

## عنوان مقاله:

Assessment of Patient's Characteristics Affecting the Choice between Direct-to-consumer Aligners, General Dentists or Orthodontists in North Gujarat, India

## محل انتشار:

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## خلاصه مقاله:

**Aim:** The purpose of this questionnaire study was to determine what criteria lead potential orthodontic patients to choose a direct-to-consumer aligner company, orthodontist, or general dentist in north Gujarat, India. **Methods:** A total of 100 potential orthodontic patients from the general population in north Gujarat participated in the study. Google Forms was used to send the questionnaire, and the data was recorded. Participants' views on the type of provider they would prefer for their orthodontic treatment were tabulated. Data was entered in the software SPSS (v. ۲۰.۰) and statistical analysis was performed ( $p < 0.05$ ). **Results:** A total of 58 females and 42 males from the general population (100 potential orthodontic patients) in north Gujarat responded to the questionnaire. The participants (45%) held the opinion that a direct-to-consumer aligner company could offer better cost of treatment, 62% of participants preferred an orthodontist for better quality of treatment, 56% of participants preferred a direct-to-consumer aligner company because they felt that it would be more convenient, and 49% of participants preferred an orthodontist because they felt they would offer better follow-up after orthodontic treatment. **Conclusion:** Participants tended to prefer orthodontists because they felt they would receive better quality of treatment and follow-up, and more treatment options such as aesthetic treatment. However, they preferred direct-to-consumer aligner companies because of their convenience, lower cost, shorter treatment duration, and better customer service. For their child's orthodontic care, parents typically choose an orthodontist.

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