



american association of  
endodontists

# WORTH SAVING Gazette



*Welcome to Worth Saving World, where endodontists' dreams come true. In the coming year, you'll occasionally receive keepsakes from our world, in JOE and at events.*

**So what exactly is Worth Saving World? It's a place that embraces the future and is forward-thinking, but still holds on to the irreplaceable things worth saving—like our natural teeth.**

**We live in a disposable, replacement-oriented and all-things-recyclable era. “Tired of something? Replace it. Shiny and better, right?” Not always. Some things are truly worth saving, preserving and revering. From the mighty Redwoods to one's grandfather's watch to a cherished baseball stadium—sometimes “new” is simply not better.**

**Like friends who have stood by your side over the years, the human body is something to marvel at—and sometimes, we underestimate its true worth and value. Take our teeth for instance: a gateway to nutrition, a sign of emotion, a signal of overall good health. Our natural teeth are worth saving. And teeth have a natural ally in the expertise and experience of endodontists—professionals dedicated to saving and optimizing one's natural teeth. Worth Saving. And with the expertise to do it.**

# 5 Things to Know About 'Worth Saving'

Did you know the AAE's Worth Saving campaign is in its third year and thriving? "Worth Saving" is meant to bring to life that, like your natural teeth, there are things, people and places that are worth revering. At the AAE Board's directive, we set out to implement a multi-year public awareness campaign with the goal that: "The public will value saving their natural teeth and seek endodontists as the first choice for their care. They will understand what an endodontist does and how they are different from general dentistry providers."

## 1 Why is AAE sponsoring this campaign?

This campaign is meant to bring to life that, like your natural teeth, there are things, people and places that are worth saving and revering. In a world where people often look to buy the newest and trendiest thing, we want to pay respect and homage to things that cannot be replaced and are truly "worth saving."

## 2 What is the goal of the campaign?

We want people to realize that nowhere is the concept of saving things more important than with medical decisions. In a world with hyperbole and almost too much conflicting health information, trust the expert as the source of truth: in terms of root canal treatment, that's the endodontist. Additionally, we aim to familiarize the public with the term "endodontist."

## 3 Why elevate the term, "endodontist"?

It's important for people to know they have a natural ally in endodontists who are specialists in diagnosing and treating tooth pain and performing root canal treatment.

## 4 How did you arrive at the "Worth Saving" concept?

In a world where people sometimes focus more on the new than preserving things worth saving, we wanted to showcase those things as well as the endodontists and other experts who save meaningful things. We wanted to do this in a way that will resonate with people and make them aware that when it comes to saving one's natural teeth, there is no one more qualified than endodontists.

## 5 Who are you targeting with this campaign and why?

We are targeting an audience of higher-income millennials who is the next generation to care for and save their natural teeth. This is a group research shows is more likely to do background research and make educated, informed decisions on their dental health. When people do their homework on tooth pain and root canals, they learn more about who endodontists are and how they can alleviate tooth pain and save their natural teeth.

**Strategic Approach** There's a strategic approach to our campaign that benefits all endodontists. The two pillars of that approach are:

**Insight:** Expertise is earned through rigor. Expertise doesn't come easy. Today, being an expert is sometimes undervalued in a world where everyone is one. Yet, you wouldn't trust important choices in your life to just anyone.

**Strategy:** Nowhere is that more true than with medical decisions. In a world full of noise and hyperbole and almost too much and conflicting health information, we're positioning the endodontist as **the right expert for the right job.**

# Memories Worth Saving Timeline of Key Activations

## 2019

### February

Worth Saving campaign launches, after several months of research and identification of a key target audience.

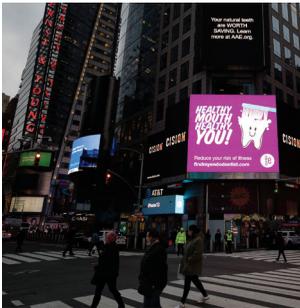
### March

Release of Worth Saving ‘Person on the Street’ videos.



