



## PREFERRED SOURCES OF INFORMATION AMONG DENTAL PROFESSIONALS

We polled Canadian dentists and dental hygienists to learn how they stay up to date on current industry knowledge. We then examined how likely they were to use various information channels in the future.

Over the past 6 months, traditional sources of information were the most used to stay up to date on industry knowledge:



More than 3 in 5 dental professionals have read a paper-based medical journal.



Half of dental professionals have attended a discussion with peers/key opinion leaders, in person lunch and learns, or conference sessions.



3 in 4 dental professionals have attended an educational event in-person. 3 in 5 have attended one hosted online.

### *In-person* education sessions remain preferred by dental professionals

#### Dentists

**67%**  
*In-person* conference sessions

**47%**  
Paper-based medical journals

**43%**  
*In-person* lunch & learns

#### Hygienists

**55%**  
*In-person* conference sessions

**55%**  
*In-person* lunch & learns

**50%**  
Live web-casts/webinars



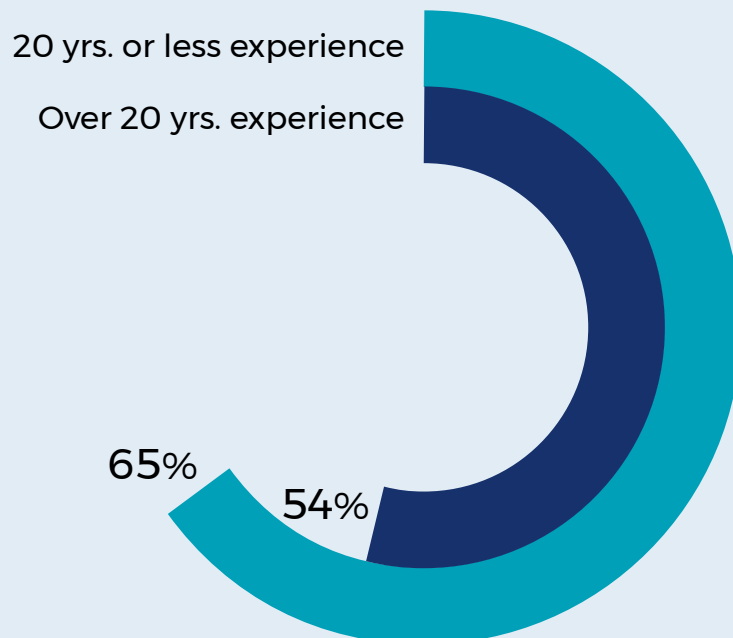
### But newer tools have their place

#### Online sources of Continuing Education (CE) are more popular among younger dental professionals

Dental professionals with less than 20 years experience are 11% more likely to have attended an online CE than those with over 20 years of experience

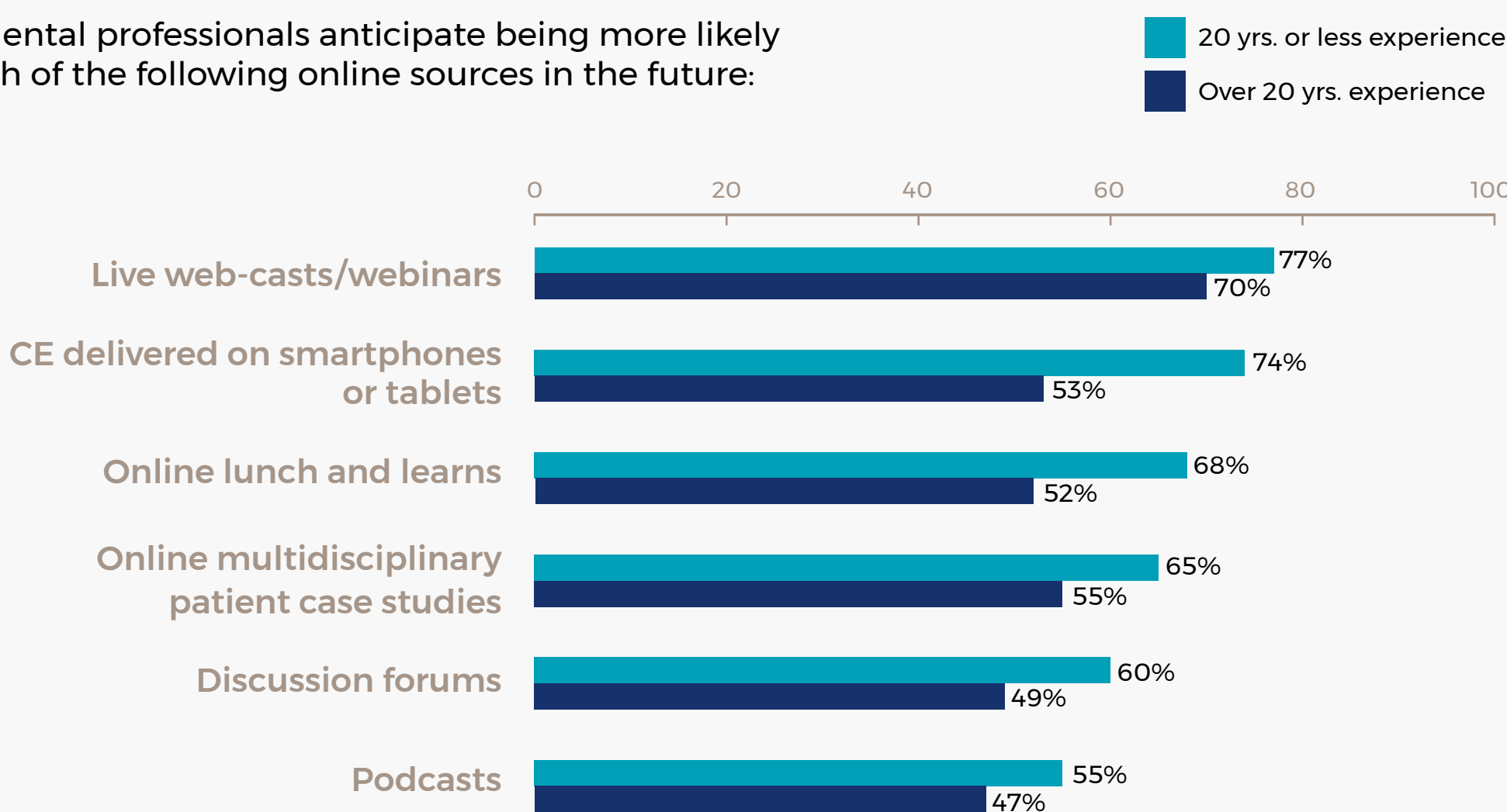
A similar split exists among dentists and hygienists, with 65% of hygienists having attended an online CE event, versus only 53% of dentists.

#### Online CE attendance by age group



### Looking forward, online tools will become more important

Younger dental professionals anticipate being more likely to use each of the following online sources in the future:



Traditional channels of information continue to be the most commonly used and preferred sources for industry knowledge among dental professionals. However, looking to the future, online tools are expected to continue gaining popularity, especially among younger dental professionals.