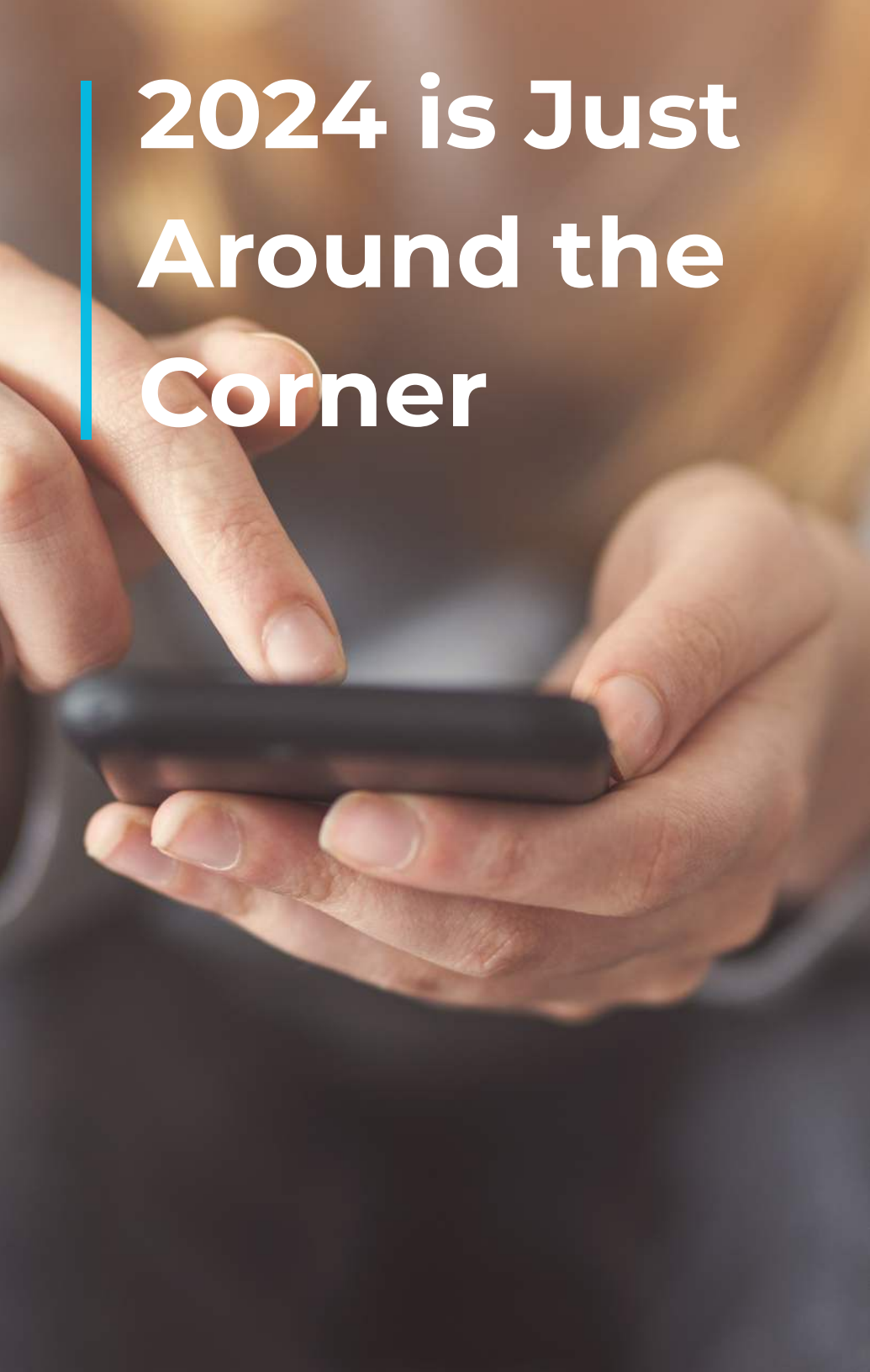




6 Trends Your Dental Practice Needs to Know in 2024

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2024 is Just Around the Corner

As 2023 draws to a close, many dental practices are looking ahead to the future and what 2024 will bring.

First and foremost, you want your dental practice or practices to provide excellent dental healthcare. That is its most important purpose.

However, to provide that great oral healthcare, your practice has to stay in business and prosper. To achieve that, let's look at some of the trends that you should be prepared to see in 2024.

#1: The Economic Climate

One of the major factors in the dental industry - and elsewhere - in 2024 will be the economic climate.

