

Resolution 67

Increasing Visits to ADA Dentists

Resolution from
ADA Council on Communications
To 2016 House of Delegates

Objectives

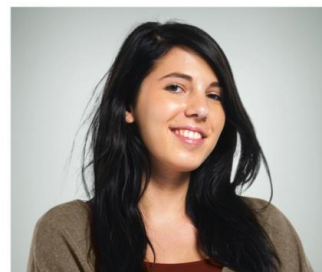
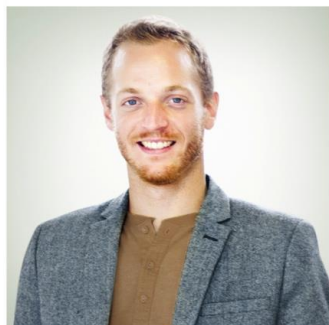
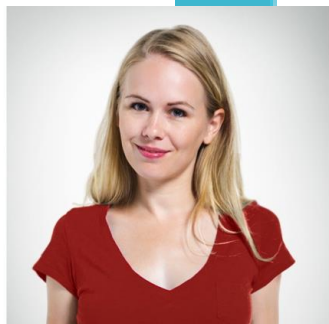
1. In partnership with HPI, develop individual **consumer personas** to inform and enable targeted strategies and strong messaging to motivate specific consumers **to seek dental care.**
2. Improve functionality of existing **ADA Find-a-Dentist**
3. Develop Council on Communications response to **2016 HOD Resolution 90** and address the “busyness” issue identified by HPI.

Audience Research Helps Us Be Smarter

- **Personas** are research-based, semi-fictional profiles that represent a cluster of people who exhibit similar characteristics, attitudes, behaviors and traits.
- We undertook research because people who ***do not go*** to the dentist probably have different attitudes and beliefs from people who ***do go*** to the dentist

Partnered with HPI and C Space

c space health



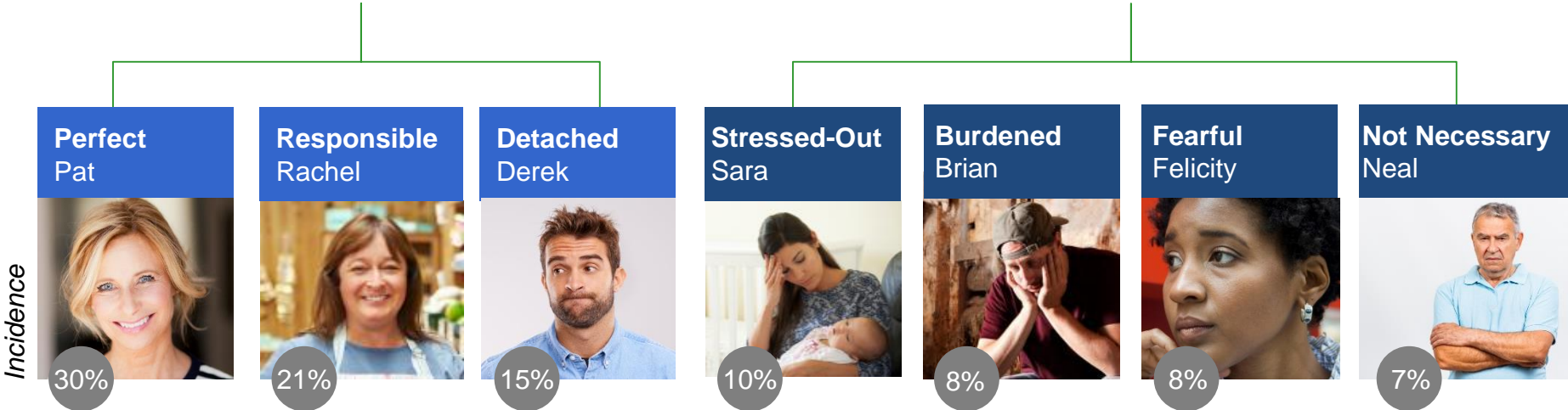
INTRODUCING ...

[Drum roll please]

Our Seven Dental Consumer Personas

The dental users

The dental non-users



Incidence

% Represents % of U.S. Adults

Perfect Pat: 30% of U.S. Adults

Going to the dentist is a no-brainer.

