



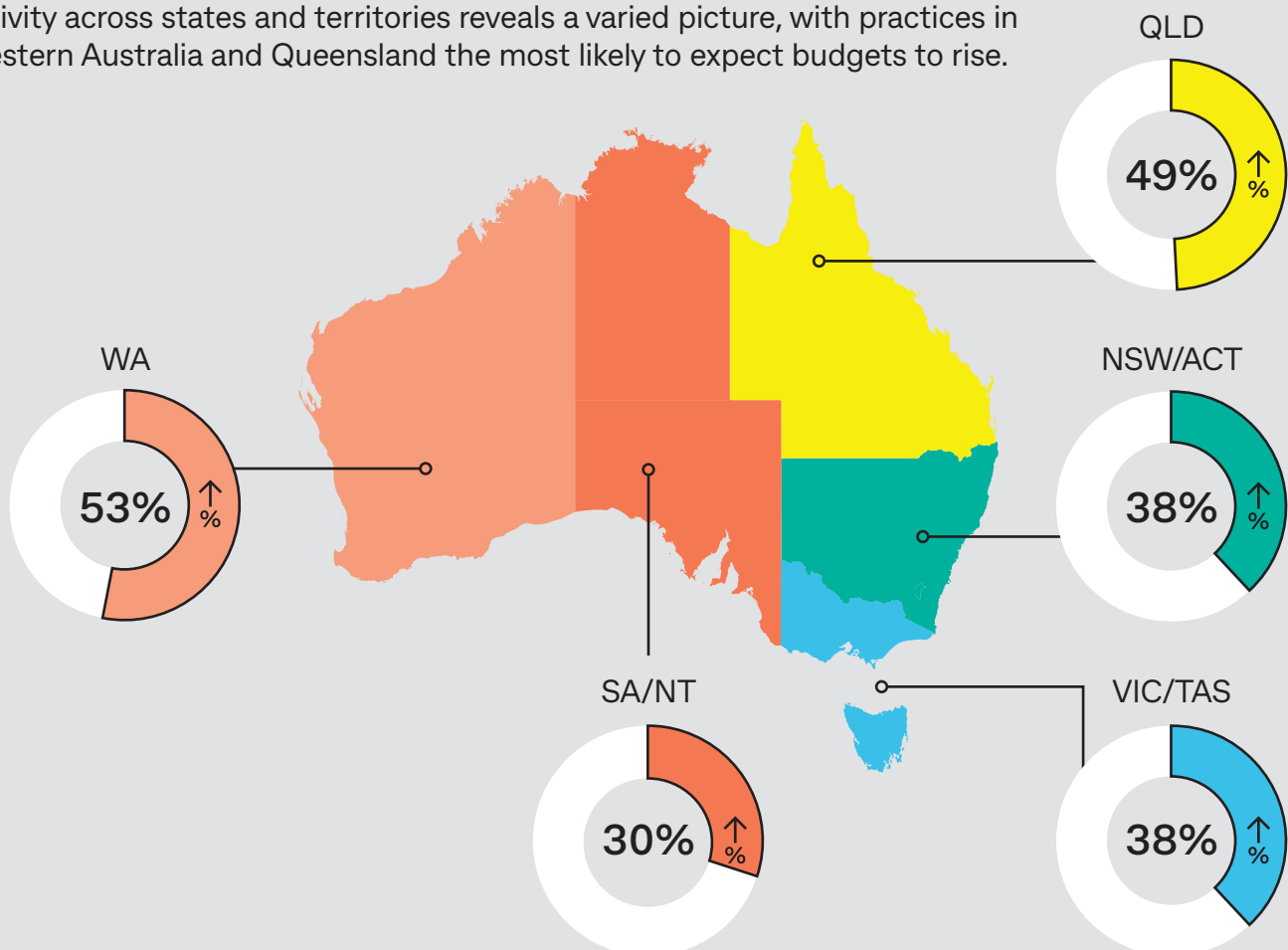
# Prioritising patients' care and experience

With most dental practices increasing technology investment, we find out why and where budgets are being directed

The latest CommBank Dental Insights, in partnership with the Australian Dental Association, showed that the top priority in the year ahead is adapting systems and processes to drive efficiency and productivity. While technology investment is set to play a supportive role, improvements to the delivery of care and the patient experience are the largest drivers of digital adoption.

