

**WORTH
SAVING**

2ND EDITION

Gazette



aae.org/worthsaving



american association of
endodontists

The Latest Worth Saving

Taking to the Airwaves: Fall 2022 Satellite Media Tour Shares Highlights from AAE's Public Survey

On Nov. 29, 2022, Dr. Zweig completed his Fall Satellite Media Tour. He took part in a total of 22 interviews, and also recorded an audio and video news release mass distributed to millions of viewers across the country! The tour garnered a total of 29,406,116 views!



Breakdown by category

Television

Total Broadcasts to Date: 549
Total Markets: 177
Total Audience: 9,175,785

Radio

Total Broadcasts to Date: 595
Total Markets: 120
Total Audience: 13,690,215

Online

Total Placements to Date: 50
Total Markets: 21
Total Unique Monthly Visitors: 6,540,116

AAE Past President Dr. Stefan Zweig Celebrates Save Your Tooth Month in Chicago



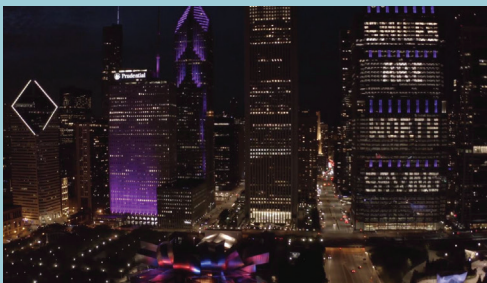
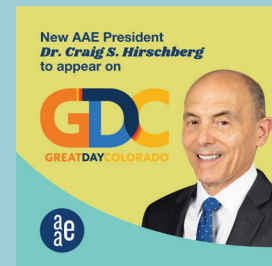
Dr. Zweig was certainly busy when he visited Chicago ahead of AAE23. On April 27, he appeared on two of Chicago's WGN-TV programs—*Daytime Chicago* and WGN's Morning News—to kick off the May celebration of Save Your Tooth Month and explain the importance of saving your natural teeth.

"It's all about making the public aware about what endodontists do," Dr. Zweig emphasized. "They have a lot more expertise and do [root canals] very comfortably, very quickly, and with a high degree of success."

AAE President Dr. Craig S. Hirschberg Appears on Two TV News Programs

After assuming his role as the new AAE president at the association's annual meeting in early May, Dr. Craig S. Hirschberg wasted no time spreading the word about good oral health. At the tail end of Save Your Tooth Month, Dr. Hirschberg appeared on Fox 31's *Great Day Colorado* on May 23 and on CW33's *Inside DFW*.

The Cincinnati-born Dr. Hirschberg joined both stations remotely from New Jersey—where he heads the Department of Endodontics at Rutgers School of Dental Medicine—to explain the meaning behind Save Your Tooth Month. He emphasized that nothing functions quite like your natural teeth and even lets us in on who his favorite superhero is.



Storytelling

Our team continues to practice our established media pitching and storytelling process. In June 2023, when the POTUS received root canal treatment, the marketing and communications team issued a news release in anticipation of an increase in public curiosity about the procedure. The release, "4 Things You Didn't Know About Root Canal Treatment," was picked up by many outlets and garnered an estimated audience of 239.3 million, shining a spotlight on endodontic care.

Worth Saving

Behind the Scenes

There are many visible components of our public campaign. But are you aware that we're elevating endodontists in less obvious ways as well? Take, for instance, our digital campaign, namely, our Tooth Pain Paid Media program.

In a nutshell, Tooth Paid Media intercepts patients seeking information about root canal procedures on Google with targeted advertising and re-targeting.



The campaign is strategically designed to address two critical points along the patient journey:

- **Before Tooth Pain:** The campaign conditions the audience to recognize the significance of preserving natural teeth and understand the role of endodontists. This early engagement aims to establish endodontists as the preferred choice of care.
- **At the Point of Tooth Pain:** The campaign intercepts the audience at a key decision-making juncture, ideally before they seek assistance from a general dentist. The goal is to direct them towards endodontists directly or to ensure that endodontists are top of mind when they do visit a dentist.

