Why Dental Patients Prefer to Book Appointments Online

51% of respondents have booked a dentist’s appointment online.

Online Scheduling vs. Calling by Phone

Compared to booking by phone, online scheduling is...

- 52% significantly better
- 14% better
- 10% just as good
- 21% worse

Greatest Advantage of Online Booking

- #1 Saves time
- #2 Easy to use
- #3 Minimizes time spent outside of work

Greatest Disadvantage of Online Booking

- #1 Requires internet
- #2 Can’t ask questions
- #3 No disadvantages

Main Reasons Not to Book Online

- 37% Preferred to call on the spot
- 18% Preferred to call directly by the dentist
- 13% Opted out offered by the dentist
- 12% Other reasons

Main Reasons Why Dental Patients Prefer to Book Appointments Online

- 52% Saves time
- 14% Easy to use
- 10% Minimizes time spent outside of work

Other reasons

- 27% Requires internet
- 12% Can’t ask questions
- 11% No disadvantages

Survey Results

Based on results from survey “Online Appointment Schedulers” completed by 1,176 respondents in the period 11/08 - 09/10/2020.

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