

Global Sustainability in Dentistry Study

Excerpt

*In 2022, Dentsply Sirona conducted a global study of more than 1,300 dentists from the US, Europe, Asia and Latin America to more deeply understand the current sentiments of sustainability within the industry, as well as their needs. It's part of Dentsply Sirona's initiative **BEYOND: Taking Action for a Brighter World** – and its continued effort to help make dentistry sustainable.*

This abridged version of the study provides highlights of the key findings. If you would like more information, please contact Corporate Communications at corporate.communications@dentsplysirona.com

Study Themes

A global study intended to assess the importance of sustainability for dentists across the world and the role it plays for them personally and professionally.

The Importance of Sustainability

The importance of sustainability for the industry, the views of dentists on the need to implement sustainable action and how much of a priority it is.

The Role of Dentists

What sustainability means in the day-to-day role as dentists, the impact dentists feel they can have on contributing to making change, who they feel is responsible.

The Need for Support

The support and resources dentists feel they need, their awareness of sources that can help them better understand and take action.

The Future of Sustainability in Dentistry

Their vision of what sustainable dentistry can look like in the future and the type of impact they can have on people and the world.

Executive Summary

Executive Summary

1

Sustainability is important to dentists, but industry performance is lagging

- Almost **all dentists say sustainability is important in their personal life**, dropping down to 7 in 10 thinking it's important in the dental industry
- But, 7 in 10 say **the industry is lagging behind** when it comes to sustainability
- Areas to improve on are **reducing environmental impact** and establishing **clear sustainability targets and reporting**
- Adoption of **sustainable practices is not essential for patients when** choosing a practice now, but its importance is expected to grow

2

Knowledge is limited amongst dentists, but they are keen to learn

- **3/4 of dentists** know what to do to be more sustainable in their **personal life** yet **only 1/2** know what to do in a **professional capacity**
- Dentists are polarized on how they feel about sustainability in the industry. **1 in 4 feel worried** and the same proportion feel **confident**
- Only **half feel comfortable talking about sustainability** to either their patients or suppliers
- That said, they are eager to learn with **3/4** saying they **would like to learn more** about being sustainable in their industry

3

Suppliers should play a leading role in developing sustainability knowledge

- 7 in 10 dentists say **suppliers/manufacturers are responsible for sustainability** in the dental industry. #1 ahead of themselves (62%)
- 6 in 10 also say it's the **suppliers/manufacturers who should help develop knowledge** about sustainability in the industry. #1 ahead industry bodies

Sustainability is important to dentists, both personally and professionally, but performance within the industry is lagging

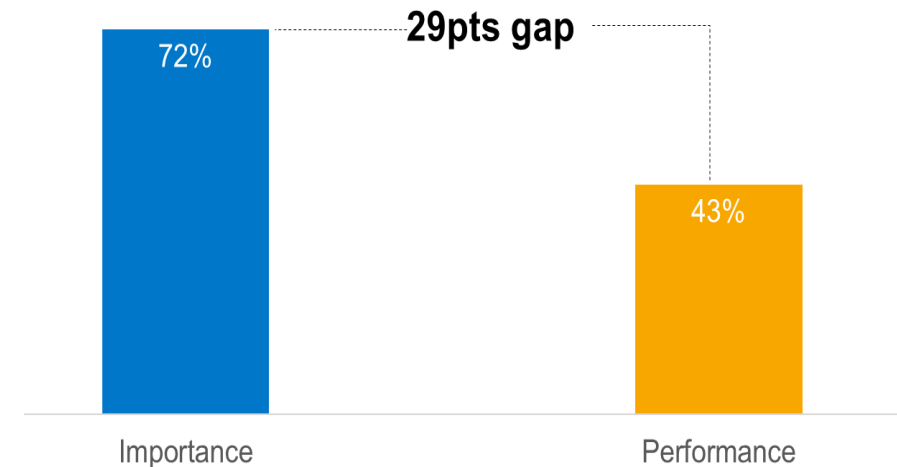
Most dentists consider sustainability important in their personal lives and 7 in 10 within the dental industry

