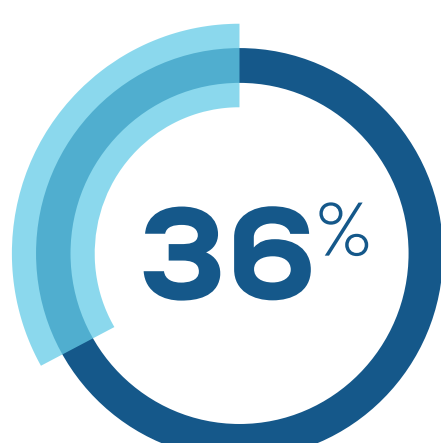


# Dental Phobia Is Real

Dental phobia is a reality that challenges all dental practices.



36% of survey respondents who didn't receive dental care indicated that fear was their main reason for avoiding the dentist.<sup>1</sup>



## Create a Relaxing Experience



You can help reduce dental anxiety and increase the likelihood of return visits by creating a relaxing, spa-like experience in a visually appealing environment.

## Start with a luxurious dental chair.

Select a Midmark® Elevance dental chair with plush Ultraleather® upholstery for optimum comfort. Add optional SerenEscape® heat and massage to create the ultimate relaxing experience.



## Soothe with aesthetics.

Create a soothing and inviting atmosphere in your treatment rooms with beautiful clinical-grade cabinetry and finishes designed to last.



## Divert attention with a monitor.

Utilize a monitor to provide diverting entertainment and chairside education. With the Midmark Track Light Monitor, you and your patients can enjoy unobstructed overhead and chairside views.



Choose Midmark solutions to provide the kind of comfort patients won't stop raving about.

Visit [midmark.com/operator](https://midmark.com/operator) to explore your options for reducing patient anxiety.



Source:  
\*Beaton, L., Freeman, R., & Humphris, G. (2014). Why are people afraid of the dentist? Observations and explanations. Medical principles and practice: international journal of the Kuwait University, Health Science Centre, 23(4), 295-301. <https://doi.org/10.1159/000357223>.

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