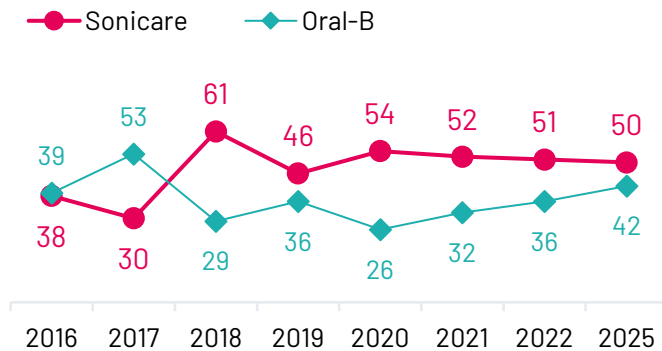
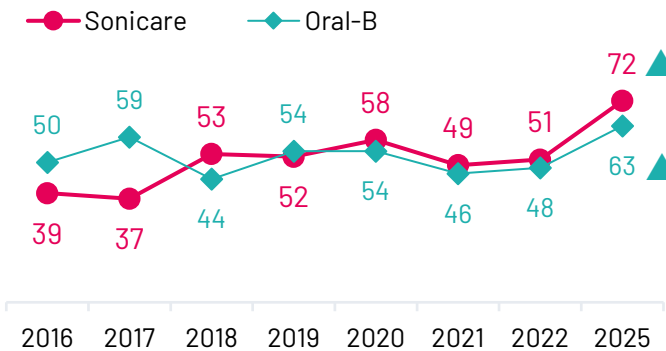


# Comparable Key Performance Indicators in PTB category

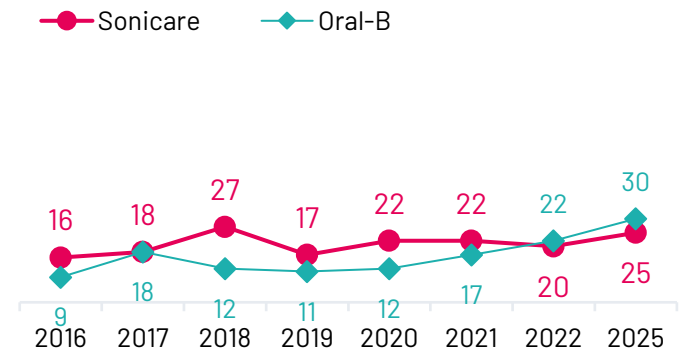
## Top of Mind brand awareness



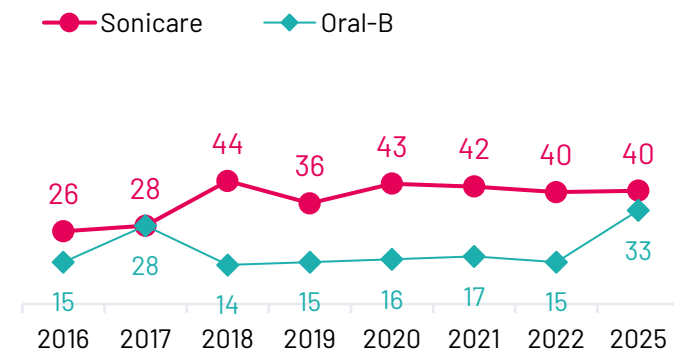
## Trial (ever tried)



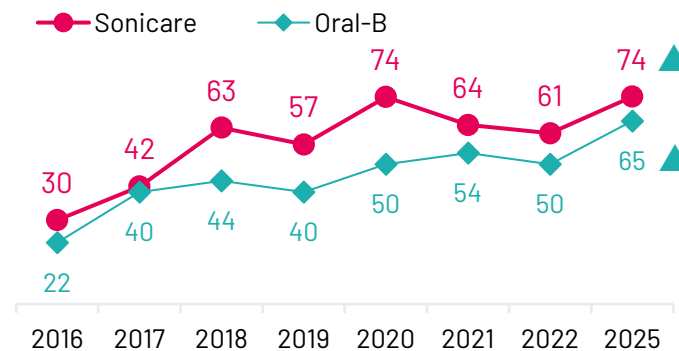
## Personal usage (regularly use)



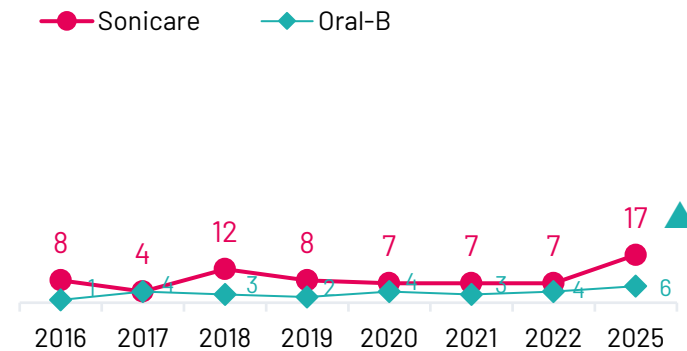
## Recommended most often (to patients)



## Total recommendation (to patients)



## Dispensing (in the office)



R9a: Which brand of power toothbrush do you recommend most often to your dental patients?

# Research methodology – Quantitative Research

## Methodology

### CATI recruitment & Online structured interviews

Telephone recruitment of physicians (contacting a physician, survey presentation, preferred method etc.) was followed by sending a unique link for filling the questionnaire on-line

## Questionnaire

### Structured quantitative compensated on-line questionnaire.

The length of completing the questionnaire was 19 minutes on average.

## Sample size

### Slovakia – N=103

Mix of **DENTISTS AND DENTAL HYGIENISTS:**

n=60 dentists

n=43 dental hygienists

Main specialty of all DPs was restorative dentistry.

## Analysis

All numbers in graphs / tables represent share of respondents in % on the scale 0 – 100% unless otherwise stated.

For better clarity, the results from 2015 are shown (or later, if the given questions were not asked before). Older data is available in the graph data sheet (need to click on the relevant graph).

## Target group

### Slovakia

Dental professionals were chosen from internal Ipsos list of contacts.

Regions: Bratislavský, Trnavský, Trenčiansky, Nitriansky, Žilinský, Banskobystrický, Prešovský, Košický

No other screening criteria except locality (detail on the next slide), SPEC and type of praxis (private praxis only).

## Fieldwork

March – April 2025