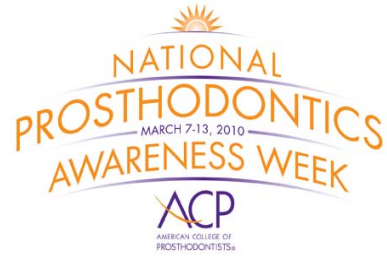


Member Outreach Activities *... In Your Community*

Enhance the visibility of your practice within your community by engaging patients, hospitals, and other health care providers in National Prosthodontics Awareness Week activities. Vendors or local labs/businesses may become valuable partners in spreading your message, and may sponsor some of your activities.



Community Presentations

Community groups and medical facilities offer a direct link to potential patients who need to know more about the prosthodontists' special training and how their quality of life can be improved with a healthy mouth.

- Members of civic clubs and social groups;
- Attendees of hospital health fairs;
- Students at local high schools, colleges and universities;
- Emergency Care Personnel; and
- Local business with a large number of employees.

Contact these groups directly and offer to present a short, informational lecture about maintaining a healthy mouth, replacing missing teeth, and restoring smiles during National Prosthodontics Awareness Week. Local newspapers and hospitals frequently publish monthly activities that may also provide speaking opportunities. Explain the specialty of prosthodontics and the state of the art procedures and techniques practiced.

Materials

The ACP provides the following materials that may assist you in educating the public: A Press release template, Letter to the Editor template, Calendar listing template, Public Service Announcement, campaign logo and a customizable poster.

Open House

Host an open house and tour of your prosthodontic practice. Invite hospital and school staff, area business leaders, the public and news media. Discuss the technological advances and state of the art procedures. Showcase equipment you utilize in your practice to provide the highest quality care. Distribute practice contact information and other educational resources. Invite local lab(s) to participate in the open house. Have technicians present and display their restorations so patients can see how much work goes into the process.

Photo Album of Prosthodontic Cases

Develop a photo album of your complex prosthodontic cases showing the mouth before and after the procedure(s). Digital photo printing services online or at local retail stores allow you to easily create high-quality digital or hard copy photo books that feature practice branding elements (logo, color schemes, etc.) as well as custom captions for each image. Such an album makes an attractive marketing piece to distribute during National Prosthodontic Awareness Week to your top referring dentists, reminding them of the valuable services you can perform on even the most complex cases. For in office presentations, digital frames are available that will show a slide show of before and after images on a continuous loop. Remember to consider any applicable regulations related to patient privacy and permission that may affect the development of such material.

Emergency Care Personnel Prosthodontic Awareness

Reach out to local emergency personnel during national Prosthodontics Awareness Week to demonstrate the valuable skill set you can provide in diagnosing and treatment of traumatic mouth injuries. Ensure that local hospital emergency rooms and emergency care clinics have your contact information should they need an emergency consult, and distribute patient education materials that keep your practice top of mind should a dental emergency present itself.

Mentoring Predoctoral Dental Students

Unfortunately, many senior predoctoral dental students may graduate without establishing a relationship with an prosthodontist. Since these individuals have the potential to be your future referring colleagues, establishing relationships with them before they enter active practice can be a fruitful investment of your time. Contact your local dental school's predoctoral program director and offer to present a guest lecture on prosthodontics during National Prosthodontics Awareness Week. Emphasize the partnership that exists between general dentists and specialists as part of an interdisciplinary approach to treatment planning and management of patient care. If a formal lecture is not possible, offer to conduct an hour-long, optional lunch-and-learn presentation, for which you provide lunch.

Referring Dentists

Referring dentists are often essential to a prosthodontic practice. National Prosthodontic Awareness Week offers the opportunity to show your gratitude for their continued support and enlighten them to the latest advances in the specialty.

Gifts for Referrals

Show your appreciation for referrals by sending a gift basket loaded with treats or ACP educational materials. The ACP patient resource brochures explain prosthodontics and the benefits of seeking treatment with a prosthodontist, and can be personalized with your practice information.

Referral Reception

Celebrate with a group of your top referring dentists at your office. Showcase the technological advances within your practice that increase your effectiveness in treating even the toughest cases or demonstrate techniques to make your referrers more proficient when working with their patients. During the reception, ask attending dentists to identify prosthodontic topics that are of interest to them and that they would be willing to discuss with you further.

Treatment Gift Certificates

A great way to show your gratitude to referring dentists, while also providing a valuable prosthodontic service for patients, is by providing pro bono treatment. Use the sample letter included as a gift certificate entitling the recipient of your referring dentist's choice to a complimentary crown, veneer, or other procedure.