MEDIA PRESENCE

The 2022–2023 membership year yielded a total of 58 media interviews and about 200 million-plus views generated from a total of 2,461 outlets that ran the interviews!

AAE Website and Ad Campaigns Exceed Traffic Goals for Recent Fiscal Year

The 2022–2023 fiscal year was a phenomenal one for AAE's website analytics. Between the performance of our FindMyEndodontist.com directory, our cutting-edge digital ad campaign, and the revamping of our various webpages, we have well exceeded our projected numbers. Guided by our unwavering goal to educate the public about the value of saving their natural teeth and the fact that endodontists are the best choice for their care, we're thrilled to report that our public awareness campaign continues to see resounding success.

All the below statistics are referring to the most recent fiscal year (July 2022–July 2023).

All AAE Websites

Nearly 1.9 million people visited all AAE websites.

The average visitor visited about two pages and spent 1:12 minutes on the site.

What is a Root Canal? remained our top-performing page.

- There were 711,127 unique visitors.
- The page continues to be in the top position in Google for the searches "What is a root canal" and "root canal".

Demographics

LOCATION

- 65.08% visitors were from the United States.
- 5.77% were from Canada.
- 6.88% were from India.
- 3.57% were from the United Kingdom.
- 1.38% were from Australia, and more.

AGE AND GENDER

- 45.39% of site visitors were ages 25 to 44.
- 50.07% were male and 49.93% were female.

Organic Search accounted for 79.9% (1,905,190) of all traffic to AAE sites.

72.32% of all traffic to AAE's patient site was from a mobile device.

Digital Ad Campaigns

- Digital ads created more than 21 million impressions, which is 50% over our goal.
- There were 100,000 clicks on our digital ads.
- 60,406 conversions were made, where conversions mean the user ended up on findmyendodontist.com, which is 76% over our goal.
- The Cost Per Click (CPC) has gone down from around \$1.27/click to around \$1.20/click (compared to the goal of \$3.85/click).

FindMyEndodontist.com

- There were approximately 233,000 directory searches conducted.
- There was a 55% increase of clicks to member profiles compared to the previous fiscal year.
- There was an 80% increase in clicks on the provider's detailed information compared to the previous fiscal year, including website, address and phone number.

Memories Worth Saving Timeline of Key Activations

2019

February

Worth Saving campaign launches after extensive research and identification of target audience.

March

Release of Worth Saving 'Person on the Street' videos.



April

Worth Saving messaging appears on Times Square billboard.

May

Root Canal Awareness Week turns into month-long celebration, Save Your Tooth Month.

August & September

'Saver to Saver' videos are released.



October

AAE dispels unfounded root canal fears using Fall 2019 public survey Halloween-themed results.

November

AAE members from Boston, Harvard and Tufts Dental Schools form trifecta of free care on "Teeth Worth Saving Day".

2020

May

AAE President conducts satellite radio tour — 18 interviews with a timely message on root canal safety and endodontists on the front lines of COVID-19 (the first of future biannual media tours with radio and television appearances).



New-and-improved FindMyEndodontist.com site launches.

July

AAE wins Public Relations Society of America (PRSA)—Chicago Chapter Skyline Award of Excellence for Worth Saving campaign.

July–September

AAE releases branded social media graphics, varying from important tooth saving themes to #ThankAnEndo sentiments.



August

Media looks to AAE for expertise on cracked tooth surge amid COVID-19; AAE members are interviewed for outlets such as CNN.com, USA Today and U.S. News and World Report.

December

Survey reveals that more than half of Americans put off general dental check-ups because of the COVID-19 pandemic.



2021

May

Saving-teeth face masks are created, helping endodontists show how much they care about keeping patients safe.

July

Inaugural class of Save Your Tooth Month Social Media "Movers and Shakers" is revealed.

