

The challenge of achieving a clean mouth:

# COMPLIANCE in interdental cleaning



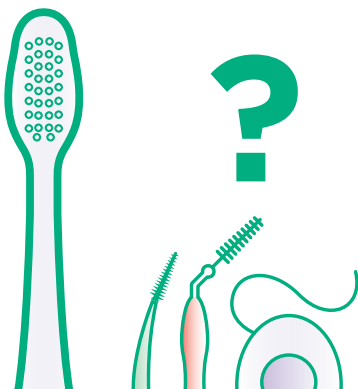
## Driving compliance TREATING A PATIENT, NOT JUST A MOUTH

The prevention and control of gum disease is a lifelong commitment: gum disease can only be managed with good compliance.

EFPP/ORCA workshop in Jepsen S, J Clin Periodontol, 2017

Compliance with a daily oral hygiene routine at home is one of the greatest issues in dental care.

Wilder RS, Periodontol 2000, 2016; Poklepovic T, Cochrane Database Syst Rev, 2013



High quality flossing **CAN BE** effective **BUT** is difficult to achieve in real life

Asadoorian J, J Dent Educ, 2006; Ng E, Dent J (Basel), 2019

Easier-to-use interdental brushes and rubber interdental picks are associated with greater compliance, efficacy and outcomes

Hennequin-Hoenderdos NL & Slot DE, Int J Dent Hyg 2018; Graziani F, Int J Dent Hyg 2018; Needleman I, J Clin Periodontol 2005; Wilder RS, Periodontol 2000, 2016

## EASE OF USE DRIVES COMPLIANCE



### INTERDENTAL BRUSHES

**EASIER TO USE** than floss: patients are **MORE WILLING TO USE THEM**

Christou V, J Periodontol 1998; Imai P, Can J Dent Hygiene 2010

Are better able to fill the interdental space and remove plaque than floss

Johnson T, Cochrane Database Syst Rev 2015



### RUBBER INTERDENTAL CLEANERS

**PATIENT-PREFERRED** Particularly easy to use and cause fewer gum abrasions

Hennequin-Hoenderdos NL & Slot DE, Int J Dent Hyg 2018

Designed to stimulate gingival blood flow and remove interdental plaque

Johnson T, Cochrane Database Syst Rev 2015



## GUM® TRAV-LER® RANGE

Improve compliance with patient comfort and ease of use

### GREAT PATIENT CONTROL

Bendable neck up to 90 degrees (without need to bend wire) to reach back teeth easily

### SUPERIOR PATIENT COMFORT & EASE\*

- Soft rubber grip
- Hip shape for comfortable finger placement
- Non-slip ridges for a better grip
- Consumer-preferred length
- Hygienic cap included

### GENTLE PATIENT MOUTH FEEL

- Gentle rounded tip
- Gentle coated wire
- Decreased chance of gum trauma, enamel and implant damage

### ANTIBACTERIAL BRISTLE PROTECTION BETWEEN USES

- CHX & silver-zinc coated bristles

### REMOVE MORE PLAQUE WITH PROPRIETARY TRIANGULAR BRISTLES

Remove up to 25% more plaque\*\* (Compared to a regular nylon filament)

### % IN VITRO PLAQUE REMOVAL

73%

REGULAR FILAMENT



93%

GUM® TRAV-LER® FILAMENT



\* Sunstar, In home-use test USA 2012, data on file.  
\*\* Sunstar, Plaque removal in-vitro study 2012, data on file.