Key Stats:

- ✓ **Insurance:** Nearly all have insurance
- ✓ **Income:** The wealthiest of any persona
- ✓ **Age:** Skews older (60% are over age 50)
- ✓ **Gender:** Balanced men and women
- ✓ **Setting:** Least like to be rural
- ✓ **Ethnicity:** Least likely to be Hispanic



Responsible Rachel: 21% of U.S. Adults

I will go the extra mile to make sure I have great teeth.

Key Stats:

- ✓ **Benefit:** One-third don't have dental benefit
- ✓ **Gender:** Most women of any persona (65%)
- ✓ **Age:** Skews "middle aged" (60% are between 35 and 65)
- ✓ **Ethnicity:** Most likely to be white (54%) or African American (21%)

Detached Derek: 15% of U.S. Adults

*Sometimes I just
need a little
encouragement.*

Key Stats:

- ✓ **Insurance:** Nearly all have insurance
- ✓ **Income:** Almost all make more than \$40K
- ✓ **Age:** Skews younger (majority are 35-49)
- ✓ **Gender:** Slightly more likely to be a man (55%)
- ✓ **Setting:** Most likely to live in an urban setting (51%)
- ✓ **Ethnicity:** Most likely to be white (55%) or Hispanic (23%). Highest Asian American of all personas (10%)
- ✓ **Family Unit:** Most likely to live with kids (38%)



When Choosing a Dentist....

The ADA factor isn't really a consideration

Top 3 decision criteria:

1. Is covered by their insurance
2. Good chairside manner
3. Has academic credentials

They Know the ADA Seal....

But it's not transferring to professional oral care

*“The ADA Seal tells me it's a good/safe product
But, what does it tell me about a dentist?
And why should I care?”*

While the ADA Adds Credibility...

Consumers seem to be seeking softer, more human validation as well

- **Chair side manner**
- **Friends & family recommendations**
- **Online reviews**

To Increase ADA Dental Visits...

The competition is actually **LIFE**

- **The care of others**
- **The needs of work**
- **The expense of everything**
- **The time it all takes**



Derek and Rachel = Best Opportunity

36% adults = 40 million consumers

Most have dental benefits

Plus sufficient income to afford care

4-Part Campaign Motivating Consumers to see an ADA Dentist

1 Improved Search



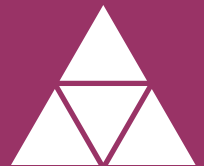
2 National Digital Advertising



3 State & Local Support



4 Member Tools



1 Improved Search



ADA Find-a-Dentist

- New technology
 - More user friendly
 - Integrates better with states and locals
- Best measure of people searching for ADA member dentist

Mouth Healthy™ Brought to you by the ADA American Dental Association®

Search this site

PREGNANCY BABIES AND KIDS TEENS ADULTS UNDER 40 ADULTS 40-60 ADULTS OVER 60

MouthHealthy > Find-A-Dentist > Dentist Profile

ADA Seal Products

A-Z Topics

Nutrition

Dental Care Concerns

ADA Dental Symptom Checker Questions or concerns about your mouth? CHECK NOW

Find an ADA Member Dentist

Enter your Address

Enter your Zip Code

I accept Terms of Use

View Advanced Search Options

LOCATE

Dentist Profile

Dentist Profile

ADA

Dr. Jane A. Dentist

My Dental Practice
312.440.2500

Type of Practice
General Practice

Office Location
211 E Chicago Ave Ste 1700
Chicago, IL 60611-2672
Larger Map | Driving Directions

ADA Membership

Illinois State Dental Society ISDS.org

What We'll Measure

- Clicks to landing page
- Use of "Find a Dentist" search
- Video views

1 Improved Search



Paid Support

Make ADA #1
when consumers
search for a
dentist on Google
and other search
engines

The screenshot shows a Google search for "find a dentist". The search bar contains the text "find a dentist" and the Google logo. Below the search bar, there are tabs for "All", "Maps", "Shopping", "News", "Books", "More", and "Search tools". The search results show "About 222,000,000 results (0.73 seconds)". The first result is "Find A Dentist - Advanced Search - Search for ADA Member dentists" from www.mouthhealthy.org, which is marked as the "#1 Position" with a red arrow. Below it are two paid advertisements: "Zocdoc - Find Top Doctors - Browse Chicago Top Dentists" and "Find A Local Dentist - Find a Dentist Close To Home".