### April

Launch of first installment of ‘Landmarks Worth Saving’ contest, connecting the importance of preserving natural wonders with the importance of preserving one’s natural teeth. It featured Boston’s Charles River Esplanade, the Chicago River, San Antonio’s Phil Hardberger Park and Philadelphia’s Wissahickon Valley Park.



Worth Saving messaging appears on Times Square billboard for the first time.

### May

Root Canal Awareness Week morphs into a month-long celebration of saving teeth known as Save Your Tooth Month.

### August & September

Release of ‘Saver to Saver’ videos.



### October

AAE uses Fall 2019 public survey Halloween-themed results to dispel unfounded fears of root canal treatment.

### November

American Association of Endodontists 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—taking part in 18 interviews with an important and timely message on root canal safety and endodontists on the front lines amid COVID-19. It was the first of what would later become biannual tours with both 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

Release of several branded social media graphics, varying from important tooth saving themes to #ThankAnEndo sentiments.

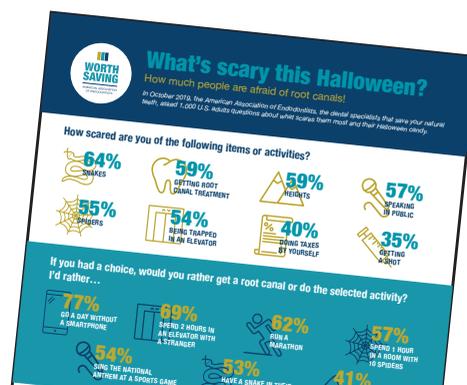


### August

During cracked tooth surge amid COVID-19, media looks to AAE for expertise on this pandemic phenomenon. AAE members interviewed for outlets including *CNN.com*, *USA Today* and *U.S. News and World Report*, among others.

### December

AAE survey reveals that more than half of Americans said the COVID-19 pandemic has caused them to put off general dental check-ups.





## 2021

### May

Creation of first-ever saving-teeth-themed face masks, designed to help endodontists show how much they care about keeping patients safe while saving their teeth.

AAE President conducts Satellite Media Tour with patient.



### July

AAE reveals inaugural class of Save Your Tooth Month Social Media “Movers and Shakers”: members who went above-and-beyond celebrating Save Your Tooth Month on social media during the month of May.

### October

AAE President brings a strong 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

AAE survey also 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

AAE launches its first social media influencer campaign, complete with lifestyle influencers and AAE member “endofluencers.”



### April

AAE member center branded in FindMyEndodontist.com imagery. The patient search tool is a very important component of the Worth Saving campaign.

### May

AAE sends members a new version of our popular face mask, just in time for Save Your Tooth Month. The AAE marks its fifth Satellite Media Tour competed to date.

### June

AAE marks many important campaign metric milestones, including a total of 140,000 FindMyEndodontist.com searches in the 2021–2022 membership year—double the previous year’s count, and 14 million display ad views—up 4 million year over year.

### July

AAE President appears on popular ‘California Live’ television show.



*Patients are searching for relief.*

Is your profile making a good first impression?

[Update My Profile](#)

aae.org

# 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 a few current committee members to find out what excites them most about our campaign.



**Mark B. Desrosiers, D.M.D.** (Committee chair)

*Part-time private practice, Associate Clinical Professor Boston University Department of Endodontics*

**What's your favorite Worth Saving activation so far?** The Natural Landmarks Contest because it got other organizations involved and they helped us promote the campaign.

**Why is this campaign important?** At the end of the day, our efforts need to get patients in our offices. This campaign educates patients as to what we do and why we are qualified to do it. Teeth are worth saving and endodontists are the best at doing it.



**Craig A. Dunlap, D.D.S.**

*Assistant Professor and Interim Director of Postgraduate Endodontics, University of the Pacific Arthur A. Dugoni School of Dentistry*

**What's your favorite Worth Saving activation so far?** Satellite Media Tour!

**Why is this campaign important?** The Satellite Media Tour has made millions of impressions with the valuable messages that the natural dentition is worth saving for a lifetime, that root canal treatment is safe and effective, and that patients should request to see an endodontist for their root canal treatment.

