

МЕДИЦИНСКИЕ НАУКИ

ИЗУЧЕНИЕ МОТИВАЦИОННОЙ АКТИВНОСТИ ЛЮДЕЙ ПОЖИЛОГО И СТАРЧЕСКОГО ВОЗРАСТА ВО ВРЕМЯ ПОСЕЩЕНИЯ ВРАЧА- СТОМАТОЛОГА НА ОСНОВЕ ИЕРАРХИИ ПОТРЕБНОСТЕЙ МАСЛОУ.

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STUDY THE MOTIVATIONAL ACTIVITY IN PEOPLE OF ELDERLY AND SENILE AGE WHILE VISITING A DENTIST BASED ON THE MASLOW'S HIERARCHY OF NEEDS.

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Topicality:

The issues of motivation for visiting a dentist in the older age group are still poorly understood (1). It is evidenced by a high percentage of patients with complete dentures in this one (2). Also Maslow's hierarchy of needs, which objectively shows decision-making processes, including visiting a dentist, is rarely used in practical medicine.

The purpose of the research:

To study the motivational activity in people of elderly and senile age while visiting a dentist based on the Maslow's hierarchy of needs.

Material and methods of the research:

This research was carried out from February 1, 2019 to April 30, 2019 in a private dental clinic in Moscow region. During the exploration period, the clinic received 837 initial requests for dental care, and 202 of them were ones of the older age group (which is 24.1% of the total number of calls). 202 people took part in this survey (125 women and 77 men).

Statistical, sociological, measurement methods based on the grouping of patients according to the level and structure of motivational activity.

Results:

Study participants were divided into groups. The first group with 107 patients (53%) is the most numerous, but the respondents have low motivation – they chose no more than 2 out of 13 proposed reasons for visiting a dentist. The second group includes 79 of survey participants (39%) who chose 3-6 reasons. 16 respondents of 3rd group (8%) ticked more than 6 motivational priorities in the questionnaire. For respondents of 1st and 2nd groups, the most important motivational

reasons were physiological and self-preserving motives, in varying degrees, self-actualization motives and aesthetics.

The percentage ratio for these groups were 61.3%; 15.9%; 4.8%; 11.2% and 42.4%; 23.7%; 11.2%; 18.4%, respectively. In the 3rd group there were only females, and guiding motives for them were not only physiological, but also cognitive as well self-realization, aesthetic motives comes first (17.5%; 18.3%; 23.2%, 27,4 %).

Conclusions:

- The main reason for visiting the dentist is the physiological requirement to get rid of pain, malaise, etc.
- The older age group of patients has low motivation, according to our research.
- Female patients have a large motivation in general. Particularly, they aim at reaching the motives of a higher order.
- When patients' motivation increases in the older age group, the need to implement motives of a higher order prevail.

Consequently, the higher the level of motivational activity, the better the attendance for dental care that will boost the improvement of the quality of life.

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