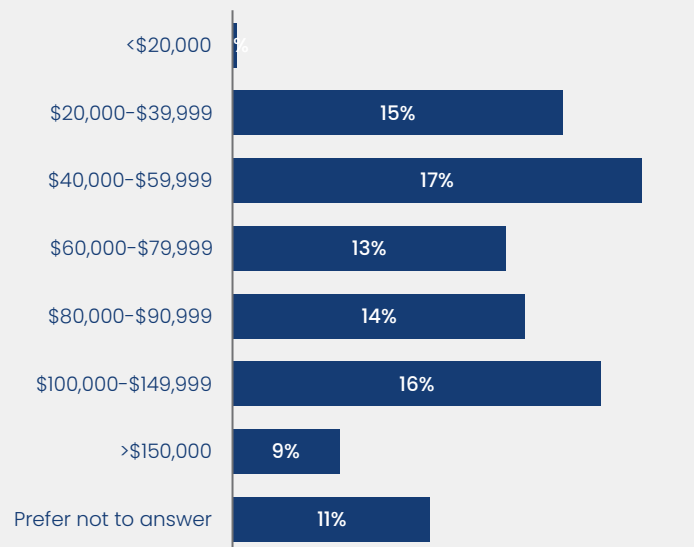
Place of Residence by Health Region
n=2,000



Age
n=2,000



Average Household Income
n=2,000

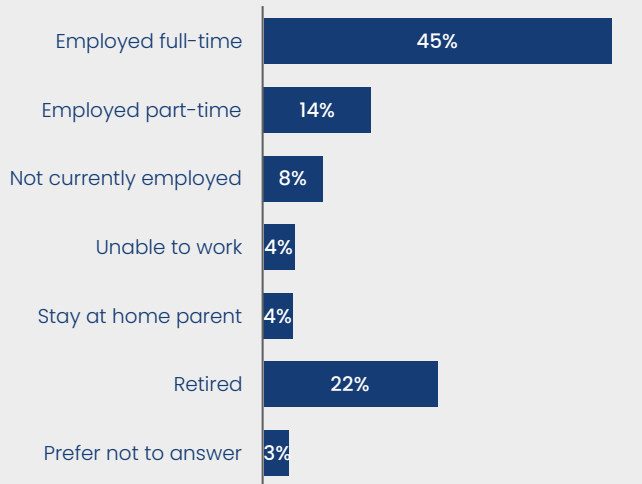


RESPONDENT PROFILE

Key Demographics (cont'd)

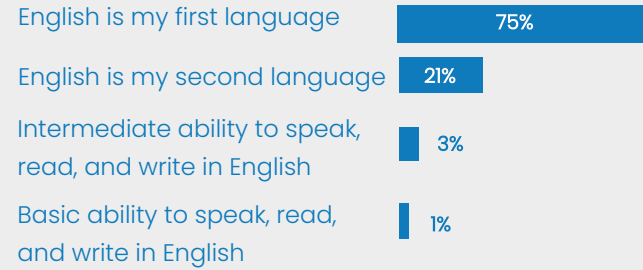
Employment Status

n=2,000



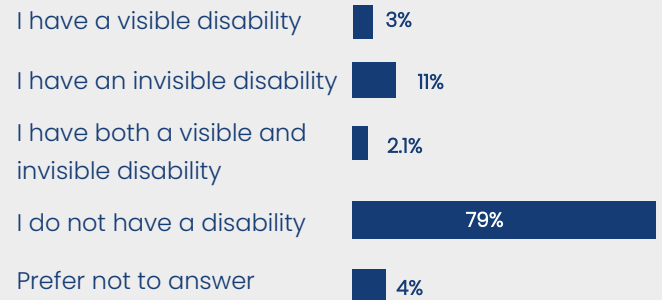
English Language Proficiency

n=2,000



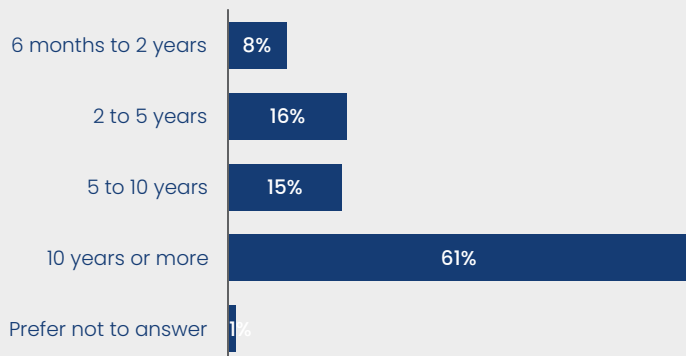
Self-Reported Disability

n=2,000



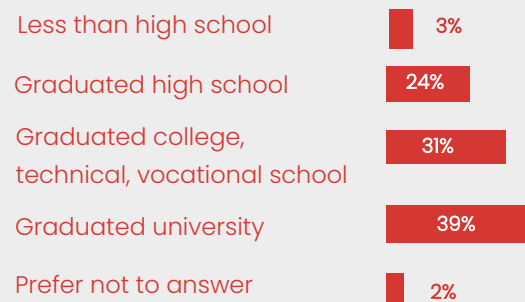
Duration of Residence in Current Community

n=2,000



Educational Attainment

n=2,000



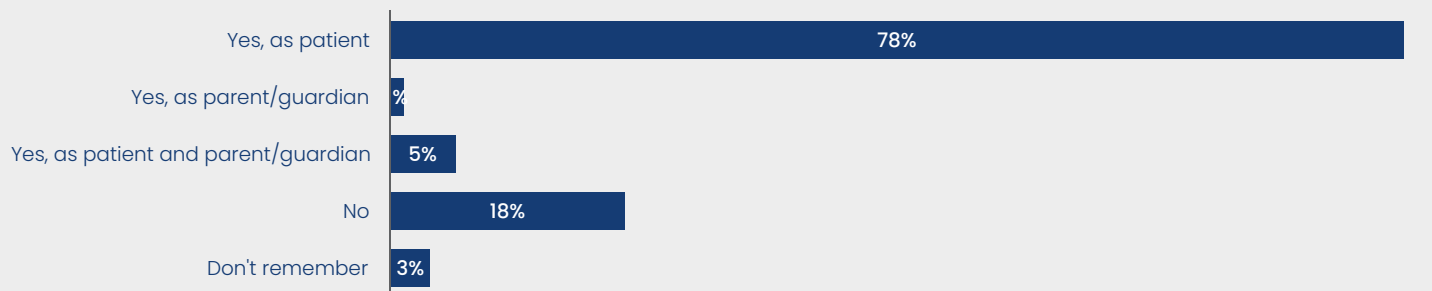
VISIT TO DENTAL OFFICE

Visit to Dental Office in Past 24 Months

All survey respondents were asked to indicate whether they have visited a dental office to receive dental care services in the last 24 months. Four in five respondents have visited a dental office (73%), while one in-five have not visited (18%) or did not recall when their last visit took place (3%).

Incidence of Visiting Dental Office in Last 24 Months

n=2,000



Key Demographics of Non-Patient Respondents

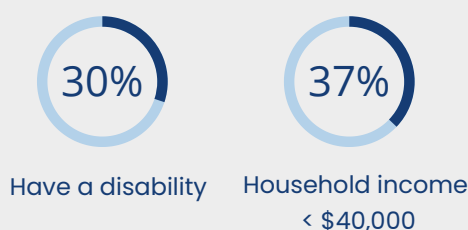
A quarter of residents in Northern Health (25%) and a little more than a quarter of residents in Interior Health (26%) indicated they have not visited a dental office in the last 24 months.

Percent of Non-Patient Respondents by Health Region



Additionally, three in-ten respondents who have a disability (30%) and more than three-quarters (37%) of those whose household income is less than \$40,000 have not visited a dental office in the last 24 months.

Percent of Non-Patient Respondents by Other Demographic Factors



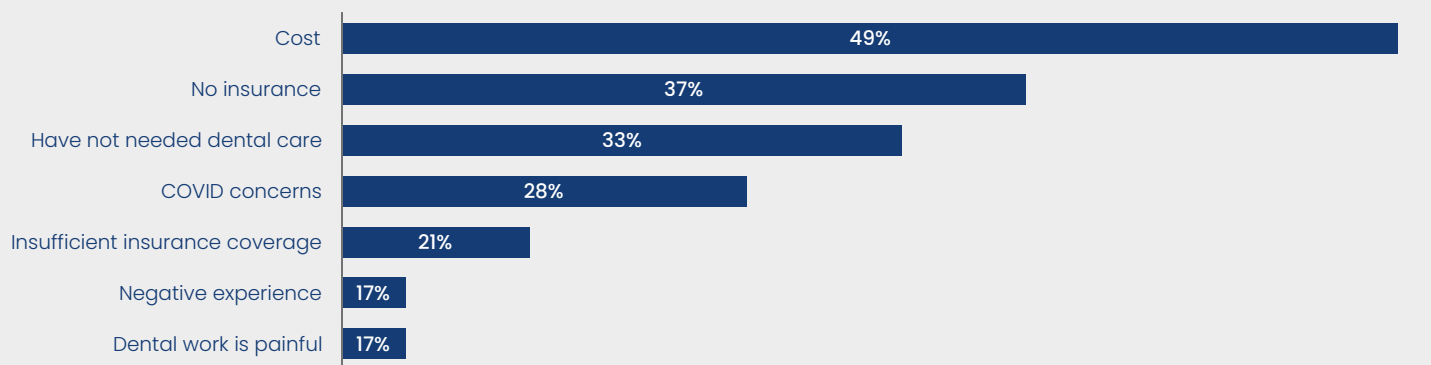
VISIT TO DENTAL OFFICE

Reasons for Not Visiting Dental Office in Past 24 Months

Those who either did not visit or did not recall their most recent visit to the dental office indicated cost (49%) and lack of dental insurance coverage (37%) as the top two reasons. Other reasons include not needing dental care, such as due to the use of dentures, COVID-19 concerns, insufficient insurance coverage, and negative and/or painful experiences related to dental work.