The long-term effects of inflation mean that consumers are spending less money. In fact, consumers are spending 18% more on the same amount of goods that they were purchasing in 2021.¹ In the United States, unemployment is likely to rise over the course of 2024, which will result in poor consumer attitudes.² But what does this all mean for dentistry?

This means that patients will be less likely to choose elective treatments or treatments that will be paid out-of-pocket. For patients without dental insurance, it is likely that they will only pay for treatments if they are absolutely necessary.

The economic climate will require a proactive response from dentists.

It will mean collaborating closely with your patients. You will need to find solutions tailored very specifically to their treatment and financial needs. Supporting patients through difficult financial times is a way to show how much you value them. It is also a thoughtful strategy for securing patient loyalty.

One meaningful way to support patients in 2024 is to offer payment plans for treatments. As any google search of “payment plans for dental work” will show, this is not a new idea in the dental industry. It will become an especially important tool in the current economic climate.

In terms of continuing to sustain or grow your practice, it will be important to understand why your current patients chose you - and how you can find more patients like that! Tracking and analyzing feedback that your patients have given you is instrumental in understanding this.

¹ <https://nielseniq.com/global/en/insights/analysis/2023/5-cost-of-living-trends-to-know/>

² <https://www.forbes.com/sites/billconerly/2023/02/13/consumer-forecast-2023-2024-growth-now-recession-later/?sh=55a5a767789a>

#2: Tele-dentistry & Tele-health



Anyone who has been working at a dental practice since before 2020 will remember what a huge sea change the pandemic was for our industry. One of the measures we had to undertake as an industry was utilizing tele-dentistry for certain types of appointments.

What we discovered was that this was a very accessible way to do dentistry. It was also incredibly cost-effective. One estimate put it at a difference of \$40 per visit for costs to the healthcare provider.³ Tele-dentistry and tele-health looks like it's here to stay.

This will only increase in 2024. Tele-dentistry is very convenient for patients. It also makes dentistry very accessible to underserved communities.⁴ It can also aid in growing your patient base.⁵

If you have not been able to invest time in tele-dentistry, now might be the time! Consider if this is something you and your staff can tackle as you prepare for 2024. You will need to consider what kind of training your team may need, as well as what kind of software you will want to use for tele-dentistry.

3 Is Telemedicine the Cost-Effective Future of Healthcare? | [The Healthcare Guys](#)

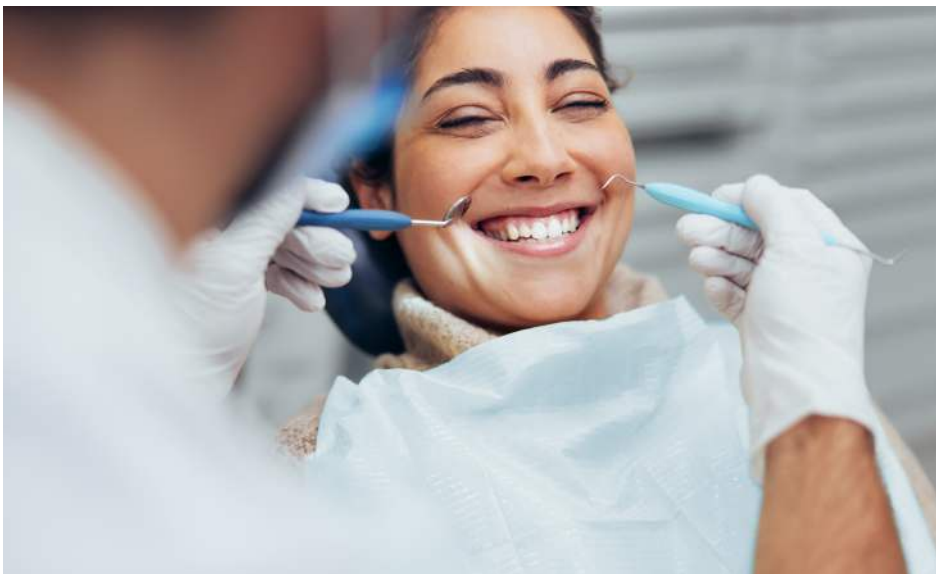
4 5 Dentistry Trends to Look Out for in 2024 | [Dr. Suffoletta \(functionalaestheticdentistry.com\)](#)

