How It All Started

Members said it was important for AAE to do more to increase public awareness about what endodontists do and who we are. So the Board committed to a multi-year public awareness campaign to help with the goal that:

"The public will value saving their natural teeth and seek endodontists as the first choice for their care."

Setting the Strategy and Creative

We couldn’t just start talking without having something compelling to say.

We developed insights, strategies and creative. We tested those with our audiences. What resonated most came to be called Worth Saving. And here’s how we described it to people...

Grounding in Research

All great campaigns start with research.

We identified what we call the “informed patient,” people most likely to do their homework when they have tooth pain and seek out a specialist – like us!

The data told us they are younger and higher income. And we know more than 31% of them are getting root canals...and will need more as they grow older.

With the resources we have for this campaign, we decided to focus on where these people:

We live in a disposable, all-things-recyclable era. Yet some things are truly worth saving, preserving and revering.

From the mighty Redwoods to one’s grandfather’s watch, sometimes “new” is simply not better. Like old friends who have stood by your side over the years, the human body is something to marvel at – and sometimes, we underestimate its true worth and value.

Take our teeth, for instance: a gateway to nutrition, a sign of emotion, a signal of overall good health.

Our natural teeth are worth saving. And teeth have a natural ally in the expertise and experience of endodontists – professionals dedicated to saving and optimizing one’s natural teeth.

WORTH SAVING. And with the expertise to do it.

For more information about the Worth Saving consumer campaign, contact Kim FitzSimmons at kfitzsimmons@aae.org.
Digital Footprint

Our Pay-Per-Click and Display ad campaigns continue to outperform goal.

Year to date, we are tracking 2 million impressions over goal and almost 13,000 clicks over goal!

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<th>Patient Website Visits</th>
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<td>FY 2018-2019</td>
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<td>FY 2019-2020</td>
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<td>FY 2020-2021 (Projected)</td>
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<th>FindMyEndodontist.com Users</th>
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<td>FY 2018-2019</td>
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<td>FY 2019-2020</td>
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Media Moments

2020-2021 AAE President Dr. Alan H. Gluskin completed a news media tour in August 2020. He took part in 24 unique interviews — with many more airings than that, thanks to a self-contained interview, which was picked up in several media markets throughout the country.

He also recorded an audio news release, which was picked up by several news outlets.

AAE media outreach around cracked teeth and COVID-19 helped secured favorable coverage for the Association in major news outlets, such as CNN.com, USA Today, Chicago Sun-Times and more!

Social Media

- Surpassed 30,000 Facebook Likes
- More than 3,000 Instagram followers and nearly 4,000 Twitter fans
- Rapidly growing LinkedIn following—over 9,000 strong and counting

Public Survey

In November 2020, the AAE conducted a consumer survey to better understand Americans’ general knowledge of the link between their overall health and oral health, their oral health habits (i.e., flossing), and perceptions of oral health.

The survey was later used to develop an infographic with a holiday theme and a press release meant to generate favorable coverage for endodontists in various news media spheres.

This content was developed in furtherance of AAE’s Root Canal Truth, aka, A Healthy Mouth = A Healthier You initiative.

- Over 150 million total potential audience reach
- 100 pickups

For more information about the Worth Saving consumer campaign, contact Kim FitzSimmons at kfitzsimmons@aae.org.
Campaign Activations

Mat Release (MAT)
AAE’s press release was also fashioned into a MAT release – a brief article meant to provide comprehensive information to reporters and general audiences in a more digestible fashion.
The MAT release made over 200 million total audience impressions. It was placed on 1,013 sites and news organizations across 171 media markets.

Survey Infographic
The AAE also designed a compelling infographic to go along with the MNR and MAT assets.
This graphic was also shared via AAE and members’ social media channels dozens of times!

Times Square Placement
As a complement to the above-mentioned news release and infographic, the AAE placed this Worth Saving graphic in New York’s Times Square.
The graphic and message pull through was quite the successful campaign activation.

A Healthier Mouth = A Healthier You

What’s Next?
Save Your Tooth Month 2021 Satellite Media Tour!
On May 4, 2021, Incoming President Dr. Alan S. Law will participate in a series of TV and radio interviews.
We’ll be sharing results and clips!

For more information about the Worth Saving consumer campaign, contact Kim FitzSimmons at kfitzsimmons@aae.org.