



ISSN Print: 2394-7489
ISSN Online: 2394-7497
IJADS 2023; 9(2): 292-296
© 2023 IJADS
www.oraljournal.com
Received: 24-02-2023
Accepted: 03-04-2023

Dr. K Darshika Chandini,
PG student, Lenora Institute of
Dental Sciences,
Rajamahendravaram, Andhra
Pradesh, India

Vattaluri Ankanna Gari Dishitha
PG Student -3 RD Year,
Department of Periodontics,
Lenora Institute of Dental
Science, Rajamahendravaram,
Andhra Pradesh, India

Busi Sushma
PG Student, Department of
Periodontics, Lenora Institute of
Dental Science,
Rajamahendravaram, Andhra
Pradesh, India

Dr. Astha Doshi,
MDS, Reader, Public Health
Dentistry, Darshan Dental
College and Hospital, Udaipur,
Rajasthan, India

Dr. Dev HR
MDS, Senior Lecturer,
Department of Public Health
Dentistry, Bangalore Institute of
Dental Science and Hospital,
Bengaluru, Karnataka, India

Dr. Tulip Chakravarty
MDS, Lecturer, Department of
Public Health Dentistry
Government Dental College and
Hospital Silchar, Assam, India

Corresponding Author:
Dr. Dev HR
MDS, Senior Lecturer,
Department of Public Health
Dentistry, Bangalore Institute of
Dental Science and Hospital,
Bengaluru, Karnataka, India

A survey among dental postgraduates and dental practitioners for opting free online non-clinical course: A manual survey using digital modes

Dr. K Darshika Chandini, Vattaluri Ankanna Gari Dishitha, Busi Sushma, Dr. Astha Doshi, Dr. Dev HR and Dr. Tulip Chakravarty

DOI: <https://doi.org/10.22271/oral.2023.v9.i2d.1742>

Abstract

In the era of increasing dentist as well as various research purposes non-clinical side of dentistry is of utmost importance, There are many courses that can be learned during undergraduate days whereas certain courses can be done only during post-graduation, also certain clinical course requires minimal fees to participate but non-clinical courses are being organized for free which can be a part of marketing. Also, individuals attending non-clinical online courses only for certificates can also be a probability or due to the free category of such non-clinical courses, demand can be more. In this study, a survey was done which showed the majority surveyed by saying free non-clinical online courses are a way of marketing also the majority of participants responded by saying they won't be attending free non-clinical courses online if the certificate is not provided. This study concludes that free non-clinical courses are a way of marketing as well as the majority of postgraduates and dental practitioners attend the free non-clinical online course only for certification.

Keywords: Non-Clinical course, certificate courses, free marketing

1. Introduction

There are various clinical as well as non-clinical courses in dentistry. The majority of these courses are opted by dental undergraduates as well as post-graduates or post-completion of BDS.

Clinical courses include various hands-on implant courses, RCT courses as well as other esthetic courses, whereas non-clinical courses include Biostatistics in public health dentistry, basic statistics, scientific writing in dentistry, medical data coding, sample size estimation, forensic dentistry etc.

In some instances, these courses are attended just to receive certificates or complete quota or strengthen curriculum vitae. Also, there are doctors attending these courses to gain knowledge. Various free non-clinical courses can be related to a marketing strategy.

A presumption could be made those non-clinical education sessions should be made available for better support. Such an approach has been advocated by several authors and it has been reported that non-clinical healthcare as well as non-clinical branches are provided with less training and promotion opportunities in some areas ^[1, 2].

As per the marketing article, Few marketing strategies considered the term “free market” as a synonym for laissez-faire capitalism. When most people discuss “free Courses,” they mean an economy with unobstructed competition and only private transactions between buyers and sellers. Though, a more inclusive definition should include any voluntary activity ^[3].

The critical feature is the absence of coercive impositions or restrictions regarding various activities ^[4]. In medical terms, it can be related to non-clinical courses being organised, as few of them are part of MDS and not BDS curriculum.

The empirical analysis comprises individual growth in the dental field, development, and standard of practice, showing overwhelming evidence of a relationship between free markets and material well-being across different free online courses ^[5, 6].