October

AAE President brings a tooth-saving message to morning show "Indy Style".

November

AAE survey reveals 81% of Americans wish they had taken better care of their teeth.

December

Worth Saving offshoot campaign "Healthier Mouth = A Healthier You" releases mass-distributed feature story: "An Oral Health Holiday Carol"

2022

January

Survey shows majority of Americans resolved to improve their oral health in the New Year.

February

Interview with AAE President appears in *Good Housekeeping* and *Woman's Day* magazines.

March

First social media influencer campaign is launched, complete with lifestyle influencers and AAE member “endofluencers.”

April

AAE22 member center is branded in FindMyEndodontist.com imagery.

May

Members receive a new version of popular AAE face mask, just in time for Save Your Tooth Month. AAE marks its fifth Satellite Media Tour completed to date.

June

AAE marks campaign metric milestones: a total of 140,000 FindMyEndodontist.com searches in the 2021–2022 membership year (double from previous year) and 14 million display ad view (up 4 million year over year).

July

AAE President appears on popular “California Live” television show. AAE debuts Worth Saving monthly bulletin.

September

PSAs recorded by AAE President air during major morning shows on CNN, MSNBC, and more.

AAE creates Worth Saving social graphics for members to share.

October

AAE President is featured in *USA Today* article on tooth pain.

November

AAE President appears on a Fox St. Louis morning news segment and begins fall satellite media tour. AAE wins 13 MarCom awards for Worth Saving initiatives.

December

AAE President participates in 22 TV and radio interviews, garnering 30 million views.

Study reveals that 87% of Americans wish they took better care of their teeth and only 9% know what to do if their tooth is knocked out.



2023

January

AAE President interviews for profile story in *Fortune*, *Entrepreneur*, and *BusinessWeek* magazines.

March

AAE debuts new patient website design and releases Save Your Tooth Month 2023 graphics for member social media use.

April



AAE President debunks false information about root canals in

Associated Press article, appears on two Chicago WGN-TV programs.

AAE HQ celebrates Save Your Tooth Day on Lake Street Plaza in Chicago, handing out free toothbrush kits and oral health tips to the public.



Photo by Chicago photographer Barry Butler.

May

During AAE23, the Chicago skyline glows purple and “Smiles Are Worth Saving” is written in the Blue Cross Blue Shield building’s lights.

AAE President appears on Fox 31’s “Great Day Colorado” and CW33’s “Inside DFW”.



June

AAE issues press release, “4 Things You Didn’t Know About Root Canal Treatment,” educating the public about root canals in response to President Biden’s root canal procedure and reaching an estimated 239.3 million people.

July

AAE announces 2023 SYTM Endofluencers. AAE President sends a letter to *The New Yorker* editor in response to “Fireworks Megastore” cover, which implies a poor reputation of root canals. AAE celebrates 21+ million impressions from digital ad campaigns (50% over goal).



August

AAE profiles latest class of Save Your Tooth Month “Endofluencers” in the *Communique*.

Social Media Strategy



If you peruse our social media pages, you may notice a marked improvement in imagery—and following! That’s because we have spent the past year carving out a strong social media strategy—complete with a social media style guide. Currently, we’re helping you, our members, share in our success by building a social media toolkit just for you.

Based on industry research, a review of AAE’s channels, and account analysis from peers, we found that we can engage the general public by telling an authentic story with a modern visual style to attract multiple audiences, initiate proactive engagement outside our channels to expand reach, help membership increase visibility of their profiles with toolkits, and implement social media advertising to complement organic content.

Another item we’re currently working on is activating branded AAE content creators on TikTok and Instagram.

Looking at specific social media platforms, each one can serve a specific purpose: for resource building: Facebook and Instagram; for audience engagement and information: X and Threads; for informing and entertaining: YouTube; for showcasing expertise: LinkedIn.

A good story depends on substantive and attractive content. The following is a list of topics we have tackled with our new social media strategy. As we progress, we will outline topics based on AAE initiatives, research and vernacular, tentpole moments, and key moments for AAE throughout the year.

