DENTAL ESTHETICS....
& ITS IMPACT
ON PSYCHO-SOCIAL WELLBEING
& SELF CONFIDENCE.
INTRODUCTION

Satisfied patients from more than 20 countries...

Treating more than 800 international patients per year...

Experience of more than 10,000 patients from past 15 years...
If one is embarrassed about his teeth, they are less likely to smile. Even if you are simply being self-conscious about your smile, being literally tight-lipped can send mixed signals on numerous occasions when you interact with other people. This lack of confidence makes you look shy and reluctant.
OBJECTIVE

To evaluate the subject's perceived satisfaction of their dental appearance and to compare it with various attitudes and practices, which may affect social and psychological behavior and dental self-confidence.
DIAGNOSTIC APPROACH AND METHODOLOGY

- This was a cross sectional study conducted between November 2015 and April 2016.
- The Psychological impact of Dental Aesthetic Questionnaire (PIDAQ) (Developed by Klages) instruments is used which measures aspects of the oral health-related quality of life.
- The patient have to evaluate the items using a three-point Likert scale with numerical values 0= No, 1= May be, 2= Yes and Happiness scale of 1-10.
Questionnaire was designed to pool the questions from four measures namely –

- Dental Self-confidence
- Social Impact
- Psychological Impact
- Aesthetics Concern

Quantitative Analysis was done using descriptive analysis and T-test using MS Excel.
DATA ANALYSIS AND RESULTS

A. DENTAL SELF-CONFIDENCE

a. Like to show teeth while smile:

   16% of patients like to show their teeth when they smile before treatment but after treatment, the number increases to a phenomenal 95% of the patients.

b. Satisfied with the appearance of teeth:

   Before treatment 8% of patients were satisfied with the appearance of their teeth but after treatment this percentage increased to 94%.

c. Find Tooth position nice:

   Before treatment only 11% of patients designated their tooth position nice but this percentage increased to 87% after treatment.
B. SOCIAL IMPACT:

a. Hold back when smile:

Before treatment 15% of total patients do not hold back when smile while after treatment 95% of the patients were confident enough as to not hide their teeth while smiling.

b. What others think about their smile:

Before treatment 13% of patients do not worry about other’s perception but after treatment, 90% of patients do not worry what others may think of their teeth.

c. Hide their teeth while smiling:

Before treatment 43% of patients do not hide their teeth while smiling but after treatment this percentage increases up to 98%.
d. Irritated on remarks about teeth:

Before treatment 31% of patients do not get irritated when the remarks about their teeth were made but after treatment, this percentage increases up to 92%.

e. Worry about opposite sex:

Before treatment, 18% of patients were not conscious of opposite sex while smiling but after treatment, this percentage increases up to 90%.
C. PSYCHOLOGICAL IMPACT:

a. Somewhat unhappy with smile:
   Before treatment, only 5% of patients were satisfied with their looks owing to appearance of teeth, but after treatment 89% of patients were satisfied with their teeth appearance.

b. Others have nicer teeth:
   Before treatment, 68% of patients thought that they knew people with nicer teeth than theirs, but after treatment this percentage dropped to only 11%.

c. Wish teeth looked better:
   Before treatment 90% of patients wished to have better teeth but after treatment this percentage dropped to 18%.
D. AESTHETIC CONCERN-

a. Don’t like teeth in mirror:
Before treatment, only 13% of patients like to see their teeth in mirror but after treatment, this percentage increases up to 87%.

b. Don’t like teeth in photos/ videos:
Before treatment only 11% of patients like to see their teeth in their videos and photographs but after treatment, this percentage increases up to 87%.

c. Smile Components:
Before treatment, Tooth Color, Tooth display and tooth position were the most common smile component causing dissatisfaction amongst the subjects (64%). After treatment, 97% of patients felt satisfied with their overall smile components.
d. Smile Score:

On the happiness scale of 1-10 before treatment, 71% of patients were in the scale of “Feels bad to feels Neutral” (3-5 scale). But after treatment 78% of patients were in the scale of “Feels good to Feels extremely good” (8-10 scale).
DISCUSSION

- After receiving self-administered responses from 62 individuals, various data analysis tools were used to derive interesting correlations between dental aesthetics and socio-psychological well-being.

- Results and interpretation have been derived on the basis of difference in an individual’s perceived level of satisfaction with dental health before and after treatment.

- As suggested by the findings, improvement in dental health and aesthetics has a positive effect on an individual’s self-satisfaction, attitude and life practices.

- A very interesting findings is that, significantly higher numbers of male subjects are conscious of opposite sex while smiling. This may be a reflection of changing society where previously beauty was the domain of females; now males are also becoming conscious about their appearance.
LIMITATIONS OF THE STUDY

- Sample size
- Lack of available data
- Lack of prior research
- Limitation of self-reported data
- Self-Administered Survey
IMPACT OF THE PROJECT

- Improved Levels Dental Hygiene
- Awareness about benefits of Cosmetic Dental Treatments
- Boost to Confidence Level
- Enhanced Social Perception
- Encouragement to Dental Tourism
- Benefits of Latest Dental Treatment
BENEFITS TO THE ORGANIZATION

• Better Customer Service
• Enhanced Reputation
• Improved Range of Services
• Better Understanding of Patient’s Psychology
• Basis of Further Research
• Boost to Dental Tourism
SUSTAINABILITY OF THE BENEFITS

Sustainability is about physical survival in long run by ensuring that our services stay relevant to the requirements of the patients.

- Economic Dimension
- Community Dimension
- Environmental Dimension
- Equity Dimension
- Logistical Dimension
INNOVATION IN APPROACH

- Extensive research was conducted to develop the necessary parameters to gauge the importance of Dental Aesthetics for patients.
- Exhaustive data analysis tools have been used, cautiously, to derive conclusions, which will serve as reference points for formulation of future strategies for Dental Centers.
CONCLUSION.....
Smile is a curve which sets everything straight.....
Conclusion

- Dental treatments remarkably affect an individual’s social and psychological well-being which is reflected in their behavior and affects their self-confidence.

- Enhancement of social status and to be able to interact freely with others is a major motivating factor for Cosmetic treatment.

- Benefits derived from this project will help us shape our future endeavors and provide improved services and treatment to the patients.

- Dental Health is of paramount importance to patients with targeted treatments and dental tourism being the future of Dental Health industry.

- This study will provide a basis to the future researchers to base their findings on and contribute to the improvement of Smile Makeover facilities in the country.
Dr. Kathuria’s
MULTISPECIALITY DENTAL CLINIC

We are proud to announce that our clinic is now NABH accredited