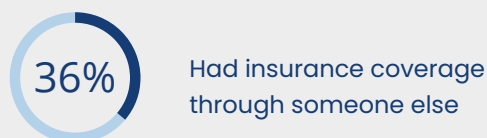
Top Reasons for Not Visiting Dental Office in Last 24 Months

n=412



Three-quarters (74%) of those who did not visit a dental office in the last 24 months indicated that there was a time previously in their life when they visited a dental office regularly. The main reasons for non-patient respondents' last visit to the dental office were having their own insurance coverage (38%) or having coverage through someone else (36%).

Non-Patient Respondents' Top Reasons for Last Dental Office Visit, n=412



KEY TAKEAWAYS

- 1 Large portion of BC residents have barriers to access dental care services.
- 2 Insurance coverage and treatment costs are top barriers.
- 3 BC residents who are rural, low-income, and with disabilities are less likely to access dental care.

CHOICE OF DENTAL CARE PROVIDER

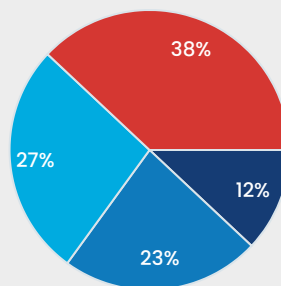
Dental patient respondents were asked a series of questions pertaining to their dental care provider and the reasons for their most recent visit.

Tenure with Current Dental Office

Almost four-in-ten respondents (38%) have been a patient of their dental office for more than 10 years while just over a quarter have been a patient between 4 and 10 years.

Tenure with Current Dental Office

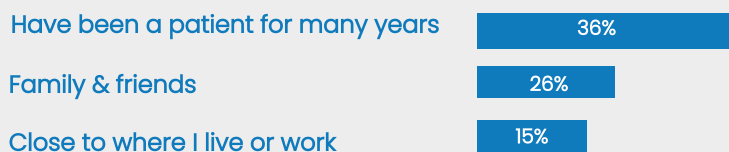
n=1,588



■ <1 year 12% ■ 1-3 years 23% ■ 4-10 years 27% ■ >10 years 38%

Sources of Awareness of Current Dental Office

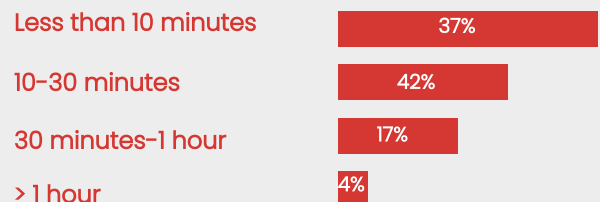
When asked about how they first learned about their current dental office, the most frequently mentioned sources of awareness were:



n=1,588

Time Spent to Reach Dental Office

Generally, most patients spend less than 30 minutes to reach their dental office. Those who live in the Interior and Northern Health regions spend more time to reach their dental office.



n=1,588

CHOICE OF DENTAL CARE PROVIDER

Reasons for Choosing Dental Office

As to why respondents chose their dental office, receiving good care was mentioned the most (41%), followed by convenience of location (39%), friendly staff (32%), and having a patient at this dental office (28%) or dentist (25%) for a long time.

Reason for Choosing to Visit Dental Office by Percentage of Patient Respondents , n=1,588

Why do you choose to visit this dental office?	%
Receive good care	41%
Convenience of location	39%
Friendly staff	32%
Been a patient of this dental office for a long time	28%
Been a patient of my dentist for a long time	25%
Ability to direct bill the insurance company	21%
Reputation of dental office	17%
Hours suit my schedule	16%
Qualifications of the dental care team	15%
Knowledge of dental care team	15%
Cleanliness of office	14%
Personal rapport with dental care team	14%
Relaxing atmosphere	10%
Limited choices of dental care providers in my community	5%
Require specialized services	5%

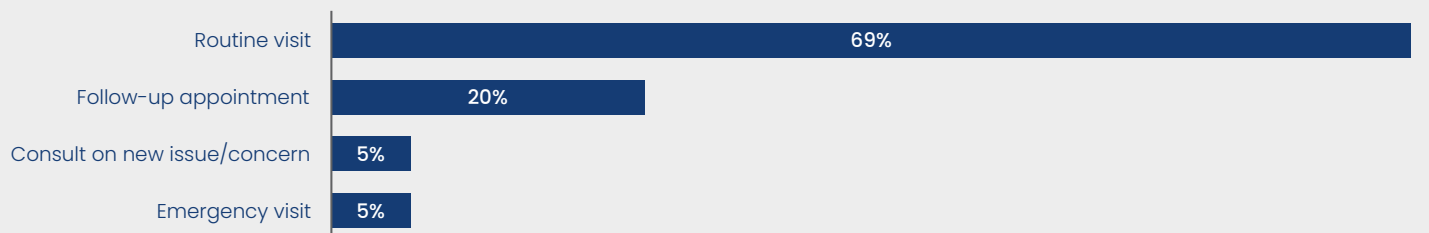


Reasons for Most Recent Dental Office Visit

About three-quarters (74%) visited their dental office during the pandemic. The top reason for visiting the dental office most recently is for a routine visit, such as checkup or cleaning (69%). One-in-five respondents indicated that their most recent visit was a follow-up appointment (20%).

Top Reasons for Most Recent Dental Office Visit

n=1,588



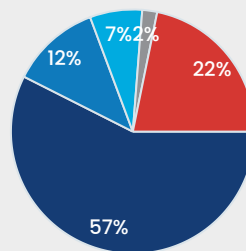
CHOICE OF DENTAL CARE PROVIDER

Dental Care Insurance Coverage

The majority of dental patient respondents (78%) indicated they have access to dental care insurance mostly through their employer (57%). A small portion of patient respondents have dental care insurance coverage which they purchased themselves, through Social Services, or through First Nations health insurance. A little more than 20% of patient respondents indicated they did not have dental care insurance at all (22%).

Dental Care Insurance Coverage

n=1,588



■ Yes, through employer

57%

■ Yes, through Social Services

7%

■ No

22%

■ Yes, purchased myself

12%

■ Yes, through First Nations health insurance

2%

KEY TAKEAWAYS

1

Good dental care, friendly service, and focus on retaining patients with dental office encourage dental care visits.

2

The ongoing pandemic has not been a significant barrier for obtaining dental care.

3

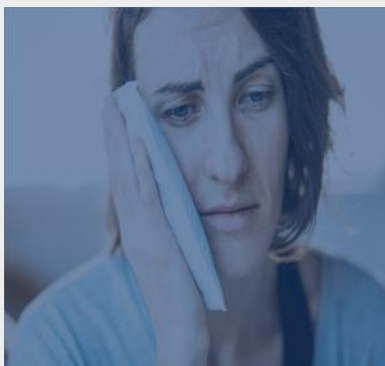
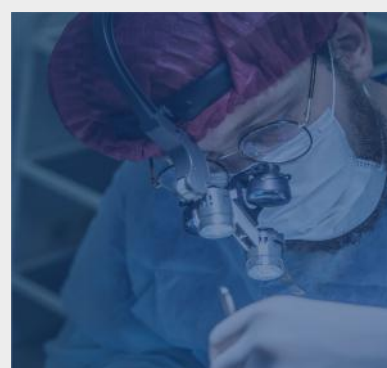
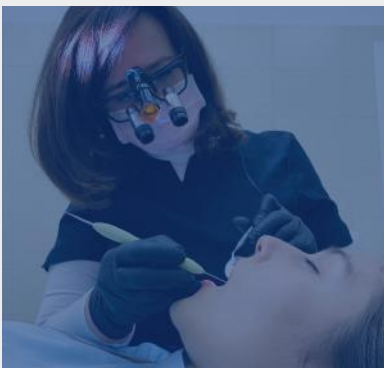
Access to dental care insurance is primarily through employers.

DENTAL PATIENT JOURNEY

Patient respondents were asked to rate a series of statements pertaining to their satisfaction with several aspects of their dental care journey question. Overall 29 statements were shown to respondents covering the following seven areas:

- Dental Office;
- Pre-treatment;
- Treatment/Procedure;
- Post-treatment;
- Interaction/Communication with staff;
- Payment; and
- Consent.

For each statement, respondents were presented with a seven-point scale ranging from extremely satisfied to extremely dissatisfied as shown in the graphic below.



