

Turning Safety into Trust

How Infection Control Conversations Can Win Patient Loyalty

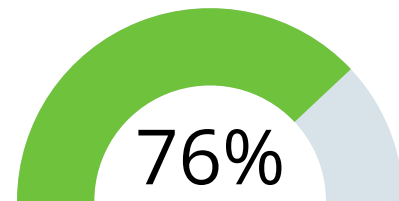
Dental patients care about cleanliness and safety at the dental office — and that’s a great opportunity for dental practices to communicate to patients and strengthen relationships.

According to a recent survey of dental patients:

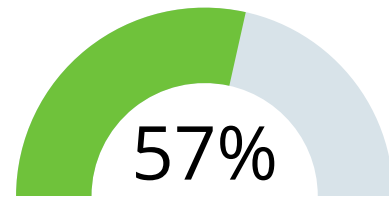


98%

said it’s important that tools and the treatment area are properly cleaned before the next patient



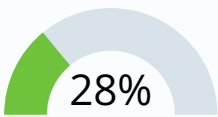
felt comfortable visiting the dentist



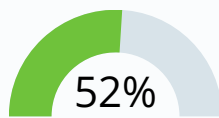
are concerned about germs

Opportunities for Conversations

About **1 in 4** patients said their dental office has talked to them about how it keeps the treatment area clean and safe, but **more than half** would like them to.



patients whose dental office has discussed cleaning and safety



patients who would like them to



Practical Tips for Practices

Turn your infection control practices into an education and marketing opportunity with these simple steps of showing and telling patients all that you do for them.

Show patients by:



Making safety practices visible.

Perform some infection control steps where patients can see them, like washing hands and putting on clean gloves and masks in front of the patient.



Using visual cues. Use signage to indicate cleaning and sterilization processes (e.g., “This room has been disinfected for your safety”).



Displaying credentials.

Display your staff's certifications or training completion (e.g., infection control certificates, OSHA compliance) in the reception area.

Tell patients by:

- **Communicating infection control efforts clearly.** Train staff to briefly explain safety protocols during check-in or treatment (e.g., “All instruments are sterilized using FDA-approved autoclaves.”).
- **Sharing your process.** Add an infection control section to your website or welcome packet, outlining what you do to keep patients safe.
- **Empowering staff.** Educate and encourage all team members to confidently answer patient questions about infection control. Practice scripts or role-plays during team meetings so responses are consistent and reassuring.

Resources for your staff

- [Dental Infection Prevention and Control Certificate](#), an online course for anyone in dentistry
- [Certified in Dental Infection Prevention and Control](#), an advanced certification for dental clinicians and educators



To learn more about credentials for your team, contact us at communications@danb.org.

About the survey

The survey was conducted in August 2025 by Big Village Surveys, an online consumer omnibus survey. More than 1,000 adults responded, of which 63% reported visiting the dentist within the last 12 months. Respondents represented a variety of demographics, including age (18-65+), location, education, employment status, marital status, household income, gender, race, religion and ethnicity. This survey sample size is sufficient to generalize the results to the U.S. adult population.

