

**Results:** Results revealed that relationship marketing is as important as service quality on patient loyalty. The scope of relationship marketing (trust, bond, communication, shared value, empathy, reciprocity) and service quality (interpersonal, technical, environmental, management) have different effects on patient loyalty.

**Conclusion:** According to the findings of the study, in today's competitive environment, dentists must not only develop themselves in the direction of new techniques and treatments, but also prioritize relational marketing and service quality strategies in order to ensure customer loyalty in their clinics.

#### References:

De Ruyter, K., Bloemer, J. & Peeters, P. (1997). Merging service quality and service satisfaction. An empirical test of an integrative model. *Journal of Economic Psychology*, 18(4), 387-406.

Aka, Deborah and Kehinde, Oladele and Ogunnaike, O., Relationship Marketing and Customer Satisfaction: A Conceptual Perspective (August 2016). *Binus Business Review*, 7(2), 2016, 185-190.

<https://doi.org/10.1016/j.identj.2023.07.226>

#### FC057

##### Caring for more than teeth

Dr Delyse Lam<sup>1,2</sup>, Dr Trupta Desai<sup>1\*</sup>, Ms Cecilia Correy<sup>1,2</sup>, Shane Brown<sup>3</sup>, Mrs Natalia Uthurralt<sup>1,2</sup>

<sup>1</sup>Sydney Local Health District, Oral Health Services, Surry Hills, Australia; <sup>2</sup>The University of Sydney, Camperdown, Australia; <sup>3</sup>Sydney Local Health District, Clinical Services Integration, Camperdown, Australia

**Aim or Purpose:** To investigate dental clinician's perceptions regarding their role in identifying and understanding social and other health needs of vulnerable population seen in public dental services.

**Materials and Methods:** An online anonymous cross-sectional survey was conducted over a period of 3 months between September and November 2022. The participants included all public dental clinicians working in Sydney Local Health District, Oral Health Service. The survey was designed to gauge the role of the dental clinician in identifying and understanding the social determinants of health that impact public dental patients. Likert-scaled questions were mostly utilised to determine how strongly participants held these personal beliefs and professional views regarding patients' social and other health needs. The survey also included an open-ended question to allow participants to discuss any other aspects not covered in the questionnaire. The study was approved by the RPAH Ethics Committee. The findings were summarised using descriptive statistics.

**Results:** The overall response rate was 42% (n=40) and all clinicians strongly agreed/agreed that patient's social risk

factors impacted their oral health and ability to attend dental appointments. Despite, 88% strongly agreed/agreed that addressing patients' non-dental needs fell within their professional responsibility, 70% strongly agreed/agreed that they were able to identify their patient's non-dental health and wellbeing needs. Only 30% strongly agreed/agreed that they had adequate training and resources and 32% were confident to refer their patients for non-dental health and wellbeing needs.

**Conclusions:** Public dental clinicians identified the need for specific training to improve their knowledge and confidence to respond to their patients' social and other health needs.

<https://doi.org/10.1016/j.identj.2023.07.227>

#### Theme: Epidemiology

Free Communications Session 20, Cubicle 2, September 25, 2023, 08:15 - 09:15

#### FC058

##### Caries profile of metropolitan and regional Australian primary school children

Mr Sahib Rekhi<sup>1\*</sup>, Mr Adam Lits<sup>1</sup>, Mr Navjot Brar<sup>1</sup>, Ms Karen Lansdown<sup>2</sup>, Dr Smitha Sukumar<sup>1</sup>

<sup>1</sup>University Of Sydney, Sydney, Australia; <sup>2</sup>Auckland University of Technology, Auckland, New Zealand

**Aim or Purpose:** To analyse the caries status of primary school children in metropolitan and regional New South Wales (NSW) and regional Victoria.

**Materials and Methods:** Ethics approval was obtained from The University of Sydney (HRECS 2022/839) to analyse the anonymized oral health data of 841 primary school children collected by the community outreach program, Carevan Sun Smiles in 2019. This retrospective case-cohort study investigated caries status of children at each school using ICDAS II scores. Analysis was undertaken based on age with four groups created - Group 1 (Kindergarten/Year1), Group 2 (Year 2/3), Group 3 (Years 3 and 4) and Group 4 (Years 5 and 6). The Kruskal-Wallis rank sum test was undertaken to compare ICDAS scores between schools for each age group.

**Results:** The school with the highest caries burden (mean ICDAS II score = 1.45) and the biggest range in scores (ICDAS 1 - 1.68) was the regional Victorian school compared to both NSW schools (mean score of 1.40, ICDAS 1.27 - 1.5). However, this difference in school means was not statistically significant (Kruskal Wallis p=0.37). Furthermore, we found no statistical difference in mean ICDAS II score in all age groups between the three schools.

**Conclusions:** Our results indicate that Australian regional communities may carry a heavier burden of tooth decay and this is consistent with the literature. While larger studies are required to provide more definitive results, access to preventive dental care remains a priority for primary school children to minimize treatment required and ensure long term oral health.

<https://doi.org/10.1016/j.identj.2023.07.228>