

DR TED CRAWFORD
PRESIDENT

DR DAVID FULLER
SECRETARY

DR IGOR LAVRIN
TREASURER



ASO SECRETARIAT
PRIVATE BAG NO. 1
DARLINGHURST 2010
AUSTRALIA

TEL: (02) 9331 6920
FAX: (02) 9331 7296

aso@apcsyd.com

Australian Society of Orthodontists

Incorporated

ABN 65 326 076 244

ADA Member Survey 2004

Since the adverse publicity orthodontics received last year, there has been increased pressure for the ASO to mount a Public Education & Awareness Campaign.

Such campaigns are expensive. Therefore, before committing members to additional expense, ASO Council determined to seek the views of all concerned.

In July 2004, a survey was sent to all members of the ADA as an insert in the ADA NewsBulletin.

A total of 1726 ADA Members responded to this survey. In statistical terms, this figure represents a reasonable proportion of ADA membership (18.2%).

Results

Demographics

Gender

Male 75%
Female 25%

Average age..... 45 Years

State Branch

NSW 34%
Qld 20%
SA 10%
Vic 26%
WA 11%

Principal job

Solo practice 45%
Group practice 44%
Government 6%
University 2%
Other 2%

Employment Status

Self-employed 75%
Employee 25%

How many years have you worked as a dentist?

Average 21 Years

Work Status

Full-time 84%
Part-time 14%

Retired 1%

Are you a specialist?

Yes 12%

No..... 88%

If yes, what specialty?

Orthodontics 51%

Oral & Maxillofacial Surg ... 14%

Periodontics 6%

Prosthodontics..... 12%

Endodontics 9%

Pedodontics..... 7%

Other..... 3%

Orthodontics

Do you do orthodontic treatment in your practice?

(Replies from general dentists)

Yes 31%

No..... 68%

Not applicable 1%

Do you refer patients to an orthodontist if orthodontic treatment is required?

(Replies from general dentists)

Always 71%

Usually 20%

Occasionally 8%

Never 1%

What type of orthodontics do you do?

(Replies from general dentists who do orthodontics)

Removable appliances 93%

Functional appliances..... 45%

Simple fixed appliances 52%

Complex fixed appliances 24%

Orthognathic surgery 3%

Obstructive sleep apnoea..... 9%

Sequential plastic aligners 8%

How many orthodontic cases do you start per year?

(Replies from general dentists who do orthodontics)

Average..... 22 cases per year

How much clinical time you spend on orthodontic treatment?

(Replies from general dentists who do orthodontics)

Average clinical time 8%

Public Relations

Last year, the current-affairs TV show *60 Minutes* screened two segments on orthodontics.

Do you think these shows were harmful to the dental profession?

Yes 63%

No..... 21%

Don't know..... 16%

Do you think these shows were harmful to the specialty of orthodontics?

Yes 68%

No..... 16%

Don't know..... 16%

Do you think the general public has a good understanding of what orthodontics is?

Yes 25%
No..... 69%
Don't know..... 6%

Do you think the general public has a good understanding of the distinction between general dentist and orthodontist when it comes to the delivery of orthodontic services?

Yes 36%
No..... 57%
Don't know..... 7%

Do you think the ASO should mount a Public Awareness & Education campaign aimed at informing the general public of the benefits of orthodontics?

Yes 67%
No..... 14%
Undecided..... 19%

Discussion:

Most dentists (68%) do not do orthodontic treatment.

Furthermore, the vast majority of dentists (91%) usually or always refer patients to an orthodontist if orthodontic treatment is required.

Those dentists who do orthodontics start, on average, 22 cases per year and spend 8% of their clinical time doing orthodontics.

These figures are reassuring for the orthodontic profession and suggest that, by and large, general dentists have faith in orthodontists.

It would seem that the number of dentists who treat a significant number of orthodontic cases is relatively small.

Compared to the ASO Member Survey, where 53% of members responded, the response of orthodontists to this survey was considerably lower (22%).

It is interesting to compare the type of orthodontics done by general dentists (see page 12) with that done by orthodontists (see below).

Removable appliances 95%
Functional appliances..... 96%
Simple fixed appliances 92%
Complex fixed appliances .. 100%
Orthognathic surgery 94%
Obstructive sleep apnoea..... 29%
Sequential plastic aligners .. 53%

Orthodontists who responded started, on average, 217 cases per year.

With respect to public relations issues, the findings in this survey were similar to the findings of the ASO Member Survey. The findings are compared below.

Most respondents thought that the two 60 Minutes segments were harmful to the specialty of orthodontics.

ADA Survey..... 68%
ASO Survey 73%

Most respondents thought that the general public does **not** have a good understanding of what orthodontics is.

ADA Survey..... 69%
ASO Survey 59%

Most respondents thought that the general public does **not** have a good understanding of the distinction between general dentist and orthodontist when it comes to the delivery of orthodontic services.

ADA Survey 57%

ASO Survey 81%

Most respondents thought that the ASO should mount a Public Awareness & Education campaign aimed at informing the general public of the benefits of orthodontics.

ADA Survey 67%

ASO Survey 71%