9 in 10

say sustainability is important
in their **personal life**

7 in 10

say sustainability is important
in the **dental industry**



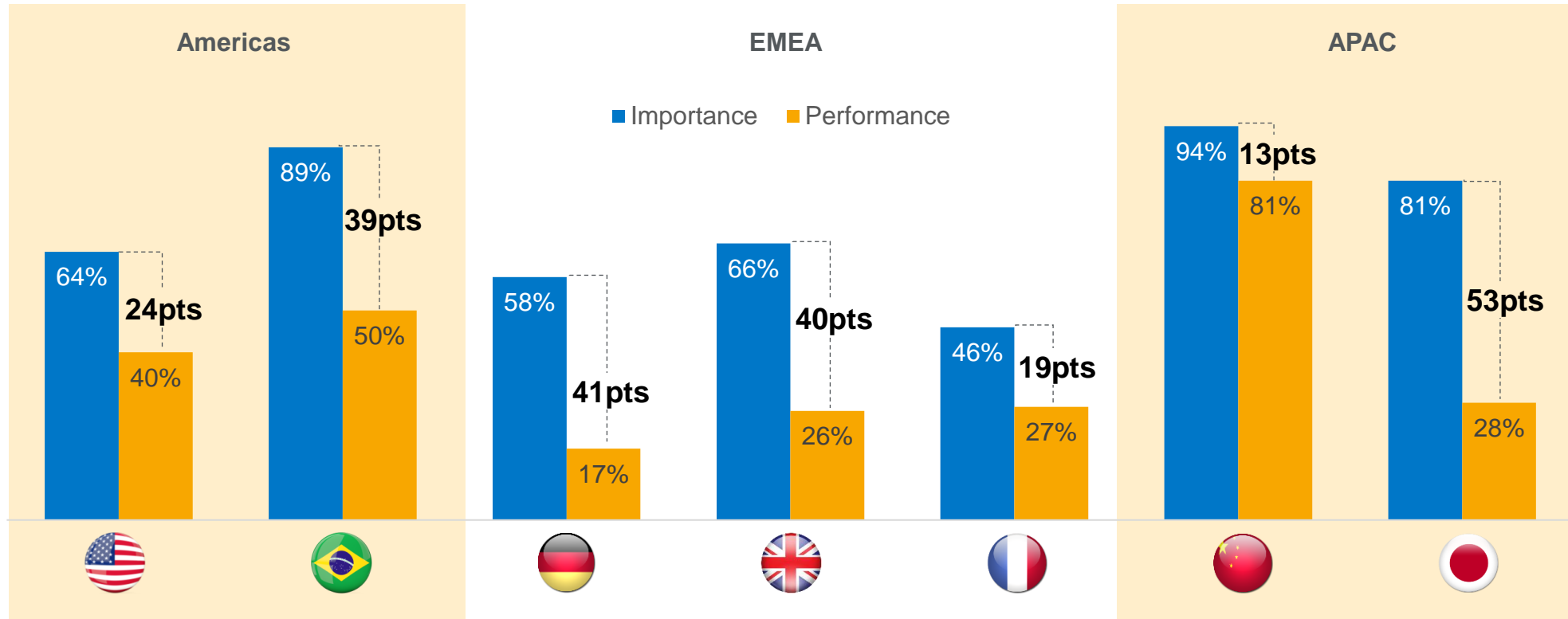
% who say sustainability is important and how the dental industry is performing

NET: top 3 box



Similar picture shown across most markets

% who say sustainability is important and how the dental industry is performing (Top 3 box)



Q4. Now we would like you to think about your current role as a dentist and the dental industry as a whole. For each, could you please tell us how important sustainability is? //Q5. And overall, how do you think your workplace and the dental industry are currently performing on being sustainable?

Sample base: USA (n=419); Brazil (n=100); Germany (n=200); UK (n=100); France (n=101); China (n=300); Japan (n=105)

The industry is lagging behind and not prioritizing sustainability

Overall, **7 in 10** dentists wish to adopt more sustainable practices, **but don't know how**

7 in 10

say that the dental industry is **lagging behind** when it comes to sustainability



and only

6 in 10

say making a positive impact on the environment and society is a **top priority** for the dental industry