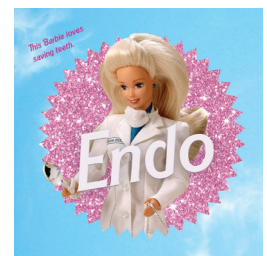
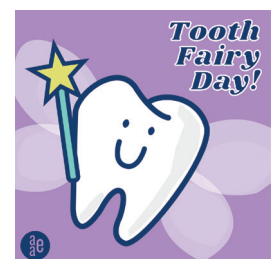
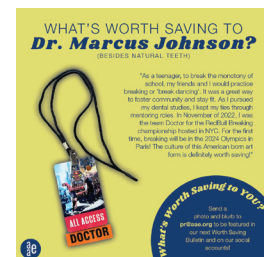
Phase One The role of an endodontist and when to seek them out, key facts about endodontists, and proper dental care as it related to root canal prevention.

Phase Two Endodontic care terminology, different types of treatments and procedures, and myths about root canals and debunking them. Pre-established brand elements help us keep up with the ever-evolving social media landscape. Elevating our current AAE brand style—specifically for social media—ensures all graphics are visually interesting, provide versatility, and are engaging for all audiences. Our social style guide includes recommended updates to color palettes, typography, photography style, and illustration style; guidelines on how to incorporate these recommendations in a consistent way throughout a wide range of content types; best practices for optimizing content for each channel; and guidance to keeping up-to-date on social trends.

Current conversations and trends

Our research found that people are talking about their root canal experiences especially on X and TikTok. AAE should be present in those conversations to help build trust and credibility.

Deploying a new roster of “endofluencers” is advisable, and a formal influencer program plan is under way.



Why We Do What We Do:

Strategic Plan Goal 1

Superheroes, building lights, giant billboards—on the surface, the Worth Saving campaign may seem like it's all about the media blitz, glitz and glamour. And while it's important to make a big splash, it's also critical to understand that everything we do is strategic and rooted in research. Every activation is the result of meticulous planning.

And that research and strategic planning is rooted in our overall Strategic Plan—namely, Goal 1, which follows that *The public will value saving their natural teeth and seek endodontists—the specialists in saving teeth—for their care.*

Goal 1 has remained the same through the duration of both past iterations of the AAE's Strategic Plan (2017–2020 and the latest 2022–2025 plan) and therefore it's been around for the entirety of our Worth Saving campaign, informing everything we do. The latest Strategic Plan, however, has a slew of new outcomes, KPIs and tactics tailored for our new media age.

Outcomes

- 1 Increase the value the public places on saving their natural teeth
- 2 Increase public awareness of the specialized training and expertise of endodontists
- 3 Members see the value and participate in the public awareness initiatives
- 4 Increase public awareness of the relationship between oral health and systemic health
- 5 Elevate AAE's digital presence

Key Performance Indicators

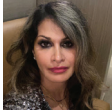
- Increase the reach of key messages and calls to action to target audiences
- Increase visits to patient-facing website, social media, and videos
- Increase patient searches on Find My Endo and actions taken on member profile pages
- Increase membership satisfaction and participation in public awareness initiatives
- Increase the volume of digital assets

Priority Strategies: 2023–2024

- Explore opportunities for collaboration with other Associations
- Implement digital presence/content plan
- Worth Saving campaign
- A Healthy Mouth = A Healthier You campaign (RCT safety & oral systemic health messaging)
- Safety campaign (dental emergencies)
- Create opportunities for members to engage and promote public awareness initiatives

Getting to Know the Public and Professional Relations Committee

Since its inception, the Worth Saving campaign has been overseen by the capable Public and Professional Relations Committee. We caught up with committee members to learn more about them, and to hear what aspects of Worth Saving excite them most.



Najia Usman, D.D.S.