Based on a marketing study article, it can be correlatable that in many healthcare systems, separate mechanisms are introduced for organising various courses to improve the quality of individual skills (Harrison and Calltorp, 2000) [7].

Though certain non-clinical courses which require clinical tasks is definitely required, for example where the primary role of a forensic dentist is to identify human remains, particularly following mass disasters, such as bushfires and tsunamis, or mass killings. This work is highly intellectually challenging but can involve the stress of working in difficult settings and with disturbing subject matter [8] and this can be an interesting factor among non-clinical courses.

This study consists of a questionnaire compromising of 3 questions based on marketing skills, non-clinical skills and courses done only for certificate purposes.

AIM: To know the basic reason for opting for non-clinical free online courses among dental practitioners and dental postgraduates.

Materials and Methods

A self-made questionnaire was prepared where questions related to marketing of non-clinical courses, courses for certification purposes and non-clinical skills were included. All data collection was done in a manual way using digital modes.

Questions in digital form were distributed to study participants via various dental groups and were instructed to respond in detail on given E-mail id, though one-word responses were recorded via message as a database.

A 200-sample size was taken into consideration based on A non-probability sampling, Convenience sampling technique, along with inclusion and exclusion criteria.

Inclusion criteria

1. All clinical as well as non-clinical dentists residing in India.
2. All Non-clinical dentists residing out of India.

Exclusion Criteria

1. All MBBS doctors in India as well as out of India were excluded from the study
 2. Responses received post-timeline were not included in this study
- Collected data was entered in an MS-excel sheet, data

coding was done as per parameters and then data was transferred to SPSS software for statistical analysis where the Anova test and chi-square test were applied and final statistical results were obtained.

Results

A total of 200 completed questionnaires were obtained. The characteristics of the participants are summarized in Table 1. Among the 200 participants, 149 (74.5%) were males and 51 (25.5%) were females. Of the 200 study participants, 115 (57.5%) were postgraduates and 85 (42.5%) were general dental practitioners.

Table 2 depicted participants' responses to considering an online free non-clinical course as a way of marketing. 119 (59.5%) considered online free non-clinical courses as a way of marketing while 81 (40.5%) considered online free non-clinical courses beneficial. (n=200)

Out of 200 respondents, 114 (57%) agreed that the basic reason for doing the non-clinical online course was to obtain the certificate while 66 (33%) said that online course helps increase knowledge and 20 (10%) responded that online non-clinical course is necessary for both knowledge and certificate. (Table 3)

Table 4 showed the responses of the participants for attending the online free non-clinical course if the certificate is not provided along with the course. The majority of the participants 148(74%), responded not to attend the free online non-clinical course if the certificate is not provided while 52 (26%) participants were ready to attend such course even without the certificate.

There was a statistically significant association between the participants and the responses in Table 5. In terms of considering an online free non-clinical course as a way of marketing, the majority of the participants (59.5%) believe the same (where p-value=0.03). Participants' responses assessed that if the certificate is not provided, will not attend the online free non-clinical course (74%) (P-value=0.003). A statistically significant difference was seen in terms of knowing the basic reason for doing the non-clinical online course (p-value=0.002), where the majority of the participants (57%) attended the non-clinical online course for certification purposes only.

