

# Bridging the educational trust gap in dental health



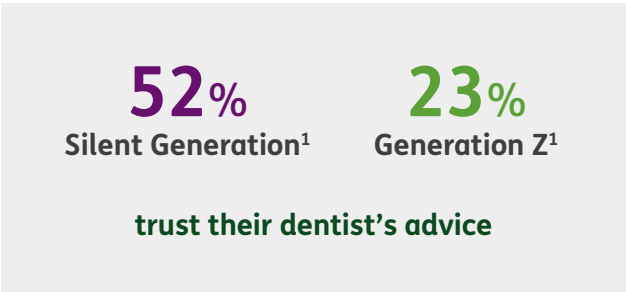
Who do your patients truly trust for dental health advice? The answer often hinges on when they were born. In today’s fragmented media landscape, trust in dental education sources isn’t one size fits all. Generations interact with information in vastly different ways, and their sources of credibility vary dramatically. Whether it is through social media, traditional outlets or peer recommendations, understanding where your patients turn to for guidance is key to positioning yourself as their go-to authority in oral health.



## Dentists: the trusted authority across generations<sup>1</sup>

Dentists remain the most trusted source of dental health information, but trust levels differ greatly between generations.

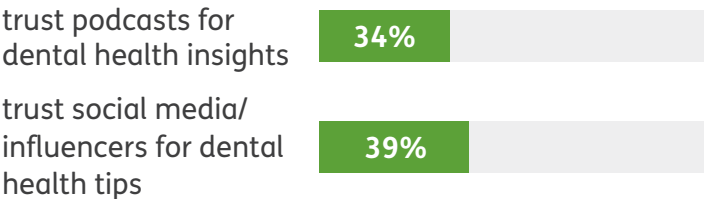
Across all generations, dentists are viewed as primary contributors to dental health education. This perception is particularly strong among older generations, with 52% of the Silent Generation (79 years old and older) trusting their dentist’s advice compared to just 23% of Generation Z (18-24 years old).<sup>1</sup>



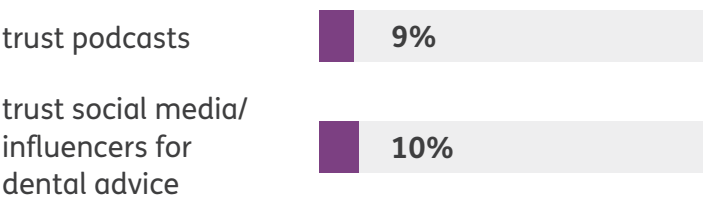
## The generational divide with digital media<sup>1</sup>

A striking generational shift is evident when it comes to trust in digital media sources:

### Gen Z is far more inclined to trust modern media for dental education:



### In comparison, the Silent Generation shows much lower trust in these platforms:



## Health websites: the bridge between generations<sup>1</sup>

Although trust in newer digital media sources, such as TikTok, Instagram, Facebook and X (formerly Twitter), varies across generations, health-focused websites have earned substantial trust:

**70%**  
of Gen Z rely on health websites for dental information.

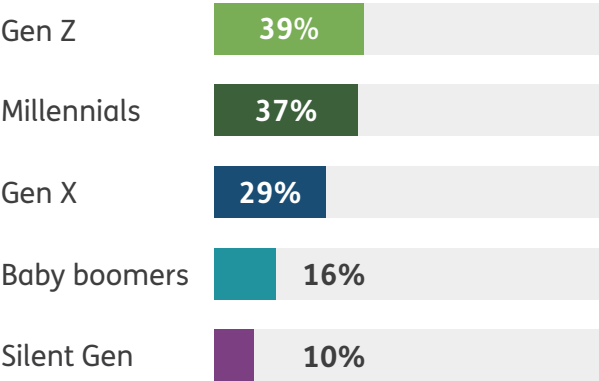
**64%**  
of the Silent Generation also trust these sites for dental insights.



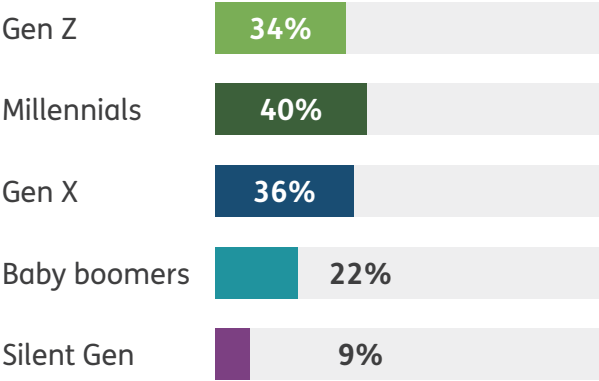
# Engaging patients: adapting to generational preferences<sup>1</sup>

The level of trust in dental health education sources differs notably among generations, revealing a distinct preference for either traditional or digital media. Dentists have a unique opportunity, and a responsibility, to connect with patients where they are. To stay visible, credible and top of mind, it's essential to educate beyond the chair and become a trusted resource in all aspects of oral health.

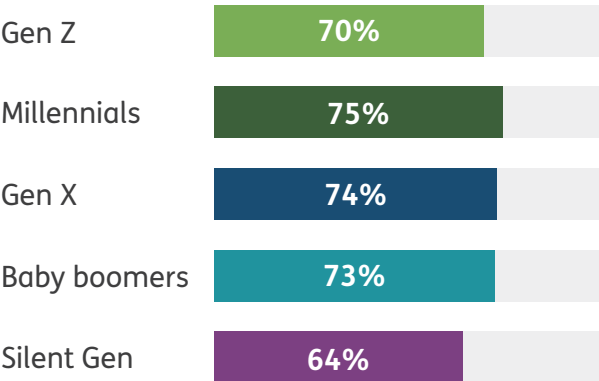
## Percentage of respondents who trust social media/influencers for accurate dental health information:<sup>1</sup>



## Percentage of respondents who trust podcasts for accurate dental health information:<sup>1</sup>



## Percentage of respondents who trust health-focused websites for accurate dental health information:<sup>1</sup>



Source: 1. "Humana Dental Insurance,"  
Opinium Research, October 2024.

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