

April 2-8, 2017

# ACP Activities Summary 2017 National Prosthodontics Awareness Week



# ACP Summary: 2017 National Prosthodontics Awareness Week

More Activities, More Social Media, More Henry Schein Sharing Our Infographics, More People Reached,
More Members Participating, New Content, New Contest Delivers Results

- Number of activities reported for ACP's 2017 NPAW: 400+ Activities (up from 157 in 2016)
  - o Number includes 100+ ACP Contest Entries, Social Media, Email Signatures, etc.
- Number of members participating in 2017 NPAW: 193 Members (up from 82 in 2016)
  - o Number reflects 100+ ACP Contest entries from members
- Number of states reached during 2017 NPAW: 37 States (up from 31 in 2016)
- Number of countries reached during 2017 NPAW: 42+ Countries (up from 11 in 2016)
  - Top Countries: United States, Canada, Australia, Hong Kong
  - o 42+ Countries viewed ACP YouTube Channel videos (Jan. 1-April 9)
  - o 500+ views of the ACP Clinical Practice Guidelines video Jan. 1-April 9, per YouTube

#### **Collaborations with Strategic Partners:**

- Henry Schein
  - o 3 Facebook posts and 3 tweets about NPAW, CPG's, and more
- Wiley Blackwell
  - o 3 tweets about Journal of Prosthodontics articles and NPAW
- Brasseler USA
  - 1 tweet about ACP's "6 Pearls of Wisdom" infographic with link

#### **Press Coverage:**

- Number of Broadcast Mentions: 65
  - Prosthodontists were featured on XETV San Diego, KWWL News Iowa, WHAS11 News Louisville, KOB4 News Albuquerque, First Coast Living, and more...
- Number of Print mentions: 89
- Number of Internet Mentions for 4 Key Terms (Prosthodontist(s), Prosthodontic(s)): 1,549
  - Significant mentions included ADA News, Dentistry Today, Dental Tribune

#### Social Media:

- Number of Tweets for 4 Key Terms (Prosthodontist(s), Prosthodontic(s)): 1,636
- Henry Schein tweeted 3 times about NPAW, ACP, and prosthodontics to their 25.8K followers and posted 3 times on their Facebook page, which boasts 56.2K likes.

*Journal of Prosthodontics:* ACP PR and the *JOP* collaborated on 2017 NPAW PR campaigns, yielding results.

- Clinical Practice Guidelines downloads during April: 136
- Glossary of Digital Dental Terms downloads during April: 300

The *Journal of Prosthodontics* was a star of NPAW in 2017 with nearly 1,000 downloads March 1-April 20. More downloads often lead to more citations for the JOP.



## **NPAW Activity Breakdown:**

**Collaborations with Partners: 10** 

**Professional Presentations: 13** 

**Lunch and Learns: 11** 

Open Houses: 8

Pro-Bono/Screenings: 6

**Community Public Outreach: 10** 

Office Celebrations: 4

**Key Stakeholders Posting on Social Media: 13** 

**Press Coverage: 70** 

ACP YouTube Channel Shares (1/1/17-4/21/17): 101

**NYTimes Comments: 3** 

**Tweets from Members: 70** 

**Facebook Posts from Members: 80** 

**Instagram Posts from Members: 14** 

**LinkedIn Posts from Members: 11** 

**Members who Entered Contest: 102** 

Email Signatures (UIC): 60

ACP Activities Summary: 2016 National Prosthodontics Awareness Week As of 6/15/17

#### **Professional Presentations**

<u>Arizona:</u> ACP Spokespersons Network member Dr. Douglas Benting lectured to 12 dental students from Arizona School of Dentistry and Oral Health (The Fake Club), demonstrating how prosthodontists can problem solve issues related to helping patients make decisions that are unique to their specific needs while creating a custom restorative treatment solution.

<u>California:</u> ACP Spokespersons Network member Dr. Don Curtis lectured to a group of about 200 UCSF dental alumni on the maintenance of dental implants to celebrate NPAW.

<u>Connecticut</u>: UConn School of Dental Medicine residents gave presentations on prosthodontics to staff and visitors of UConn Health about what prosthodontics is with brochures, dental models, posters, and before-and-after photos. These presentations took place during lunch hours Monday-Friday of NPAW and had 10-20 visitors per day.



Illinois: The pre-doctoral Prosthodontics Implant Club at the University of Illinois at Chicago held a session titled, "To Do or Not To Do- That is the Question! Factors to Consider for Successful Implant Restorations." This session supported and celebrated NPAW with speakers Dr. Jiyeon Kim and Dr. Foteini Touloumi. The presentation included an exclusive first look at UIC's new 3D projection and learning environment in the College of Dentistry.

Missouri: ACP Spokespersons Network member Dr. Marchack presented at the Midwest Dental Conference in Kansas City, MO in front of approximately 60 attendees including general dentists, prosthodontists, and dental students. His presentation was titled, "Esthetics and Contemporary Implant Prosthetics: Design Considerations for Superior Outcomes."

<u>New York:</u> Dr. Hyeongil Kim and Dr. Marshall Fagin hosted an evening program to promote prosthodontics as a specialty for the dental students at University of Buffalo School of Dental Medicine. 20 dental students were in attendance to learn about prosthodontics, hear case studies, and become informed about other prosthodontic programs at the college.



