

1. Do you consider yourself to be a *Proactive person*? Someone who likes to avoid complications. Who’d rather take care of an issue today instead of letting it worsen over time which might cost more time, visits, money, and/or pain to fix down the road?

O Yes O No

2. Do you consider yourself more of *a Reactive person*? Someone who would rather wait and deal with any issues as they develop. Even if it means costing you more time, visits, money, and/or pain to fix down the road?

O Yes O No

3. What do you *Most Value* in a dental office?

* Cosmetic - You most value how teeth look. You want them straight, white.
* Function - You most value an ability to enjoy your favorite food and drink.
* Comfort - You most value NOT being in pain or having sensitive teeth or gums.
* Longevity - You most value the ability to have your natural teeth forever.

4. What is the *Biggest Obstacle* you have to visiting a dental office?

* No obstacles - I come faithfully every 6 months and value my dental health
* Fear - Fear of pain, noises, environment, past experiences
* Time - Tight schedule. Not being able to get off work, getting in and out of the                             office quickly
* No Urgency - Nothing really hurts so I haven’t seen the need to go to the dentist.
* Budget - I knew I needed a lot of work but didn’t have the money to address the                             issues found.
* No Trust - Bad previous experience with my previous dentist. Felt ripped off. Did                            not see the need for treatment that was recommended.