5 Dental Marketing Trends to Watch for 2024 - [Innovate Dental Marketing](#)

#3: Cosmetic Dentistry

We all know how good it feels to love looking at our own smile. For those that can allot income to it, cosmetic dentistry is a priority for many people. In fact, almost half of Americans may choose a cosmetic dental procedure in their lifetime.⁶ Some examples of cosmetic dentistry include:

- Dental veneers
- Teeth whitening
- Invisible aligners
- Dental bonding
- Some orthodontic procedures



As time passes, the development of new materials and techniques will only change what cosmetic dentistry looks like. For example, digital smile design is a complex predictive model that gives dentists the tools to create the patient's optimal smile.⁷ One article predicted that cosmetic dentistry would account for about a third of the top ten dental trends in 2024.⁸ For example, digital smile design is a complex predictive model that gives dentists the tools to create the patient's optimal smile. AI, too, will be used to more accurately predict cosmetic dental outcomes.⁹

If cosmetic dentistry is within your scope, then it is worth seriously considering if this is something your practice can offer! If you are considering widening your scope, offering cosmetic dentistry might be a worthwhile skill to acquire to your team.

⁶ Nearly Half of Insured Americans Skip Dental Visits, Procedures Due to Cost - [ValuePenguin](#)

⁷ <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7193250/>

⁸ Top 10 Dental Industry Trends in 2024 | [StartUs Insights \(startus-insights.com\)](#)

⁹ Top 10 Dental Industry Trends in 2024 | [StartUs Insights \(startus-insights.com\)](#)

#4: Advanced Dental Implants

Dental implants keep getting better and better as the dental processes evolve. In 2024, we will see a continuation of these exciting new developments. Some exciting changes in dental implants¹⁰ have included:

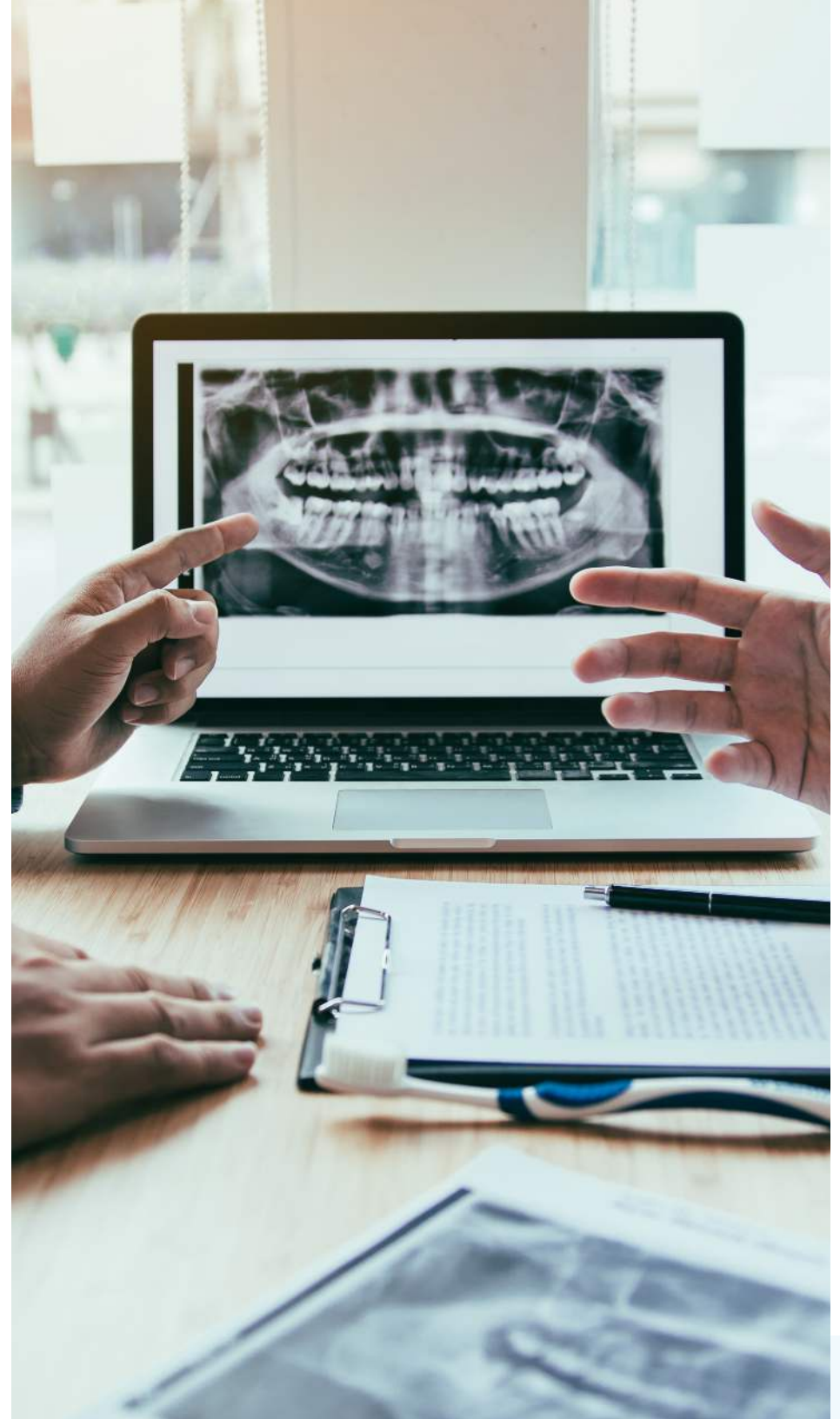
- Computer-guided placement and milling¹¹
- Zygomatic and pterygoid implants
- Improvements surface technologies

