

The challenge of achieving a clean mouth:

COMPLIANCE

in interdental cleaning



Driving compliance

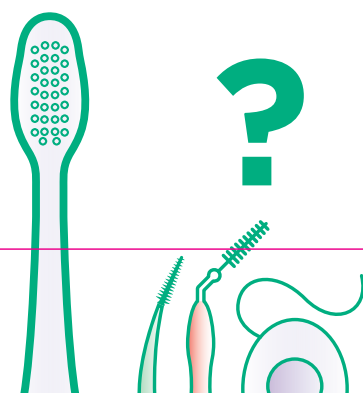
TREATING A PATIENT, NOT JUST A MOUTH

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

EFP/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



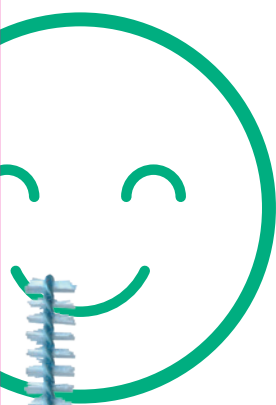
High quality flossing **CAN BE** effective **BUT** is difficult to achieve in real life

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



WHICH INTERDENTAL TOOL FOR WHICH PATIENT?

MORPHOLOGY SIZE, INTERDENTAL SPACE

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

PSYCHOMETRICS & PURCHASING BEHAVIOUR

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		or
			Normal	or	or
Periodontally challenged		Toothbrush only	Low motivation	or	+
		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.

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®.

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

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



WHITE PAPER



Available on www.sunstargum.com/resources