

The Trusted Partner Report

Comprehensive Insights into
the Dental Industry

 Trustpilot



Rated Excellent



Introduction

At Henry Schein, we believe knowledge is power, which is why we launched our Trusted Partner Survey in January to bring you our Trusted Partner Report: a comprehensive look into the dental industry as a whole. We maintain that listening to our customers is the first step towards delivering what they really need, which is why we are led by data-driven insights.

Our Trusted Partner Report brings together the voices of dental professionals who shop with Henry Schein, offering a clear view of current trends, priorities, and concerns shaping the dental profession today, to highlight not only where the market is heading, but where opportunities exist to strengthen performance, confidence, and long-term success.

As your trusted dental partner, we want to ensure our customers feel informed and supported, and have all the tools and information they need to deliver the best care for their patients – whatever the future of dentistry may hold.

Survey results collated from 360 respondents as part of the Trusted Partner Survey, launched January 2026.

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The General Consensus

Key Insights



General unrest around the current state and the future prospects of UK dentistry



Time pressures are the most notable challenge



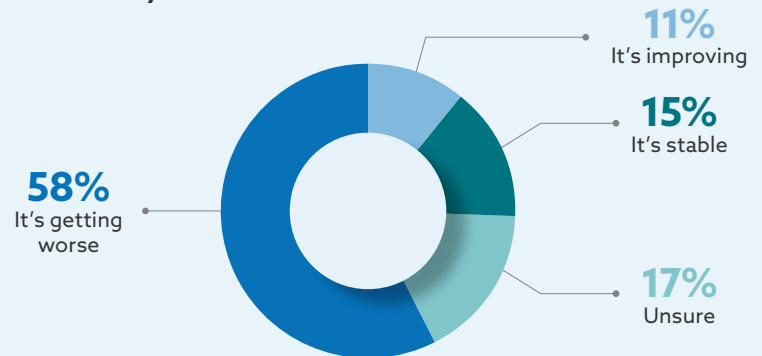
Work-life balance amongst dental professionals tends to be good



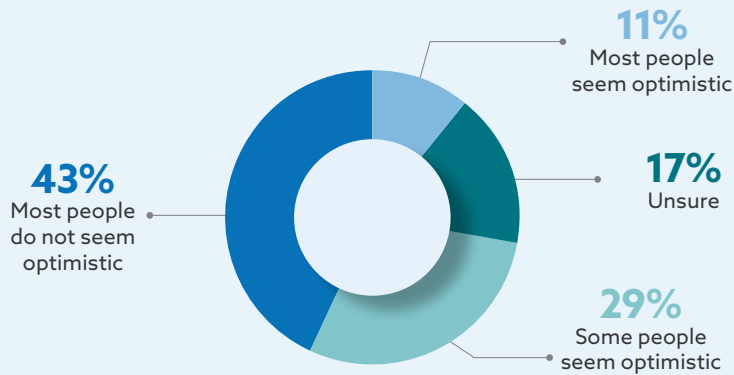
Dentistry remains patient focused as a priority

Dental professionals are concerned about the dental industry as a whole, with **just 26% saying the current state of UK dentistry is stable or improving**. This is for a variety of reasons, including concerns surrounding the NHS, rising costs, staffing issues, and AI usage, among other things.

How would you describe the current state of dentistry in the UK?



When you speak with others in the industry, how do you gauge the level of optimism?



“

The first step to a great patient experience is choosing the right dental partner. With Henry Schein, we can support you not only with great products but with our wide range of solutions and services too, so you can spend more time on what really matters – delivering the best patient experience.

Tracy Pepper
Henry Schein Field Sales Consultant

”

What are your biggest concerns for the future of dentistry?

Lack of GDC support
AI misdiagnosis
Shortage of full-time NHS dentists
Patients being priced out of regularly seeing a dentist
Social media pressures
Less hands-on work
Rising overhead costs
Staff shortages
Personal touch and attention to detail being taken away

“



Incorporating cloud-based practice management isn't just a software upgrade; it's the key to building a streamlined, data-driven ecosystem. From patient communications and contactless check-ins to secure remote access and intuitive clinical charting, Dentally manages the day-to-day complexities, leaving you to focus on better patient care and strategic growth.