What We'll Measure

- Clicks to landing page
- Use of "Find a Dentist" search
- Video views

2 National Digital Advertising



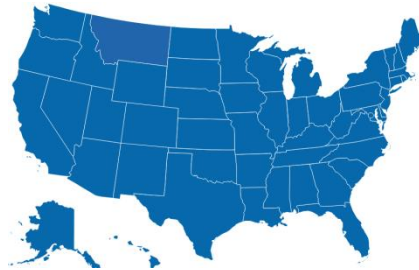
- Drive target audience to landing page using dynamic ads and video on websites and social media
- Reach people when they are already searching for health information

Audience Target



- Individuals 25-54
- Income of \$40K - \$100K
- College education

Geo-target: National



Timing



- Year-long media presence
- Waves of increased activity around campaign launch and milestones

What We'll Measure

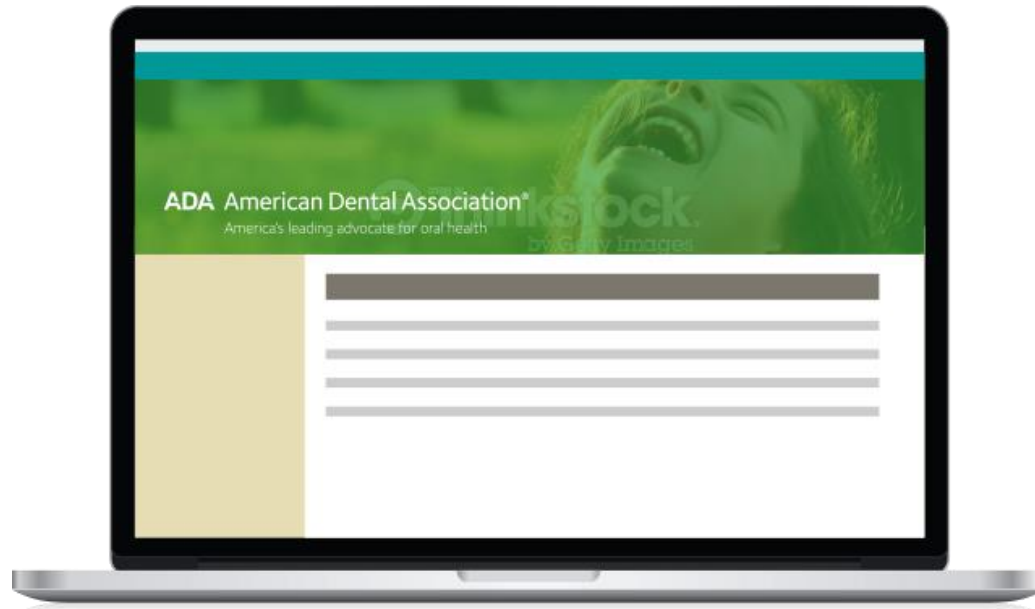
- Clicks to landing page
- Use of "Find a Dentist" search
- Video views

2 National Digital Advertising



Campaign Landing Page & Digital Media

- The campaign landing page will be designed to look and feel like the advertising, so our audience knows they're in the right place.



