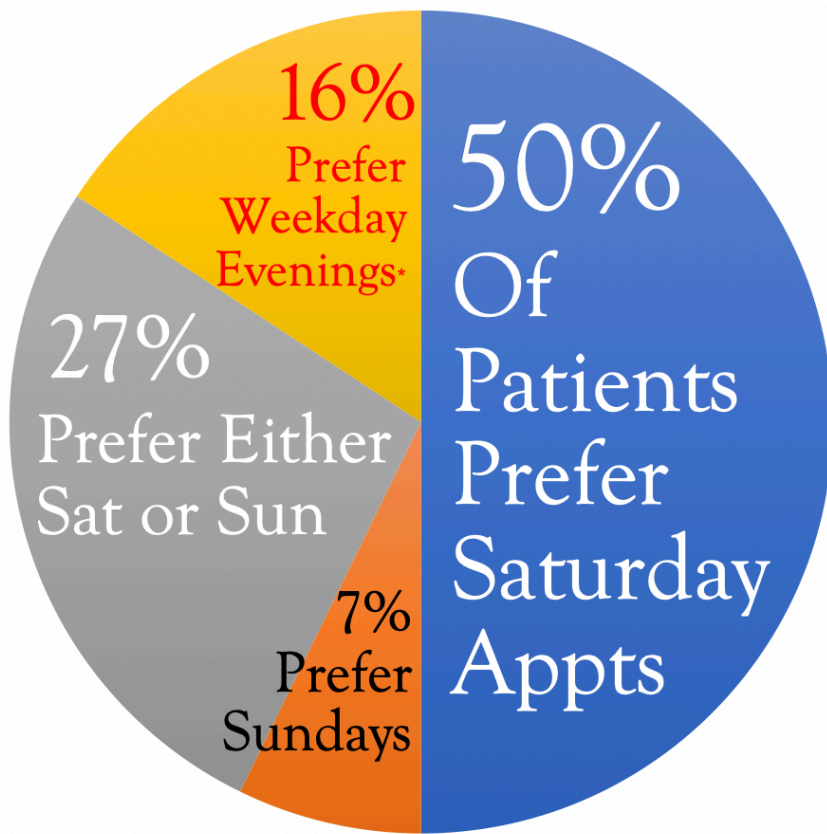


A Deeper Understanding of Your Patients' Weekend & Evening Appointment Preferences

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This study was performed by Northwestern University Graduate Marketing Students in conjunction with chrisad during July & August 2023. Random sample size was 670 Americans & Canadian patients. *Earlier chrisad studies suggested that among the fewer patients that prefer weekday appointments, 53% of these prefer early morning or evening appointments.



NORTHWESTERN
UNIVERSITY

84% of Your Patients Prefer Weekends:

8-22-23 Hello! Over the past 2 decades or so, patients have been increasingly telling us...in repeated chrisad & university conducted studies...& through their DOCUMENTED behaviors...that they strongly object to going to a dentist for “just a cleaning” when it interferes with work or school. This NEW study...completed late last week...provides us with deeper insight as to where patient preferences lie.

In fact, 84% of patients prefer weekend cleaning appointments...with Saturday “cleaning” appointments seemingly somewhat preferred over Sundays.

So please, give your patients what THEY want! Make it easy on them...& they will make it FANTASTIC for you! jc

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