WorkingFeedback

Trust, Growth, and Reputation:

The Business Case for Patient Reviews in Dentistry

851,267 Patients Gave Their View On Dentistry In The UK & Ireland – Here Are The Results...

Patient reviews are far more than a reputational afterthought - they're a growth engine, a trust-building mechanism and a key differentiator in a competitive market. For dental practices looking to future-proof their business, patient feedback isn't optional - it's essential.

This study, led by award-winning review platform Working Feedback, is the most expansive data research ever performed into the UK & Ireland dental industry and the patient journey experience. It not only reflects the voice of hundreds of thousands of patients - but also provides practical guidance for dental professionals.

We draw on six years of review data from 2019-2024 - analysing patient review trends, revealing fascinating findings and sharing how feedback can be used to shape better patient journeys. More than anything, this study explores the value of reviews and how dental practices can maximise them to refine their services, enhance patient communication and build lasting loyalty.

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1. Executive Summary

The UK & Ireland dental industry is evolving at a rapid pace - and dental practices cannot afford to be left behind.

Over the past six years, practices have dealt with the lingering effects of the pandemic, changing patient expectations and the acceleration of digital change. This white paper explores these shifts - offering a detailed look at sector performance, patient sentiment and the technologies shaping the future of dental care in the UK & Ireland.

Through a deep analysis of data from 851,267 patient reviews through Working Feedback and Google, we examine how online reviews are collected, managed and perceived - shedding light on how feedback methods have evolved over time and facilitating an understanding of the challenges and opportunities facing today's dental professionals.

> **Results show that online reviews are no longer just a reputational asset - they're a strategic business driver.**
>
> **- John Pemberton, Managing Director & co-founder**

Practices that effectively integrate review platforms into their operations are seeing tangible benefits, including higher volumes and quality of patient feedback. Beyond operational gains, reviews also offer a surprising commercial upside - significantly influencing patient decision-making processes and unlocking untapped revenue.

By quantifying the frequency and financial value of these opportunities, this report highlights the hidden commercial potential within everyday patient feedback. For practice owners, marketing leads and industry stakeholders, the message is clear - investing in smarter, more integrated review strategies can improve patient trust and drive performance. Beyond that, dental practices who have a good reputation can have their value multiplier on EBITDA (Earnings before interest, taxes, depreciation and amortisation) increased one or two fold - meaning reviews are nothing short of rocket fuel when it comes to growth potential.

This white paper delivers strategic guidance to help dental organisations harness the full value of patient feedback in a digital-first era - ensuring they remain competitive, compliant and connected to the patients they serve.

2. Authors

2.1   An Introduction To Working Feedback

Working Feedback is the UK & Ireland's leading patient feedback and review platform for dental practices. Since 2006, we've been at the forefront of transforming how healthcare practices collect, understand, and act on patient feedback.

Up until the recent restructure of NHS England, as an approved review partner, Working Feedback was responsible for the collection of approximately **65% of all the dental patient reviews published on the NHS Digital website**.

The solution has grown into a trusted, award-winning solution used by over 850 dental practices in the UK & Ireland, giving practices the ability to build a strong reputation, grow patient trust, and stand out in an increasingly competitive market.

We're proud to be more than a review solution - we're a pro-active partner in the operational and financial success of modern dental practices. Our seamless connections with the UK & Ireland's leading dental practice management software, including Software of Excellence (EXACT) and Dentally, allow practices to automate review collection and reporting without disrupting their daily workflow.

This integration sets us apart, enabling practices to make feedback part of their routine, not an afterthought. What makes Working Feedback unique is our dual focus - helping practices strengthen their online reputation while also using feedback as a powerful business development tool. With real-time alerts, analysis, and transparent reporting, our clients don't just see the words patients use; they understand the meaning behind them. We provide actionable insight, not just star ratings.

As the industry evolves, Working Feedback remains a constant - an experienced partner committed to the long-term success of dental professionals. Our reputation has been built on trust, transparency and innovation, and, as the feedback leader in UK & Ireland dentistry, we continue to raise the bar on what practices can expect from their review solution.

Working Feedback was awarded 'Overall Product of The Year' at the 2022 Dental Industry Awards, recognising their commitment to innovation and patient service. The company expanded globally and launched in Australia and New Zealand in 2025, with further strategic plans to launch in Canada in 2026.

2.2   Why Have We Produced This Report?

The dental landscape is shifting faster than ever before. From the rise of private dentistry, increased regulation to the evolution of patient expectations and the lingering impact of the COVID-19 pandemic, practices are navigating unprecedented change. Technology has transformed how patients find, choose, and evaluate their dental care and feedback / reviews have become a central part of that journey.

In the face of this change, one thing has remained constant - the patient voice. Using 2019 up to 2024 for this report, Working Feedback has gathered and analysed over 850,000 pieces of patient feedback, including both Working Feedback and Google. This body of insight is unmatched within the UK & Ireland dental sector and it tells a compelling story of how patients feel, what they value, and where practices can improve.