Desktop View

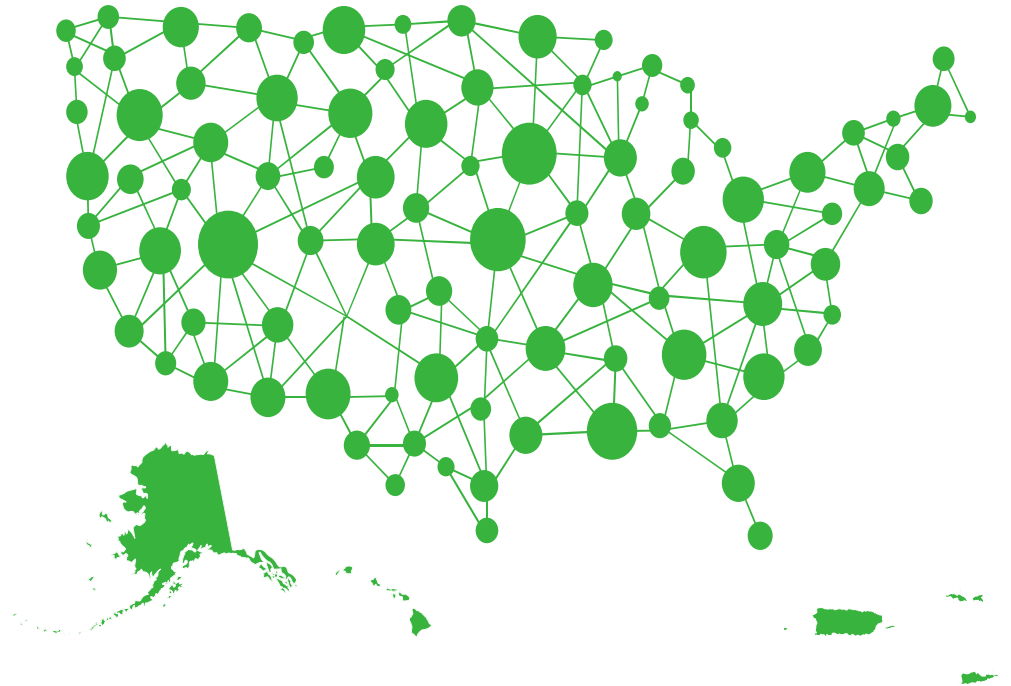


Mobile View

3 State & Local Support



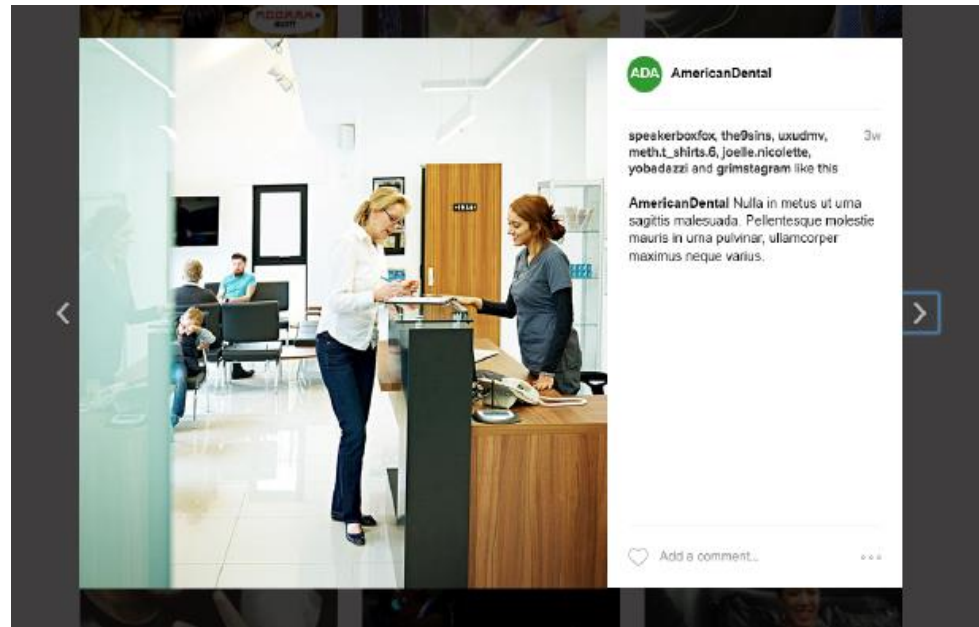
- Matching funds to amplify in states who want to increase attention
- Agency will assist with media buying
 - Frequent request from societies without resources to hire media agency



4 Member Tools



Content for members to amplify campaign throughout their practices and social networks



How We'll Measure Results

- HPI annual busyness member survey
 - Fielded every April, results in Oct
 - 2017 will be too early to show substantive results
- Pre and post measures for consumer target audience: Derek and Rachel
 - Q4 2016 baseline, and Q3 2017 to report to HOD
- Pre and post measures for member audience: busyness
 - Q4 2016 baseline, and Q3 2017 to report to HOD
- Paid search and advertising analytics:
 - Visits to campaign landing page (new Find A Dentist)
- Ultimately, we plan to measure dental appointments
 - Exploring appointment software for online scheduling
 - Members would need to opt in