## Practice and clinical technology investment outlook

Just over half of all dental practices plan to increase their investment in technology in the next 12 months, and 38% expect no change. Investment activity across states and territories reveals a varied picture, with practices in Western Australia and Queensland the most likely to expect budgets to rise.



## Top drivers of technology investment

The vast majority of practices believe that technology has the potential to improve the quality of care they provide, with enhancements to the patient experience also a common driver. That explains why 63% of practices plan to invest in at least one clinical-focused technology, while 50% say the same for patient experience-focused solutions.

### Top business objectives supported by new technology



**67%**

Improve the quality of care



**44%**

Improve the patient experience



**41%**

Increase revenue or profit



**35%**

Improve practice management to support efficiency and quality control

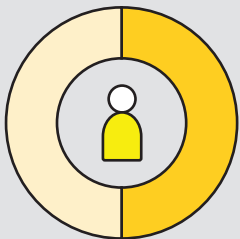


**35%**

Increase range of services

## Where practices are investing

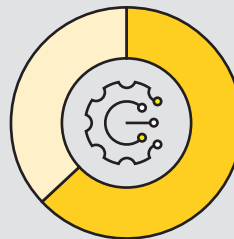
The area most likely to receive investment in the next year is website upgrades to help acquire patients and uplift the digital experience. Clinical technology and equipment come next, with investment into chairs and treatment units targeted by one in four practices.



### Patient experience-focused

50% of practices planning to invest in at least one technology in this category

1. Website upgrades (30%)
2. New digital channels (15%)
3. Mobile apps to book and manage appointments (14%)



### Clinical technology-focused

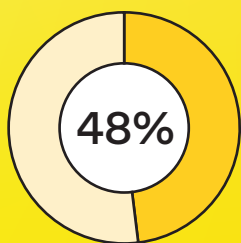
63% of practices planning to invest in at least one technology in this category

1. Chairs or treatment units (25%)
2. Computer-aided design and manufacturing software (23%)
3. Sterilisation equipment (21%)
4. Digital imaging systems (21%)

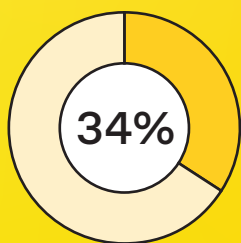
## The hurdles to investing in technology

Many practices recognise that there are barriers to their digital adoption programs, particularly the costs, time and skills involved to maximise the return.

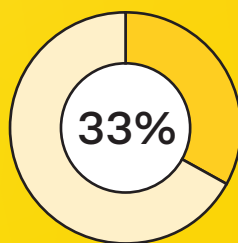
### Top barriers to technology investment



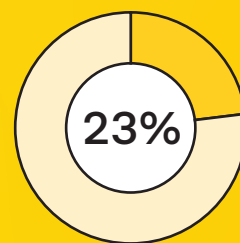
High ongoing cost after implementation



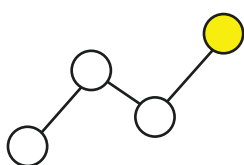
Lack of budgets or funding



Lack of time



Lack of expertise among staff



## Growth-focused practices stand apart

One differentiating feature among practices targeting growth in the year ahead compared to their peers seeking to maintain revenues is that they are more focused on using technology to enhance the patient experience.

**1.4x**

More likely to be increasing investment in tech

**1.9x**

More likely to be investing in new digital channels to enhance patient experience

**3.5x**

More likely to be investing in payments and claiming solutions

**Read the full Dental Insights Report here for additional insights into the industry's financial and operational performance and outlook for the next 12 months.**

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