John Cade Pemberton
Managing Director & co-founder

Philip Molden
Director & co-founder

Jim Seed
Operations Director

Tom Foard
Technical Support Team Leader

3. Study Approach

The study employed a multi-faceted approach to data collection to capture a broad and representative sample of patient feedback from dental practices across the UK & Ireland.

A large volume of reviews was gathered over an extended timeframe using various digital and in-practice methods, allowing for both quantitative and qualitative insights into the patient journey.

The data includes structured satisfaction ratings as well as open-ended comments, providing a robust foundation for analysing trends, sentiments and areas for improvement in dental care services.

3.1 Data Collection Scope

Sample Size

The dataset comprises 851,267 reviews from dental patients across the UK & Ireland.

Timeframe

The timeframe covers 6 years, from 2019 to 2024.

Sources

Feedback gathered through the Working Feedback service (includes both proprietary reviews and Google reviews).

3.2 Data Collection Methods

SMS Text Messages

Patients received a text with a link to provide feedback.

Email Invitation

Emails for patients to share their experiences.

QR Codes

Patients scanned codes displayed in dental practices to submit reviews.

Uploaded Testimonials

Practices submitted written testimonials collected directly from patients.

3.3 Data Composition

Star Ratings

Quantitative scores reflecting patient satisfaction levels.

Free Text Comments

Qualitative insights capturing detailed patient experiences and sentiments.

4. Key Findings & Insights

In a rapidly evolving dental industry shaped by heightened patient expectations and increasing competition, the power of online reviews has never been more critical.

Over the past six years, the UK & Ireland dental sector has faced significant operational and reputational pressures - shaped by post-pandemic recovery, shifting consumer behaviour and digital transformation. We contextualise these challenges with performance insights and industry trends (4.1.1) while exploring the evolving methodologies used to collect them (4.1.2).

Leveraging extensive data from both Working Feedback and Google, this white paper uncovers vital trends (4.1.3) and common themes emerging from patient sentiment (4.1.4).

It further explores the operational impact of integrated review systems, demonstrating how technology can increase Google review numbers (4.2.1) and increase the volume and quality of feedback (4.2.2).

Crucially, the report also delves into the commercial upside of patient reviews. It details how feedback requests can be structured to contain revenue opportunities - referred to as 'cross-sells' - that can significantly boost treatment uptake and revenue (4.3.1). With measurable insights into the frequency of cross-sell mentions (4.3.2), the average financial value per practice (4.3.3) and dental treatment preferences by gender and age (4.3.4), this white paper presents a compelling case for reviews as a previously untapped source of hidden revenue (4.3.5).

This white paper presents an evidence-based analysis of how patient reviews are not just a tool for reputation management - but a strategic asset driving trust, growth and tangible revenue for dental practices across the United Kingdom and Ireland.

4.1   Why Feedback Matters

4.1.1   UK & Ireland Dental Industry Performance: What Are The Key 6-Year Trends & Regional Review Response Insights?

Patient satisfaction in the UK & Ireland dental industry remains high, with sentiment positivity consistently above 90%, peaking regionally in Scotland and the North East.

The UK & Ireland dental industry demonstrates consistently high levels of patient satisfaction, with sentiment positivity ranging from 90% to 98% across regions and years. Scotland and the North East emerge as standout performers, consistently achieving positivity rates above 97%.

In contrast, Greater London exhibits the highest levels of negativity, driven by urban-specific challenges such as high patient volumes, cultural diversity and accessibility issues. Notably, Northern Ireland has made remarkable improvements, reducing negativity from a peak of 13% in 2022 to just 1.1% by 2024. Nationally, the post-pandemic period saw a surge in positivity, with overall negativity dropping from 2.6% in 2019 to 2% in 2024.

To further enhance the patient journey and reduce disparities, targeted initiatives are essential. Learning from successful regional models, such as those in Scotland, could guide strategies for high-negativity regions.

Urban centres like London would benefit from focused improvements in communication and accessibility to address their unique challenges. Data shows happy patients are less likely to leave reviews - so establishing effective feedback loops and fostering patient journey approaches can ensure continued growth in patient satisfaction across all regions.

Why Is London Lagging Behind?

High Patient Volume & Service Pressure

London has more dental practices but also higher demand - leading to longer wait times, rushed appointments and a reduced perceived care quality.

Cost & Private/NHS Divide

London has more private practices, where patient expectations and costs are higher. NHS patients may face accessibility issues that lead to dissatisfaction.

Cultural & Language Barriers

London's diverse population may lead to miscommunication between staff and patients and differing expectations of care such as pain management or aesthetics.

Competition & Review Visibility

More practices mean more online reviews, which can amplify negative experiences. Patients in urban areas may be more likely to leave critical feedback than in rural areas.

How Can Performance Be Improved?

After the 2020 dip in total reviews due to the impact of COVID-19, positivity rates rose nationally from 94.5% in 2019 to 96.7% in 2024. This post-pandemic positivity surge could be attributed to increased appreciation for healthcare post-pandemic and dental practices improving safety protocols and patient communication.

