

DENTAL SAVINGS TRUMPS MEXICO BORDER CONCERNS FOR TEXAS PATIENTS

- Nuevo Progreso is the top destination for Texas patients seeking dental treatment in Mexico with 26% of users looking for clinics here¹
- Juarez is the second most popular location for Texans, with 13% of users looking for clinics in Juarez.
- Overall, online searches from Texans to clinics in Mexico has risen by 33% in the past twelve months indicating there is no let-up in interest for private dental treatment over the border.
- Overall, enquiries from US patients to dental clinics in Mexico have increased by 19% in the past twelve months, and 127% over the past five years, based on analysis of 63,444 patient enquiries.
- The most popular treatment for Texas patients heading to Mexico is dental implants, where average cost of treatment can be as much as 69% cheaper than in the US.
- Dentures are the second most popular treatment for Texans where prices are on average 54% cheaper than in Mexico.
- Demand for private dental among 25-34-year-old Texans is growing, with 24% of search traffic coming from this segment, and 19% coming from those aged 55-64.

[Friday July 1st 2016] WhatClinic.com, Texas: A report out today from worldwide dentists-finder website WhatClinic.com has revealed that while US demand for dental treatment in Mexico is on the up, nowhere is this more apparent than for patients in Texas, where demand for dental treatment in Mexico has increased by a whopping 33% over the past twelve months. The top destination for Texans right now appears to be for [dental clinics in Nuevo Progreso](#), with 26% of traffic in the past thirty days. So while presumptive Republican nominee Donald Trump has said repeatedly that he would “build a wall” across the Mexican border, it’s apparent that Texans will be fairly irate if this were to inconvenience the handy savings that are being made for key treatments like dental implants and dental crowns.

¹ Based on analysis of a sample of 465,000 site visits to whatclinic.com in the past 30 days, where 26% of new users from Texas landed on clinic pages located in Nuevo Progreso.

In an evaluation of 19,223 patient enquiries made to 1,094 [dental clinics in Mexico](#) over the past 12 months, it was revealed that demand for cross border dentistry shows no signs of abating, despite a certain amount of political rhetoric about the movement of people across the busy border. Demand for treatment in Mexico continues to be driven by significant savings, as well as lack of insurance for key treatments, and the strong demand for aesthetic treatments.

Here are the top ten treatments, in order of popularity that consumers are seeking over the border, along with the change in demand over the past 12 months, and the average prices both at home and across the border.

Top 10 treatments for US patients seeking dental work in Mexico (based on volume of email enquiries sent to clinics in the past 12 months)					
Procedure	Increase in enquiries	Avg starting price Mexico (USD)	Avg starting price US (USD)	Info	Pontential Savings: Up to..
Dental Implants	49%	\$856	£2,737.00	Based on prices from 226 clinics	69%
Dentures	26%	\$402	\$880	per plate (not full set) / Baesd on prices from 144 clinics	54%
Dental Crowns	14%	\$246	\$707	Based on prices from 197 clinics	65%
Braces	-12%	\$1,362	\$3,791	Based on prices from 55 clinics	64%
Dental Bridges	74%	\$579	\$1,303	per tooth / Based on prices from 136 clinics	56%
Root Canals	23%	\$192	\$562	per tooth. / Based on prices from 201 clinics	66%
Veneers	24%	\$324	\$769	per tooth. Based on prices from 131 clinics	58%
Extractions	155%	\$60	\$125	simple extraction. Based on prices from 133 clinics	52%
Teeth Whitening	53%	\$172	\$202	per session (not laser). Based on prices from 184 clinics	15%
Teeth Cleaning	124%	\$40	\$74	Based on prices from 168 clinics	46%

By comparing average national starting prices for key treatments, we can see there are significant savings to be made for those prepared to travel. [Dental implants](#), which offer a marked improvement on traditional false teeth, have an average

starting price of \$859 in Mexico, compared to \$2,727 in the US, based on prices from 226 clinics across both countries, which is a saving of 69%. Dental crowns and bridges are also big wins, offering 65% and 56% savings respectively. Dentures and denture repair is also very popular, and is the second most popular treatment across all US consumers.

Despite offering savings of 54%, demand for braces has fallen by 12%. According to the American Association of Orthodontists, over 1.2 million adults in the US had orthodontic care in 2012, which was up 29% from figures in 1996. Braces require regular visits to the orthodontist over an extended time period, which makes it a less suitable treatment for travel, depending on where you live. Bridges and crowns require several trips, especially with components requiring custom manufacture, however people are often able to squeeze in a holiday while they space out their treatments, something that clearly appeals to both the over 55s and the 20-35s demographics.

Traffic from US users to MX dental clinics (data from past 90 days)							
Female	Male	18-24	25-34	35-44	45-54	55-64	65+
49%	51%	10%	20%	16%	17%	20%	16%

Traffic from Texas users to MX dental clinics (data from past 90 days)							
Female	Male	18-24	25-34	35-44	45-54	55-64	65+
53%	47%	12%	24%	17%	16%	19%	13%

Above we can compare demographic interest from users in Texas with patients from the rest of the United States. Gender stats are similar, though Texas tips the scales towards the women (53%), while the national stats have men in the majority at 51%. We can see that some of the additional demand within the profile of Texas dental patients is from patients in the 25-34 age bracket, with almost a quarter of search traffic from within this segment.

Dr. Sandeep Senghera, WhatClinic's Head of Dentistry had this to say: "The dental tourism market into Mexico has been very robust for many years and shows no sign

of easing off, despite the current political border debate. Being able to stroll across the border for big savings is certainly a major factor for the people of Texas, and should Mr. Trump succeed with his border policy, this could do more than keep out the Mexican people he has disparaged, it could also have significant impact on the ease with which US patients - specifically those in Texas - seek and access big savings.”

“Dental implants are a complex treatment, and patients considering this work in Mexico should remember that treatment can involve multiple trips spread over a period of time. Travel costs should therefore be factored into the budget. The implant system used in Mexico may not be supported by US dentists, also worth considering should an implant fail or require maintenance work in the future. That being said, Mexican dentists are often well equipped to ensure a great customer experience and often provide travel and accommodation support.”

-ENDS -

Notes to editors:

Average prices are made from individual prices listed by clinics on WhatClinic.com. Clinics list treatment and prices differently on WhatClinic.com, prices usually vary widely and clinics don't always quote for the same version of a particular procedure.

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About WhatClinic.com:

WhatClinic.com is a global healthcare comparison website that enables patients to compare and review clinics across the globe, with online booking and independent price checks. With detailed listings for over 120,000 private healthcare clinics across 135 countries worldwide, including thousands of dental clinics in Mexico, WhatClinic.com helps consumers make an informed decision on elective medical treatments as conveniently as possible. WhatClinic.com was founded in 2007 by tech entrepreneur Caelen King and is headquartered in Dublin, Ireland. Since its launch, over 70 million people have visited the site to find, compare and book treatments across a wide range of elective medical treatments.

