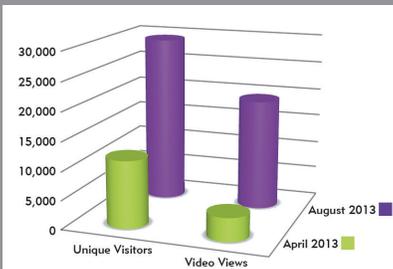


STRATEGIC OBJECTIVES

- Raise awareness of the potential risk of cross-contamination from dental bib clips among dentists and patients
- Communicate the growing number of studies that prove there is a risk of cross-contamination
- Demonstrate that the only way to avoid exposure to bib holder contamination is to use a disposable bib holder or to fully sterilize holders after every use
- Encourage people to ask their dentist for a disposable or sterilized bib holder

CAMPAIGN RESULTS



Thousands of people visited www.DentalBibClipBacteria.com after the announcement and within five months the number of visitors nearly tripled. To date more than 30,000 people have visited the web site and 20,000 people have viewed the news video.



Will you ask your dentist to use a disposable bib holder on you at your next dental appointment?

Website visitors were invited to take a poll about their opinions on the issue of bib clip bacteria. An overwhelming majority (76%) indicated that the next time they went to the dentist they would ask for a disposable bib clip – a key objective of the program.



Dr. Bruce Paster, Chair of the Department of Microbiology at the Forsyth Institute, and his research assistant examine a sample from the bib clip study.

Public Health Campaign Changes Patient Expectations and Dentist Behavior

A dental environment must be as clean as possible to minimize the risk of infection during treatments. Dentists follow detailed infection control procedures such as sterilizing instruments, using disposable supplies and disinfecting equipment between each patient visit to ensure a safe environment for patients. That includes the dental bib holder, the clips that hold the protective dental napkin in place around the patient's neck.

A majority of dental practices disinfect bib holders with a disinfecting spray or wipe. However, research conducted by the Tufts University School of Dental Medicine and the Forsyth Institute in the Spring of 2013 found that 40% - 70% of dental bib clips retained one or more bacteria even *after* disinfection. The results mirrored previous studies and indicated that current disinfection procedures for dental bib clips are inadequate.

Portavoce PR was retained to announce the research findings and create all the communications for the campaign.

The primary objective was to generate media coverage of the study results to raise awareness of the risk of cross-contamination from dental bib clips and communicate what dental patients could do to protect themselves from it. The ultimate goal was to encourage dentists to re-evaluate their disinfection procedures for dental bib clips and encourage patients to request a sterilized or disposable bib clip in order to eliminate the risk of cross-contamination.

COLLABORATIVE PLANNING Creating Consistent Messaging with Multiple Stakeholders

Portavoce PR developed a comprehensive media strategy to maximize the news potential for the research results. The team developed the media materials to announce the research findings and secured approvals from all four participating groups: the researchers, the grant sponsor, and the editors at the peer-reviewed journal *Compendium of Continuing Education of Dentistry*.



In the study, 40% - 70% of the bib clips sampled after disinfection were found to retain one or more bacteria.

The story was brought to life using video, photography and infographics for the media to utilize. Portavoce PR collaborated with Latergy LLC, a video marketing agency, to develop a news video of the researchers in their lab and of dental treatments at a dental practice. The video was available online in a multi-media pressroom and fed via satellite for media to access. High-quality original photography was also produced to support the campaign.

In addition, strategic paid placement television, radio and syndicated print news stories were secured to amplify the message and create a multi-platform approach. A pre-produced scripted news video was scheduled for paid placements on targeted DirecTV cable channels including CNN, CNBC, OWN Network, Lifetime and others. Finally, the content was integrated into "The Buzz", a nationally syndicated morning news program.

For additional outreach, Portavoce PR secured airtime on *Radio Health Journal*, a national radio program about health

and medicine, to raise the awareness of the dental bib clip issue. The syndicated radio story featured information about the study results and a sound bite from Dr. Bruce Paster, the lead researcher at The Forsyth Institute.

DYNAMIC EXECUTION Responding Rapidly to the Changing Media Environment

The timing of the research announcement and the publication of the study corresponded with the California Dental Association meeting starting on April 11. Plans were made to announce the study results the day before the meeting opened. Less than two weeks before the scheduled announcement news broke of a rogue dentist who put thousands of patients at risk for Hepatitis B, Hepatitis C and HIV due to inappropriate infection control practices in his dental office. Within hours the story was being covered nationwide, jettisoning the issue of dental infection control into broadcast and print headlines across the country. Knowing that it would be unlikely the news media would cover a second dental story just 10 days later, the team moved swiftly and decided to accelerate the study announcement in an effort to enter the dental news cycle already underway. The study results were announced eight days ahead of the original schedule.

On the day of the announcement the press release sourced from the Forsyth Institute was issued and the news video circulated to broadcast outlets via satellite. All the media materials and multi-media assets were posted to a

website www.DentalBibClipBacteria.com including the press release, news video, a link to the full study transcript, research summaries, patient safety tips, photography and infographics, spokespeople biographies and an online poll.

RESULTS A Call to Action that Changes Behavior

Portavoce PR's publicity team saturated broadcast media across the country with emphasis on media markets known to have a high concentration of dentists. Key placement ran on Sirius Radio's "Dr. Radio", Prevention.com, MensHealth.com, numerous dental trade publications and health websites. Hundreds of local television affiliates representing all the major networks (ABC, CBS, NBC, FOX) ran stories about the study featuring interviews with Dr. Paster, statistics from the clinical study and/or footage from the news videos. The results were overwhelmingly positive:

| Media Category | Audience Figures | Number of Stories |
|-----------------------|------------------|-------------------|
| Earned Media Results | 11,392,332 | 279 |
| Paid Media Placements | 10,714,481 | 1,136 |

- 69% of the 279 earned media stories included the call to action for dental patients to request a disposable bib holder.
- Thousands of people visited www.DentalBibClipBacteria.com to read about the research and view the video.
- Hundreds of people who visited the website also participated in an online poll and indicated that the issue was of concern to them.
- DUX Dental sustained increase an of 40% in sales of disposable bib holders year-over-year

"I went to the dentist Monday night and brought this up...right in front of me they cleaned the bib clips again and brought in the dentist that owns the practice. He indicated that he has been thinking of getting the disposable clips however, and will now make it a priority."

A.J. Carrier - Albany, New York



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