London's shortfall is not just an urban issue - other cities perform better. The problem may be systemic. It's clear that urban practices need to prioritise tools that support the patient journey - such as wait-time management and staff training - to match rural satisfaction levels.

Reduce Wait Times

Implement online booking triage to manage demand

Extend evening/weekend slots for working patients

Improve Patient Communication

Multilingual staff/tools to reduce language barriers

Follow-up SMS/emails to address concerns post-visit

Encourage Reviews

Actively ask for feedback from all

Respond professionally to negative reviews

" **Scotland's success shows the impact of personalised care in driving patient satisfaction – highlighting the importance of paying attention to patient reviews.** "

- Philip Molden, Director & co-founder

4.1.2 Review Delivery: What Can We Learn By Exploring Different Review Collection Methods (SMS, Email, QR, Testimonial & Postal Feedback)?

This analysis examines trends in how UK & Ireland dental patients submit reviews, comparing data by region and year. The data reveals that SMS is the dominant feedback method across most regions, though its usage fluctuated during the pandemic, while Email/Online submissions saw a temporary surge in 2021.

Over time, SMS remains the preferred channel, but other digital methods (Email/Online, QR codes) are gradually gaining traction. Key insights include regional disparities, the impact of COVID-19 on feedback behaviour, and opportunities to optimise review collection strategies. Below, we explore these trends in detail.

Trends in Dental Patient Reviews Across The UK & Ireland

Understanding how dental patients submit reviews offers valuable insights into regional preferences and evolving behaviours over time. Across the UK & Ireland, SMS emerges as the leading method for collecting feedback, though its dominance has faced some fluctuations. Meanwhile, other digital channels such as Email/Online submissions and QR codes have shown pockets of growth, particularly during the pandemic.

Regionally, SMS reigns supreme in most areas, with usage spanning from 66.7% in the East of England to an impressive 91.1% in the East Midlands.

Email and online reviews come in as the second most common method across the UK & Ireland, peaking at around 32-33% in regions like the East of England and South East but falling to just 8.6% in the East Midlands. Outside of Ireland, QR codes and other methods remain relatively minor, with most regions reporting less than 5% usage. Nationally, SMS holds a strong average of 72.2%, followed by Email/Online at 22.6%, QR codes at 4.7%, and Other methods barely registering at 0.4%.

Over time, SMS has proven resilient, despite some dips during the pandemic. In 2019, it accounted for an overwhelming 88.9% of reviews but fell to 55.9% in 2021 as the pandemic likely drove a shift toward digital engagement. Email/Online reviews surged during this period, peaking at 42.1% in 2021, before stabilising at around 23.5% in 2024.

By contrast, QR codes, which were virtually unused before 2021, saw modest adoption, peaking at 1.4% in 2023. Despite these shifts, SMS remains the preferred method, rebounding to 83.4% in 2023 before tapering slightly to 75.6% in 2024. These trends suggest a continued preference for SMS while highlighting growing opportunities for digital channels, particularly in regions or situations where patient behaviour favours alternatives.

Key Findings From Our Research:

The data suggests that while SMS is entrenched, external factors like the pandemic and regional differences can significantly influence feedback collection methods.

SMS Dominance

- SMS is the primary feedback method across regions and years
- Its dominance fluctuates as shown by dips in 2021

Pandemic Impact

- Drop in SMS and rise in Email/Online in 2021
- Suggests a temporary shift to other digital channels

Stabilisation Post 2021

- SMS methods recovered post-pandemic
- Email/Online remains higher than pre-pandemic levels

QR Code Growth

- QR codes are growing slowly
- Marginal compared to SMS and Email

"Although SMS is king, we are reminded that patient feedback isn't just about how you ask - it's about where and when you ask. By asking for feedback as close to the experience as possible, the more likely it is to receive a response."

- John Pemberton

4.1.3   What Is The Impact of Working Feedback & Google Reviews?

In today's patient-centric marketplace, reviews have become a vital component of reputation management and service improvement. This analysis examines six years of review data (2019-2024) from two complementary channels - Working Feedback and Google - to identify trends, best practices, and opportunities for enhancing patient engagement.

The data reveals how businesses are leveraging these channels in tandem to build relationships with patients, address concerns, and acknowledge positive experiences. Rather than viewing these as competing channels, we observe how they serve distinct but complementary roles in a comprehensive patient feedback strategy.

Sentiment Distribution Shows Consistent Positivity

Positive sentiment represents 96.1% of all reviews (818,031 of 851,267 total), while negative and neutral reviews comprise just 3.9% of total volume (33,236). We have seen a steady decline in negative and neutral reviews over the 6 year period (5.5% of all reviews in 2019, compared to 3.3% in 2024).

Google Review Channel

Google reviews have visibility and credibility through brand association and the way they influence local Google search results and map rankings. The data shows that patients are more likely to leave a 1 or 5 star review through this channel. Only 6% of Google reviews are rated between 2 and 4 stars, whilst 11% of Working Feedback reviews are rated in this banding.