North Carolina: ACP Spokespersons Network member Dr. Karen Bruggers hosted a CE course featuring Dr.

Ryan Cook with additional lectures by Dr. Mark Odom and Dr. Karen Bruggers. The lectures focused on anterior implant restoration and interdisciplinary treatment. Approximately 40 general dentists and specialists attended and NPAW/ACP decorated cookies were served.

<u>Ohio:</u> The 52<sup>nd</sup> Carl O. Boucher Prosthodontic conference was held on April 6-8 in Columbus, OH, drawing in prosthodontists, general dentists, residents, and hygienists from around the world.

<u>Pennsylvania:</u> To celebrate NPAW, Penn Dental Medicine held a continuing education lecture by Dr. Lawrence E. Brecht on the topic of Maxillofacial Reconstruction: Early Cleft Care to Facial Transplantation – Maintaining the Human Factor in the Digital Age.



#### **Lunch and Learns**

<u>Connecticut:</u> ACP Spokespersons Network member Dr. Avinash Bidra gave a 40 minute lecture to 55 predoctoral students of UConn SDM about contemporary prosthodontics and contemporary prosthodontists.

<u>Colorado:</u> Dr. Viensuong Nguyen hosted a lunch and learn about contemporary prosthodontics and prosthodontists at the University of Colorado School of Dental Medicine. Later that night, she held a study club to teach students prosthodontic tips and tricks. Overall, 60 students and faculty members attended the two events.

<u>Illinois:</u> The University of Illinois at Chicago's Department of Restorative Dentistry and the Advanced Prosthodontics Program collaborated with Waterpik Oral Health for a

Dinner & Learn session to celebrate NPAW. Rebecca Van Horn from Waterpik presented the science and patient benefits of using Water Flosser and the company donated a free Waterpik for the winner of the NPAW Staff/Patients contest.

<u>Missouri:</u> The Missouri section of the ACP celebrated NPAW with a presentation titled "A Career in Prosthodontics" at UMKC School of Dentistry. Dr. Brandon James presented to dental students on post-graduate prosthodontic education and patient treatments. The event was sponsored by Dentsply Sirona and was well-attended and well-received.



<u>Ohio:</u> Dr. Alfredo Hernandez hosted a lunch and learn at Case Western Reserve University School of Dental Medicine to 35 students and faculty about prosthodontics featuring Dr. Fengyuan Zheng and Dr. Ryan Mizumoto.

<u>Ohio:</u> Dr. Damien Lee held a lunch and learn at The Ohio State University College of Dentistry celebrating NPAW, where the lecture hall was filled with students, faculty, and staff. Speakers included Dr. Ryan Mizumoto, Dr. Faris Jamjoom, and Dr. Geoffrey Johnston who spoke about immediate loading, digital planning, and 3D printing.

<u>Oregon:</u> The Oregon Health and Science University School of Dentistry celebrated NPAW by hosting a lunch and learn to raise awareness among its students about prosthodontics. Dr. Despoina Bompolaki, Dr. Jorge Garaicoa, and Dr. Amit Punj presented on the various aspects of prosthodontics specialty training including the curriculum, career options after graduation, and the application process. Short case presentations were also given so the 100+ attendees had the chance to see what type of patients are seen in a prosthodontic residency.



<u>Texas:</u> Dr. Bryan McLaughlin gave a one hour lecture at Fort Bliss on digital dentures, covering the development, relevant literature, different products available, and techniques involved with digital dentures. Approximately 20 dentists attended and learned about prosthodontics.

<u>Virginia:</u> Dr. Karen S. McAndrew hosted a lunch and learn bingo event at the Virginia Center for Prosthodontics where 23 people from the Richmond are attended.

<u>West Virginia</u>: The West Virginia section of the ACP sponsored an undergraduate dental education event titled, "As a Prosthodontist..." to celebrate NPAW. Students rotated through five educational sessions led by West Virginia University prosthodontists. Topics included maxillofacial, advanced treatment planning, scanning and designing CAD/CAM restorations, digital implant planning, and an introduction to the newly formed Prosthodontic Club at WVU.

#### **Open Houses**

<u>Alabama:</u> The University of Alabama at Birmingham held a Pre-doctoral Student Alliance NPAW event, resulting in a new ACP Pre-doctoral Student Alliance member. The student applied for membership upon attending the event and learning about the benefits of becoming a member.

<u>Connecticut:</u> UConn prosthodontic residents hosted an "Open Lab Night" during NPAW to show pre-doctoral students prosthodontic tricks in the dental lab. 30 students were in attendance and were able to learn a variety of skills and tricks prosthodontics use every day.



<u>Georgia:</u> The Graduate Prosthodontics Program at the Dental College of Georgia held a "meet and greet" event for the college's undergraduate dental students to learn about the prosthodontics profession. 45 prosthodontics residents,

faculty, staff, and undergraduate dental students attended the event.

<u>Illinois:</u> The University of Illinois at Chicago College of Dentistry held a 1:1 Open Shop with the Advanced Prosthodontics Program residents. 20+ pre-doctoral students signed up to shadow and learn more about the prosthodontics specialty.