SATISFACTION ALONG THE DENTAL PATIENT JOURNEY



Dental Office

Cleanliness and infection control measures	88%
Overall comfort while waiting in the front office	81%
Ability to book an appointment time that suits my schedule	80%
Convenience of office location	78%
Ability to access dental care in case of an emergency	60%



Pre-Treatment

Time taken to explain treatment options and answer questions	81%
Allowed time and space to think about treatment options	79%
Putting my oral health care above all other interests	78%
Information about the risks and benefits of undergoing (or not) a treatment	76%
Information about costs of suggested treatments or procedures	74%



Staff Interaction/Communication

85%	Respect shown by my dental care team
85%	Clear and understandable communication (verbal and written)
81%	Educating me on how to best take care of my/my dependant's oral health
80%	Consideration of other health needs or conditions
78%	Taking time to build rapport



Post-Treatment

85%	Dental care treatment was delivered as anticipated
83%	Ensuring I have all information to care for myself/child after I leave the dental office
79%	Ensuring post treatment pain is minimal



Treatment Procedure

85%	Feelings of safety and comfort while undergoing treatment
83%	Steps taken to minimize oral pain and discomfort
83%	Ability to ask questions during the treatment
83%	My dental care team communication during the treatment



Payment

Ease of payment at my dental office	82%
Costs were as estimated or any changes were satisfactorily explained and agreed upon	75%
Overall value for the cost of treatment	67%



Consent

Having enough information to make an informed choice	81%
Providing consent when a decision needs to be made	81%
Not feeling pressured to choose a particular option	78%
Participating in decisions about my/my child's dental care	77%



Overall Dental Care Experience

84%	Overall Satisfaction
90%	Likelihood to Recommend

SATISFACTION ALONG THE DENTAL JOURNEY



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Overall Dental Care Experience

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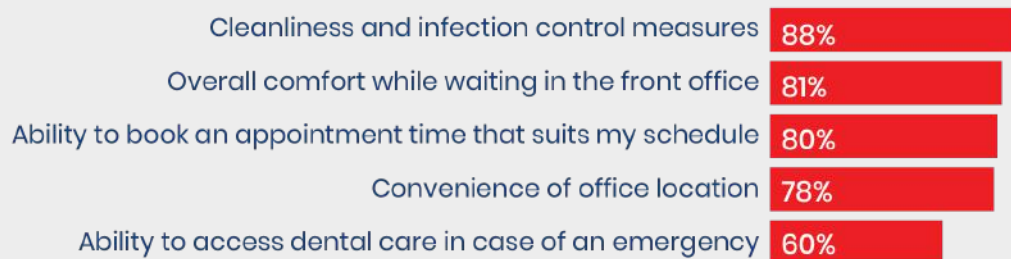
DENTAL PATIENT JOURNEY

Satisfaction with Dental Office

Cleanliness and infection control measures received the highest level of satisfaction (88%) while ability to access dental care in case of emergencies scored 60%.



Dental Office



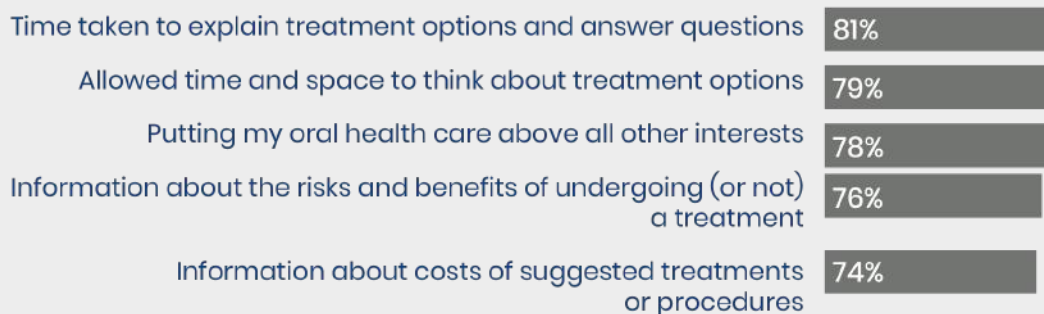
Regionally, respondents in the Northern Health region are least satisfied with cleanliness and infection control measures (70%) and with their ability to book an appointment that suits their schedule (74%). In addition, patients who have a visible and/or invisible disability were slightly less satisfied with the dental office comfort while waiting (77%).

Satisfaction with Pre-Treatment

Satisfaction with Pre-treatment was assessed along five statements. Top two-box ratings ranged from 74% (information be about costs of suggested treatments or procedures) to 81% (time taken to explain options and answer any questions).



Pre-Treatment



Regionally, respondents who reside in the Island Health region were more satisfied with various aspects of their dental care pre-treatment than those living in other Health regions.

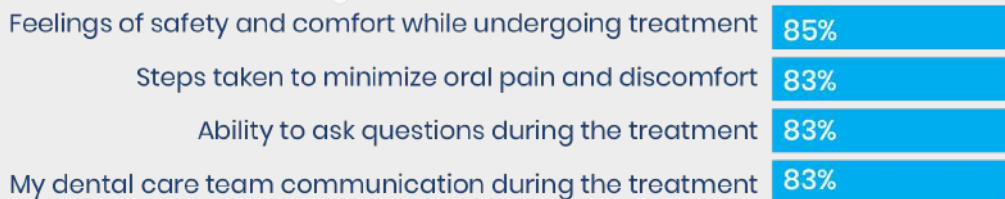
DENTAL PATIENT JOURNEY

Satisfaction with Treatment/Procedure

Satisfaction with four statements pertaining to treatment/procedure, which was performed by the dental care team was highly rated among dental patient participants and ranged from 83% to 85%.



Treatment Procedure



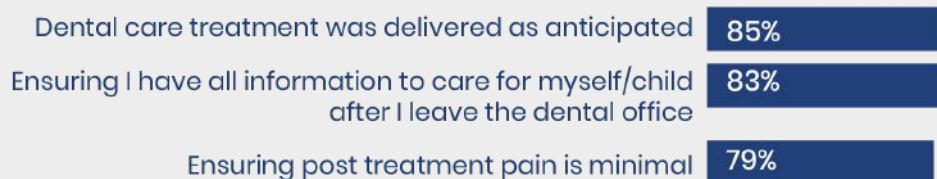
Regionally, respondents who reside in the Island Health region were more satisfied with various aspects of their dental care pre-treatment than those residing in other Health regions.

Satisfaction with Post-Treatment

Satisfaction with post-treatment performed by the dental care team was measured along three statements and ranged from 79 to 85%. Respondents were most satisfied with their treatment being delivered as anticipated.



Post-Treatment



Regionally, satisfaction was lowest among respondents who reside in the Vancouver Coastal Health region.

DENTAL PATIENT JOURNEY

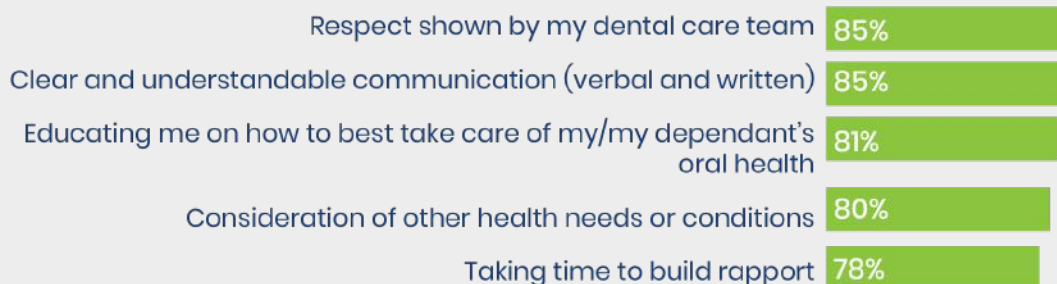
Satisfaction with Staff Interaction/Communication

Staff interaction and communication was rated along five metrics which covered the various aspects including respect, verbal and written communication as well as education. Respondents were least satisfied with the time taken to build rapport (78%) while they were most satisfied with the clarity of verbal and written communication and the respect shown by the dental care team (85%).

Indigenous patient respondents were generally less satisfied with several aspects pertaining to communication/staff interaction, particularly with respect shown by dental care team (77%), and taking time to build rapport (73%).



Staff Interaction/Communication



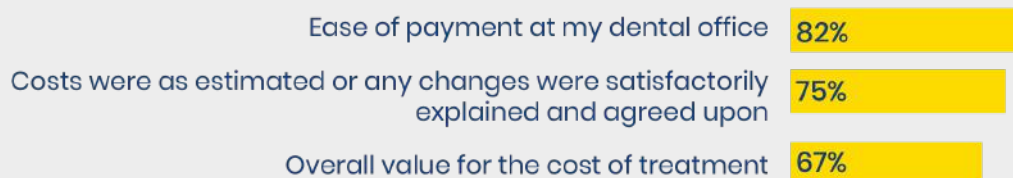
Regionally, the most satisfied respondents with dental care aspects related staff interaction/communication reside in the Northern Health region.

Satisfaction with Payment

Respondents rated their satisfaction with payment for their dental care services along three statements that ranged from ease of payment, overall value of the treatment and cost estimates for the treatment. While respondents were least satisfied with the overall value of the cost of their treatment (67%), they were much more pleased with the ease of payment (82%).



Payment

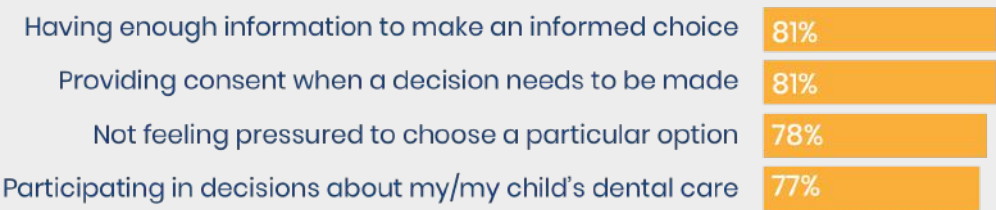


Regionally, respondents residing in the Island Health region were most satisfied while those residing in Northern Health were least satisfied.

DENTAL PATIENT JOURNEY

Satisfaction with Consent

Satisfaction with four statements pertaining to consent hovered around the 80% mark. While a score of 80% is generally acceptable in similar surveys, it is important to note that dental care providers must absolutely adhere to regulations regarding consent especially when a decision needs to be made regarding a treatment. As such, this presents an area that should be further investigated to understand from a regulatory standpoint and to assess whether consent is consistently obtained by dental care provider.



