



One in four fear visits to the dentist

Glenholme Dental Centre the first UK dentists to offer the 'COPE IT' system to overcome patient anxieties

PATIENTS ARE POSITIVE - IT WORKS!

20th July 2016. Basingstoke, Hampshire. According to NHS Choices there are likely to be an estimated 43,000 people in the Basingstoke fearful of visiting the dentist. The large scale of the problem highlights the need for dentists to help patients overcome their phobias.

Being afraid of the dentist means different things to different people. They may be anxious that the treatment will hurt, they may fear the drills and injections, or they may have had bad experiences as a child, all these factors can result in patients avoiding the dentist.

The good news is that Glenholme Dental Centre in Basingstoke is the first in the UK to offer the appropriately named 'COPE IT' digital system to help identify and address the fears of nervous patients.

Dr James Kleiber at Glenholme Dental Centre in Basingstoke is one of the first dentists in the UK to use the smart PI Dental 'COPE IT' digital system, to better understand his patients' concerns.

James Kleiber explains, "At Glenholme we are well known for helping our patients with their dental phobias. However, if we can gain a better understanding of our patients' anxieties we can do a lot to make their dental treatment stress free. The new 'COPE IT' digital assessment system can help us support our patients before, during and after their treatment and this approach encourages our patients to stick to their appointments."

The key difference is that some people become fearful of the dentist for no apparent reason. I was quite surprised by just how many patients I had not previously identified as having anxiety, because I didn't have the tools to get the bigger picture. With COPE IT, I can develop a more in-depth dialog with my patients and encourage them to feel more comfortable talking about their phobia."

Based on a recent study of 526 patients using the interactive 'COPE IT' system, treatment acceptance amongst anxious patients was improved by 18 per cent.



'COPE IT' shows us how to take the most appropriate steps to support our anxious patients. We can offer cognitive based therapy (CBT) and all forms of sedation including 'happy gas' (nitrous oxide) for the very anxious patient.

"There's a lot of scientific work behind PI Dental's COPE IT system and it's obvious that it really helps patients overcome their specific issues.

James sum up. "At Glenholme we have been focusing on creating comfortable, minimally stressful environments for our patients for years. Now we believe that COPE IT will ensure our anxious patients are stress-free throughout their treatments and encourage them to have regular dental care." **ENDS**

Editors Notes

For more information on the PI Dental 'Cope It' system please visit <http://uk.copeit.com/>

For a personal invitation to meet James Kleiber and to try the Cope It system yourself, please contact Sarah Rogers at sarah@dhalioncomms.com or call 07801 654 661.

Background Information

The population of Basingstoke and Deane is estimated to be **172,870** (source: Office for National Statistics Mid-Year Estimates 2014)

Based on one in four people being affected by dental phobia we estimate that 43,000 people in the Basingstoke areas maybe fearful of visiting a dentist.