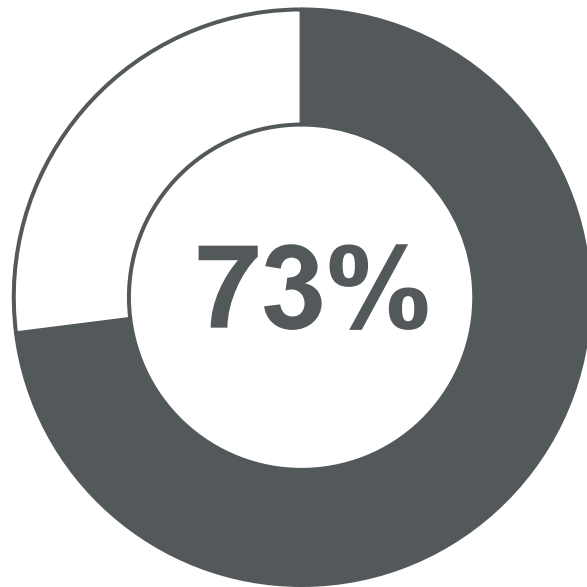
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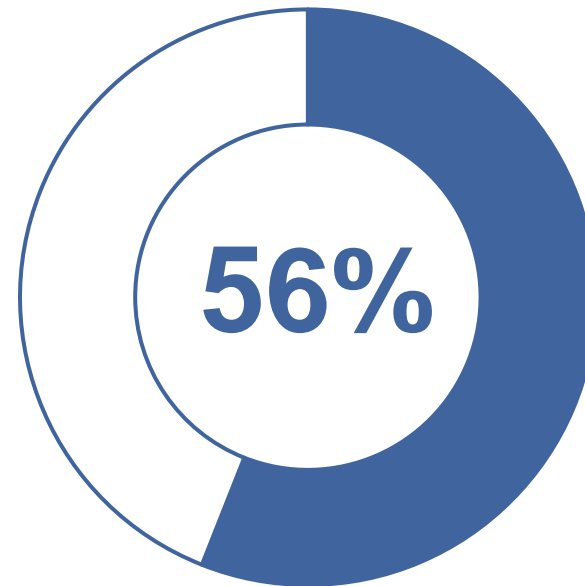
Although sustainability is important,
knowledge is limited amongst
dentists

Dentists are clearer on how to adopt sustainability measures at home as opposed to at work

% who have a clear understanding of how they can adopt sustainability measures (Top 3 box)