Rick Gay
Senior Revenue Director, Henry Schein One

”

Despite this, **only 17% of dental professionals say they do not have a good work-life balance**, with **time pressures cited as the most common day-to-day challenge** for them, followed by staffing shortages, and record keeping.

What is the most time-consuming aspect of your role?

Manual stock checks Staff and patient queries
 Record-keeping and HR Admin
 Stock ordering
 Clinical work Cleaning Equipment breakages
 Compliance Making treatment plans
 Phone calls Staff management and rotas

Understanding financials

“

At Henry Schein Business Solutions, we've partnered with compliance experts to support our customers in remaining inspection ready and focused on patient care. No matter the size of your practice, we have a partner to suit.

Maja Thompson

Director of Practice Services UK & Ireland,
Henry Schein Practice Services

”

“



We know recruitment can be a real headache for practices right now - and when you're already busy, it quickly turns into hours spent writing ads, chasing candidates, screening CVs and rearranging interviews (often with little to show for it). Our team of specialist dental recruiters help take the pressure off.

Lorna Morton

Recruitment Team Manager, Henry Schein Dental Recruitment

”

But across the board, an overwhelming majority of dental professionals say their **patients are the most enjoyable part of their job**.

“

Seeing patients leaving the practice with a big smile on their face is the best part of my job.

Survey Participant

”

Training and Personal Growth

Key Insights



Practice management software favoured for performance tracking



Heavy focus on training and education compared to prior year



Associates prioritise location when comparing workplace options

dentally

Discover the cloud-based practice management software that can help you streamline your practice workflow, and free up valuable time.

Discover Now



Half of dental professionals now use practice management software to track staff performance, but 11% do not monitor performance at all.

How is performance in your practice currently tracked or monitored?

Practice management software reports



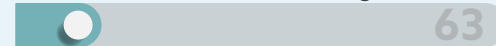
KPIs and dashboards



Manual or spreadsheet tracking



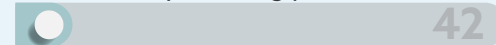
Informal/intuitive monitoring



Financial metrics only



Not currently tracking performance



(Out of 360 responders, multiple choice)

45%

of practice owners and principal dentists are looking to invest in staff training next year, which is great news for the 44% of dental professionals in other roles who are looking to prioritise their training and education in the next year – an increase of 7% on those who prioritised this the previous year.



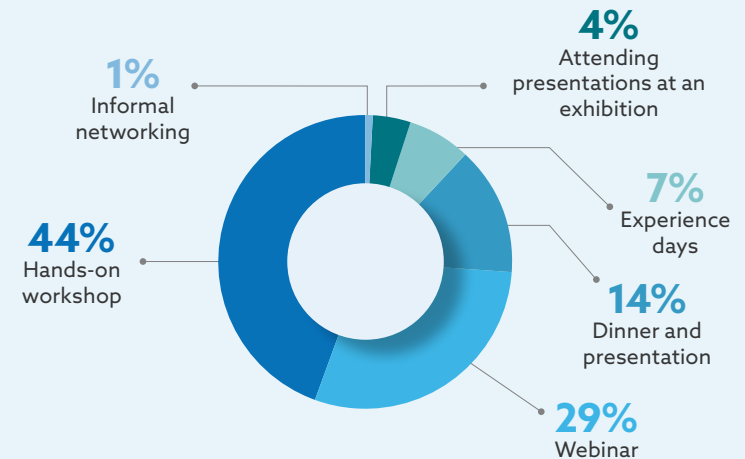
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We are proud to champion clinical excellence through education. At Optident, our forward-thinking team partners with world-leading clinicians to deliver inspiring courses, innovative solutions, and truly unforgettable learning experiences.

Daniella Albernaz Gardiner
Marketing Manager, Optident

”

What is your preferred method for training and education?



 **optident™**

Explore Optident's latest online and in-person courses, created to inspire personal and practice growth.