Regionally, satisfaction with informed consent was lowest in the Vancouver Coastal Health region and highest in the Island Health Region.

Overall Satisfaction with Dental Care Experience

Dental patient respondents were asked to rate their satisfaction with their overall dental experience. The top two-box satisfaction score with dental care services clocked in at 84%. Generally, satisfaction was high in all regions with only Vancouver Coast Health dipping slightly below the 80% mark (79%).

Patient respondents who identified as Indigenous (77%) and respondents who indicated they belong to a racialized community (74%), were overall less satisfied than the general population with their overall dental experience. Satisfaction with dental care also correlates with age where older respondents (93%) are most satisfied with their dental care experience, while younger respondents are the least satisfied (75%).



Satisfaction Scores and Likelihood to Recommend by Health Region

Region	Overall	Interior Health	Fraser health	Vancouver Coastal Health	Island Health	Northern Health
Satisfaction	84%	89%	83%	79%	88%	84%
Recommendation	90%	86%	90%	87%	92%	93%

When asked to state their likelihood to recommend their dental care provider, nine-in-ten respondents were likely or very likely (90%) to do so. The likelihood to recommend scores are consistent across the various regions.

DENTAL PATIENT JOURNEY

Drivers of Satisfaction with Dental Providers in BC

To further understand the dental patient experience in British Columbia, an advanced key driver analysis was performed to identify service attributes that have high impact on the overall dental experience to inform performance enhancements. Regression analysis was conducted to all 29 service attributes along the dental patient journey. The key driver analysis was followed by ranking all service attributes from high to low based on patient satisfaction. The model identified seven attributes that have a high impact on satisfaction where performance of dental care providers can be further enhanced as shown in the table below.

Key Drivers of Satisfaction for Patient Respondents

Attribute	Patient Journey	Satisfaction Score
Ability to access dental care in case of an emergency.	Dental office	60
The information provided to me about risks and benefits of undergoing (or not) a treatment.	Pre-treatment	76
Putting my oral health above all interests.	Pre-treatment	78
Taking time to build rapport.	Interaction/communication	78
Costs were estimated or any changes were satisfactorily explained or agreed upon	Payment	75
Not feeling pressured to choose a particular option.	Consent	78
Participating in decisions about my (or my child's) dental care.	Consent	77

KEY TAKEAWAYS

- 1 Patient respondents are satisfied with their dental care providers across the various health regions and all demographic segments .
- 2 Satisfaction with patient's ability to access emergency dental care is low compared to other factors related to cleanliness and infection control measures at dental office.
- 3 Dental patients demand more from their provider in terms of transparency around treatment costs, and time and ability to make decisions in partnership with them.
- 4 The majority of patient respondents are likely or very likely to recommend their dental care provider.
- 5 Satisfaction with patient consent ranks low and impacts informed decision-making.
- 6 Patient's perceived value of services does not align with the cost.

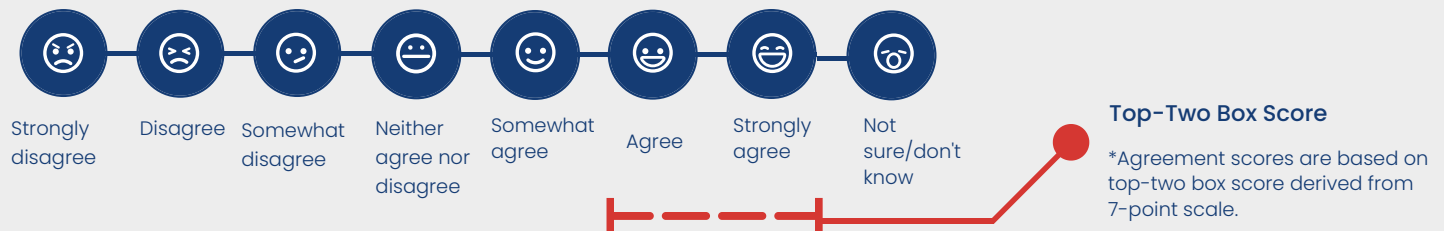
The key driver analysis shows that dental patients appear to demand more from their dental care team in terms of transparency around costs for treatments, and time and ability to make decisions along with their provider. They also prefer that their dental provider invest time and effort in building a relationship with them, while giving more access to dental care in case of an emergency.

PERCEPTIONS OF DENTAL CARE IN BC

Respondents rated their level of agreement with several statements pertaining to dental care and dentistry regulation in BC for the following categories:

- Access to dental care services;
- Dental care costs;
- Patient agency;
- Perceptions of dental care; and
- Regulation.

For each statement, respondents were presented with a seven -point scale ranging from extremely satisfied to extremely dissatisfied as shown in the graphic below.

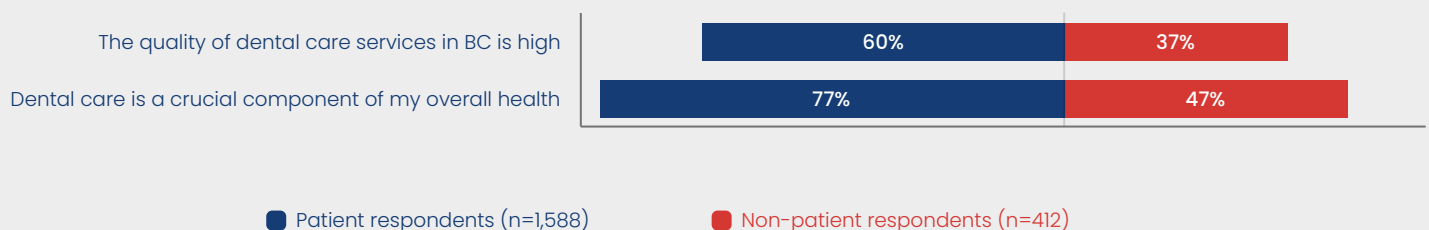


Overall Perceptions of Dental Care

In general patient respondents have more favourable perceptions of dental care in BC than non-patients. Six-in-ten (60%) patient respondents agreed that the quality of dental care in BC was high while just over one-third of non-patients (37%) agreed.

Over three-quarters of patients (77%) agreed that dental care is a crucial component of their overall health compared to less than half of non-patients (47%)

Overall Perception of Dental Care in BC



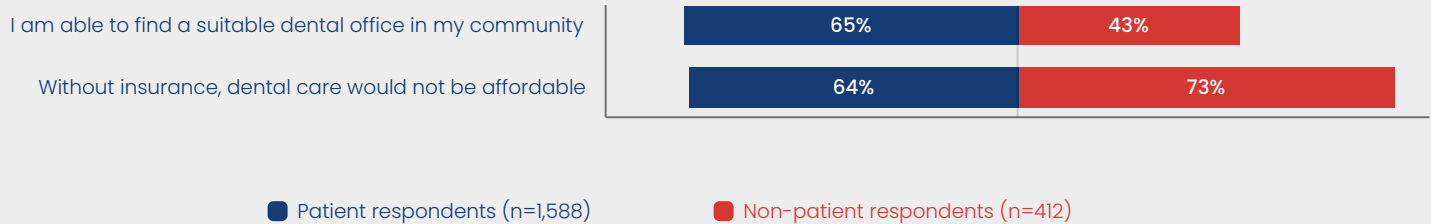
PERCEPTIONS OF DENTAL CARE IN BC

Access to Dental Services

About two-thirds of patient respondents agreed or strongly agreed with statements pertaining to access to dental care, specifically their ability to find a suitable dental office in their community (65%). Unsurprisingly, non-patients (73%) agreed more than their patient counterparts (64%) that without insurance, dental care would not be affordable.

While four-in-ten non-patients agreed or strongly agreed that finding a suitable dental care provider in their own community is challenging, most have also indicated that it is either cost or lack of insurance that hinder their ability to visit a dental care provider.

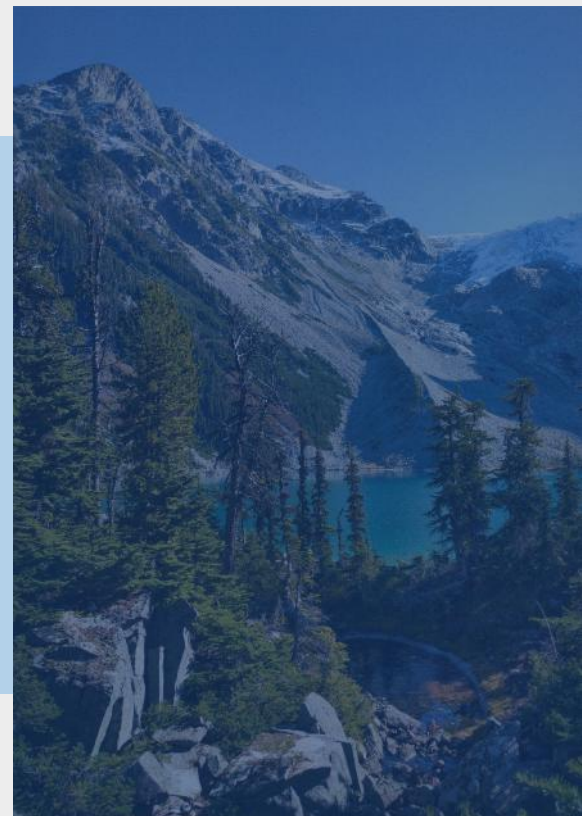
Access to Dental Services in BC



Access Perceptions by Health Region

Patient respondents who live in higher-density health regions agreed less than other respondents that they are able to find suitable dental providers in their communities.

While overall agreement with the statement: *I am able to find suitable dental office in my community* garnered a 70% top two-box agreement score from patients, Fraser Health and Vancouver Coastal Health regions agreement scores were lower coming at 68% and 67%, respectively. Notably, patient respondents residing in the Interior Health region had a higher agreement score for this statement (78%).