Working Feedback Review Channel

Working Feedback reviews also create a positive influence on SEO and can be collected from anyone without the patient requiring a specific Google account. For practices represented in our sample data, Working Feedback handles significantly more reviews overall (3.7 times Google's volume) and provides capacity for comprehensive feedback collection. The platform shows particular strength in collecting positive experiences (97% of reviews are 4-5 stars).

Opportunities for Review Alignment

Leveraging both Google and Working Feedback review channels provides dental practices with the greatest opportunity to obtain valuable patient insights and cross sell opportunities (see section 4.3).

Building a Complete Feedback Strategy

In terms of actionable priorities, practices should develop platform-specific response strategies, such as paying attention to re-occurring patterns like negative feedback related to a clinician. They should also consider implementing alerts for critical reviews like Working Feedback's further investigation process for instance, across both systems.

This analysis demonstrates that Working Feedback and Google are not competing channels, but complementary tools in a complete patient engagement strategy.

The key lies in leveraging each channel's complementary strengths - by adopting a collaborative and sentiment-informed approach, businesses can turn feedback into a powerful tool for relationship-building, reputation management, and sustainable growth.

> " The key to effective feedback management is responding to reviews. Leveraging Working Feedback for breadth and Google for visibility, you can turn every review into an opportunity to build trust, loyalty, and lasting relationships.
>
> - Philip Molden

4.1.4 Mining The Gold Dust of What Could Be Better: What Are The Key Themes of Patient Feedback?

Constructive patient feedback provides invaluable insights into the experiences and expectations of those visiting dental practices. By analysing over 14,000 additional comments captured and shared with the practice in confidence, clear themes emerge that highlight areas for improvement and opportunities to exceed patient expectations.

There are recurring concerns related to the physical environment, appointment management, staff interactions, clinical experience and cost transparency - but the data also shows constructive criticism and notable positive feedback that underscores the quality care many patients appreciate.

Physical Environment & Accessibility

Parking issues: Mentions of insufficient or problematic parking

Waiting area comfort: Comments about uncomfortable seating, lack of magazines, or unwelcoming atmosphere

Accessibility: Mentions of problems with stairs/lack of lifts, especially for elderly/disabled patients

Temperature control: Comments about rooms being too hot or cold

Appointment Management

Waiting times: Comments about long waits for both scheduling and during visits

Communication: Mentions of poor phone answering or unclear appointment reminders

Cancellations: Reports of last-minute cancellations by the practice

Staff Interactions

Reception staff: Comments about unfriendly or inefficient reception service

Dentist consistency: Mentions of frequently changing dentists disrupting continuity of care

Communication: Requests for better explanations of procedures

Clinical Experience

Hygiene services: Comments about availability or quality of hygienist services

Pain management: Mentions of discomfort during procedures

Equipment issues: Comments about outdated or uncomfortable dental chairs/tools

Cost & Value

Pricing concerns: Comments about high costs or unexpected charges

NHS availability: Mentions of dissatisfaction with limited NHS appointments

Payment processes: Comments about problematic payment systems

Notable Positive Feedback

Despite being asked for improvements, many patients included positive remarks:

"The dentist was excellent, reassuring and would definitely recommend"

"My teeth look like a famous person's...I'm so happy with all the treatments"

"Service as usual excellent"

A Path to Patient-Centred Excellence

With the above information, we can determine actionable recommendations for dental practices to enhance patient satisfaction and deliver exceptional care. Here are some of the overarching categories that came from the comments:

Improve Physical Environment

- Address parking limitations where possible
- Upgrade waiting areas with comfortable seating and reading materials
- Improve accessibility for mobility-impaired patients where possible

Enhance Appointment Systems

- Implement better scheduling to reduce wait times
- Improve phone answering and online booking options
- Provide clearer communication about delays

Staff Training

- Patient service training for reception staff

- Ensure consistency in dentist assignments where possible
- Improve chairside manner and procedure explanations

Clinical Improvements

- Increase hygienist availability
- Upgrade outdated equipment
- Review pain management protocols

Cost Transparency

- Provide clearer pricing information upfront
- Offer payment plans for expensive treatments
- Maintain NHS availability where possible

By addressing the common concerns and building on the positive feedback shared by patients, dental practices have an opportunity to create a truly patient-centred experience. Improvements in accessibility, communication, staff interactions and transparency not only enhance satisfaction but also build trust and loyalty.

Listening to patient voices is the first step toward meaningful change, and by taking actionable steps, practices can set a benchmark for quality care, ensuring every patient feels valued, understood and cared for.

"When practices prioritise communication, accessibility, and a welcoming environment, they transform routine visits into experiences that foster trust, comfort, and long-term loyalty."