<u>Massachusetts:</u> Harvard School of Dental Medicine held an open lab session and lecture for its predoctoral students to raise awareness and exposure of the prosthodontics profession. Dr. Gary Wetreich gave a lecture on "Prosthodontics Infinite Challenges" to the 45 attendees. Afterwards, pre-doctoral students explored ongoing cases from the AG Prosthodontic Program and shared their thoughts in prosthodontics.

<u>Pennsylvania:</u> Pi Dental Center in Fort Washington held an open house with the themes "Getting Your Spring Dental Cleaning" and "Springing into Action", where 40+ people were in attendance. Guests were

given tours, dental consultations, and received gift packages that included spring flower seeds. During NPAW, all patients and visitors were entered into a free raffle with prizes including gift cards for treatment at Pi Dental Center and a gift basket.

#### **Pro Bono Care/ Oral Health and/or Cancer Screenings**

<u>Canada:</u> Dr. Brian Kucey, Dr. Elena Hernandez-Kucey, and their team at South Edmonton Prosthodontics provided free oral cancer screenings during NPAW at an inner city clinic in Edmonton, Alberta.

<u>Massachusetts:</u> Dr. Mariano and Dr. Vergo of EMA Dental celebrated NPAW by offering complimentary prosthodontic consultations for new and existing patients during the month of April.

<u>New York:</u> ACP Spokespersons Network member Dr. Robert Rawdin and his office participated in the NYC Oral Cancer Awareness Walk at NYU Dental School with custom made t-shirts to spread awareness of NPAW.

<u>Ohio:</u> Dr. Valerie Cooper, along with her associate Dr. Lauren Fields, celebrated NPAW by making immediate dentures for three patients for free. She has been making free dentures during NPAW for the past four years.

<u>Texas:</u> Dr. Johanna Yepez's office celebrated both NPAW and Oral Cancer Awareness Month by participating in an Oral Cancer Awareness Walk in their Houston community. The walk offered free public oral cancer screenings, free entry to oral cancer survivors, and donated the funds raised to the Oral Cancer Foundation.



#### **Community Public Outreach**

<u>California:</u> ACP Spokespersons Network member Dr. Ronald Koslowski offered free consultations for friends, family members, and co-workers of current patients. He also highlighted NPAW in his monthly newsletter, The Koslowski Courier, asking patients to share their experiences with prosthodontic treatment.



<u>Connecticut</u>: UConn Health and UConn School of Dental Medicine residents displayed posters and brochures within the hospital informing patients, staff, and visitors on what prosthodontics has to offer to the community. In addition, NPAW was advertised to UConn students, staff, and visitors on public TV monitors during the entire week of NPAW.

<u>Illinois:</u> The reception staff members at UIC College of Dentistry answered the phones in their offices with a welcome sentence, "This is National Prosthodontics Awareness Week. How can I help you?"

<u>Illinois:</u> UIC created a poster to recognize the UIC Advanced Prosthodontics Program faculty and residents for achieving Board Certification in Prosthodontics and displayed it by the front desk of the clinic area for patients to write thank you notes.

<u>Massachusetts:</u> Dr. Lisa Thoms reached out to her senior leadership at DENTSPLY Sirona to see how aware they were of prosthodontists by asking them to send her a personal email with their description of a prosthodontist.

<u>New York:</u> Dr. Leora Walter and Dr. Daniel Greenbaum (ACP Spokespersons Network member) sponsored a prosthodontics awareness brunch at the 6<sup>th</sup> Street Synagogue in Manhattan. It was not complete without an awesome NPAW themed cake!

<u>Texas:</u> Dr. Johanna Yepez celebrated National Prosthodontics Awareness Week by holding a seminar at the Thomas A Glazier Senior Education Center in Houston, TX. She educated the community about the importance of oral health and covered topics such as the relationship between periodontal and cardiovascular diseases, prevalence of oral cancer, and the importance of early detection. Dr. Yepez was able to answer many questions the audience had for her about oral health.

<u>Wisconsin:</u> Dr. Marcie Yang of Mauston, Wisconsin ordered and handed out 25 CPG Chairside Guides to her referring doctors during NPAW to raise awareness of not only prosthodontics but the clinical practice guidelines.





#### Office Celebrations

<u>Canada:</u> Dr. Brian E. Kucey's South Edmonton Prosthodontics office celebrated NPAW by making custom t-shirts with "GO TO A PROsthodontist" for their team and wearing them the week of NPAW.

<u>Florida:</u> Dr. Paivi Samant and her Gainesville office, Smart Smile Dentistry, celebrated NPAW with a special NPAW cake. Dr. Samant's staff also gifted her with the fantastic "Relax I'm a prosthodontist" bag.

<u>Florida:</u> TC Dental Pros held an office celebration April 4-8 to celebrate NPAW.

Michigan: The Prosthodontic & Implant Consultants office celebrated NPAW by hosting an Opening Day Detroit Tigers Baseball luncheon. They had 50+ dentists, specialists, and staff members participate, where they informed their colleagues about the prosthodontics profession. Their guests were "quite"

impressed that prosthodontists had a national awareness week!"