in their
day-to-day life

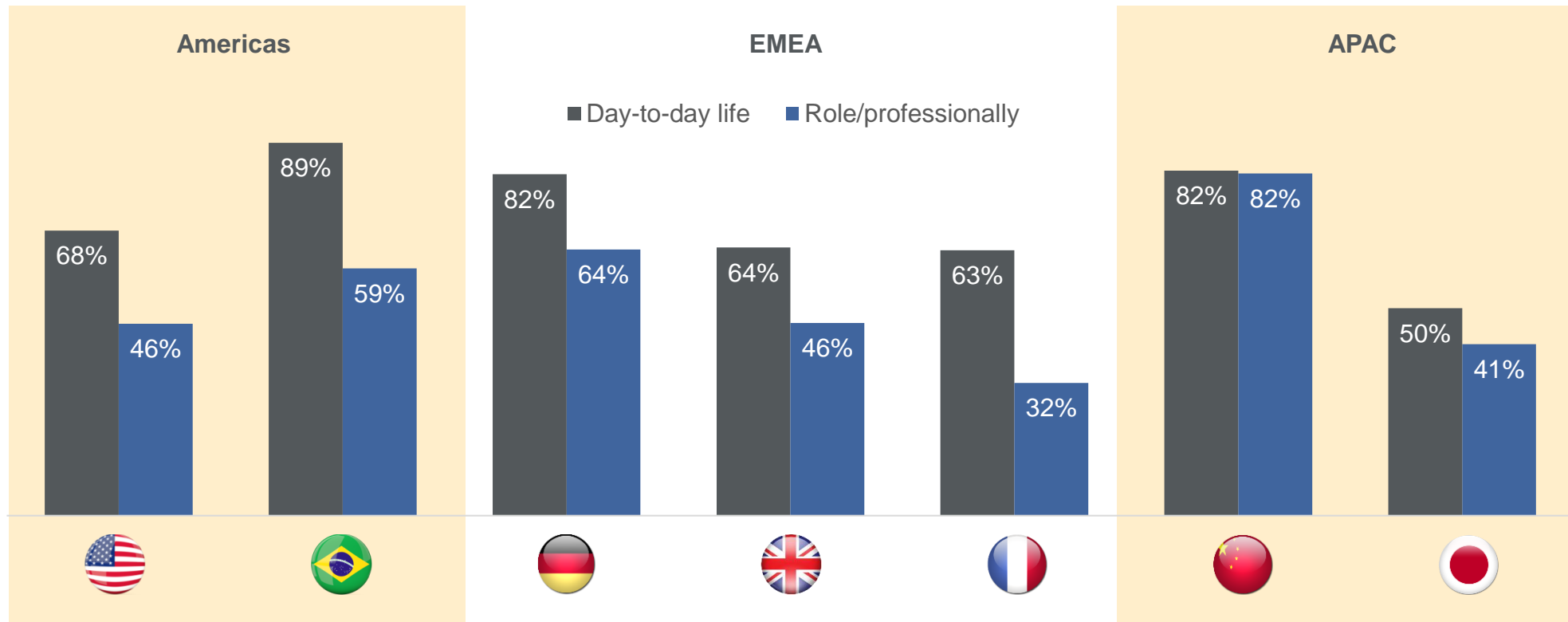


in their
professional life



Across markets, dentists are clearer on how to adopt sustainability measures at home vs. at work

% who have a clear understanding of how they can adopt sustainability measures (Top 3 box)

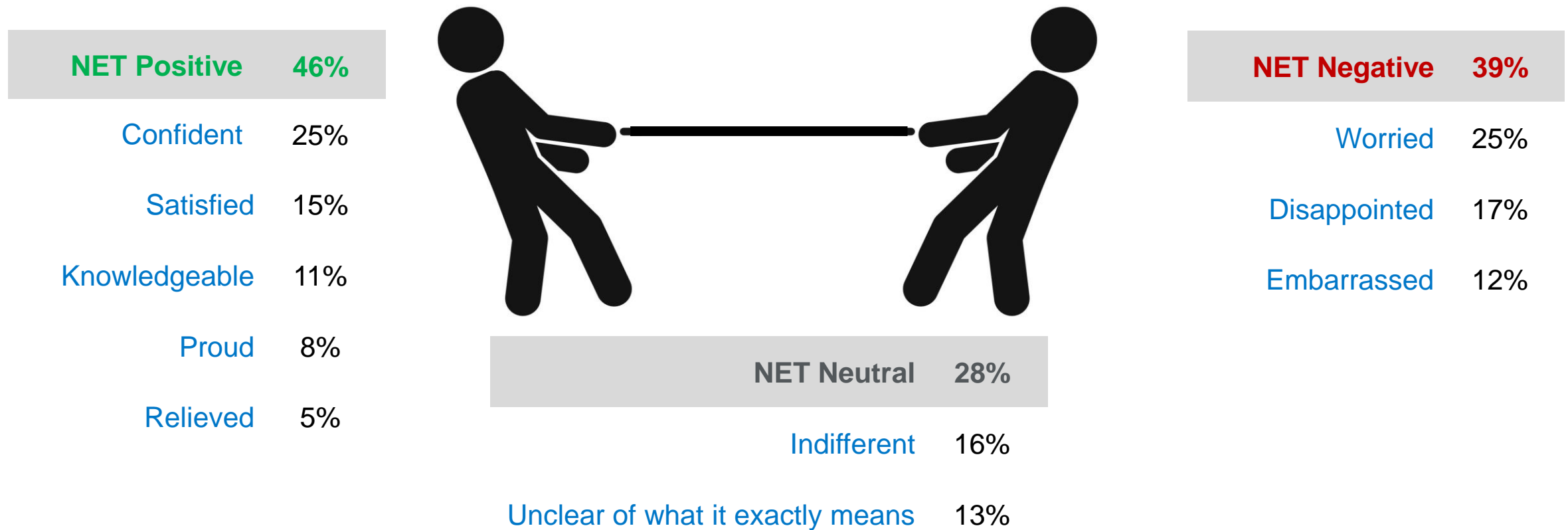


Q2. Still thinking about your personal life, please tell us how much do you agree or disagree with the following statements regarding sustainability in your personal life? // Q6. How much do you agree or disagree with the following statements?