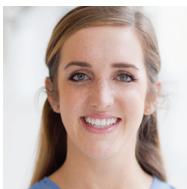


**Najia Usman, D.D.S.**

*Endodontist, Director Visage Endodontics, Medina, Ohio*

**What's your favorite Worth Saving activation so far?** Times Square display

**Why is this campaign important?** I have personally noticed a complete mindset of patients with regards to wanting to save their natural teeth because of the perceived value. I think the Times Square activation had a broad reach to the public. I liked being able to share the picture over and over again social media, which was eye-catching. Also, if the AAE can dedicate large resources to a marketing campaign such as this, it implies strong member support of our organization, which indirectly reminds the public that seeking the "expert" endodontist is important.



**Lauren Belous, D.M.D.**

*Associate, Pennsylvania Endodontic Specialists*

**What's your favorite Worth Saving activation so far?** I love the Find My Endodontist feature and campaign!

**Why is this campaign important?** Patients are becoming direct consumers and greater advocates of their own healthcare. Thus, they rely heavily on internet "word of mouth" and online reviews of offices and practitioners. Having trustworthy, easily navigable websites available to our patients is so important for them to understand who we are and how our specialty is integral

to their overall oral healthcare. As the pendulum swings back towards saving natural teeth, I feel our website will gain more traction and help patients locate an endodontist even if they don't have a referral.

**Ingmar (Andrea) Hernandez, D.M.D.**

*PGY-2 Endodontic resident at the UTSD Houston*

**What's your favorite Worth Saving activation so far?** Digital campaign  
**Why is this campaign important?** Digital advertising is imperative in today's society. It allows you to reach your audience on the go, wherever they are, whenever they are online and it is easily monitored.



**Andrew Miller, D.M.D.**

*Clinical Associate Professor and Director of Pre-doctoral Endodontics at Boston University Henry M. Goldman School of Dental Medicine*

**What's your favorite Worth Saving activation so far?** My favorite aspect of the Worth Saving Campaign has been the most recent bulletin [e-newsletter] that went out to our members highlight all that the AAE does to contribute towards this common goal.

**Why is this campaign important?** The campaign is so very important for our members as well as patients because it brings attention to the fact that many teeth can and should be saved. Everyone deserves a second chance, even our teeth sometimes. It is also important for patients and referring dentists to understand what an Endodontist is and what we can do to help our mutual patients save their natural teeth.



**Kim FitzSimmons, MBA, CAE**

*AAE Chief Marketing & Communications Officer*

**What's your favorite Worth Saving activation so far?** Our Tooth Pain paid media that intercepts patients who are experiencing tooth pain, identified through Google keyword search, and directs the patient to AAE's FindMyEndodontist.com. This activation alone has driven over a quarter million patients to our endodontist search directory.

**Why is this campaign important?** So that patients value saving their natural teeth and seek endodontists as the *first choice* for their care.



**Elisabeth Lisican**

*AAE Integrated Communications Manager*

**What's your favorite Worth Saving activation so far?** 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.

**Why is this campaign important?** I'm determined to help change the collective consciousness' tendencies to give root canal treatment a bad rap. It's been so rewarding to be able to influence change, one patient at a time.



**Michael Dobrow**

*AAE Integrated Communications Specialist*

**What's your favorite Worth Saving activation so far?** I love our Satellite News Media tours and other press opportunities. Seeing our Association's president or members in the news is great and their messages help increase awareness about endodontics.

**Why is this campaign important?**

The public needs to understand how important their natural teeth are, and they need to know they have a trusted partner (endodontists) in oral healthcare.



# The Future

Guided by Strategic Goal 1 from our 2022–2025 strategic plan, here's a sneak peek at what's in store for Worth Saving:

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

Increase member participation in our public awareness initiatives

4

Increase public awareness of the relationship between oral health and systemic health

5

Elevate AAE's digital and social media presence

*Follow along!*

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