#### **Key Stakeholders Posting on Social Media**

<u>California:</u> The Dental Implant Center at Walnut Creek posted a video showing their patient, Ted, playing a song on his new dental implant teeth to celebrate NPAW. The video boasted 7,200 views- what a unique talent Ted has with his new teeth!

<u>Canada:</u> Dr. Beatrice Leung wrote an article about what prosthodontists do for the Association of Prosthodontists of Ontario, which was posted on the Canadian Dental Specialists Organizations Facebook page and Dr. Leung's Facebook page.

<u>Connecticut</u>: UConn Health shot a video on the use of digital dentistry in prosthodontics titled "Digital Dentistry Has Patient Smiling Again" featuring ACP Spokespersons Network member Dr. Avinash Bidra. <u>View it here.</u>

<u>DentalTown:</u> ACP Spokespersons Network member Dr. Avinash Bidra did a 1 hour web interview with Dr. Howard Farran on Dental Town where he discussed prosthodontists doing implant surgeries, boasting 64K views already. View it here.

<u>Illinois:</u> The University of Illinois at Chicago reported their activities every day on their UIC College of Dentistry Facebook page for the entire week of NPAW and all 60 faculty, staff, and prosthodontists residents added the NPAW Email Signature to their emails.

<u>Pennsylvania:</u> ACP Spokespersons Network member Dr. Glenn Wolfinger, Toni Robinson, and Stephen Balshi were interviewed by radio personality,



Patty Jackson on WDAS-FM. They discussed National Prosthodontics Awareness Week, the specialty of prosthodontics, oral health issues, dental implant treatment, and AvaDent digital dentures. Patty Jackson also streamed it on Facebook Live. View it here.

<u>YouTube</u>: Dr. Paulo Malo was a guest on DentalTown's YouTube series, where he spoke about prosthodontists performing implants over general dentists. View it here.

**YouTube:** ACP Spokespersons Network member Dr. Avinash Bidra was featured in a UConn Health YouTube video about digital dentistry and the technology prosthodontists use for their patients. View it here.



#### **Press Coverage**



<u>California:</u> ACP Spokespersons Network member Dr. Vicki Petropoulos was featured in a segment on KPBS Evening Edition.

#### • KPBS Evening Edition

<u>California:</u> ACP Spokespersons Network member Dr. Vicki Petropoulos was featured in an article in the *Rancho Santa Fe Review* about her work with the Gary and Mary West Senior Dental Center.

Rancho Santa Fe Review

<u>California:</u> Dr. Mark Adams was featured in a segment on XETV-CW6 San Diego to talk about NPAW, dental implants, and the prosthodontics profession.

<u>California:</u> ACP Spokespersons Network member Dr. Pamela MacPherson was named one of San Diego's top dentists in prosthodontics for 2017 by *San Diego Magazine*.

<u>Connecticut</u>: UConn Health shot a video on the use of digital dentistry in prosthodontics to help patients, resulting in a featured front page article in *UConn Today*.

UConn Today

<u>Florida:</u> ACP Spokespersons Network member Dr. Matthew Nawrocki was featured on a segment on First Coast Living to talk about NPAW and what a

prosthodontist is and does.

• First Coast Living

<u>Illinois:</u> Dr. Mark Adams of Clear Choice was featured in a segment on *WGN Chicago News at Ten* to discuss prosthodontics and dental implants during Wellness Hour.

<u>Illinois:</u> Dr. Martin Land was featured in the *Illinois Business Journal* for receiving the George M. Moulton



Award for outstanding achievement in the Art and Science of Fixed Prosthodontics.

Illinois Business Journal

<u>Iowa:</u> The University of Iowa College of Dentistry, including ACP Spokespersons Network member Dr. Julie Holloway, was featured in an article on KWWL News 7 for giving free dentures to five veterans this past week.

KWWL News 7

<u>Kentucky:</u> Dr. Katie Kuric of the University of Louisville School of Dentistry was featured on WHAS11 News in Louisville to talk about NPAW and prosthodontics.

• WHAS11 News

<u>New Jersey:</u> ACP member Dr. Jack Piermatti was mentioned in an article published by *South Jersey Magazine* about recent advances in dentistry.

• <u>South Jersey Magazine</u>

**New Mexico:** Dr. A. Burton Melton was featured in a segment on KOB4 News to talk about prosthodontics, oral health, and dental implants.

KOB4 News

<u>New York:</u> ACP Spokespersons Network member Dr. Frank LaMar had an article published in the *Rochester Democrat & Chronicle* promoting NPAW and prosthodontics.

• Rochester Democrat & Chronicle

<u>National:</u> ACP Spokespersons Network member Dr. Robert Rawdin was featured in an article on *Thrive Global* where he discussed sleep apnea.

Thrive Global



<u>National</u>: The *ADA News* issued a news release about National Prosthodontics Awareness Week and the free *Journal of Prosthodontics* content coinciding with NPAW.

- ADA News
- ADA Morning Huddle
- ADA Social Media Channels

<u>National:</u> ACP Spokespersons Network member Dr. David Felton was featured in an article in the *Dental Products Report* about ill-fitting dentures and oral cancer.