Learn More 

When considering a practice to work at, associates' top priority is location,

followed by team, and then pay. If staff shortages are affecting your practice, offering the highest salary won't necessarily give you the edge over competitors. Associates now favour the flexibility, convenience, and improved work-life balance of working locally.

And when thinking about their long-term goals for the future, **36% of dental associates who do not already own a practice say they are likely to become a practice owner at some point in their career.**

HENRY SCHEIN®
DENTAL PRACTICE SALES

Register as a buyer for free to receive details of practices for sale.

[Learn More](#)

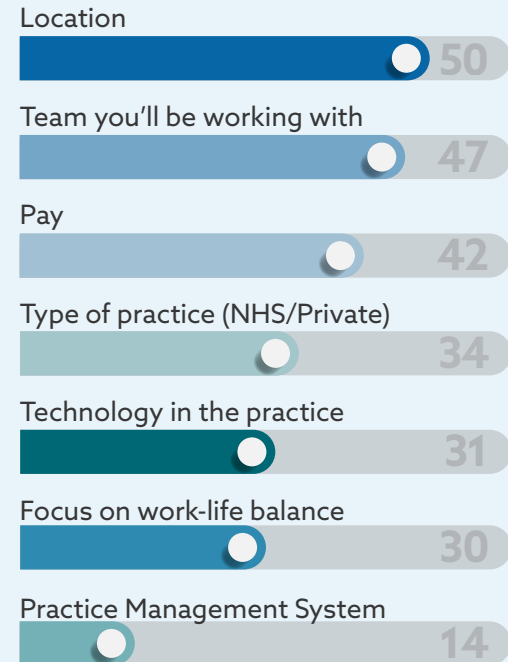
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If you've ever dreamed of opening your own practice, Henry Schein Dental Practice Sales can help. We're dedicated to helping you find the perfect dental practice. And Henry Schein's support doesn't stop at your practice purchase. Henry Schein Dental Practice Sales help you build a more profitable dental practice.

Kimberley Parker
Business Manager, Henry Schein Practice Services

”

What are your main priorities when considering a practice to work at?



(Out of 60 responders, multiple choice)

AI and Digital Advancements

Key Insights



General consensus around AI use in dentistry is mixed



AI should be used as a supporting tool alongside human expertise



Almost half of dental professionals now use AI in some capacity in their workplace



Intraoral scanners have become an essential digital tool for many

61%

of dental professionals predict that AI will positively impact dentistry in some way. Opinions are divided on its best use, although **64% expect documentation and admin to be the area that is most improved by AI**, followed by patient communication (51%), digital workflow/scanning (37%), and clinical planning (37%).

How do you feel AI will impact the future of dentistry?

Easier workflow and better acceptance from patients

Automated note taking

Monitoring patients

Earlier and more consistent diagnoses

Phone calls and booking in

Useful for treatment planning

Easier interpretation of X-rays

Triaging emergency patients

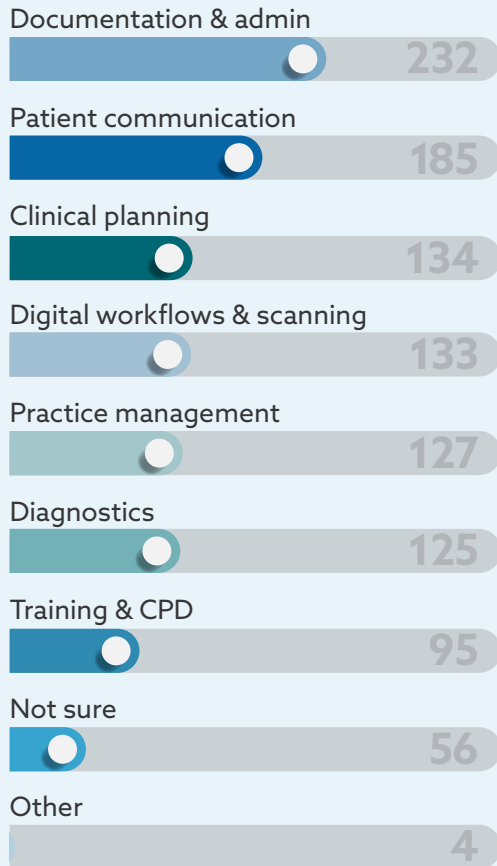
Reduce workload so clinicians can focus on procedures

Sending emails

Help with admin work

Reduced treatment times

In your opinion, which areas of dentistry will AI improve the most?