In addition to this, dental implant technologies have improved patient comfort, shortened the timeline for treatment, and made it easier to predict the outcome of the treatment.

This will be familiar to many OMS practices. As 2024 goes on, these practices will have the opportunity to make exciting decisions about what kind of technology they can invest in to bring the best implants to their patients.

¹⁰ <https://www.startus-insights.com/innovators-guide/dental-industry-trends/>

¹¹ <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5750831/>



#5: The Role of AI at the Dental Practice

Artificial Intelligence is changing a lot of our reality. Harnessing and utilizing the power of AI has many benefits for your dental practice.

The role of AI at dental practice is multi-faceted. Because of the many ways that AI can be applied, there is more than one area that it will affect.



AI will be used more and more frequently with diagnostics.¹² Theoretically, this should make the diagnosis more accurate¹³ - leading to better treatments with better outcomes. As we talked about above, it is already being used in predicting outcomes in cosmetic dentistry.

But this is not the only place where AI is useful. Many dental practices and dental software companies are already using AI chatbots to enhance the patient experience.¹⁴ AI analytical tools will also help you understand patient preferences, allowing you to offer customized patient experiences.

AI is an exciting new tool for dentists. What is especially exciting about AI is we aren't sure what it will offer next - and that could make the future very bright for dental professionals!

¹² <https://www.functionalaestheticdentistry.com/5-dentistry-trends-to-look-out-for-in-2024/>

¹³ <https://www.functionalaestheticdentistry.com/5-dentistry-trends-to-look-out-for-in-2024/>

¹⁴ <https://innovatedentalmarketing.com/dental-marketing-trends-to-watch-for-2024/>

#6: 3D Printing



3D printing is already in use at many dental practices, to make direct bonding trays, crown and bridge wax-ups, and more.¹⁵ This is true even for orthodontic devices!¹⁶ This has facilitated a huge reduction in costs for dentists - which has the effect of reduction in costs for patients as well. One figure put the reduction in cost at about 75%.¹⁷ 3D printing can help practices keep costs lower while still creating important pieces for their patients, without sacrificing integrity.

For practices that make these devices, a 3D printer can be a great investment, and go a long way towards increasing cost effectiveness for their practice.

¹⁵ <https://www.functionalaestheticdentistry.com/how-3d-printing-is-changing-the-dental-industry/>

¹⁶ 5 Dentistry Trends to Look Out for in 2024 | Dr. Suffoletta (functionalaestheticdentistry.com)

¹⁷ Dental 3D Printing: Better Teeth at Lower Costs - [3DSourced](#)

A number of other trends to keep a lookout for:

These are not the only exciting trends to look out for in dentistry in 2024! Other trends include:

- **Personalized treatment plans**
- **Minimally invasive techniques**
- **Computer-aided dental fabrication**
- **Image analysis**

Of course, no one in the dental industry has a crystal ball. As 2024 unfolds, new challenges and new opportunities will present themselves to American and Canadian dental professionals. As those opportunities unfold, we will all rise to meet them and continue to create great experiences for patients.



Intiveo Wishes You the Best of Luck in 2024

At Intiveo, we have conversations every day with practices, organizations, and institutions just like yours about what makes them tick. We offer a number of resources on our website, from Guides to ROI calculators to template packages, to support dental practices across Canada and the United States to be the best that they can be.

We wish you and your team an amazing 2024!