• <u>Dental Products Report</u>

<u>National:</u> Dentistry Today published an article featuring the University of Louisville School of Dentistry Postgraduate Prosthodontics Clinic, who educated the public during NPAW.

• Dentistry Today

<u>National</u>: One ACP press release about NPAW and Clinical Practice Guidelines was picked up by many national outlets. The highlights can be seen below:

- Press Release 4/7/2017: <u>Dental Implants, Crowns, Bridges, and Veneers: 8 Tips from Prosthodontists</u> to Avoid Failures, Backed by Science
  - o Distribution: 23,814,397 Potential Reach



- Views: 865 Total Views on GlobeNewswire
- Engagement: 63 Total Clicks on Links from GlobeNewswire
- o 30 Total Placements (highlights below)
  - 4-Traders
  - The Arizona Republic
  - Daily Herald
  - Healthcare Industry Today
  - Morningstar
  - Yahoo! Finance

<u>National:</u> The *New York Times* published an article titled "With Age Comes a Mouthful of Trouble" where 3 ACP members commented, answering a consumer question about taking care of restored teeth with links to ACP videos.

New York Times

<u>National:</u> ACP Spokespersons Network member Dr. Avi Bidra was featured on a DentalTown Podcast for NPAW.

"Avi you are flipping crushing it on Facebook, iTunes, YouTube, Dentaltown, and a dozen international dental podcasts apps. You are way over 100,000 views so far! Thank you so much for being on the show."

-Howard Farran

Dr. Bidra, We just released our podcast with you on:

Dentaltown: <a href="mailto:bit.ly/DUwHF685">bit.ly/DUwHF685</a>
iTunes: <a href="mailto:bit.ly/DUwHF170uTube">bit.ly/DUwHF170uTube</a>
YouTube: <a href="mailto:bit.ly/DUwHFY0uTube">bit.ly/DUwHFY0uTube</a>

Posted it to Howard Farran's social media pages:

Google+: <a href="mailto:bit.ly/GoogleHF">bit.ly/GoogleHF</a>
Facebook: <a href="mailto:bit.ly/FacebookHF">bit.ly/FacebookHF</a>
LinkedIn: <a href="mailto:bit.ly/LinkedInHF">bit.ly/LinkedInHF</a>
Twitter: <a href="mailto:bit.ly/TwitterHF">bit.ly/TwitterHF</a>

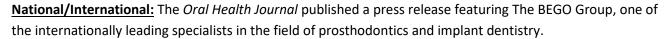
Pinterest: <a href="mailto:bit.ly/PinterestHFdds">bit.ly/PinterestHFdds</a>
And Dentaltown's social media pages:

Google+: <a href="https://plus.google.com/+Dentaltown">https://plus.google.com/+Dentaltown</a>

Facebook: <a href="https://www.facebook.com/Dentaltown/?fref=ts">https://www.facebook.com/Dentaltown/?fref=ts</a>

Twitter: https://twitter.com/Dentaltown

Pinterest: https://www.pinterest.com/dentaltown/dentistry-uncensored-dental-podcast/



Oral Health Journal

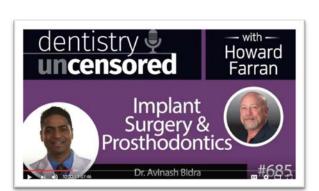
National/International: The Dental Tribune published an article featuring the University Of Louisville School



Of Dentistry Postgraduate Prosthodontics Clinic, who educated the public during NPAW.

• Dental Tribune

<u>International:</u> Dr. Edmond Pow was interviewed on bruxism by a local TV station in Hong Kong.



International: Dr. Brian Kucey was interviewed by Global News to discuss what a prosthodontist is and does.

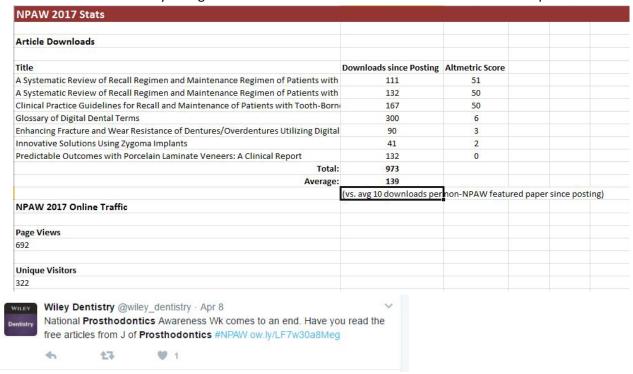
Global News

<u>International:</u> Prosthodontist Dr. Simon Watson was featured in an article published in *The Sydney Morning Herald*. The article was later published in 30+ different publications.

The Sydney Morning Herald

#### **Journal of Prosthodontics**

- For NPAW, 7 articles were free in the *Journal of Prosthodontics* through May 31. The articles included "Clinical Practice Guidelines and Maintenance of Patients with Tooth-Borne and Implant-Borne Dental Restorations" and "Enhancing Fracture and Wear Resistance of Dentures/Overdentures Utilizing Digital Technology: A Case Series Report".
  - o The Clinical Practice Guidelines were downloaded 167 times March 1-April 20.
  - o The Glossary of Digital Dental Terms was downloaded 300 times March 1-April 20.