Campaign Budget – Per Year/3 Years

| Campaign Element | Budget |
|---|---|
| <p>Find A Dentist Replace ADA Find A Dentist tool with new technology vendor to increase user friendliness and measurement. Includes integrating with state Find A Dentist tools.</p> | \$300,000 (2017 only) |
| <p>Paid Search This element will ensure that when our target consumers search for a dentist on Google and other search engines that the ADA Find A Dentist tool comes up first.</p> | \$2,500,000.00 |
| <p>National Digital Advertising and Content Marketing Because these audiences are younger and more accustomed to sourcing information on digital devices, such as phones, tablets and computers, our media buy will be 100 percent digital. This national overlay also includes ad placements on Facebook in addition to websites and apps.</p> | \$2,950,000.00 |
| <p>State and Local Support Matching funds to state and local societies who would like to amplify results in their respective areas. The ADA's agency can conduct the media buying for societies that do not have that resource, which will also enable savings and a more efficient media buy.</p> | \$ 500,000.00 |
| <p>Member Resources Tools for ADA members to use in marketing their practices and talking to their patients. These will include customizable digital and social assets, print materials and other resources specifically developed for member use.</p> | \$50,000.00 |
| <p>Total Budget:</p> | \$6,300,000 (2017) \$6,000,000 (2018 & 2019) |

Discussion

Appendix

What Is Unique About Our Persona Approach?

The ADA consumer personas blend in the objectivity of quantitative research and statistical data analysis with the empathy of observation and listening for holistic human understanding.

[c](#) space health



Stressed-out Sara: 10% of U.S. Adults

I have to spend my time and money on someone else.

Key Stats:

- ✓ **Insurance:** 2/5 (38%) don't have insurance
- ✓ **Income:** More than a third make less than \$40K
- ✓ **Age:** Skews youngest of any persona (25% are under 34, 39% are 35-49)
- ✓ **Gender:** More likely to be a woman (61%)
- ✓ **Family Unit:** More likely to live with kids (36%)
- ✓ **Ethnicity:** Least likely to be white. Highest Hispanic of all groups (26%)



Burdened Brian: 8% of U.S. Adults

I'm not going to spend a dime until I can't avoid it any longer.

Key Stats:

- ✓ **Income:** Nearly half make less than \$40K [one of the lowest income groups]
- ✓ **Dental insurance:** 2/3 have no insurance
- ✓ **Gender:** Slightly more men than women (51%)
- ✓ **Setting:** Most likely to be rural (22%)
- ✓ **Ethnicity:** Most likely to be white