(Committee Chair)
Medina, OH
Vice President, Visage Surgical Center,
Visage Endodontics

Favorite Worth Saving Activation (past or present): Times Square display

Fun Fact About You: I have had an opinion-ed column in the Ohio Dental Association monthly publication called "The Happy Dentist" for the past 10 years. I speak about all things from my POV ranging from online reviews to estate planning and the challenges of running a business. In 700 words or less I enjoy provoking conversation.

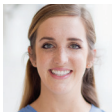


Craig A. Dunlap, D.D.S.

San Francisco, CA
Assistant Professor, University of the Pacific
Arthur A. Dugoni School of Dentistry

Favorite Worth Saving Activation (past or present): Satellite Media Tour

Fun Fact About You: I enjoy live music and musical theater.



Lauren Belous, D.M.D.

Ardmore, PA
Endodontist, Pennsylvania Endodontic
Specialists

Favorite Worth Saving Activation

(past or present): Save Your Tooth Month!

Fun Fact About You: I was congenitally missing both maxillary lateral incisors and my maxillary premolars and canines were transposed bilaterally (thank God for orthodontia and implants)!



Andrew Miller, D.M.D., C.A.G.S.

Newton, MA
Clinical Associate Professor and Director of
Predoctoral Endodontics, Boston University;
Diplomate of the American Board of Endodontics
and Fellow of the Royal College of Dentists
of Canada

Favorite Worth Saving Activation

(past or present): The Satellite Media Tour that our AAE Presidents experience to promote our specialty directly to the public.

Fun Fact About You: My mom visited me at my first dental assisting job in a Private Endodontic Practice during my college years and realized that she had an emergency root canal completed in that office by the Endodontist I was assisting when she was pregnant with me. Dr. Donald Yu got really excited and shouted, "You were BORN to be an Endodontist!" and all these years later that is exactly what I am.



Derek Peek, D.D.S., M.S.

Cedar Rapids, IA
Diplomate of the American Board of
Endodontics; Owner of Eastern Iowa Endodontics

Favorite Worth Saving Activation (past or present): 'Demand the Dam' Instagram post

Fun Fact About You: I can solve a Rubik's Cube in under 2 minutes.



Chanelle Holder, D.M.D.

Harrison, NJ
PGY2 Endodontics Resident at Rutgers School
of Dental Medicine

Favorite Worth Saving Activation

(past or present): The "I love saving teeth" themed masks during COVID-19.

Fun Fact About You: Outside of dentistry I love to blog about my love for fashion and interior design!



Derrick Wang, D.M.D.

Seattle, WA
Clinical Associate Professor, University of
Washington School of Dentistry

Favorite Worth Saving Activation

(past or present): Saving Teeth-themed Masks. It generated many conversations as I walked around with it on the clinic floor in school, both with patients and colleagues.

Fun Fact About You: I love visiting national parks and state parks in our RV. When I don't want to be found, good luck finding me. :)



Kim FitzSimmons, MBA, CAE

Chicago, IL
AAE Chief Marketing & Communications Officer

Favorite Worth Saving Activation

(past or present): When we lit up the Blue Cross Blue Shields building in Chicago for "Save Your Tooth Month." Seeing the message "Smiles are Worth Saving" illuminated on the building was incredibly meaningful because it was happening in our hometown of Chicago, and it happened to be on the final evening of our record-breaking AAE23 event.

Fun Fact About You: I enjoy alpine skiing, boating and golfing in my free time.



Elisabeth Lisican

Chicago, IL
AAE Integrated Communications Manager

Favorite Worth Saving Activation

(past or present): I enjoy surveying the public each year to gather fresh and useful stats that in turn earn us new media coverage. Each year we learn something eye-opening.

Fun Fact About You: I enjoy reading, trivia and classic video games.



Rae Burach

Chicago, IL
AAE Integrated Communications Specialist

Favorite Worth Saving Activation

(past or present): "Smiles Are Worth Saving" written in lights on the BCBS building during AAE23.

Fun Fact About You: I enjoy painting, drumming, and biking in my free time.