- John Pemberton

4.2   How Practice Management Software Helps

4.2.1   Do Software Integrations Impact Google Review Numbers?

The data reveals a striking trend: practices leveraging an automated review request integration see a dramatic increase in Google review volume. Integration is the automated sending of feedback requests through the dentist's practice management and review software.

Key Takeaways at a Glance:

Integrated Practices Outperform

Practices with an integration saw their average Google reviews surge from **1.1 to 8.6** reviews per month.

Non Integrated Practices Also Benefit, But Less So

Non integrated practices still benefited, with reviews rising from **0.7 to 4.8**, but the growth was less pronounced than the integrated practices.

Why This Matters:

Enhanced Online Reputation

More reviews improve visibility and credibility, directly influencing patient decisions.

Competitive Advantage

Integrated adopting practices generate nearly **twice as many reviews** as non integrated ones, positioning them more favourably in search results.

Scalable Growth

Automation ensures consistent review generation without manual effort, making it a sustainable strategy.

This data underscores a clear opportunity: implementing an automated review request system, particularly an integration with a practice management software, can significantly amplify a practice's online presence and patient trust.

> **For practices not yet using an integration, the potential upside is too substantial to ignore.**
>
> **- John Pemberton**

4.2.2   What Is The Impact of Software Integration On Google Review Scores?

In an increasingly digital world, online reviews - particularly Google ratings - play a pivotal role in shaping patient perceptions of healthcare providers. For dental practices across the UK & Ireland, maintaining strong review scores is not just a measure of patient satisfaction but also a key driver of trust and new patient acquisition.

This analysis examines Google review data before and after the implementation of Working Feedback's integration with EXACT and Dentally against non-integrated (Non-EXACT & Dentally) practices. The data is broken down by UK & Ireland regions, offering insights into how review scores shifted post-integration and whether the integrated model delivers a distinct measurable advantage.

Key Findings From Our Research:

Integrated Practices Show Strong, Consistent Improvement

Across all regions, integrated practices saw higher Google review scores with Working Feedback, with the most significant jumps in Northern Ireland, Wales and the North East (+0.4). This suggests that integration - whether through streamlined operations, better patient engagement, or other factors - positively influences patient satisfaction.

National Averages Tell Only Part of the Story

While the combined national score improved from 4.4 to 4.7, some regions outperformed this (Wales +0.4), while others aligned closely (Greater London +0.1). This reinforces the need for region-specific strategies rather than a one-size-fits-all approach.

What Does This Data Tell Us?

Quite simply, integration correlates with improved Google review scores across the UK & Ireland, particularly where adoption is widespread - while non-integrated was less consistent, with some regions experiencing declines. This analysis underscores how integrations like EXACT and Dentally enhance patient feedback systems.

"Data reveals integrated practices improve Google reviews more reliably than independents - highlighting the power of structured systems in patient satisfaction."

- Philip Molden

4.3 Increasing Treatment Uptake & Revenue

4.3.1 What Is The Power of Cross-Sell Opportunities in Patient Reviews?

Cross-sell is a unique feature in the Working Feedback question set, customised for each dental practice. It highlights additional treatments for patients to explore when submitting feedback. Reviews serve as a natural touchpoint to introduce these relevant products or services - capitalising on the trust and engagement already established during the patient's visit.

For example, a routine check-up review could seamlessly include a recommendation for premium hygiene products or teeth-whitening treatments, turning passive aftercare into active revenue. Some practices receive more than £500k per year in cross-sell opportunity revenue.

Cross-selling in reviews doesn't just boost short-term sales - it strengthens patient relationships and retention. By aligning offers with a patient's treatment history, practices position themselves as proactive partners in long-term oral health.

The 2024 results prove this works at scale - with 706 dental practices averaging £81,264 in cross-sell opportunity revenue, the model is both sustainable and profitable. The key is training teams to identify opportunities without compromising patient trust, ensuring recommendations feel helpful, not transactional. When balanced correctly, cross-selling transforms reviews from administrative follow-ups into a high-value growth engine.

The data tells a compelling story of rapid growth and adoption in the cross-sell program. Between 2019 and 2024, the number of participating dentists surged from 72 to 706, driving a 41.5x increase in opportunity revenue from £1.38 million to £57.37 million.

However, a critical nuance emerges when we consider the late 2023 influx of dental practices, which helps explain the dip in efficiency that year.

Key Trends & Adjusted Insights

Early Efficiency (2019–2021)

Small but highly effective: 137 dentists in 2021 generated £4.01 million at £168.55 per review - the highest efficiency until 2024. This suggests early adopters were well-trained or focused on high-value cross-sells.

Scaling Challenges (2023)

'The new dentist effect' saw a large group join late in 2023 (561 dentists vs. 197 in 2022), but many had limited time to ramp up. Revenue opportunity per review dropped to £121.59 (down 27% from 2022), as new practices were likely still training or adapting to cross-selling or may have contributed fewer reviews with cross-selling in their initial months. Revenue opportunity per practice also increased to £39,278 (from £34,350 in 2022), reflecting the growing pains of rapid expansion but still far exceeding initial financial return on investment (ROI) of 12:1 dependent upon practice's profit margins.