# Social Media Highlights – NPAW Activities

**ACP Channels:** Of the NPAW posts the ACP shared on Facebook, the top post was:

4/3/17 – ACP members Dr. Leora Walter and Dr. Daniel Greenbaum (ACP Spokespersons Network member) sponsored a prosthodontics awareness brunch at the  $6^{th}$  Street Synagogue in Manhattan with an NPAW themed cake.

#### **NPAW Email Signature**

#### **University of Illinois at Chicago:**

• All prosthodontics faculty, residents, and staff added the NPAW email signature like this:



#### **ACP Staff**

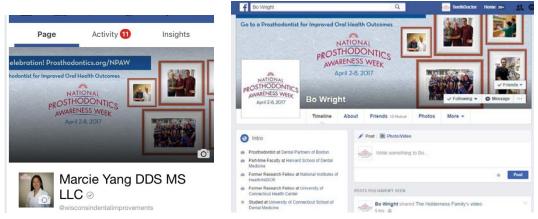
• All prosthodontics faculty, residents, and staff added the NPAW email signature

#### **University of Connecticut**

 ACP Spokespersons Network member Dr. Avi Bidra, UConn faculty, and staff added the NPAW email signature

#### **Facebook**

• The ACP created an NPAW Facebook cover photo and profile picture to encourage members to change theirs for the week to raise awareness for NPAW. The activity was used by ACP members around the country. Two examples follow: Dr. Marcie Yang (right); Dr. Roberta Wright (left).



Facebook was active during NPAW this year with members and strategic collaboration activity!

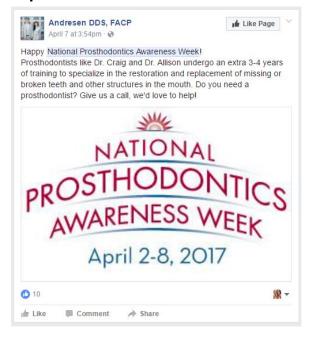
#### **Facebook Post Examples**



#### More Facebook Examples...







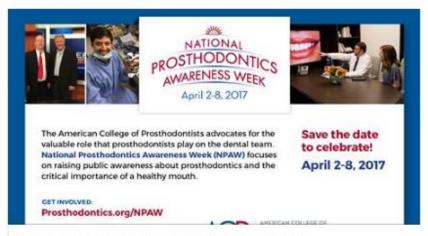


### More Facebook Examples...





The American College of Prosthodontists has a wealth of information that you can share to celebrate National #Prosthodontics Awareness Week! #NPAW



#### National Prosthodontics Awareness Week

National Prosthodontics Awareness Week (NPAW) focuses on raising public awareness about the critical importance of a healthy mouth.

PROSTHODONTICS.ORG

#### **Twitter Posts**

A little help from our friends @ Henry Schein, Brasseler, and Wiley-Blackwell

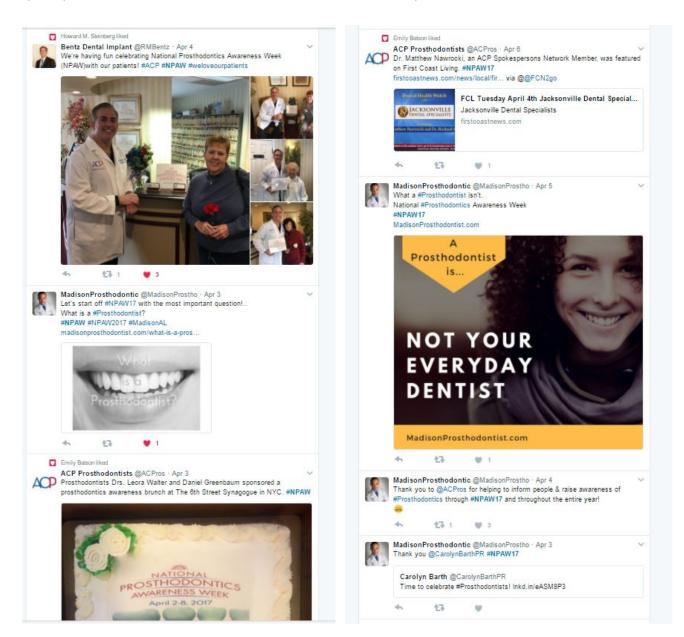








And ACP members like Dr. Robert Bentz (ACP Spokespersons Network member), Dr. Emily Batson (ACP Spokespersons Network member), and Dr. Cramin Wiltz (and many more...)



#### YouTube

- ACP's "How Long Do Crowns, Veneers, Bridges Last? Clinical Practice Guidelines Avoid Do Overs" video tripled its views between Jan. 1 and April 18 as it was widely promoted leading up to and during NPAW. The video was viewed on 6 continents in 42 different countries.
- ACP's "Let's Go Digital: NEW! Prosthodontists' FREE Resources, Henry Schein's Grant Update" video doubled its views between March 1 and April 18 as it was widely promoted leading up to and during NPAW. The video was viewed on 5 continents in 14 different countries.