(Out of 360 responders, multiple choice)

But when it comes to incorporating AI into your dental practice, many note that **the best approach is to use AI as a supporting tool, not a replacement for human expertise and experience.**

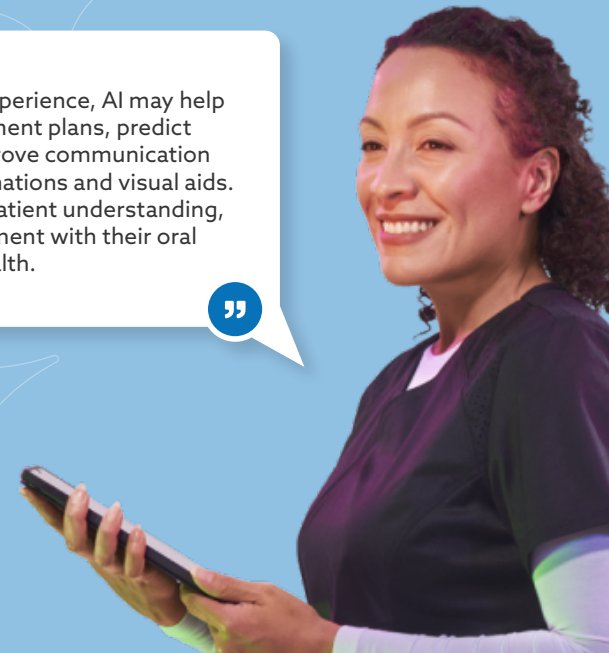
When asked which product or technology would most improve their daily clinical workflow, 15% of dental professionals say AI, though **41% expect to adopt more AI technologies within the next 12-24 months.**

“

In terms of patient experience, AI may help personalise treatment plans, predict outcomes, and improve communication through clearer explanations and visual aids. This could increase patient understanding, trust, and engagement with their oral health.

Survey Participant

”



Which digital technologies do you expect to adopt in the next 12-24 months?

AI tools (communication, admin, triage, planning)



Intraoral scanning



Digital workflow software



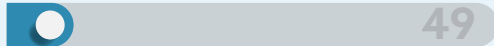
Cloud-based practice management



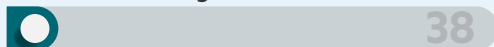
3D printing



Imaging systems



Chairside milling



(Out of 360 responders, multiple choice)

43%

of dental professionals now use AI in their practice in some capacity. However, of the remaining dentists who don't currently use AI, over half say they have no interest in using it going forward.

This divide is down to a multitude of factors, but predominantly due to a feeling of uncertainty, with half of those not interested in implementing AI saying they are unsure how AI might impact the future of dentistry.



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At Henry Schein, we recognise AI is a rising trend within dentistry. Our experts can help you integrate AI technology into your practice through our range of AI-driven equipment, services and solutions.

Emma Humphries
Digital Growth Marketing Manager

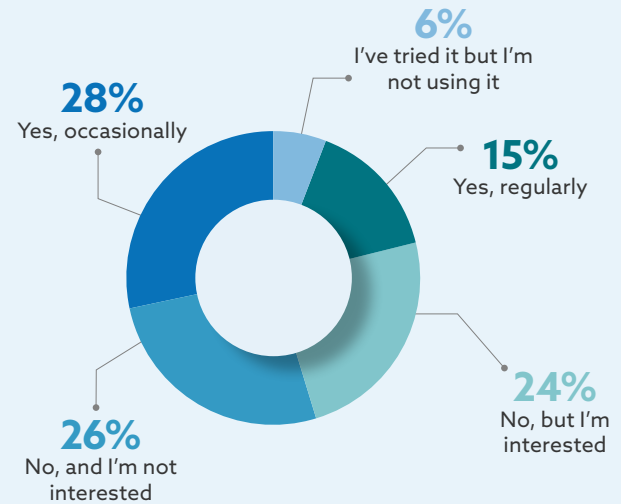
”

84%

of dental professionals now use digital tools today, with intraoral scanners being the most-mentioned and highly praised digital dentistry tool amongst dental professionals, demonstrating their move beyond a “nice-to-have” to an essential for many. AI is noted as an emerging trend, but indicated as supportive rather than foundational at present.