PERCEPTIONS OF DENTAL CARE IN BC

Patient Agency

Respondents were asked to state their level of agreement with a set of statements pertaining to patient agency. Between one-half (48%) and one-third (65%) of patient respondents agreed or strongly agreed with the various Patient Agency statements signaling limited knowledge and comfort in shaping the course of their dental care plan.

Two-thirds of patients agree or strongly agree with feeling comfortable raising concerns about their treatment; however, less than half are familiar with their dental plan coverage and a little more than half have limited access to the necessary resources and tools to make informed decisions. While patients know what to expect from their dental care team, they do not necessarily feel that they are partners in care decisions.

Patient Agency



Patient Agency by English Language Proficiency Level

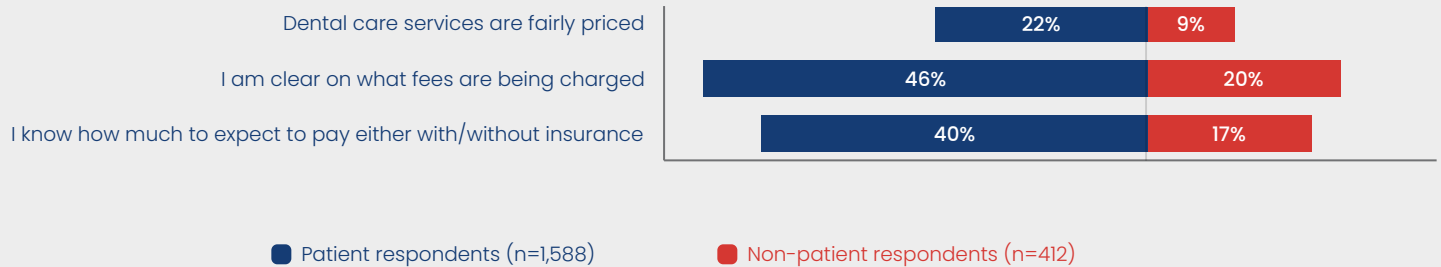
Patient agency is positively correlated with English language proficiency levels. For example, patient respondents whose first language is English feel comfortable raising concerns about their treatment (76%), while agreement levels of those with limited English language proficiency ranged between 30% and 64%. Similar trends are observed for the other patient agency statements.

PERCEPTIONS OF DENTAL CARE IN BC

Dental Care Costs

While patients are more likely than non-patients to access dental care services, price is a common concern among all respondents. Only one-in-five patients (22%) and one-in-ten non-patients (9%) agreed that dental care services are fairly priced. Similarly, around one-half of patients (46%) and one-in-five non-patients (20%) agreed or strongly agreed that they are clear on what fees are being charged. Patient respondents had a low agreement score (40%) with the statement related to knowing how much to expect to pay with or without dental insurance coverage.

Access to Dental Services in BC



Dental patients **who do not have dental insurance coverage** scored low on agreement with being clear on what fees are being charged (55%) and how much they expect to pay at the dentist (50%).



KEY TAKEAWAYS

1

Patients perceive the quality of the dental care they receive higher than the quality of dental care in the province as a whole.

2

While patients are more likely than non-patients to access dental care services, affordability is a shared concern.

3

Dental care is not accessible to all patients residing in BC's urban centres.

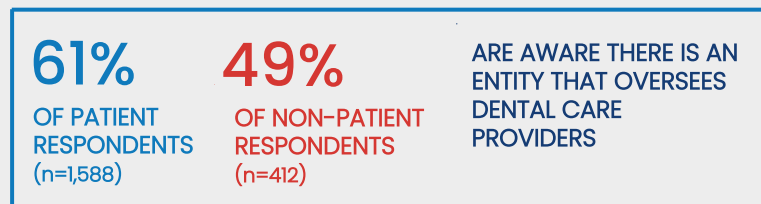
4

Patients' familiarity with their dental care coverage is limited and so is their level of empowerment to shape the course of their dental care.

PERCEPTIONS OF REGULATIONS & CDSBC'S ROLE

Awareness of Regulator

Patient respondents (61%) are more aware than non-patients (49%) of the presence of a regulatory organization that oversees dental care providers in BC.



The lowest agreement score (44%) among patients is regarding their knowledge that they can confirm their dental professional is registered to practice by checking the regulator's website, followed by their awareness that they can file a complaint with the regulatory body (47%). Patient and non-patient respondents agreed the most with the role of the regulatory body as protecting patients and the public (54% and 32%, respectively).

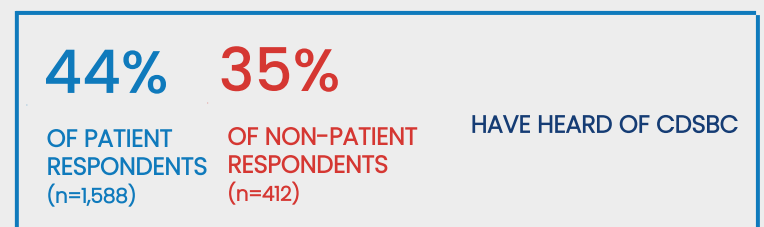
Awareness of Regulator Functions



Awareness of CDSBC

All survey respondents were introduced to the CDSBC and asked to indicate whether they had ever heard of the College. They were also asked to rate how effective CDSBC is in carrying out its mandate using a five-point scale from very effective (5) to not effective at all (1). Respondents rated four components of CDSBC's mandate, including:

- Ensuring those who enter the profession are qualified;
- Establishing clinical and ethical standards for practice;
- Ensuring dental professionals maintain competence throughout their career; and
- Investigating and resolving complaints about dental professionals.



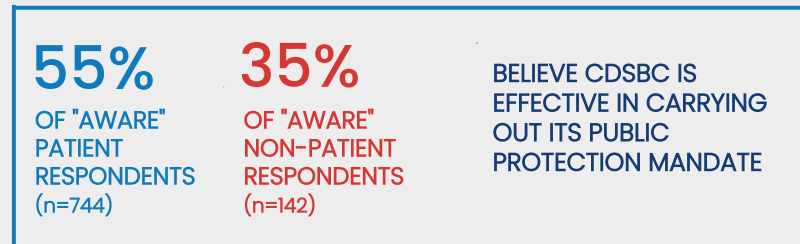
Patient respondents (44%) were slightly more aware than non-patients (35%) of CDSBC.

PERCEPTIONS OF REGULATIONS & CDSBC'S ROLE

Perceptions of Effectiveness of CDSBC

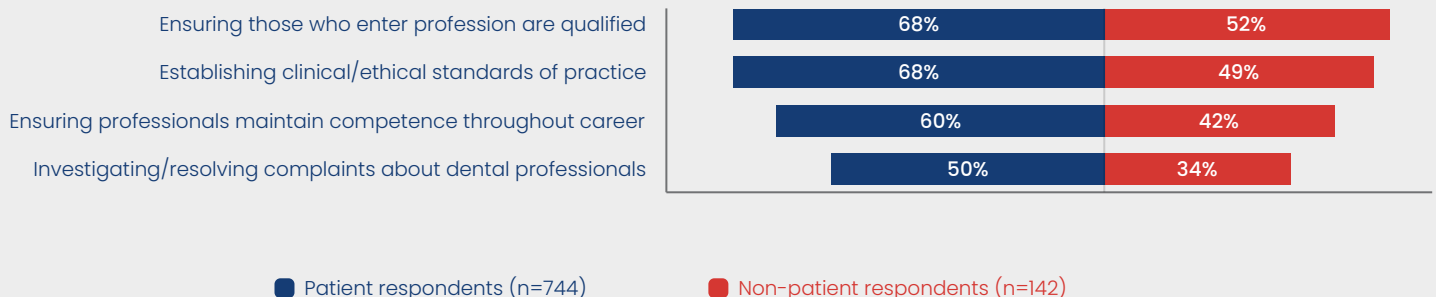
Patient respondents who are aware of the CDSBC rated the College higher on the various aspects of performing its public protection mandate with scores ranging from 50% to 68% compared with 34% to 52% for non-patients who are aware of the CDSBC.

Overall, just over one-half of "aware" patient respondents agree CDSBC is effective in carrying out its public protection mandate compared to only a third of "aware" non-patients (35%). Both "aware" patient (68%) and non-patient respondents (52%) rated CDSBC's effectiveness highest in ensuring those who enter the profession are qualified. Similarly, both groups agree CDSBC is least effective in investigating and resolving complaints (50% and 34%, respectively). Non-patients agreed less than patient respondents across the various CDSBC mandate statements.



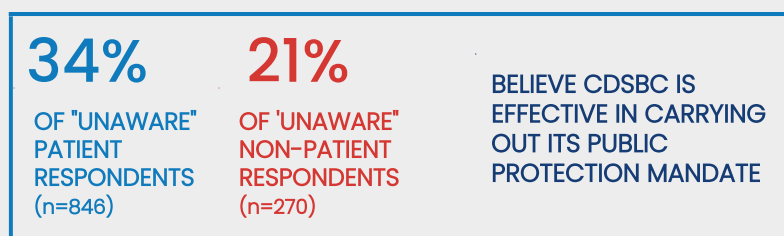
Perceptions of Effectiveness of CDSBC in Carrying out Mandate

Among respondents aware of CDSBC



Perceptions of Effectiveness of CDSBC Among "Unaware" Respondents

For those unaware of the CDSBC, they rated the effectiveness of CDSBC slightly lower than those who have indicated familiarity with the College. Similarly, "unaware" patients gave higher ratings than "unaware" non-patients.