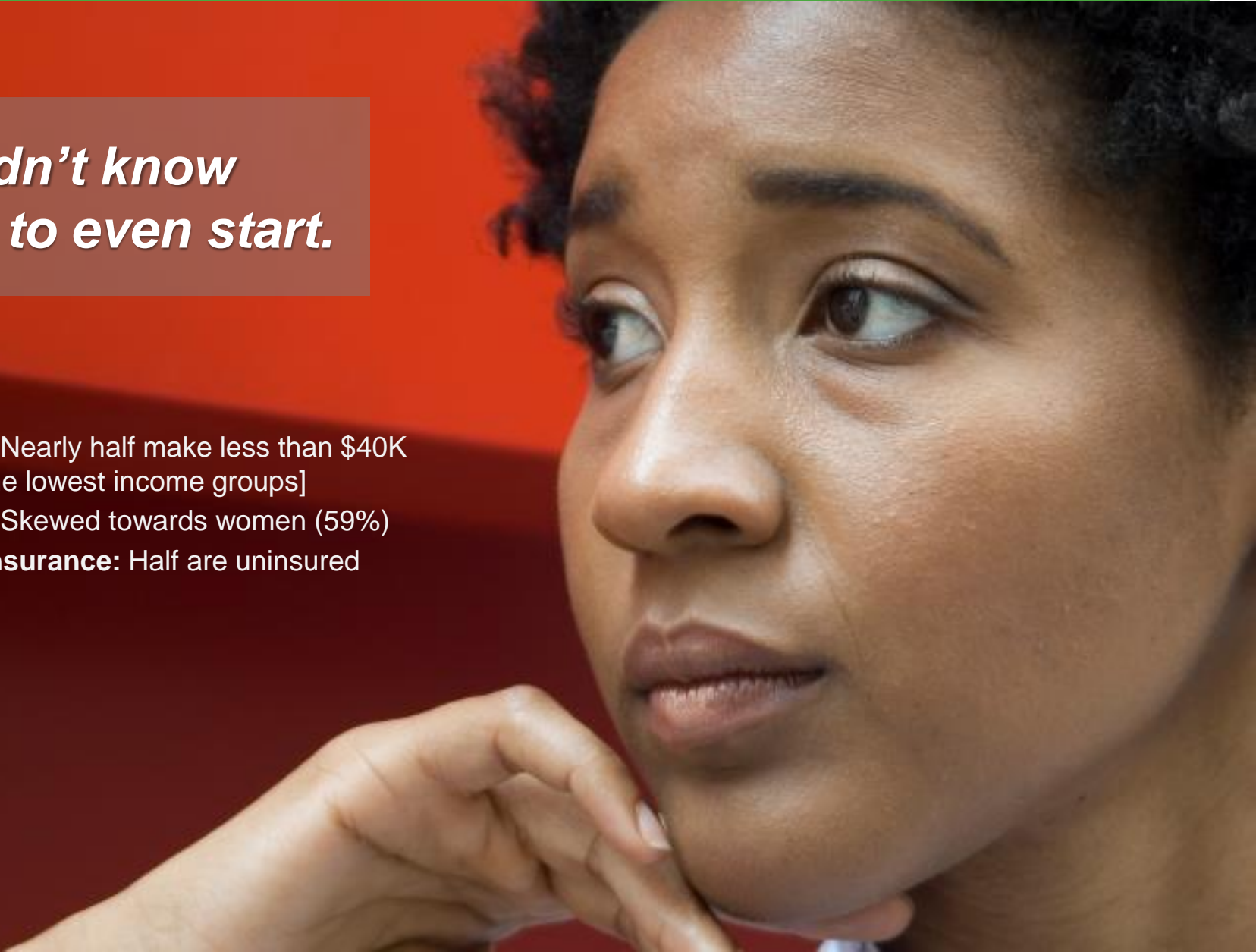


Fearful Felicity: 8% of U.S. Adults

*I wouldn't know
where to even start.*

Key Stats:

- ✓ **Income:** Nearly half make less than \$40K [one of the lowest income groups]
- ✓ **Gender:** Skewed towards women (59%)
- ✓ **Dental insurance:** Half are uninsured



Not Necessary Need: 7% of U.S. Adults








Oral health is not even on my list.

Key Stats:

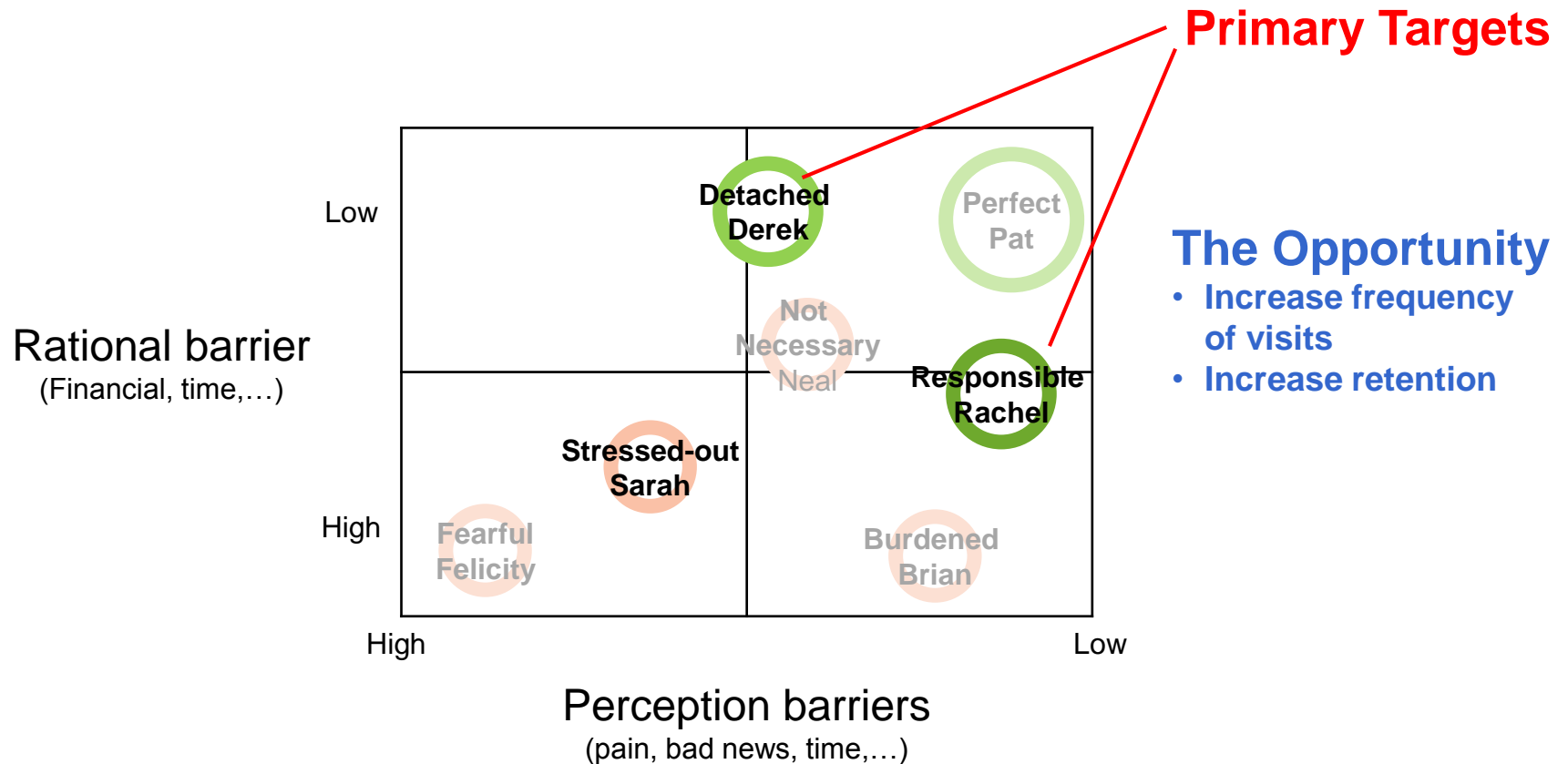
- ✓ **Gender:** More likely to be male (60%)
- ✓ **Age:** More likely to be older (65+)
- ✓ **Dental insurance:** Large proportion are uninsured (42%)
- ✓ **Setting:** Most likely to be in a non-urban setting




A Quick Recap on Drivers and Barriers

| | Perfect Pat | Responsible Rachel | Detached Derek | Stressed-Out Sara | Burdened Brian | Fearful Felicity | Not Necessary Neal |
|-----------------|--|--|--|--|---|--|--|
| |  |  |  |  |  |  |  |
| Drivers | <ul style="list-style-type: none"> Personal responsibility Vanity Insured Informed | <ul style="list-style-type: none"> Personal responsibility | <ul style="list-style-type: none"> Support from loved ones Insured | | | | |
| Barriers | <ul style="list-style-type: none"> None | <ul style="list-style-type: none"> Financial (Beyond what benefit covers) | <ul style="list-style-type: none"> Time Competing priorities | <ul style="list-style-type: none"> Emotional fears Financial Time | <ul style="list-style-type: none"> Financial | <ul style="list-style-type: none"> Emotional fears Financial Time Uninformed | <ul style="list-style-type: none"> Lack of value on prevention Age |

Persona Segments – Who to Focus Marketing on



 Current behavior (self reported)

Tone and messaging

Rachel



- I want a gold star for good care at home
- Help me understand that seeing my ADA dentist helps me avoid expensive care later

Derek



- Don't lecture me
- Accommodate my schedule
- I want to set a good example for my kids