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DENTAL SERVICE QUALITY ASPECTS

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Summary. Dental service quality aspects refer to the category requiring a system approach and analysis. The development of the public-private partnership mechanisms is one of the basic ways to improve the dental care quality and the dental service management. This article compares the dental service quality in a state dental polyclinic and in a private dental clinic. The public-private partnership is shown necessary to be developed.

Keywords: dentistry; deontology; dental service quality.

Dentistry was among the first to adjust to the actualities of market relations holding one of the key positions in the business sector of the Russian medicine. Forming of stable market relations caused creation of companies and enterprises with various types of ownership providing an alternative to the state and municipal dental sector [3]. But all these significant changes in structural and functional features of dental service are performed along with remaining poor and declining dental health.

As from the adolescence age almost each person needs in dental care and this situation only gets worse with aging [1].

In January 2016 the social survey was arranged among patients of the "Municipal dental polyclinic № 2" and the "Dental clinic VEGA DENT+" in Saransk city. The total number of respondents was 138 (41% of men and 59% of women).

The respondents marked that the typical criteria for choice of a dental clinic are their friends' best practice (48,4%), modern equipment (31,0%), a specific doctor's status (20,6%). The preferences about gender and age were the following: a male

doctor – 17,9%, a female doctor 51,2%; a doctor's age under 25 years old – 12,3%, from 25 to 35 years old – 39,3%, from 35 to 50 years old – 26,7%, more than 50 years old – 1,2%. For 30,9% of the respondents a doctor's gender made no matter, for 20,5% – a doctor's age. In the "Municipal dental polyclinic № 2" 66,9% of the respondents belonging to disabled and retired persons marked significant deontological problems – the client-centered approach is lacking, the oncoming therapy is not explained in detail, the recommended dental constructions are not specified and displayed, the sufficient attention is not paid at the therapy stages, the interest in long-term results of the orthopedic alignment is not expressed. The patients' level of satisfaction with denture treatment quality and dental prostheses' efficiency in state dental institutions is very low [2]. In the "Dental clinic VEGA DENT+" 68,3% of the respondents answered the question "What quality are your removable dentures of?" as "excellent", 27,4% – "good" and 4,3% – "satisfactory". There were no answers "unsatisfactory". It is worth



noting that 81,4% of the respondents had previous experience of unsuccessful denture treatment in other dental institutions (state and non-state).

Considering mentioned circumstances the motivation criteria for patients to visit the "Dental clinic VEGA DENT+" were investigated. Among 69 respondents there were 57% of women and 43% of men. Employees applied to the clinic more often – 81,7% of request patients, retired persons, workers and students – 16,4%, disabled persons – 1,9%. 58,6% of the respondents had a high income level, 35,2% – average.

The respondents explained their choice of the "Dental clinic VEGA DENT+" by the modern equipment (25,1%); the high level of professional care, the no-queue state, the calm and business-friendly atmosphere (24,8%); short terms of dental prosthesis manufacture (17,6%); availability of all dental aid types – general practitioner's, surgeon's and orthopedist's (14,1%), advertence of the attending dentist and the medical staff (10,5%); painless treatment, prosthetic care and performance of maximum amount of qualitative work during one visit (7,9%). The respondents over 65 years old marked comfortable atmosphere, modern equipment, high quality and friendly attitude. Nobody from this group of respondents checked availability of treatment and dental prosthetic rehabilitation in a private clinic. It is worth mentioning that the elderly and the disabled almost do not visit private dental clinics for preventive reasons – 0,1%. Here it is the certain advantage of state clinics.

Today we may give evidence of the fact that the dental market in our country was developed and gained the leading position among medicine sectors due to its quantitative characteristics. Dental care quality supply is a quite complicated problem of arrangement of broad range of adminis-

trative, medical and technical measures focused on achievement and preservation of the regulatory quality level [3]. The question remains to be answered whether the network of dental institutions in Russia is able to satisfy ever-increasing public demand in qualitative dental service.

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