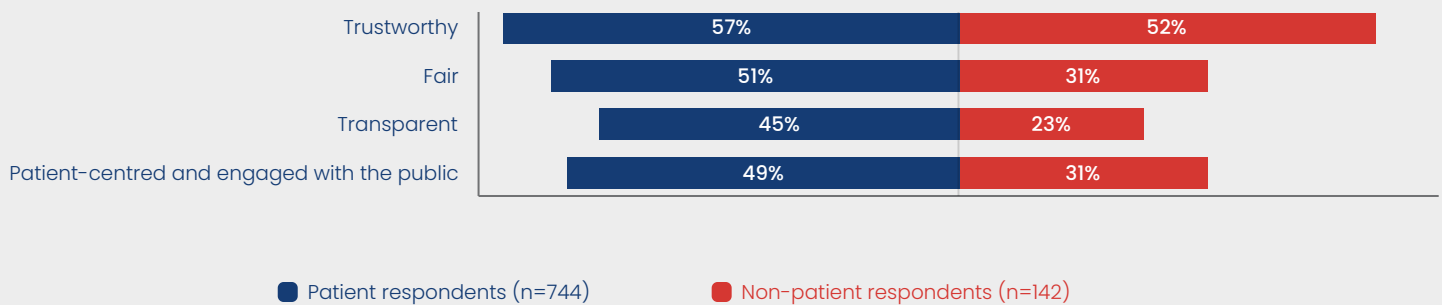
PERCEPTIONS OF REGULATIONS & CDSBC'S ROLE

CDSBC's Ability to Deliver on Its Values

Non-patients who are aware of the CDSBC agreed less than "aware" patient respondents that CDSBC is delivering on its values of being trustworthy, fair, transparent and patient-centered and engaged with the public. It is important to note that transparency received the lowest ratings from "aware" patient and non-patient respondents, while the trustworthiness value is rated highest.

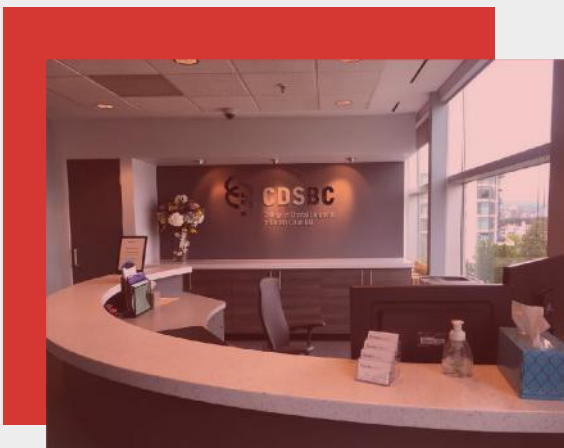
Perceptions of CDSBC Delivering on Its Values

Among respondents aware of CDSBC



CDSBC's Ability to Deliver on Its Values Among "Unaware" Respondents

Among respondents who are unaware of the College, patient and non-patient respondents agreed the least that the College delivers on the value of transparency (45% and 23%, respectively) and the most that the College is trustworthy (57% and 52%, respectively). Less than half (49%) of "unaware" patient respondents agreed that the College upholds the value of patient-centeredness and engagement with the public, while slightly more than half (51%) agreed that CDSBC is fair.



KEY TAKEAWAYS

1

Awareness and perceptions of CDSBC and dental care regulation are higher among patients.

2

Although there is a general awareness of a regulatory body, many patients and non-patients are unaware of CDSBC.

3

Regardless of familiarity with CDSBC, trustworthiness rated highest, while transparency lowest as values the College delivers on.

4

In terms of CDSBC's effectiveness in carrying out its mandate, agreement scores are relatively lower for how CDSBC manages its complaints.

COMMUNICATION WITH THE PUBLIC

Respondents were asked to select their preferred mode of communication that the College should adopt when engaging with the public. The regulator's website as well as printed materials and public awareness campaigns are generally preferred by a majority of respondents.

Older respondents are more interested in printed materials, while younger respondents indicated preference for online advertising.



KEY CONSIDERATIONS

1

Increase Access to Dental Care

Pivotal Research has identified several considerations for the College to further assess its role as a regulator, while aiming to enhance public trust and confidence in the dentistry profession.

With one-in-five respondents not having accessed dental services in BC in the last 24 months. The College may consider exploring underlying factors to increase access to dental care services to all BC residents regardless of demographic and geographical barriers.

2

Enhance Transparency & Complaints Process

Transparency and claim investigation and processing are the two areas where the College may need to further enhance by spearheading internal initiatives, while further engaging with the public to improve its overall public perception. In addition, the CDSBC has an opportunity to improve its image regarding its effectiveness in carrying out its public protection mandate.

3

Improve Satisfaction with Informed Consent

While satisfaction with consent-related attributes along the dental patient journey registered on average of 80% score among patient respondents, there is an opportunity for the College to ensure informed consent protocols are appropriately applied throughout the province. Specific focus areas include enabling dental patients' active participation in decisions about their dental care in partnership with their provider and decreasing the feeling of being pressured or "boxed in" to undergo a specific treatment option.

4

Encourage transparency with treatment costs

Cost of dental care services are a common concern for most BC residents. While cost is outside the purview of the College, charges related to treatments need to be explained and agreed upon, especially because doing so directly increases a key driver of satisfaction with dental care services. As such, CDSBC may want to consider opportunities to encourage its registrants to incorporate effective informed consent and payment transparency measures as part of assessment and treatment.

5

Implement Multi-channel Communication Campaigns

Should the College consider launching a public education or relations campaign, a multi-channel approach is recommended as respondents indicated their preference for a variety of media, including through websites, printed materials, and public awareness campaigns.

APPENDIX

CDSBC Voice of the Patient Draft Survey

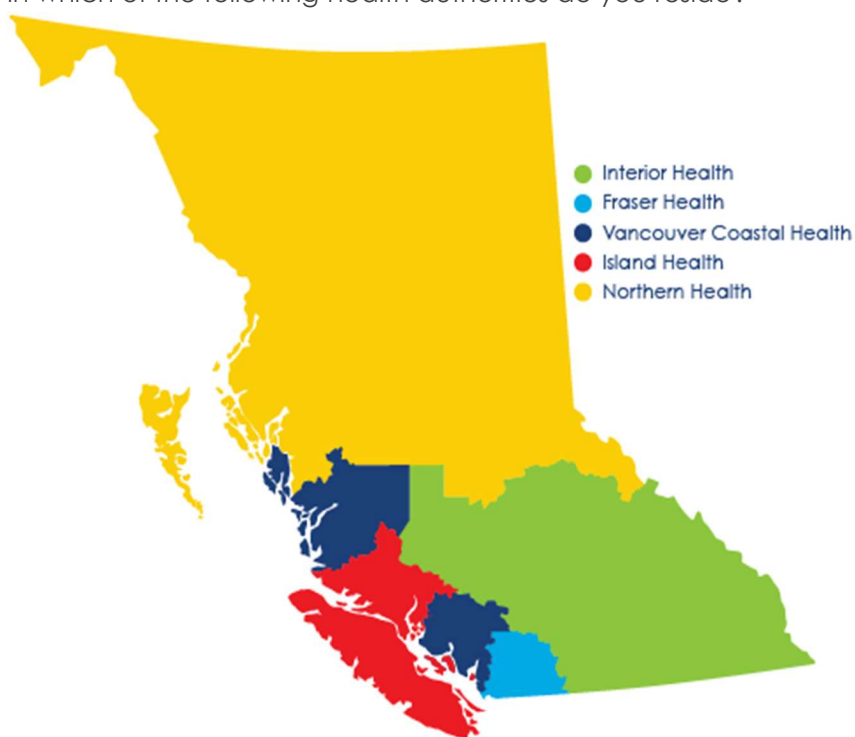
The following set of questions will be asked of panel participants to determine their eligibility. Information about the study is intentionally excluded so as not to lead participants. Questions in this section also allow us to monitor targets or quotas for specific demographics.

Screening Information

1) Do you currently reside within British Columbia?

- ☐ Yes [\[Go to Q2\]](#)
- ☐ No [\[Terminate\]](#)

2) In which of the following health authorities do you reside?



3) What are the first three digits of your Postal Code?

— — —

4) Are you a regulated dental care professional?

- ☐ Yes [\[Terminate\]](#)
- ☐ No

5) In what age category do you fall?

- ☐ Less than 18 years of age [\[Terminate\]](#)
- ☐ 18-24 years [\[Go to Q6\]](#)

- ☐ 25-34 years [\[Go to Q6\]](#)
- ☐ 35-44 years [\[Go to Q6\]](#)
- ☐ 45-54 years [\[Go to Q6\]](#)
- ☐ 55-64 years [\[Go to Q6\]](#)
- ☐ 65 years and over [\[Go to Q6\]](#)
- ☐ Prefer not to answer [\[Go to Q6\]](#)

6) What gender do you identify as? [\[Select one answer\]](#)

- ☐ Woman/Girl
- ☐ Man/Boy
- ☐ Trans Woman - Male to Female (MtF)
- ☐ Trans Man - Female to Male (FtM)
- ☐ Non-binary
- ☐ Two-spirit
- ☐ Another gender not listed above
- ☐ Prefer not to answer

7) Have you visited a dental office to receive dental care services in the last 24 months?