Sample base: USA (n=419); Brazil (n=100); Germany (n=200); UK (n=100); France (n=101); China (n=300); Japan (n=105)








Just under half of dentists have positive emotions when thinking about Sustainability in the dental industry

% emotions felt when thinking about sustainability in dentistry



Across most markets, sustainability triggers positive emotions for less than 1 in 2 dentists

% emotions felt when thinking about sustainability in dentistry

		NET Positive words	NET Neutral words	NET Negative words
Americas		39%	35%	38%
		42%	11%	59%
EMEA		48%	20%	40%
		24%	29%	58%
		40%	28%	38%
APAC		76%	25%	18%
		12%	37%	61%

Q11: When thinking about sustainability in dentistry, how does it make you feel?
 Sample base: USA (n=419); Brazil (n=100); Germany (n=200); UK (n=100); France (n=101); China (n=300); Japan (n=105)

Dentists show great interest in learning more about sustainability in their industry










3 in 4

dentists globally are interested in **knowing more about sustainability in the dental industry**



Interested in learning more

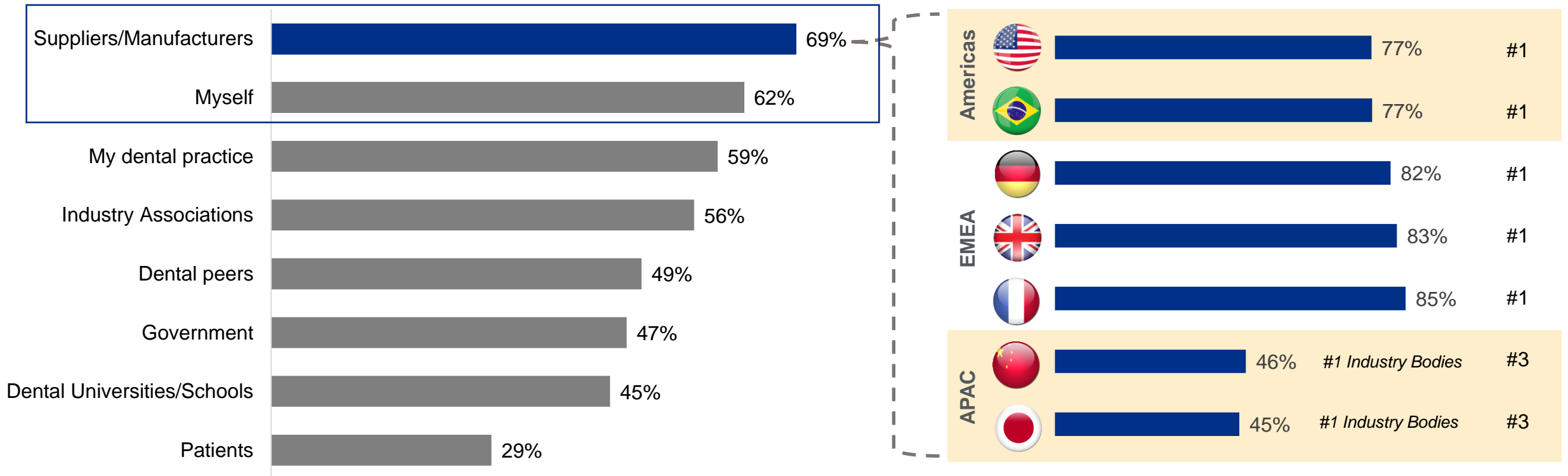
Americas		68%
		94%
EMEA		78%
		82%
		70%
APAC		80%
		68%