Are you currently using AI or LLMs in any aspect of your dentistry?



A Guide To Intraoral Scanners With Mosin Aboobaker Blog

Optimise your dental practice or laboratory with the equipment must-have that is revolutionising restorative dentistry.

Learn More



NHS and Private Dentistry

Key Insights

 Overwhelming majority of dental practices now offer private dentistry

 Clinical freedom is the biggest factor for going private

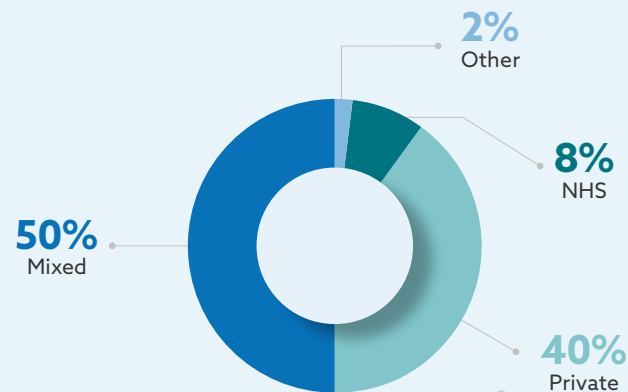
 Rising concerns over the current state and prospects of the NHS

 UDA pressures present the biggest challenge within NHS dentistry

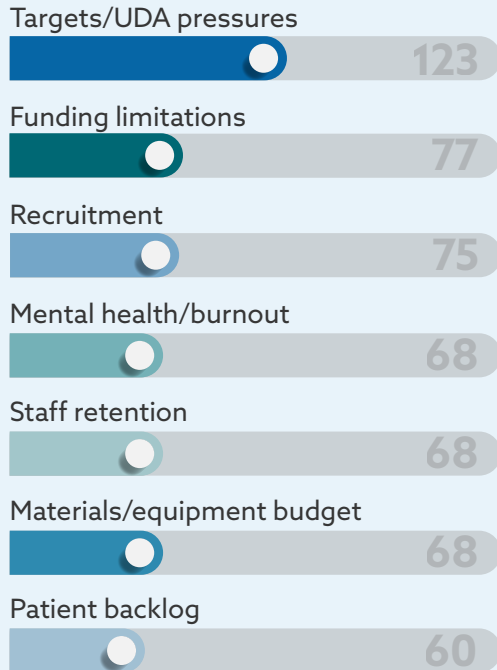
We are seeing a dramatic shift away from fully NHS practice models, with **90% of dental practices now offering private dentistry in some capacity.**

And for the practices offering NHS dentistry in some capacity, targets and UDA pressures are the biggest challenge.

What type of dental setting do you work in?



What are the biggest challenges you face as an NHS/mixed practice?



(Out of 218 responders, multiple choice)



Balancing A Mixed Dental Practice Blog

Learn how to tackle common concerns associated with mixed model dental practices, to achieve balanced patient care and financial viability.

Learn More



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Managing NHS Practices In England And Wales With Dentally

Manage the status of your claims, and track your UDAs with real-time reporting with the help of Dentally.

Discover Now



11%

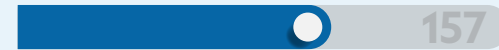
of dental professionals say their biggest hope for the future of dentistry is for a change to the current NHS system, and when asked about their biggest concern for the future of dentistry, 22% mention the NHS.

Of those already practising private dentistry and those considering practising it in the future, **60%** say it is due to greater clinical freedom, followed by better income revenues and reduced pressure.



If you are private or considering going private, what has driven/is driving this shift?

