For millions of Americans, life is made up of hard financial choices. And sadly, on the list of priorities, dental care sometimes doesn’t make the cut. **Dentistry has become discretionary, a “nice to do” rather than a “must do.”** People are anxious and scared. They’re in pain, whether physical or emotional. And most of all, they’re worried about cost.

In fact, more than 1 in 3 American adults (36%) has delayed or will delay dental care due to lingering fears about their current financial situation. And they are making that decision despite understanding the long-term implications: More than 80% indicated they knew that delaying dental care would cost them more in the long run.

The result of all this? Millions of Americans just aren’t visiting the dentist. In fact, according to the American Dental Association, adult dental care visits continue to decline – just **35.4% of adults** indicated they had visited the dentist in the previous year in 2012 (the last year for which data is available). That’s **155 million American adults who didn’t visit the dentist.**

**It’s time to change that.**

The dentists at independently owned and operated Aspen Dental practices believe that patients deserve both choice and access when it comes to choosing a dental care provider. They’re focused on removing barriers to care because they believe that everyone has the right to quality, affordable oral health care close to home.

**Aspen Dental is committed to doing whatever it takes to make dentistry easier.**

As part of this commitment, Aspen is launching the “What Would It Take?” campaign aimed at getting Americans to open up about their thoughts on going to the dentist and answer the question: “What would it take to get you to go to the dentist?”

In 2015 alone, Aspen Dental-branded practices recorded nearly 3.7 million patient visits and welcomed nearly 785,000 new patients.
American adults didn’t visit the dentist last year. That’s 47% of the population.*

$1 spent on preventive dental care SAVES AROUND $38 in future costs

550 NEARLY practices across 33 states APPROXIMATELY 80% of all practices are located in Designated Health Professional Shortage Areas

In 2015: 41% OF NEW PATIENTS were able to schedule an appointment within 72 HOURS OF THEIR INITIAL CALL which is important when they are living with dental pain or discomfort

Aspen Dental practices offer patient-friendly programs and services that help thousands of people every day get the dental care they need, including:

• **Personalized treatment and friendly service.** Each patient receives a comprehensive diagnosis and treatment plan designed by the dentist with long-term oral and overall health in mind. Available services include hygiene, treatment of periodontal (gum) disease, extractions, fillings, oral surgery, whitening, and crown and bridge work. And since no one likes an unexpected bill, Aspen Dental practices offer benefits like a price guarantee and insurance estimate guarantee as part of its Peace of Mind Promise.

• **Affordable care.** Cost shouldn’t prevent patients from getting the dental care they deserve. That’s why Aspen Dental-branded practices are committed to keeping prices low, as well as offering special promotions, senior discounts, and free or low cost new-patient exams and X-rays for patients without dental insurance. The practices work with all insurance providers.

• **On-site denture labs and a Money-Back Guarantee for denture patients.** Every Aspen Dental practice is equipped with an on-site denture laboratory, which helps facilitate quick turnaround for denture repairs, relines or adjustments. Patients have the option of seven styles of full and partial dentures, and have the comfort of knowing that if they are dissatisfied with their dentures for any reason, the practice will refund the cost of the dentures.

• **Convenient hours and locations.** Aspen Dental practices are open in the evenings and on select Saturdays, so that patients can see the dentist at a time that works best for their schedule. Walk-in and emergency patients are welcome.

To learn more about Aspen Dental practices and services, preview the Aspen Dental patient experience, get answers to general treatment questions, find a location and schedule appointments, visit [AspenDental.com](http://AspenDental.com). To learn more about careers at ADMI and Aspen Dental practices, visit [AspenDentaljobs.com](http://AspenDentaljobs.com).