



Oral Healthcare Can't Wait™

Not all of your patients speak up about their dental and oral health issues. You can. Continue reminding them that their oral healthcare can't wait and keep them coming to your practice. Download **FREE** marketing materials to raise awareness and keep business going strong.

Take action. Visit OralHealthcareCantWait.com to learn more.



Dental Trade Alliance

DENTAL TRADE ALLIANCE LAUNCHES

“ORAL HEALTHCARE CAN’T WAIT™” AWARENESS CAMPAIGN

DENTAL INDUSTRY UNITES TO WARN CONSUMERS ABOUT THE RISKS OF PUTTING OFF REGULAR CHECKUPS AND RECOMMENDED TREATMENT



The Dental Trade Alliance (DTA), a nonprofit trade association representing leading dental manufacturers, distributors, and laboratories, recently launched its “Oral Healthcare Can’t Wait™” awareness campaign (www.oralhealthcarecantwait.com) in an effort to warn consumers about the risks of postponing regular dental check-ups and recommended treatment. According to DTA chief executive officer Gary Price, “The current economic climate is causing many people to either postpone the treatment plans recommended by their dentists, or to put off dental visits altogether.”

The potential health risks of postponing oral healthcare treatment can be significant, with more and more published research supporting the existence of a strong link between optimum oral health and overall wellbeing – especially in the area of periodontal disease. “But it doesn’t have to be this way,” explains Price. “Although we face economic challenges on a national basis, the majority of Americans still have the ability to make continued and comprehensive oral care an integrated part of their lives.”

Therefore, the DTA is launching a multifaceted *Oral Healthcare Can’t Wait* awareness campaign to dental professionals and consumers alike. Lanmark Group, the dental industry’s leading advertising, marketing, and public relations agency, will be spearheading this effort by developing the overall strategy, creative concepts, and tactical execution on a pro bono basis. The following is just a partial outline of the campaign marketing components that Lanmark is currently providing:

- Oral Healthcare Can’t Wait logo and slogan
- Dedicated Oral Healthcare Can’t Wait website for dental professionals (www.oralhealthcarecantwait.com) and consumers (www.visityourdentistnow.com)
- Dental trade and consumer print and online advertising
- Professional and consumer public relations program
- Public service announcements
- Patient education brochures and posters
- Dental practice marketing tool kit to promote “Oral Healthcare Can’t Wait” campaign in local markets
- Online video for distribution via YouTube, etc.

“Oral Healthcare Can’t Wait promises to be a very ambitious campaign, with the ultimate goal being to sustain and improve oral health in America,” explained Price. “I’m very grateful for the level of commitment and agency resources that Lanmark president Howard Klein has pledged to this campaign, as well as the support of our leading dental industry publications, such as *Compendium*, *Dental Economics*, *Dental Products Report*, *Dental Product Shopper*, *Dentistry Today*, *Dental Tribune*, *DentalTown*, *Dimensions of Dental Hygiene*, *Inside Dentistry*, and *RDH Magazine*.

For more information and resources to begin promoting this campaign in your community visit www.oralhealthcarecantwait.com. There you can download Public Service Announcements, Press Releases and articles targeted at the general population for the purpose of creating a higher level of dental health awareness and prioritization. For more information, talk to your NDI account representative.

About the Dental Trade Alliance

The Dental Trade Alliance is an association of companies that provide dental equipment, supplies, materials, and services to dentists and other oral care professionals. Its member companies are distributors, dental laboratories, and manufacturers located in the United States, Canada, and Mexico. By providing the best equipment, materials, and services to dentists and oral care professionals, they are partners in improving the oral health of everyone. For more information, visit www.dentaltradealliance.org