Greater clinical freedom



Higher income potential



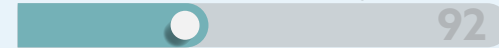
Reduced pressure



Better patient communication & workflow



Ability to invest in technology



(Out of 237 responders, multiple choice)

What is your biggest concern for the future of dentistry?

NHS strains for the people who need it most

Lack of NHS options for children **NHS dentistry failing patients**

The abolition of the NHS

Pressure of NHS

Shortage of full-time NHS dentists

More NHS practices going private

Lack of dentists willing to do NHS work

No general NHS dentistry for those that need it

Lack of NHS funding

Loss of NHS totally

40%


of practice associates say their biggest challenge over the last year was converting NHS patients to private, showing patient reluctance to move across to private care and causing further strain on the NHS.




Whitening and Cosmetic Dentistry

Key Insights

 Rising demand for cosmetic dentistry

 Almost all dental practices now offer whitening

 Sensitivity is the biggest whitening challenge

94%

of dental professionals currently offer whitening, which is no surprise given the rising demand from patients. **Their biggest whitening challenge is sensitivity.**

“

We believe that no one should have to choose between comfort and results. White Dental Beauty combines powerful, professional results with noticeably reduced sensitivity. Powered by patented NOVON® technology, our innovative formula creates a unique pH jump that accelerates whitening, delivering outstanding results in less time. The result is brilliant whitening with greater comfort, making it ideal for patients prone to sensitivity.

Daniella Albernaz Gardiner
Marketing Manager, Optident

”

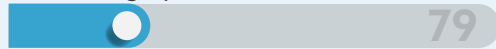
Of the 69% of dental professionals who have seen an increased demand for specific treatments, **40% say they have noticed a higher demand for cosmetic dentistry** – with 16% mentioning aligners and 11% mentioning whitening specifically.

What are the biggest challenges you face with whitening treatments?

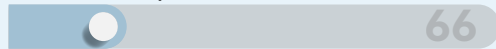
Sensitivity issues



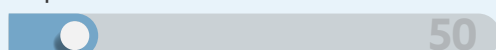
Not enough patient demand



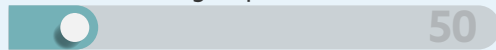
Patient compliance



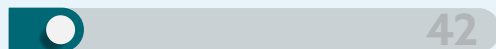
Unpredictable results



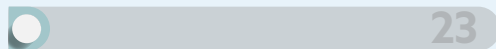
Shade matching/expectations



Cost of materials



Chair time



Documentation/consent



(Out of 274 responders, multiple choice)

White Dental Beauty

Browse the full White Dental Beauty range to discover premium whitening products powered by patented NOVO[®] technology.

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Reclaiming The Whitening Market Blog

Ensure your patients are safe from the risks of illegal tooth whitening by encouraging them to seek regulated, legal alternatives from dental professionals instead.

Learn More

Equipment and Consumables

Key Insights



Dental instruments are the products that cause most inefficiencies



Pricing is a big factor when purchasing dental goods, but not the only priority



Sustainability and the environment are important to most dental professionals



Practice owners are making heavy investments in dental equipment



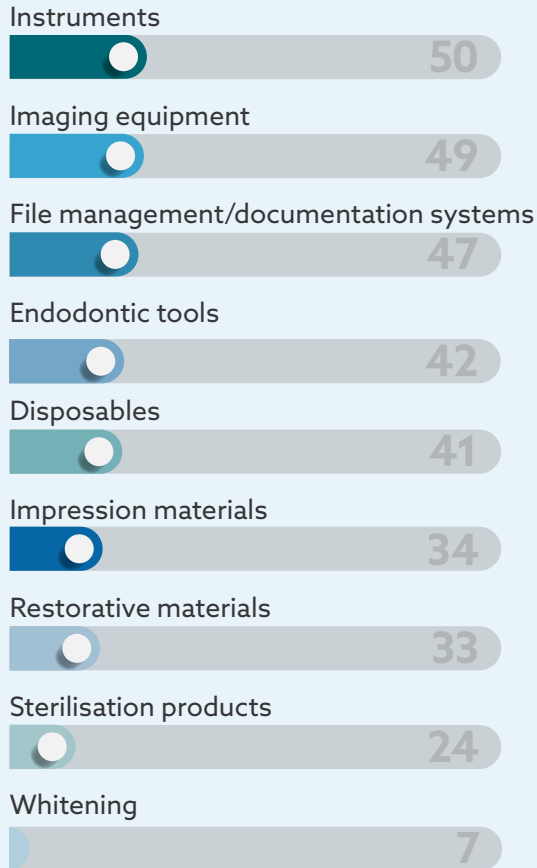
Demand and profitability of dental implants is rising