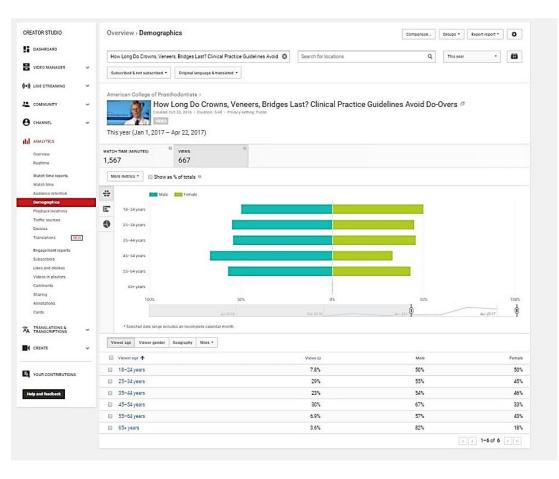
#### YouTube metrics - more than 545 subscribers (NPAW push)

- Between March 1- April 18, ACP's YouTube channel had 9,045 views, 101 shares, 41 new subscribers
- Between Jan. 1-April 18, ACP's YouTube channel had 19,061 views, 146 shares, 87 new subscribers





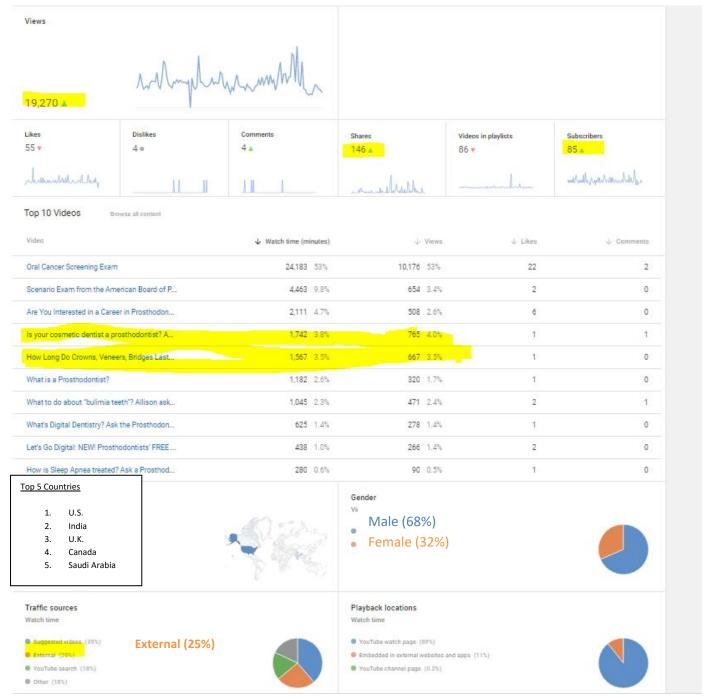




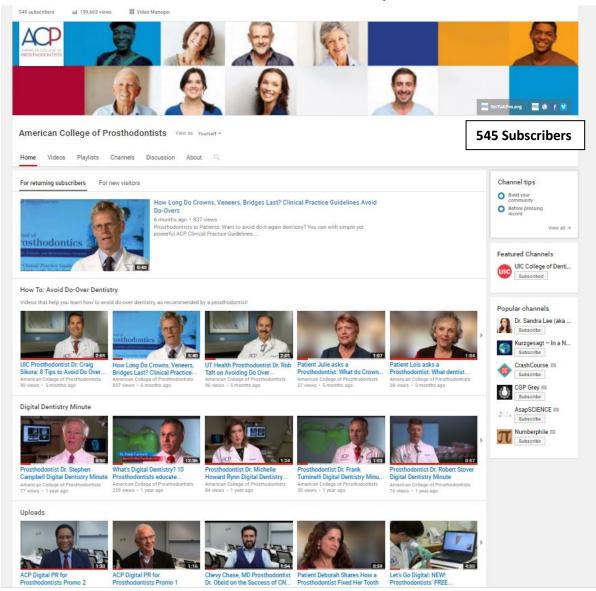


#### 2017 ACP YouTube Channel

### Stats as of 4/21/2017



#### **New YouTube Channel Layout**



Like Page

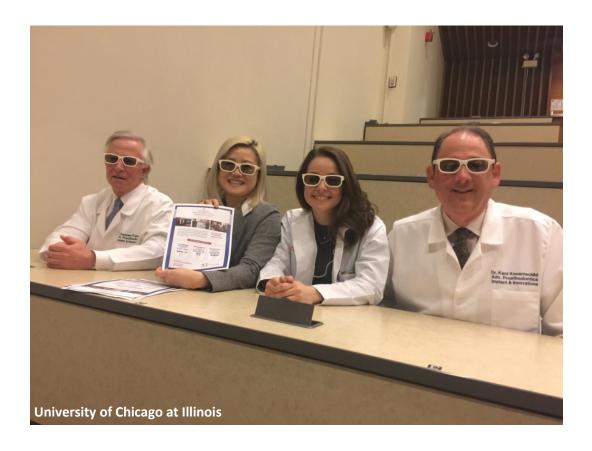
## **Other Memorable Highlights**

Modern Dentistry of Shrewsbury

April 2 at 8:00am · 🚱











April 2-8, 2017

National Prosthodontics Awareness Week (NPAW) focuses on raising public awareness about the critical importance of a healthy mouth.