- ☐ Yes, I visited a dental office as a patient myself [\[Go to Q12\]](#)
- ☐ Yes, I visited a dental office as a parent or guardian [\[Go to Q12\]](#)
- ☐ Yes, I visited a dental office as a patient myself and as a parent or guardian [\[Go to Q12\]](#)
- ☐ No [\[Go to Q8\]](#)
- ☐ Do not remember my most recent visit [\[Go to Q28\]](#)

Questionnaire

You are invited to participate in a survey about your perspectives on *Dental Care in British Columbia*. The survey will ask you some general questions about your own experience accessing dental care services in BC and will ask you to respond to a series of statements about various aspects impacting the regulation of dental care. The survey will take you approximately 10 to 12 minutes to complete.

Your responses are anonymous and only group data will be reported. If you have any questions about the collection and use of this information or encounter any difficulties, please contact us at feedback@pivotalresearch.ca or toll free at 1-855-421-1199.

Non-recent patients

The following set of questions will ask you about why you have not visited a dental office in the last 24 months.

- 8) You indicated that you have not visited a dental office for at least 24 months, which of the following describes the reasons for that? [\[Select all that apply\]](#) [\[Randomize options\]](#)
- ☐ Cost is too high
 - ☐ Insufficient insurance coverage
 - ☐ Do not have dental insurance
 - ☐ Negative experiences in the past
 - ☐ Dental work is painful
 - ☐ Limited number of dental providers in my community
 - ☐ Difficult to get to the dental office (difficult to access public transportation/ not within walking distance, etc.)
 - ☐ Not enough dentists taking patients in my community
 - ☐ Difficult to book an appointment time that works with my schedule
 - ☐ Have not found a dentist that is a good fit for me
 - ☐ Cannot find a dentist that speaks my native language
 - ☐ Have not accessed dental care due to concerns about COVID-19
 - ☐ Factors other than COVID-19 make me feel unsafe at the dentist
 - ☐ Concerns regarding discrimination due to my race or ethnicity
 - ☐ Have not needed dental care
 - ☐ Other: Please specify _____
- 9) [\[If selected more than one reason in Q8\]](#) Of the reasons you selected above, which reason impacts your decision the most?
[\[Display options selected in Q8\]](#) [\[Select one answer\]](#)
- 10) Was there ever a period of time in your life that you went to the dental office regularly?
[\[Select one answer\]](#)
- ☐ Yes [\[Go to Q11\]](#)
 - ☐ No [\[Skip to Q28\]](#)
 - ☐ Not sure/Don't remember [\[Skip to Q28\]](#)
- 11) [\[If Yes to Q10\]](#) Why did you previously attend regularly? [\[Select all that apply\]](#)
[\[Randomize options\]](#)
- ☐ Under another's insurance coverage
 - ☐ Liked my dental office provider
 - ☐ Had my own dental coverage
 - ☐ Lived in a different community with more access to dental care offices
 - ☐ Other. Please specify: _____
- [\[Skip to Q28\]](#)

Recent Patients

The following set of questions will ask you about your recent dental experience. When answering the following questions, please think about your most recent visit to a dental office (including a visit when accompanying a child/family member).

Choice of Dental Care Provider

When answering the following questions, please think about your **most recent visit** to a dental office (including a visit when accompanying a child/family member).

- 12) What was the main reason for your most recent visit? [Select one answer]
- ☐ Follow-up appointment (e.g., part of treatment plan, filling)
 - ☐ Routine visit (e.g., check up, cleaning)
 - ☐ Consult regarding a new issue/concern
 - ☐ Emergency visit
 - ☐ Do not recall
 - ☐ Prefer not to answer
 - ☐ Other. Please specify: _____
- 13) When was your last appointment? [Select one answer]
- ☐ Before the COVID-19 pandemic
 - ☐ During the COVID-19 pandemic
 - ☐ Not sure/don't remember
- 14) How did you first learn about the dental office that you last visited? [Randomize options]
[Select one answer]
- ☐ Family and friends
 - ☐ Close to where I live or work
 - ☐ Have been a patient there since I was a child
 - ☐ Have been a patient for many years
 - ☐ Referral from another dental office
 - ☐ Advertisement
 - ☐ Social media
 - ☐ Internet search
 - ☐ Do not recall
 - ☐ Prefer not to answer
 - ☐ Other. Please specify: _____
- 15) Approximately how long have you been a patient at this dental office? [Select one answer]
- ☐ < 1 year
 - ☐ 1 - 3 years
 - ☐ 4 -10 years
 - ☐ > 10 years

16) Why do you choose to visit this dental office? Select the **top three reasons** that impact your decision. [Randomize options] [Select three]

- ☐ Convenience of location
- ☐ Hours suit my schedule
- ☐ Friendly staff
- ☐ Cleanliness of office
- ☐ Knowledge of dental care team
- ☐ Reputation of dental office
- ☐ Been a patient of this dental office for a long time
- ☐ Been a patient of my dentist for a long time
- ☐ Receive good care
- ☐ Relaxing atmosphere
- ☐ Ability to direct bill the insurance company
- ☐ Qualifications of the dental care team
- ☐ Personal rapport with dental care team
- ☐ Limited choices of dental care providers in my community
- ☐ Require specialized services
- ☐ Other. Please specify: _____

17) During your most recent visit, did you have dental care insurance? [Select one answer]

- ☐ Yes, through Social Services
- ☐ Yes, through First Nations health insurance
- ☐ Yes, through company health insurance (through my employer)
- ☐ Yes, through private health insurance (purchased myself)
- ☐ No

18) On average, how long does it take you to get to your dental office regardless of the transportation method? [Select one answer]

- ☐ Less than 10 minutes
- ☐ Between 10 and 30 minutes
- ☐ Between 30 minutes and one hour
- ☐ Over one hour
- ☐ Do not know
- ☐ Prefer not to answer

Patient Journey

The following questions are about your overall experience when visiting your dental office. Please think of your experiences overall with your dental office over multiple visits.

Dental Office

19) Using the following scale, rate your level of satisfaction with the following aspects about your **dental office**. [Each item will be presented in a grid as shown below] [Randomize items]

	Extremely dissatisfied 1	Dissatisfied 2	Somewhat Dissatisfied 3	Neither satisfied or dissatisfied 4	Somewhat satisfied 5	Satisfied 6	Extremely satisfied 7	Do not know 8
a. Item a	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Item b...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- a. Convenience of office location
- b. Ability to book an appointment time that suits my schedule
- c. Overall comfort while waiting in the front office
- d. Cleanliness and infection control measures
- e. Ability to access dental care in case of an emergency

Pre-Treatment

20) Indicate your level of satisfaction with the following aspects of your dental experience that pertain to your interactions with the dental care team before treatment. [Each item will be presented in a grid] [Randomize items]

- a. The time taken to explain treatment options and answer any questions I might have.
- b. Given enough time and space to think about treatment options before making a decision.
- c. The information provided to me about costs of suggested treatments or procedures (including any costs not covered by insurance) when applicable.
- d. The information provided to me about the risks and benefits of undergoing (or not undergoing) a treatment.
- e. Putting my oral health care above all other interests.

Treatment/Procedure

21) When receiving your **dental care treatment or procedure**, which is any appointment that diagnoses, treats, and manages your overall oral health care needs, including gum care, root canals, fillings, crowns, veneers, bridges, and preventive education, indicate your level of satisfaction with the following aspects. [Each item will be presented in a grid] [Randomize items]

- a. Feelings of safety and comfort while undergoing treatment.
- b. Steps taken to minimize oral pain and discomfort during my treatment.

- c. Ability to ask questions during the treatment when needed.
- d. The way my dental care team communicates during the treatment.

Post-Treatment

22) Indicate your level of satisfaction with the following factors pertaining to your **experience after the dental treatment is completed**. [Each item will be presented in a grid]

[Randomize items]

- a. Ensuring post treatment pain is minimal.
- b. Ensuring I have the information I need to care for myself/child after I leave the dental office
- c. Dental care treatment was delivered as anticipated.

Staff Interaction/Communication

23) Using the following scale, rate your level of satisfaction with the following types of **interactions with your dental care team**. [Each item will be presented in a grid]

[Randomize items]

- a. Respect shown by my dental care team
- b. Consideration of other health needs or conditions
- c. Clear and understandable communication (verbal and written)
- d. Taking time to build rapport
- e. Educating me on how to best take care of my/my dependent's oral health

Payment

24) Indicate your level of satisfaction with the following statements pertaining to **payment for dental care services**. [Each item will be presented in a grid] [Randomize items]

- a. Costs were as estimated or any changes were satisfactorily explained and agreed upon
- b. Overall value for the cost of treatment
- c. Ease of payment at my dental office

Consent

25) Using the following scale, rate your level of satisfaction with the following statements pertaining to consent. [Each item will be presented in a grid] [Randomize items]

- a. Having enough information to make an informed choice.
- b. Not feeling pressured to choose a particular option.
- c. Participating in decisions about my (or my child's) dental care
- d. Providing consent when a decision needs to be made

Overall Metrics

- 26) When considering the **dental care you receive overall**, indicate your level of satisfaction with your overall experience at your dental office.
- 27) How likely are you to recommend your dental care office (or provider) to someone who you know? **[Select one answer]**
- ☐ Very unlikely
 - ☐ Somewhat unlikely
 - ☐ Somewhat likely
 - ☐ Very likely
 - ☐ Don't know
 - ☐ Prefer not to answer

Recent and Non-recent Patients

The following set of questions will ask you about your perceptions of dental care services in British Columbia as a whole.

Access to Dental Care Services

- 28) Indicate your level of agreement with the following statements about **access to dental care services in BC**. **[Each item will be presented in a grid as shown below]** **[Randomize items]**

	Strongly disagree 1	Disagree 2	Somewhat disagree 3	Neither disagree nor agree 4	Somewhat agree 5	Agree 6	Strongly agree 7	Do not know 8
a. Item a	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Item b...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

a. I am able to find a suitable dental office in my community.

b. Without insurance, dental care would not be affordable.

