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	 CURRENT PATIENT BEHAVIOR	 ASSESSED MOTIVATION	 STEP 1	 STEP 2
Periodontally healthy	Toothbrush only	Low motivation 		 or 
		Normal 	 or 	 or 
Periodontally challenged	Toothbrush only 	Low motivation 	 or 	 + 
	Toothbrush only 	Normal to high motivation 		 + 
	Toothbrush + Irregular ID cleaning  	Normal to high motivation 		 + 
	Toothbrush + Irregular ID cleaning  	Normal to high motivation Dexterity issues 		 + 

HOW TO USE THE “ORAL HEALTH EASE-OF-USE LADDER”?

1. Evaluate your patient’s periodontal health status
2. Consider your patient’s current behaviour – which tools is the patient currently using? Toothbrush only? Toothbrush and floss?
3. Gauge your patient’s motivation for interdental cleaning. How many times a day does he or she brush? How many times a day/week does he or she floss or use an interdental? What is your patient’s facial expression while you are speaking to him?
4. Take into account any dexterity issues

Rubber interdental cleaners, like GUM® SOFT-PICKS®, are the universal tool for all patients – the primary tool for the periodontally healthy and the secondary tool for periodontally unhealthy patients.

For the most hesitant, low motivation patient, irrespective of health status, always start with rubber interdental cleaners (space permitting). Patients prefer them because they are particularly easy to use and cause fewer gum abrasions. For patients needing an extra nudge, you may want to consider mint-flavored rubber interdental cleaners.

For the periodontally compromised patient, always recommend best-in-class interdental brushes, like **GUM® TRAV-LER®** – either as a second step, after the adoption of rubber interdental cleaners or right away in combination, so as to promote interdental cleaning at home and on the go.