In celebration of NPAW, I will be extending a courtesy of waiving my consultation fee for any of your friends, family members or co-workers referred with a first visit of April 3rd through April 27th. This is a \$95 savings! Please let everyone know about your great experiences with Dr. K and your excellent prosthodontic treatment results. Thank you again for your referrals and for supporting the specialty of Prosthodontics.

Here's to your health!
Ronald Koslowski, DDS, FACP



## The Koslowski Courier

A Weekly E-Newsletter from Dr. Ronald Koslowski



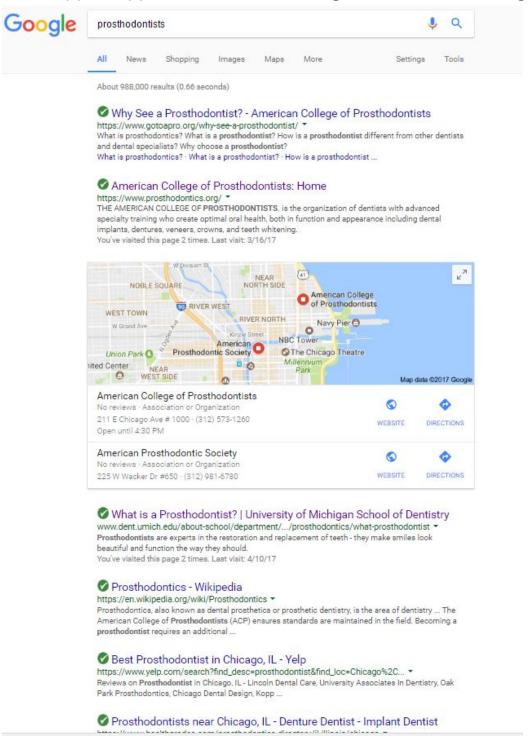
Happy NPAW!:)

Hello there!

National Prosthodontics Awareness Week (NPAW) is here and during this time, we focus on raising public awareness about the critical importance of a healthy mouth.

In celebration of NPAW, I will be extending a courtesy of waiving my consultation fee for any of your friends, family members or co-workers referred with a first visit of April 6th through April 28th.

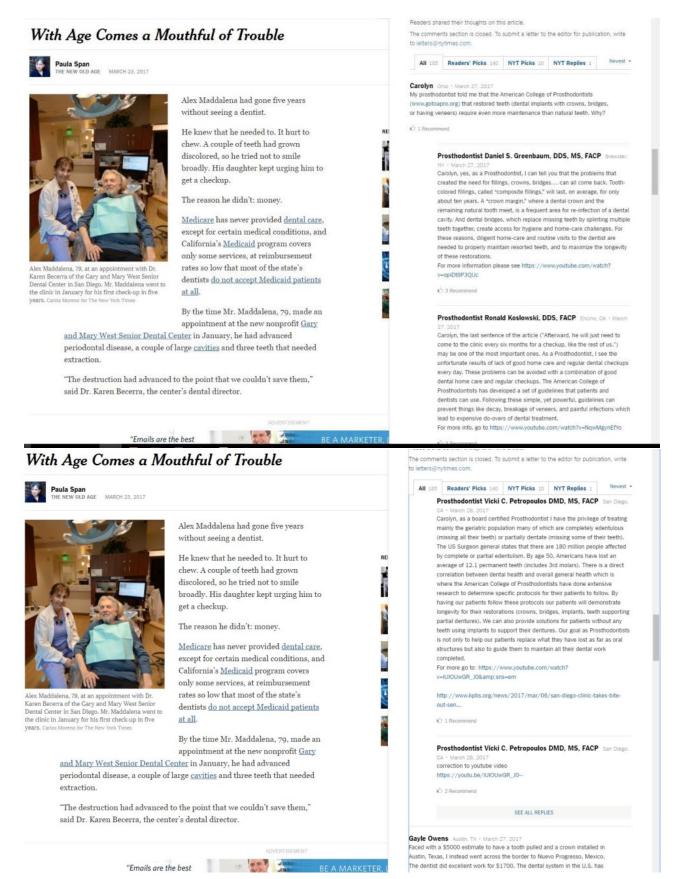
# ACP Michigan Section President gets UofMichigan's top ranking page for "prosthodontist(s)"/"tic(s)" to link to GoToAPro.org and Prosthodontics.org/NPAW







# NYTimes.com Health Blog- 3 New ACP Spokespersons Network Members! Dr. Daniel Greenbaum, Dr. Ron Koslowski, Dr. Vicki Petropolous 185 Comments















# Thank you!

# **Report your NPAW Activities!**

We want to see how YOU are promoting NPAW this year! Email your plans and activities (with photos/screenshots) to <a href="mailto:media@prosthodontics.org">media@prosthodontics.org</a> or submit them through our <a href="mailto:2017\_NPAW:">2017\_NPAW:</a> <a href="mailto:Report Your Activities form">Report Your Activities form</a>.