## NOW A BROADER RANGE FOR EVERY MORPHOLOGY

NEW



ISO 0  
0.6 mm  
CYLINDRIC

ISO 1  
0.8 mm  
CYLINDRIC

ISO 2  
0.9 mm  
CYLINDRIC

ISO 3  
1.1 mm  
CONIC/TAPERED

ISO 3  
1.2 mm  
CYLINDRIC

ISO 4  
1.3 mm  
CONIC/TAPERED

ISO 4  
1.4 mm  
CYLINDRIC

ISO 5  
1.6 mm  
CONIC/TAPERED

ISO 6  
2.0 mm  
CYLINDRIC

ISO 7  
2.6 mm  
CONIC/TAPERED

# WHICH INTERDENTAL TOOL FOR WHICH PATIENT?

<b>MORPHOLOGY</b> SIZE, INTERDENTAL SPACE	←	<b>PSYCHOMETRICS &amp; PURCHASING BEHAVIOUR</b>		
ISO 0 0.6 mm	ISO 1 0.8 mm	ISO 2 0.9 mm	ISO 3 1.1 mm	ISO 3 1.2 mm
ISO 4 1.3 mm	ISO 4 1.4 mm	ISO 5 1.6 mm	ISO 6 2.0 mm	ISO 7 2.6 mm



**EASE OF USE**  
How easy to use effectively



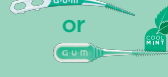


















**MOTIVATION**  
Time and effort dedicated to oral health

**ACCEPTABILITY**  
Expected fit with established behaviors

**DEXTERITY**  
Ability to use effectively  
Ng E, Dent J (Basel), 2019

## MOVING YOUR PATIENTS UP THE ORAL HEALTH LADDER

- Match interdental choice with patient health status, behavior, motivation and dexterity
- Encourage compliance among the most hesitant, with patient-preferred tools
- Promote full mouth care: interdental cleaning at home and on the go

SUNSTAR G·U·M	CURRENT PATIENT BEHAVIOR	ASSESSED MOTIVATION	STEP 1	STEP 2
Periodontally healthy	Toothbrush only	Low motivation 		
		Normal 		
Periodontally challenged	Toothbrush only	Low motivation 		
	Toothbrush only	Normal to high motivation 		
	Toothbrush + Irregular ID cleaning 	Normal to high motivation 		
	Toothbrush + Irregular ID cleaning 	Normal to high motivation Dexterity issues 		

## EFFECTIVE TECHNIQUES FOR SPEAKING TO YOUR PATIENTS

**FRAME THE RISK**  
Let them know everyone is concerned

- Dismiss unrealistic optimism and let them know that without interdental cleaning they will develop gingivitis

**INQUIRE & ALIGN**  
Inquire about patient expectations and assess motivations

**Align patient expectations with their likely experience.**

- Acknowledge first use may be awkward.
- Reassure that patient will soon grow to like cleaning between teeth and feel totally clean

**Align your recommendation with their motivation:**

- Recommend a regimen that promotes compliance
- Make first product experiences as easy as possible
- Suggest regular visits and make the next appointment

**DEMONSTRATE**  
How to use recommended tools

- Foresee information overload and provide tools to review techniques at home
- Use visual prompts, they increase patient comprehension

Asimakopoulou K. British Dental Journal, 2016  
Alberta Dental Association "Patient Communications: A Guide for Dentists" 2020



## TIPS AND TRICKS TO MOTIVATE ADOPTION



Listen to patients with empathy, frame risk in easy-to-understand ways, and let your patients know that **'losing teeth is not inevitable'**



**Think of the patient reward:**  
We know that patients love seeing how much food they have taken out between teeth. Using interdental picks after a meal may be a good starting point.



**Your patient seeks your approval.**  
Let them know you look forward to hearing about his/her experiences with interdental cleaning during the next visit.

**We know how important it is to make your patient's first purchase really EASY.**  
Sunstar GUM® interdentals are available at local pharmacies and now, conveniently on AMAZON\*.



Available at your local pharmacy



Available on amazon

## INTERESTED IN FINDING OUT MORE?

### What is the evidence on interdental cleaning?

Discover the findings from 17 Randomized Controlled Trials and 6 Systematic Reviews and Meta-analyses. Now available in a White Paper and 4 short animated video modules supported by expert faculty interviews.

### VIRTUAL TRAINING 4 MODULES

1 State of the evidence

2 Prevention

3 Treatment

4 Compliance



Module 1  
State of the Evidence



Expert Interview

### WHITE PAPER



Available on: [professional.sunstargum.com/en-en/resources.html](http://professional.sunstargum.com/en-en/resources.html)