Suppliers should play a leading
role in developing sustainability
knowledge

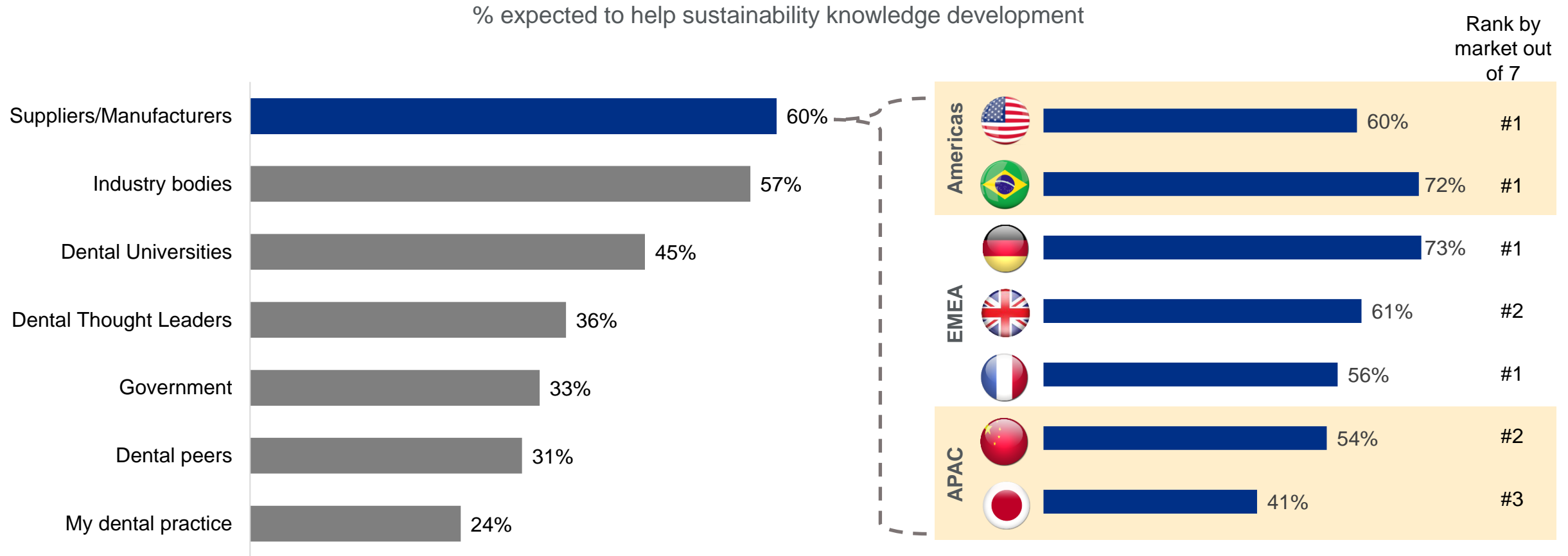
Suppliers and the dentists, themselves, are seen as being most responsible for sustainability in dentistry

% perceived as being responsible for sustainability in the dental industry

Rank by market out of 8



Dentists want suppliers/manufacturers and industry bodies to develop their sustainability knowledge



Methodology

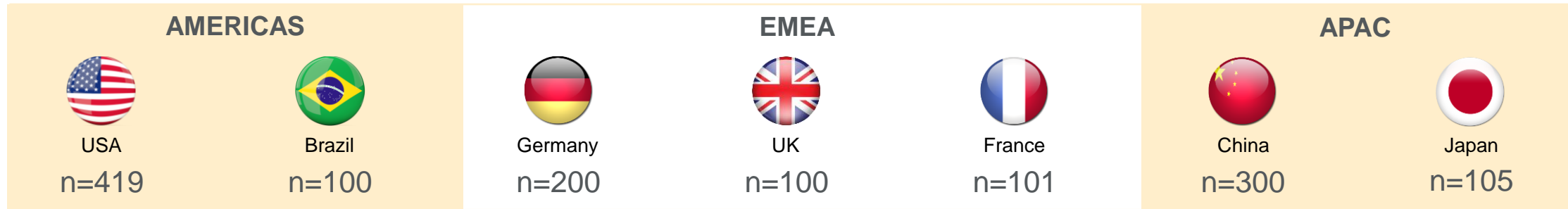
Methodology

Markets: USA, Brazil, Germany, UK, France, China, Japan

Methodology: online survey

Timing: February 17 to March 3, 2022

Sample definition and size: 1,325 dentists from Americas/EMEA/APAC:



Survey length: 10 minutes

Sustainability definition:

- Mitigating impact of activities on the **environment**
- Having a positive impact on **society** (e.g., by caring for the best interests of individuals/communities, promoting diversity & inclusion, supporting causes/charities, etc)
- Ensuring all stakeholders (people and institutions) adopt **ethical, responsible, and transparent behaviors**