Figure format

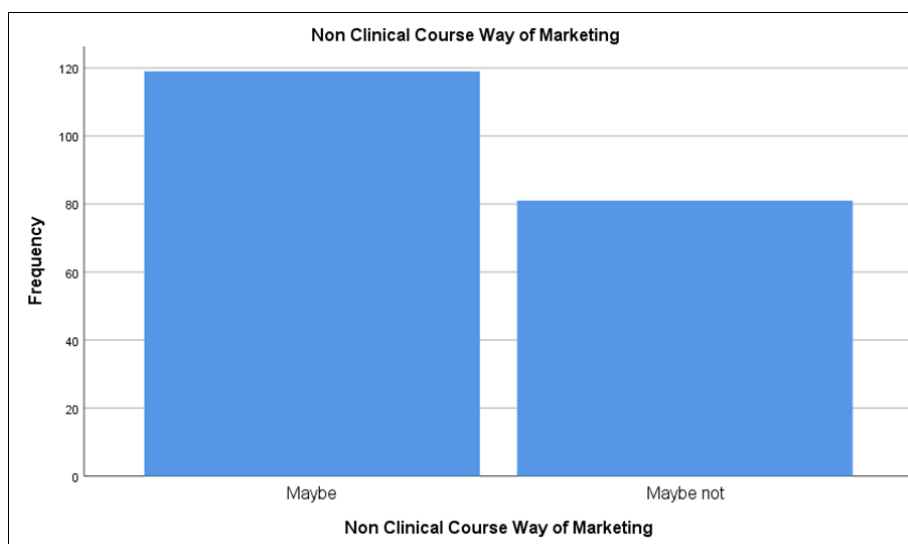


Fig 1: Showing Participants' Response to Non-Clinical Course a Way of Marketing

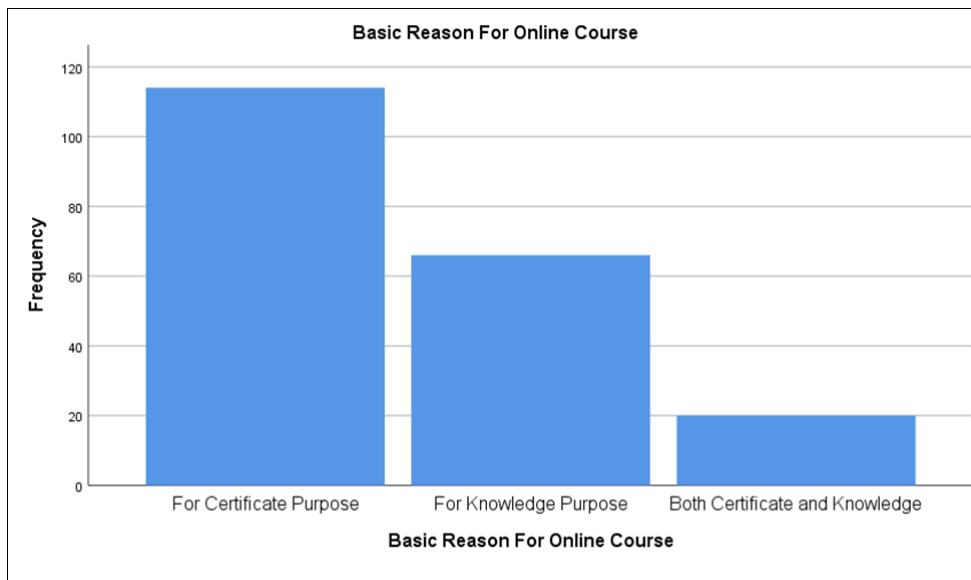


Fig 2: Showing Participants' Response to the basic reason for selecting free online Non-Clinical Course

