

AAE Coronavirus Briefings

In March, the AAE developed the Coronavirus Briefing to keep members informed about industry-related pandemic updates and resources. Sponsors can now support this newsletter with their own banner ad and COVID-related news brief.

Fast Facts:

- 7,131: Average audience size
- 35%: Average open rate
- 5%: Average click through rate
- 24 newsletters deployed between March 24 and October 20, 2020

Support future editions; \$2,500 includes:

- Leaderboard Display Ad
 - 728 x 90 px
 - JPG or PNG
 - Destination link to be provided by supporter
- “From Our Supporter” COVID Content Section
 - Headline
 - 50-word summary
 - Call to action link

Content is due one week prior to issue date.

Upcoming newsletter dates:

NOV. 17
DEC. 1, 15, 29
JAN. 12, 26
FEB. 2, 16

Contacts:

Sales: Marianne Niles
(mniles@aae.org)

Production: Michael Dobrow
(mdobrow@aae.org) and Elisabeth Lisican (elisican@aae.org)



Coronavirus Briefing

Tuesday, October 6, 2020

The next Briefing will transmit on Tuesday, October 20.

View past editions of the briefing and explore more resources and information from the AAE at aae.org/covid, or contact info@aae.org to tell us how the Association can help.

AAE in Your Corner:

1. [AAE President and Member Featured in CNN Online Article on Increased Cracked Tooth Cases Amid COVID-19](#)
The Association's ongoing efforts to spotlight the critical role endodontists play during the pandemic continue to be successful! Check out this must-read online article from CNN, featuring AAE President Dr. Alan H. Gluskin and member Dr. Derek T. Peek.
2. [AAE Member Quoted in U.S. News & World Report](#)
The AAE helped connect member Dr. Avina K. Paranjpe with [HealthDay](#) for an article on cracked teeth amid COVID-19. The article was also published in [U.S. News and World Report](#). A similar story also ran online by [The Healthy](#) and featured AAE member Dr. Derek T. Peek.
3. [AAE's 2019-20 Annual Report Showcases Our COVID-19 Pivot](#)
The best way to describe the 2019-2020 membership year is that it was anything but ordinary! In spite of these challenging times, there is still much to celebrate about being an AAE member. Relive the top highlights from July 1, 2019, through June 30, 2020, including the AAE's response and pivot to the COVID crisis, in this informative, engaging report, available at annualreport.aae.org.
4. [View the AAE'S 2019-2020 Year In Review Video](#)
In challenging times, we stay Endo Strong. Peer back through a year that was anything but ordinary in this especially poignant Year in Review video.

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Bookmark aae.org/covid today!

Get the latest info and resources around COVID-19 and its implications for care on our coronavirus webpage. [LEARN MORE](#)

From the ADA:

1. [Dental FAQs on the Provider Relief Fund](#)
2. [Dentists See Increase in Stress-Related Oral Health Conditions, HPI Poll Finds](#)
3. [Vaccine Allocation Framework Identifies Dentists As Essential](#)
4. [Professor of Endodontics, Other Volunteers Use Zoom To Teach Overseas During COVID-19 Pandemic](#)
5. [WATCH: COVID-19 Economic Impact on Dental Practices](#)

Medical News:

1. [AP: Federal Government to Deliver 100M Rapid SARS-CoV-2 Tests To States](#)
2. [AP: CDC Says Coronavirus Can Spread Indoors in Updated Guidance](#)
3. [Johns Hopkins: COVID-19 Dashboard by the Center for Systems Science and Engineering, \(CSSE\) at Johns Hopkins University, \(JHU\)](#)

Government and Legislative Updates:

1. [From American Banker: Treasury Confirms PPP Loan Forgiveness Will Begin](#)
2. [From GovTrack: COVID-19 Congressional Legislative Tracker](#)
3. [From National Governors Association: State by State Memo and Activity Tracker](#)

From Our Supporter

Your Headline Here

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