Recovery & Record Performance (2024)

By 2024, the late 2023 cohort had matured, driving efficiency to new heights - £271.81 per review was more than double 2023's value and £81,264 revenue opportunity per dentist was up 4.2x since 2019. This proves that, with time, new dentists can achieve - or exceed - the performance of early adopters.

Research Findings & Conclusions

It's clear that integrating cross-sell opportunities into patient reviews is a strategic lever for driving incremental revenue while enhancing patient care. The data shows that on average 15% of all reviews will generate a cross-sell opportunity when executed effectively, with an average value of £271 for each of those reviews.

This figure isn't just a number - it represents the significant potential of each patient interaction when approached thoughtfully. Even small, consistent efforts compound into significant returns.

With the right approach, every review becomes an opportunity to strengthen relationships and drive practice success. The £271 average demonstrates what's possible. The real opportunity lies in making each recommendation count. The numbers don't lie. Cross-selling isn't optional - it's how modern practices thrive.

> The best dental care looks beyond today's treatment - it sees tomorrow's opportunity. From a hygiene visit (£80) to Teeth Straightening / Aligners (£2,400), cross-selling isn't commerce - it's continuing care that rewards both practice and patient.
>
> **- John Pemberton**

4.3.2   From Reviews to Revenue: What Are The Cross-Sell Opportunities In Dentistry?

In today's competitive landscape, identifying cross-sell opportunities within client interactions is crucial for business growth. This analysis examines the percentage of dental practice reviews that reveal actionable sales opportunities across the UK from 2019 to 2024.

By leveraging this data, dental practices can assess engagement effectiveness, and refine strategies to maximise revenue potential.

Key Findings From Our Research:

Overall Growth In Opportunities

The total number of dental practices with sales opportunities has risen significantly, from 72 in 2019 to 706 in 2024. These numbers reflect an approximate 35% of practices in 2019 and 83% of practices in 2024, showing dentists are adding this marketing strategy into their everyday operations.

Top Treatments

The top 5 most requested treatments and services from approximately 90,000 opportunities are shown below.

1	2	3	4	5
Teeth Whitening	Hygiene	Membership Plan	Implants & Bridges	Teeth Straightening
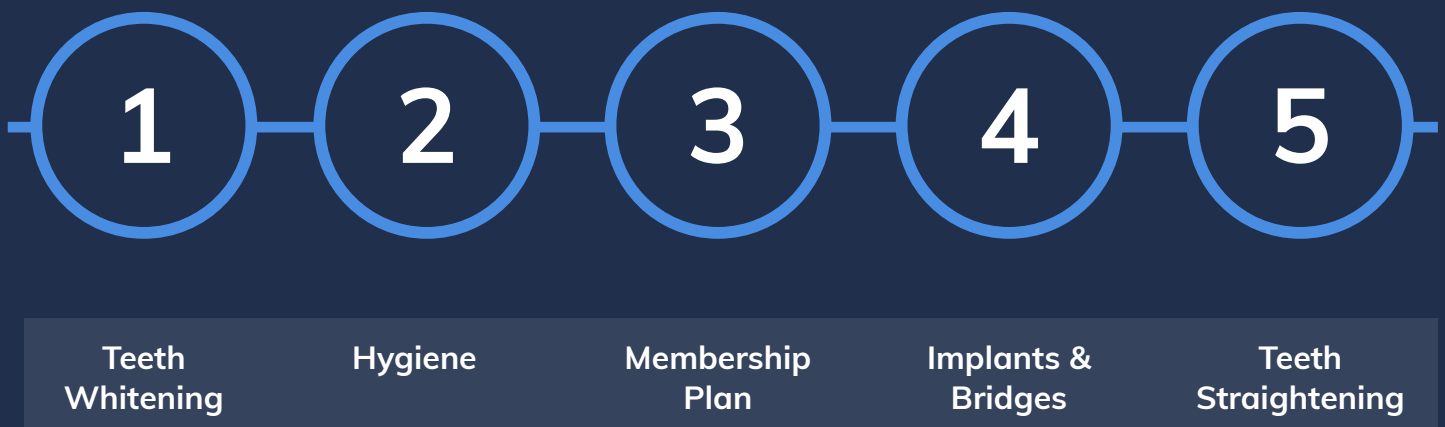
What Can We Learn From This Data?

The analysis reveals a clear opportunity for dental practices to leverage client reviews as a strategic tool for driving cross-sell growth. Regions like Wales and the North West stand out with the highest conversion rates, highlighting the impact of targeted engagement and review quality over sheer volume.

This data underscores the untapped potential in leveraging reviews for cross-selling. Dental practices can unlock significant revenue opportunities and strengthen market presence.

"This data confirms that the true power of patient reviews lies not in their quantity but in their strategic use. Targeted engagement and quality analysis turn feedback into actionable opportunities that drive measurable growth."

