

## Survey finds Dentists are Turning Digital and Social Media Savvy

**Vikram Venkateswaran\***

*Healthcare Department, Healthcare India (Hitopadesha Healthcare Advisory India), India*

**\*Corresponding Author:** Vikram Venkateswaran, Healthcare Department, Healthcare India (Hitopadesha Healthcare Advisory India), India.

**Received:** January 08, 2022; **Published:** January 31, 2022

There is a steady rise in dental practitioners embracing technology for professional use and building awareness about dental hygiene, according to the second edition of Healthcare in India's Dental Management Survey, 2018. Over 72% of respondents indicated that they used both management and digital media tools. Dental management software and Microsoft Excel were used in equal measure by practitioners (42% of respondents), whereas platforms like Practo came a close second (39%). These tools were used primarily for appointment management and storing dental images and x-rays.

Unlike the first edition of the survey released in 2016, dentists appeared keener to partner with third parties to use technology to improve their practice management, with 62% of respondents indicating so.

One of the areas where technology appears to have given significant outcomes for dental practitioners is social media. Over 78% of respondents felt technology could be used to market their clinic and its facilities to patients, particularly international patients (49%) and to collaborate with fellow dental practitioners (51%). In line with that Facebook and YouTube were the most preferred platforms.

The survey can be downloaded from the Healthcare India site, through [the link here](#).

"The availability of affordable internet connections and increasing patient preference for online education has pushed medical practitioners in general to have a presence online. While content on issues such as diabetes, obesity and bone health has been available online for quite some time, we expect to see a tremendous rise in dental education related content. This in turn is expected to spur interactions between dentists and the public, some of which may result in consultations. Keeping track of this activity manually is challenging and will require investments in integrated practice management tools", said Dr. Vikram Venkateswaran, Founder, Healthcare in India.

The survey report also provides recommendations on why, where and how to deploy technology. Off the shelf tools that are built for enterprise management may not suit individual dental practitioners and therefore technology providers need to consult extensively with dental practitioners and develop relevant tools, feels Dr. Vikram.

The survey was conducted between August and December 2017 last year, the survey received responses from 114 dentists, of which 52% were women. The responses covered professionals with less than five years of experience (60%), those between five and 10 years of experience (30%) and those over 10 years of experience (10%). About 71% of respondents were private practitioners and the rest were practicing as part of a dental chain or hospital.

### ***About Dr Vikram Venkateswaran***

Dr Vikram Venkateswaran is a doctor turned technologist, graduating from Manipal College of Dental Surgery with a BDS and IMT Ghaziabad with an MBA.

***About Healthcare in India***

Healthcare India inspires organisations to build solutions and products that improve healthcare standards and patient care in India. Healthcare India publishes in-depth analysis, research papers, articles and interviews with doctors, care providers, healthcare leaders, government officials and technologists and has been consistently rated among the top 100 global platforms on healthcare. The platform was founded in 2010 by doctor turned technologist Dr Vikram Venkateswaran.

**Volume 1 Issue 1 February 2022**

**© All rights are reserved by Vikram Venkateswaran.**