50%

of dental professionals say they currently work with products or treatment areas that cause them frustration or inefficiency, with the top three areas mentioned being dental instruments, imaging equipment, and file management and documentation.



Which products or treatment areas currently cause frustration or inefficiency?



(Out of 179 responders, multiple choice)

When it comes to dental equipment specifically, **just under half of dental professionals find equipment breakdowns and/or equipment maintenance costs to be a cause of frustration.**



“

From advanced treatment centres, X-ray and digital imaging systems, operator stools, and intraoral scanners to cutting-edge milling machines and 3D printers, Henry Schein support every stage of the clinical workflow. To make investment seamless and accessible, we offer flexible finance options to suit your budget, along with comprehensive repair, maintenance, and service support to keep your equipment performing at its best.

Chris Cox
Equipment Sales Manager

”

62%

say lower costs would make them more likely to adopt new equipment, which is the highest-ranking factor, followed by longer warranties, supplier support, and easier integration.

When managing procurement, 61% of dental professionals prioritise sourcing the lowest product pricing, while 44% prioritise based on efficiency, and 32% prioritise based on trust or familiarity to their preferred brand.



How do you decide what to buy for your practice?



(Out of 360 responders, multiple choice)

Two thirds say that high product costs and budget limitations are their biggest procurement challenge, so shopping smart is essential.

But only around half of practice owners rank product costs as a concern when it comes to their main challenges, and **73% invested in new equipment in the last year**, demonstrating that running a successful practice relies on more than just financials. Even though budgets are tight, investing in modern equipment solutions is key for practice growth.



“

At Henry Schein, it's about supporting practices as they grow, built on trust and ongoing support. Our customers can get everything they need in one place, backed by people who really understand their business and are there for the long term, building strong relationships along the way. Plus, by signing up to our newsletter, you can be the first to hear about our latest promotions and initiatives.

Amy Dagnall
Henry Schein Field Sales Consultant

”



Save With Our Latest Promotions

Explore the latest promotions on quality dental supplies from Henry Schein's Own Brand range, plus other leading suppliers.

Explore Now



And the most profitable area according to practice owners? Implants.

In fact, of the dental professionals who say they have noticed an increased demand for specific dental treatments, **17% report a rising demand for implants** specifically.

“

As demand for dental implants continues to rise, clinicians are choosing premium, evidence-based systems like BioHorizons and Camlog, supported by leading national and international education, a comprehensive, trusted biomaterials portfolio, and end-to-end digital solutions.

Naomi Pleasants
BioHorizons Camlog UK & Ireland

”



BioHorizons Camlog Dental Implants

Browse Biohorizons Camlog's selection of premium dental implants, created to cover virtually every surgical and prosthetic indication or clinician preference.

Discover Now



What do you believe has been the most profitable part of your business this year?

Cosmetic procedures and prosthetics
Private hygiene
Crown and bridge
3D printing restorations and dentures
Private restorative dentistry
Implants, Invisalign and bonding

Implants

Whitening

Endo
General dentistry



Another key area of consideration for dental professionals is their environmental impact.

65% of dental professionals have implemented processes or strategies within their practice to help with the environment and sustainability, and **81%** say it is important that their products and suppliers align with this.



