

Green & Jessop Dental Practice



Warner Road, Pelham

Do you experience anxiety visiting the dentist?

If so, you are not alone. 75% of people surveyed find dental visits **stressful**, and up to 10% have a real **phobia**. This leads to a **cycle of avoidance**, where people only seek dental help in emergencies. Such emergencies require **invasive** treatment, and this **reinforces** their fears.

You may be anxious because of a **direct experience**. Perhaps you had painful surgery in the past. Or it could be based on **indirect experience**. Maybe friends have recounted **traumatic** dental experiences, and you developed a fear through **vicarious learning**. Or you could have read or heard stories in the **mass media**. Many stories and films depict dentists as cruel, with patients undergoing treatment in a state of **helplessness**. Such **stimulus generalization** inevitably results in trauma.

We at Green and Jessop Dentistry want to help you feel **positive** and **relaxed** about your visit. That's why all our dentists practice the **tell, show, do technique**. This is proven to help patients feel relaxed and in control.

If you feel anxious **during your procedures**, please talk to your dentist.

1 What is the brochure mostly about?

- A fighting the spread of fear in patients
- B explaining trauma stress and its effects
- C describing why patients might feel fear
- D soothing stress in patients in hospitals

2 Why do some patients avoid going to the dentist's?

- A being told what will happen by the dentist
- B stories from friends and other people
- C the sound of the instruments
- D the fact they had a bad experience with doctors

3 What does this clinic offer to help patients?

- A recommendations for calming down under stress
- B advice about how to deal with stressful situations
- C a technique of talking to the patient about their fears
- D a policy of explaining and showing what will happen

LISTEN TO THE CONVERSATION, FILL IN WITH THE MISSING WORDS AND THEN ANSWER THE QUESTIONS

Dentist: Good morning. Stacey Willis isn't it?

Patient: Yes, that's right. I'm here for my root canal.

Dentist: Take a seat. You're looking a bit pale. Are you all right?

Patient: I'm feeling a bit 1 . I don't really like coming to the dentist.

Dentist: Many people find it 2 , but there's nothing to worry about.

Patient: No? My friend had a root canal and she said she was in pain for a week!

Dentist: We often develop fears from 3 . But our own experiences are never as bad.

Patient: I don't know. I saw a movie where a woman had 4 and she could never taste food again!

Dentist: I can see where that would cause 5 . But you know that not everything you see in movies or on TV is real.

Patient: Well, it gave me a 6 about dental treatment.

Dentist: I understand. But this procedure is really straightforward. Here, I'll show you what's going to happen.

Patient: How?

Dentist: Look up there, on the screen. You'll see a diagram of the process.

Patient: Hey, that's pretty cool.

Dentist: It is, isn't it? And if you feel stressed at any time during the procedure, just raise your arm and I'll stop.

Patient: Okay. I think I'll be alright now.

1 The woman is going to have root canal surgery.

2 The woman's friend lost her sense of taste after dental treatment.

3 The man shows the woman a poster explaining the process.