# Understand and connect with **dentistry**

Dentists play an integral role in the healthcare journey, interacting with many patients, utilizing technology to facilitate day-to-day patient care decisions and serving as an important connection to patients for products and brands. **M3 MI's Dentistry Study** provides essential data for understanding the motivations and behaviors of these HCPs and how to effectively reach them, empowering informed marketing plans and decisions.

## Identify and profile the dentistry audiences important to your communication plan

- 5+ dentistry specialties and dental students
- Demographics, type of dental practice (e.g. solo, group, DSO, etc.), role in primary location
- Actions taken after reading dental-related social media posts
- Professional social media connections & impact on Rx/treatment decisions
- Adoption of new drugs/devices/procedures
- Communication methods used to interact with patients
- Patients seen in an average week, patients with specific conditions seen per week
- Prescriptions written/recommended/administered weekly
- Professional activities, association membership
- Types of brand samples provided/recommended
- Use of technology for work

## Develop media plans for your target audiences

**Trusted media measurement data across 44 media properties:**

- Dentistry journals
- Dentistry-specific and HCP-focused websites
- Reference websites
- Consumer social media
- Mobile apps
- Email & print newsletters
- + media attitudes & opinions
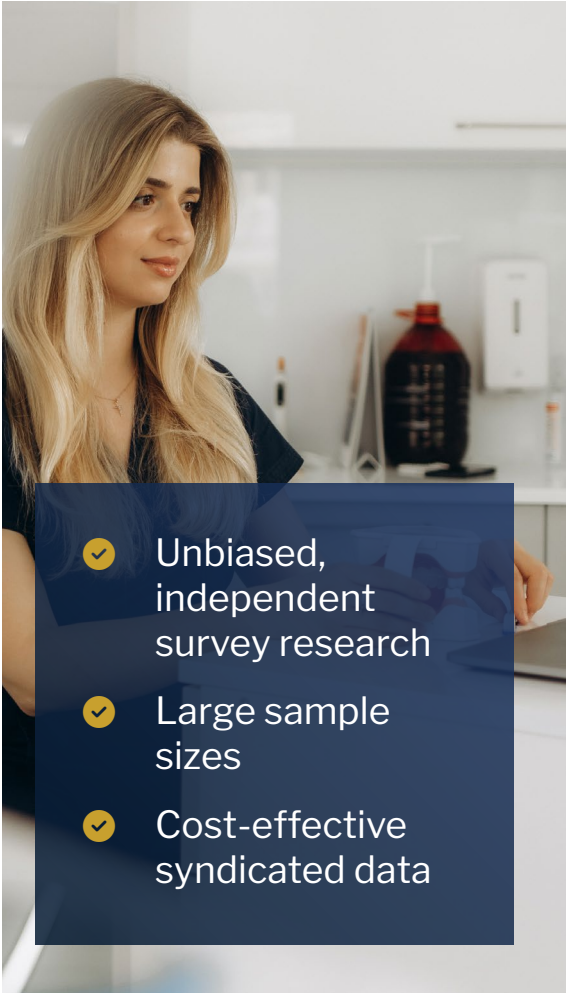
## Support omnichannel marketing strategy

**Dentistry channel preferences and usage across all their information sources:**

- Conferences & meetings (remote & in-person)
- Professional associations
- Professional portals
- Newsletters
- Professional journals (print/websites)
- Social media
- Webinars, podcasts
- Distributor/manufacturer websites
- Sales reps
- Preferred information like to acquire via certain channels & channels like to use for different types of information
- + much more

## Pro Health Resources

Download the latest Professional Health content directory here or visit our website for other relevant materials.

## Dentistry Study details

| Latest release: | February 2024 |
|---|---|
| Survey respondents: | 500+ |
| Sample source: | Random selection from the American Dental Association's database of members and non-members, and M3 MI's internal panel of dentists and dental students from previous surveys. |
| Methodology: | Online dentistry interviews, weighted based on the size of the universe of five different ranges of years in practice. Dental students were all weighted the same, projected to the universe of dental students. |
| Data access options: | Dashboard, charts & tables, crosstabulation & planning tools |

## Counts by role and years in practice

| Dentists | N=509 |
|---|---|
| 1-5 years | N=102 |
| 6-10 years | N=102 |
| 11-25 years | N=102 |
| 26-35 years | N=103 |
| Over 35 years | N=100 |
| Dental Students | N=86 |

- Unbiased, independent survey research
- Large sample sizes
- Cost-effective syndicated data

## M3 MI Professional Health
# Other Syndicated Offers



### Ad Intelligence

The market's leading competitive ad intelligence platform, used by brands, agencies and media to understand advertising share of voice, competitive strategies and spend across media channels. Data is collected, classified and updated daily.



### HCP specialties & health verticals

Media measurement and strategic omnichannel insights for 23 medical/surgical physician specialties, and other health verticals including: dentistry, eyecare, hospital management, managed care, oncology nursing, PA/NP, pain medicine, pathology, pharmacy, and radiology/radiation oncology.



### MARS Consumer Health

MARS is the industry's most comprehensive dataset of health consumers, connecting 100+ conditions with treatments, Rx brands, media usage, health behaviors, attitudes, and more. Developed from a nationally representative data set of 40K U.S. adults, M3 MI's annual bilingual survey provides robust samples sizes and coverage of low incidence conditions.

## M3 MI