- John Pemberton

4.3.3 What Was The Average Cross-Sell Value Per Dental Practice by Region (2019–2024)?

This analysis examines the average cross-sell value per dental practice across regions in the UK from 2019 to 2024. Cross-selling is a critical strategy for maximising revenue from existing patients, and understanding regional trends helps identify growth opportunities and areas for improvement.

The data reveals significant disparities in performance, with some regions demonstrating consistent growth while others show variability or delayed adoption. Below are the key trends, regional comparisons and actionable insights for stakeholders.

Key Findings From Our Research:

Overall Growth in Cross-Sell Value

The total cross-sell opportunity value (excluding Republic of Ireland) grew from £1.4M in 2019 to £57.3M in 2024, reflecting aggressive adoption of cross-selling strategies. The average cross-sell value per practice increased significantly, with the most pronounced growth occurring in 2023–2024.

Regional Performance Highlights

When it came to highest average values (2024), East Midlands (£123,406 per practice) was the standout region. The North West (£115,209 per practice) was consistently strong, benefiting from a large number of practices (104 in 2024). The West Midlands (£94,686 per practice) experienced steady growth, nearly doubling from 2023.

Trends Over Time

2020–2021: Many regions saw minimal growth (e.g. Wales, Northern Ireland), likely due to COVID pandemic disruptions. 2022–2023: Acceleration in cross-selling, particularly in Wales, North West, and Greater London. 2024: Explosive growth across all regions, suggesting improved strategies or expanded product offerings.

Key Takeaways For Stakeholders

Focus on High-Growth Regions

Wales, North West and West Midlands are leading in adoption and value. Resources can be allocated to sustain momentum.

2024 a Breakout Year

The sharp rise in cross-sell value could suggest improved training, product bundling or incentives.

Pandemic Recovery

The slump in 2020–2021 and subsequent rebound highlight the importance of resilient sales strategies during COVID disruptions.

Regional Disparities

While some regions (South East/Greater London) have high total values, their per-practice averages are mid-tier, indicating room for optimisation.

The data underscores the effectiveness of cross-selling strategies in the dental sector. Dental practices can better allocate resources, replicate successful tactics, and address underperforming practitioners. The dramatic rise in 2024 suggests that strategic initiatives are paying off - making this a pivotal moment to refine and expand cross-selling efforts.

4.3.4   What Are The Dental Treatment Preferences By Gender & Age?

In today's competitive dental industry, understanding patient preferences is key to delivering exceptional care and growing a successful practice. The data collected through patient feedback reveals fascinating trends in dental treatment choices across different genders and age groups.

From the soaring popularity of teeth whitening among younger patients to the consistent demand for preventive hygiene care among seniors, these insights offer a roadmap for dentists looking to align their services with patient needs.

But why does this matter? Because a one-size-fits-all approach no longer works in dentistry. Patients are seeking personalised care - and their preferences vary dramatically depending on age, gender and lifestyle.

By analysing this data, we can uncover which treatments to prioritise, how to tailor marketing and where to invest in practice growth - ensuring both patient satisfaction and business success.

Key Trends & Insights Taken From Cross-Sell Opportunities

Teeth Whitening Dominates Across Demographics

- #1 for both genders: Males (24.2%) and females (25.7%)
- #1 in all age groups except 65+, where Hygiene takes the lead
- Younger patients (16-34) show the highest interest (29.8%)

Cosmetic dentistry is highly appealing, especially to younger patients focused on aesthetics.

Hygiene is a Universal Priority

- Ranks 2nd for most groups (except 16-24, where it's 3rd)
- #1 for 65+ patients (23.5%), likely due to increased oral health concerns with age

Older patients prioritise preventive care, while younger groups may take hygiene for granted.

> **" Teeth whitening wins big smiles across all ages, but the real lesson is that dentistry's future isn't one-size-fits-all. Tailor your services to gender and life stage - or risk fading into the background. "**
>
> - John Pemberton

Gender Differences in Preferences

- Men favour Implants and Bridges (15.5%, 3rd place)
- Women prefer Membership Plans (13.7%, 3rd place)

Men may delay dental visits until needing major work, while women plan ahead with flexible plans.

Age-Based Shifts in Demand

- Teeth Straightening: Popular in the 16-34 age range but declines sharply after 45
- Implants and Bridges: Rise with age, peaking at 15.5% for 65+
- Membership Plans: Steady interest in affordable, structured care across all ages

Younger patients seek orthodontics, while older ones need restorative and maintenance treatments.

Why This Data Matters for Dentists

Targeted Marketing & Service Promotion

- Young patients (16-34): Highlight Teeth Whitening and Straightening
- Middle-aged patients (35-54): Emphasise Hygiene and Membership Plans
- Senior patients (55+): Focus on Preventive Care, Implants and Bridges

Optimising Practice Offerings

- Expand cosmetic services (Whitening, Veneers) for younger demographics
- Introduce payment plans to attract budget-conscious patients
- Strengthen geriatric dentistry (Implants and Bridges) for older patients

Improving Patient Retention

- Membership Plans rank highly - offer subscription-based care to boost loyalty
- Preventive care reminders (Hygiene) can reduce late-stage treatments

Conclusions & Actions

So, dental care is not rigid. Younger patients are drawn to cosmetic enhancements, middle-aged adults value preventive and financial flexibility, and older patients prioritise restorative and maintenance treatments.