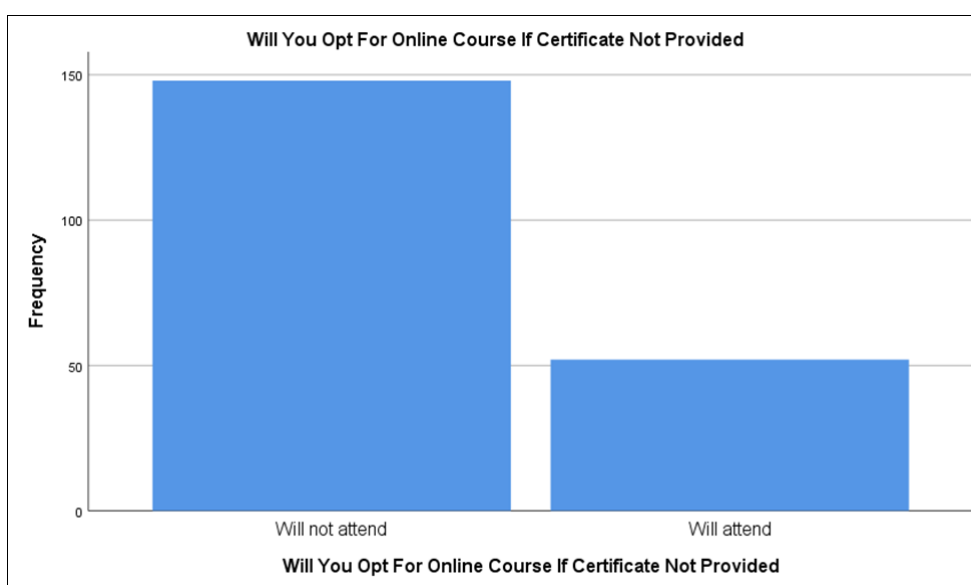


Fig 3: Showing Participants' Response to Opting for an online course, if a Certificate not provided

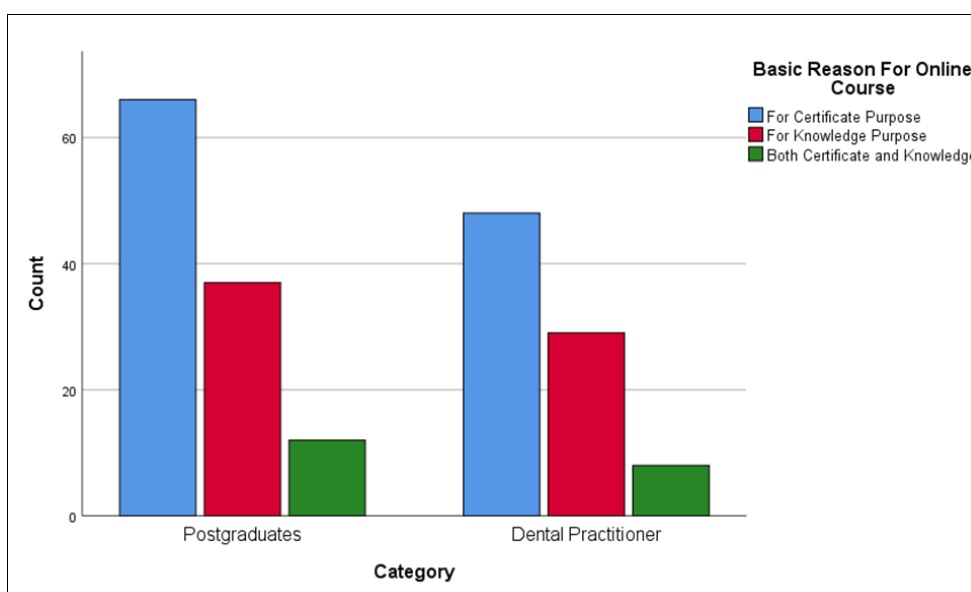


Fig 4: Showing comparison of the response of participants with the basic reason for selecting an online course

Tables**Table 1:** Characteristics of the study population (n=200)

Variables	N (%)
Gender	
Male	149 (74.5%)
Female	51 (25.5%)
Participants	
Postgraduates	115 (57.5%)
General Dental Practitioners	85 (42.5%)

Table 2: Participants' Response to Non-Clinical Course a Way of Marketing

Participants' response	Frequency (N)	Percentage (%)
Maybe	119	59.5
Maybe not	81	40.5
Total	200	100.0

Table 3: Participants' Response to the basic reason for selecting free online Non-Clinical Course

Participants' response	Frequency (N)	Percentage (%)
For Certificate Purpose	114	57.0
For Knowledge Purpose	66	33.0
For both Certificate and Knowledge	20	10.0
Total	200	100.0

Table 4: Participants' Response to Opting for an online course, if a Certificate not provided

Participants' response	Frequency (N)	Percentage (%)
Will not attend	148	74.0
Will attend	52	26.0
Total	200	100.0

Table 5: Comparison of Participants with the Responses obtained.