Dental Care Costs

- 29) When thinking about **dental care costs**, rate your level of agreement with the following statements about dental care services in BC. **[Each item will be presented in a grid]** **[Randomize items]**
- a. Dental care services are fairly priced.

- b. I am clear on what fees are being charged for each dental procedure being provided.
- c. I know how much to expect to pay at the dentist either with or without insurance.

Patient Agency

- 30) Indicate your level of agreement with the following statements about your **ability to ask questions and be informed about your/your dependent's dental care**. [Each item will be presented in a grid] [Randomize items]
- a. I feel comfortable raising concerns about the treatment with my dental care team.
 - b. I have access to tools and resources I need in order to make informed decisions about my dental care.
 - c. I am familiar with the coverage my dental plan provides.
 - d. I know what to expect from my dental care professional and their obligations to me as their patient.
 - e. I feel that there is a partnership with the dental care professional when decisions about my dental care need to be made.

Perceptions of Dental Care

- 31) When considering **dental care overall in BC**, indicate your level of agreement with the following statements. [Each item will be presented in a grid] [Randomize items]
- ☐ The quality of dental care services in British Columbia is high.
 - ☐ Dental care is a crucial component of my overall health.

Regulation

- 32) Are you aware that there is an entity/regulatory organization that oversees dental care providers? [Select one answer]
- ☐ Yes
 - ☐ No
 - ☐ Not sure/don't know
- 33) Indicate your level of agreement with the following statements about **regulation of the dental care profession in BC**. [Each item will be presented in a grid] [Randomize items]
- a. I know that I can go to the regulator's website to confirm that my dental professional is registered to practise.
 - b. I trust that a regulatory body for the dental care profession is protecting patients and the public.
 - c. I am confident that the regulatory body would take action to protect dental patients in BC if necessary.
 - d. I know that I can file a complaint with the regulatory body about my dental care.

34) The College of Dental Surgeons of British Columbia (CDSBC) is the regulatory body for certified dental assistants (CDAs), dental therapists and dentists in BC. Its core function is to protect the public by overseeing the conduct and competence of the dental professionals it regulates. Have you ever heard of the College Dental Surgeons of British Columbia (CDSBC)? [\[Select one answer\]](#)

- ☐ Yes [\[Go to Q35\]](#)
- ☐ No [\[Skip to Q38\]](#)
- ☐ Not sure/don't know [\[Skip to Q38\]](#)

35) [\[If yes to Q34\]](#) To what extent do you believe that CDSBC is effective in performing the following aspects of its public protection mandate? [\[Randomize items\]](#)

	Extremely ineffective 1	Not effective 2	Somewhat ineffective 3	Neither effective nor ineffective 4	Somewhat effective 5	Effective 6	Extremely effective 7	Do not know 8
a. Ensuring those who enter the profession are qualified	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Establishing clinical and ethical standards for practice	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Ensuring dental professionals maintain competence throughout their career	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Investigating and resolving complaints about dental professionals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

36) [\[If yes to Q34\]](#) To what extent do you believe that the CDSBC is effective in carrying out its public protection mandate? [\[Select one answer\]](#)

- ☐ Extremely ineffective (1)

- ☐ Not effective (2)
- ☐ Somewhat ineffective (3)
- ☐ Neither effective nor ineffective (4)
- ☐ Somewhat effective (5)
- ☐ Effective (6)
- ☐ Extremely effective (7)
- ☐ Do not know (8)

37) [\[If yes to Q34\]](#) Below are four values identified in CDSBC's strategic plan. Please indicate your level of agreement on whether CDSBC is delivering on these values. [\[Randomize items\]](#)

	Strongly disagree 1	Disagree 2	Somewhat disagree 3	Neither agree nor disagree 4	Somewhat agree 5	Agree 6	Strongly agree 7	Do not know 8
Trustworthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fair	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Transparent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Patient-centred and engaged with the public	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[\[All skip to Q40\]](#)

38) [\[If no, not sure, or don't know to Q34\]](#) You indicated that you are not (as) familiar with CDSBC. Based on your interactions with dental care professionals in British Columbia, to what extent do you believe that the regulatory body is effective in performing the following aspects of its mandate? [\[Randomize items\]](#)

	Extremely ineffective 1	Not effective 2	Somewhat ineffective 3	Neither effective nor ineffective 4	Somewhat effective 5	Effective 6	Extremely effective 7	Do not know 8
a. Ensuring those who enter the profession are qualified	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Establishing clinical and ethical standards for practice	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Ensuring dental professionals maintain competence throughout their career	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Investigating and resolving complaints about dental professionals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

39) [\[If no, not sure, or don't know to Q34\]](#) Based on your interactions with dental care professionals in British Columbia, to what extent do you believe that the regulatory body is effective in carrying out its public protection mandate?: [\[Select one answer\]](#)

- ☐ Extremely ineffective (1)
- ☐ Not effective (2)
- ☐ Somewhat ineffective (3)
- ☐ Neither effective nor ineffective (4)
- ☐ Somewhat effective (5)
- ☐ Effective (6)
- ☐ Extremely effective (7)
- ☐ Don't know (8)

- 40) [If no, not sure, or don't know to Q34] Below are four values identified in CDSBC's strategic plan. Based on your interaction with dental care professionals in British Columbia, please indicate your level of agreement on whether CDSBC is delivering on these values. [Randomize items]

	Strongly disagree 1	Disagree 2	Somewhat disagree 3	Neither agree nor disagree 4	Somewhat agree 5	Agree 6	Strongly agree 7	Do not know 8
Trustworthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fair	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Transparent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Patient-centred and engaged with the public	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- 41) Which of the following media should the regulatory board use to communicate with the public? [Select all that apply] [Randomize items]
- ☐ Regulator website
 - ☐ Printed materials in dental offices
 - ☐ Online advertising/social media
 - ☐ Public awareness advertising campaigns
 - ☐ Multi-lingual informational materials
 - ☐ Other: _____

Other Demographics

- 42) How long have you lived in your current community? [Select one answer]
- ☐ Less than 6 months
 - ☐ 6 months to 2 years
 - ☐ 2 to 5 years
 - ☐ 5 to 10 years
 - ☐ 10 years or more
 - ☐ Prefer not to answer

43) How would you describe your English language skills? **[Select one answer]**

- ☐ English is my first language
- ☐ **Fluent** ability to speak, read, and write in English (second language)
- ☐ **Intermediate** ability to speak, read, and write in English
- ☐ **Basic** ability to speak, read, and write in English

44) Are you a person with a disability?

- ☐ I have a visible disability
- ☐ I have an invisible disability
- ☐ I have both a visible and invisible disability
- ☐ I do not have a disability
- ☐ Prefer not to answer

45) Which of the following represents your total household income per year before taxes?

[Select one answer]

- ☐ Under \$20,000
- ☐ \$20,000 to under \$39,999
- ☐ \$40,000 to under \$59,999
- ☐ \$60,000 to under \$79,999
- ☐ \$80,000 to under \$99,999
- ☐ \$100,000 to under \$149,999
- ☐ \$150,000 or more
- ☐ Prefer not to answer

46) In terms of employment (including self-employment), how would you describe yourself?

[Select one answer]

- ☐ Employed full time (30 hours or more per week)
- ☐ Employed part time (less than 30 hours per week)
- ☐ Not currently employed
- ☐ Unable to work
- ☐ Stay at home parent
- ☐ Retired
- ☐ Prefer not to answer

47) Are you currently attending school? **[Select one answer]**

- ☐ Not currently a student
- ☐ Yes, High school student
- ☐ Yes, Full time postsecondary student
- ☐ Yes, Part time postsecondary student

- ☐ Yes, Student in vocational college
- ☐ Prefer not to answer

48) What is the highest level of education that you have achieved? [\[Select one answer\]](#)

- ☐ Less than high school
- ☐ Graduated high school
- ☐ Graduated college, technical or vocational school
- ☐ Graduated university
- ☐ Prefer not to answer

49) Including yourself, how many people are there in your household?

[\[Drop down menu including numbers through 1 to 10, more than 10, and prefer not to answer\]](#)

50) Do you have dependents? [\[Select one answer\]](#)

- ☐ Yes
- ☐ No
- ☐ Prefer not to answer

51) Do you self-identify as Indigenous (Inuit/First Nations/Métis)? [\[Select one answer\]](#)

- ☐ Yes [\[Go to Q52\]](#)
- ☐ No [\[Go to Q53\]](#)
- ☐ Prefer not to answer [\[Go to Q53\]](#)

52) Do you currently live on a First Nations Reserve or Metis or Inuit Settlement? [\[Select one answer\]](#)

- ☐ Yes [\[Go to end\]](#)
- ☐ No [\[Go to end\]](#)
- ☐ Prefer not to answer [\[Go to end\]](#)

53) Do you belong to a racially marginalized community?

- ☐ Yes
- ☐ No
- ☐ Not sure

54) [\[If no or prefer not to answer to Q51\]](#) How would you best describe yourself? [\[select all that apply\]](#)

- ☐ Arab
- ☐ Black
- ☐ Chinese
- ☐ Filipino
- ☐ Japanese

- ☐ Korean
- ☐ Latin American
- ☐ South Asian (e.g., East Indian, Pakistani, Sri Lankan, etc.)
- ☐ Southeast Asian (e.g., Vietnamese, Cambodian, Laotian, Thai, etc.)
- ☐ West Asian (e.g., Iranian, Afghan, etc.)
- ☐ White
- ☐ Prefer not to answer
- ☐ Other. Please specify: _____

Thank you for providing your value feedback.
Please select the submit button below to complete your response



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