These trends highlight an opportunity for dentists to refine their service offerings, enhance patient communication and create targeted strategies that meet the unique needs of each demographic.

For forward-thinking practices, this isn't just data - it's a blueprint for growth. By adapting to these preferences, dentists can boost patient retention, attract new clients and position themselves as trusted providers in an evolving market.

4.3.5   Patient Feedback Power: How Do Reviews Unlock Hidden Revenue?

A patient who leaves a five-star review about their smile makeover isn't just praising your work, they're marketing it to future high-value patients. Such is the power of feedback.

> "A five-star review today plants the seed for a four-figure case tomorrow - because no marketing sells premium dentistry like the patient in your chair."
>
> - Philip Molden

Behind every number in this dataset lies a patient's experience - and their willingness to advocate for your services. The financial dominance of high-value treatments like Implants & Bridges and Teeth Straightening isn't just a reflection of clinical skill - it's a testament to patient trust, often built through the visible social proof of reviews.

The Hidden Link Between Reviews & Revenue

Social Proof Fuels Premium Services

Patients researching Implants or Makeovers rely heavily on reviews. Every testimonial is a sales tool for high-margin treatments.

Loyalty Generates Lifetime Value

A patient who feels valued (because their feedback was acted upon) is more likely to accept treatment plans and refer others.

Collect Feedback From All Services

Even low-revenue services impact reputation. A patient who feels heard after a stressful emergency visit is likely to leave a glowing review.

The data proves that revenue flows where trust is highest. But trust isn't just earned chairside - it's amplified through the voices of satisfied patients.

High-Value Services

Cosmetic Dentistry and Dentures stand out with high average values and significant total revenues for the sample size of dental practices. These services are lucrative despite moderate demand.

Volume-Driven Services

Hygiene and Membership Plans have high counts but contrasting average values. Membership Plans contribute significantly more to revenue, suggesting subscription models are effective.

"By systematically asking for feedback, you're not just measuring satisfaction. You're activating your most powerful sales force - your patients' own words. The next £20k treatment plan could start with a single review request."

- John Pemberton

5. Conclusion

The findings presented in this white paper make one thing unmistakably clear. Patient feedback is no longer a passive metric - it's an active, strategic lever for growth in the modern dental landscape.

Over the past six years, the UK & Ireland dental industry has weathered seismic shifts, from pandemic aftershocks to rapidly evolving patient expectations. Amid this disruption, one constant has emerged - the rising influence of digital reviews in shaping patient behaviour, practice performance and commercial outcomes.

Despite unprecedented challenges, patient satisfaction remains remarkably strong, with sentiment positivity consistently ranging from 90% to 98% across regions.

SMS now dominates as the leading feedback collection method. Practices using integrated systems like Software of Excellence and Dentally have experienced dramatic gains in reviews and cross-sell opportunities. Review platforms themselves play a pivotal role.

Effective review strategies are also proving to be a powerful revenue driver, with an average of 15% of all reviews generating a cross-sell opportunity worth an average of £271 each. Total cross-sell opportunity value surged from £1.4M in 2019 to £57.3M in 2024, underlining the growing emphasis on cross-selling as a core component of practice growth. Notably, teeth whitening continues to dominate interest among patients aged 16-34, with 29.8% expressing interest - ranking it the top treatment choice for both men and women.

Overall, the study shows that the path forward is clear for dental leaders. Patient reviews are more than endorsements - they are data-rich, commercially-potent assets. By investing in smarter collection methods, leveraging integrations and recognising the commercial potential of every piece of feedback, dental practices across the UK & Ireland can drive sustainable growth, deeper patient relationships and long-term resilience in a digital-first era.

6. Disclaimer

This white paper has been produced by Cade Directories Limited (trading as Working Feedback), as part of our ongoing commitment to helping businesses understand and navigate their online reputation. The insights and conclusions shared are based on our own research and interpretation of data, including publicly available sources such as Google reviews. All analysis and assumptions have been carried out by our team, using our own methodology and experience, no third-party interpretation or datasets have influenced our findings.

We've taken great care to ensure that the information presented is as accurate and useful as possible at the time of publication. However, please be aware that some of the content has been assisted by artificial intelligence (AI), which, while helpful, may occasionally introduce unintended inaccuracies.

The conclusions and guidance offered in this white paper are based on the data available to us and the context in which we operate. Things change and we'll continue to evolve with the data. We'd always encourage readers to apply their own judgment or seek professional advice where needed before making any business decisions.

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For questions or clarifications, please contact Working Feedback:

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When Working Feedback began it was a luxury to have reviews, now it is a necessity.

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