	Participants' n (%)		P-Value
	Postgraduates	Dental Practitioner	
Do you think, an online free non-clinical course is a way of marketing?			
Maybe	66 (57.4%)	53 (62.4%)	0.03**
Maybe not	49 (42.6%)	32 (37.6%)	
Will you attend the online non-clinical course, if the certificate is not provided?			
Yes, will attend	87 (75.7%)	28 (24.3%)	0.03**
No, will not attend	61 (71.8%)	24 (28.2%)	
What is the basic reason for doing the non-clinical online course?			
For Certificate Purpose	66 (57.4%)	48 (56.5%)	0.02*
For Knowledge Purpose	37 (32.2%)	29 (34.1%)	
Both Certificate and Knowledge	12 (10.4%)	8 (9.4%)	

Test used: *Anova test, **Chi-square test (p-value significant at $\leq .05$)

Discussion

Continuing professional development (clinical) and continuing education (non-clinical) are fundamental to the education and self-improvement of all categories of Dentists within a large oral healthcare facility^[9].

Continuing dental education, non-clinical has been reported to have organizational benefits such as helping to meet the demands of a flexible and competent ground staff workforce, improving inter-professionalism and quality assurance, as well as morale and motivation of grass root level workers^[10]. In the present study, the Majority 60% of the study participants concluded that organizing free non-clinical courses is a way of marketing which was similar to various articles relating to marketing where the growth of individuals can be considered by purchasing free markets^[5, 6].

In the present study majority of study participants responded by saying receiving a certificate is the basic reason for attending free non-clinical courses also 74% of study participants responded saying they will not be attending courses if the certificate is not provided, which clears the criteria that majority are interested in attending non-clinical courses for purpose of certificate only and the various reasons which can be cited are completion of quota during ongoing graduation and post-graduation days, to make an individual's curriculum vitae more attractive and also where the individual is planning to pursue non-clinical courses out of India.

Though In the present study comparing postgraduates and general dental practitioners, Only post-graduates were interested in attending online free non-clinical courses if certificates are not provided, this can be due to the fact that due to peer pressure, they must be looking to purchase validated escaping time or they might be looking forward to gain knowledge with exam point of view.

Conflict of Interest

Not available

Financial Support

Not available

Conclusion

It can be concluded that non-clinical free online courses are a way of marketing and the majority of study participants are attending non-clinical courses just to get a certificate of non-clinical online course. Only post-graduates were interested in attending online free non-clinical courses if certificates are not provided.

References

- Coan L, Windsor LJ, Romito LM. Increasing tobacco intervention strategies by oral health practitioners in Indiana. *Am Dent Hygienists' Assoc.* 2015;89(3):190–201.
- Betts KS, Kisely S, Alati R. Predicting common maternal postpartum complications: leveraging health administrative data and machine learning. *Bjog.* 2019;126(6):702–709.
- International Monetary Fund. "What Is Capitalism?" <https://www.imf.org/external/pubs/ft/fandd/2015/06/basic.s.htm>
- Cato Institute. "On Libertarian Socialism" <https://www.libertarianism.org/columns/libertarian-socialism>
- The Fraser Institute. *Methodology: Approach, Toggle Between Economic Freedom of the World, and Economic Freedom of North America.*
- The Heritage Foundation. "About The Index.

- <https://www.heritage.org/index/>
7. Harrison, Michael, Calltorp, Johan. The reorientation of market-oriented reforms in Swedish health-care. Health policy (Amsterdam, Netherlands); c2000.
 8. Clement, John, Uribe, Sergio, Mariño Rodrigo. Non-clinical Oral Health Practice Specialities. 2018.
 9. Tony Skapetis, Simran Cheema, Mariam El Mustapha. Evaluation of clinical versus non-clinical continuing education in terms of preferences and value for oral healthcare workers, Medical Education Online. 2022;27:1. DOI: 10.1080/10872981.2022.2125630
 10. Pereira T. The role of continuing dental education in clinical practice. J Edu. Ethics Dent. 2017;7(2):25.

How to Cite This Article

CK Darshika, AGD Vattaluri, S Busi, D Astha, HR Dev, C Tulip. A survey among dental postgraduates and dental practitioners for opting free online non-clinical course: A manual survey using digital modes. International Journal of Applied Dental Sciences. 2023;9(1):xxx-xxx.

Creative Commons (CC) License

This is an open access journal, and articles are distributed under the terms of the Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International (CC BY-NC-SA 4.0) License, which allows others to remix, tweak, and build upon the work non-commercially, as long as appropriate credit is given and the new creations are licensed under the identical terms.