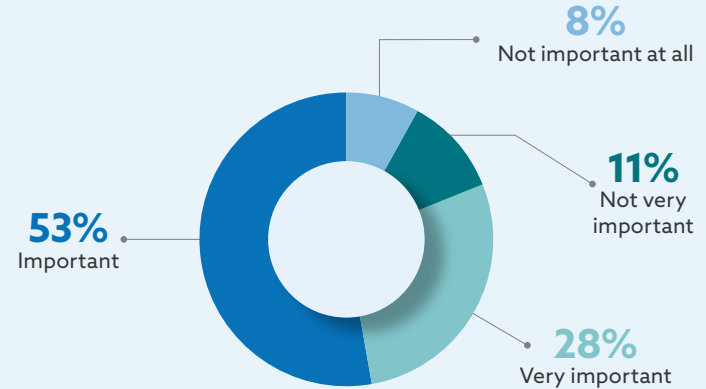
Henry Schein's Commitments To The Environment And Sustainability

Read more about our eco-friendly initiatives, and our mission to support greener dentistry.

Learn More



How important is sustainability and CSR (corporate social responsibility) when choosing dental products or suppliers?



HENRY SCHEIN

Cares[♥]

PRACTICE
GREEN



The Key Takeaways

- Rising costs are a concern for dental professionals, but sourcing the lowest product pricing is not their only priority: they look for speed, efficiency, reliability, and convenience from trustworthy, established brands too.
- There is general unrest around the current state of the dental industry, with increasing concerns surrounding the NHS in particular. The majority of dental practices now offer private dentistry in some capacity.
- Personal growth is a top priority for the following year, with many dental professionals looking to either invest in training for themselves or for their entire team.
- Opinions on AI use within dentistry are split, with just over a quarter of dental professionals saying they have no desire to incorporate AI into their existing workflow. However, the majority believe AI will have a positive impact on dentistry – providing it is used as an accompanying tool for human expertise, and not as a replacement.
- Almost three quarters of practice owners invested in new equipment in the last year, demonstrating that adopting modern technologies is essential for giving dental practices a competitive edge.
- While most dental professionals report having a good work-life balance already, this remains a priority with many looking to improve it further. Dental associates now prioritise location above all else when considering changing practice, indicating that flexibility and convenience are more important than pay.
- Time pressures are a concern for dental professionals, but many expect AI advancements to help them manage their time better, especially when it comes to admin and documentation.
- An increased demand for cosmetic dentistry has resulted in almost all dental practices now offering whitening, and many noticing an increase in patients seeking aligners. Sensitivity is the biggest whitening challenge faced by dental professionals.
- Practice owners report that implants are the most profitable part of their business, with almost a fifth seeing a growing demand from patients.
- Most dental professionals consider the environment and sustainability when deciding which products to purchase and which suppliers to work with, and many dental practices have already actively implemented processes or strategies to reduce their environmental impact.

Henry Schein As Your Practice Partner

At Henry Schein, we support dental professionals beyond dental supplies: we are your reliable practice partner at every stage of your career.

Aside from our wide range of high-quality dental consumables and equipment – including our trusted Own Brand and brand-owned ranges – Henry Schein provide ongoing support to dental professionals for the entirety of their careers, through expert guidance from our dedicated specialists, a user-friendly website, and a comprehensive range of services and solutions.

What is the first adjective that comes to mind when you think of Henry Schein?

Prompt
Professional
Support
Trustworthy
Established
Consistent
Organised
Helpful
Reliable
Leader
Speedy

Whether you're looking to invest in modern equipment solutions, expand your practice, explore new career options, or streamline your workflow with intelligent practice management software, Henry Schein can help.

Explore our full range of services and solutions, and discover what makes Henry Schein the trusted partner your practice deserves.



Why Customers Shop With Henry Schein Blog

Learn why dental professionals across the globe choose Henry Schein as their trusted healthcare solutions provider, for more than just dental supplies.

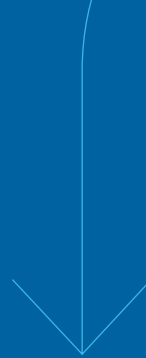
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Variety And Convenience With Henry Schien Blog

Find all your essential dental consumables plus the latest equipment at Henry Schein, for a convenient and time-saving shopping experience.

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EXCELLENCE

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