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**Dental Services Marketing Brief**

**Job#:**CHC0012 Dodson Dental Clinic

**Team Lead:**Jared, Layra

**Project Scope:** Erlanger Marketing and CHC Outreach teams have designed a comprehensive marketing strategy promoting the Erlanger Community Health Center Dental Services.

**Background:**The Erlanger Community Health Center Dental Services is a hidden gem of the Chattanooga Community. Dental services are offered to anyone in the community; however, the focus is to assist families who are underserved, uninsured, or whose income is below the poverty line.

There is increased recognition among those in public health that oral diseases such as dental caries and periodontal disease and health conditions like obesity and diabetes are closely linked. The underserved and vulnerable populations face two significant barriers: affordability, culture, and language barriers.

**Affordability:**Affordability may be the most significant factor when scheduling a dental appointment. When faced with hard decisions about income, those who don't have dental insurance will forgo oral healthcare. Currently, the Median income in Chattanooga for families is less than 50K per year and 27K for individuals. According to ASDA research:

* Low-income, working-age adults report the highest financial barriers to needed dental care.
* The percentage of the population without dental insurance is more than twice that of those medically uninsured.
* Spending on dental care results in high out-of-pocket expenses because of a lack of insurance or high insurance deductibles and copayments. (ASDA, 2022)

To overcome this barrier, we will focus our marketing message on the belief that cost should never be a deciding factor for health. We will discuss the sliding fee scale and other options for uninsured patients.

**Cultural Perception**: The Community Health Center Dental Services will serve a diverse population of cultures, languages, and backgrounds. According to Data USA, the share of white residents is likely to decrease from 73% of the population in 2020 to about 66% in 2040.

* The state's Hispanic population is expected to grow the fastest, expanding by nearly 400,000 people to make up about 10% by 2040.
* In 2021, there were 1.86 times more White (Non-Hispanic) residents (102k people) in Chattanooga, TN, than any other race or ethnicity.
* There were 54.6k Black or African American (non-Hispanic) and 5.85k White (Hispanic) residents, the second and third most common ethnic groups. (DATAUSA, 2024)

Understanding the size of the population is only one aspect of our marketing strategy. To ensure our message is understood, we must also consider cultural beliefs about health.

Cultural beliefs and attitudes toward dental care and oral hygiene can significantly impact an individual's oral health. Dental care may not be a priority in some cultures; for example, in some Asian cultures, there is a belief that bad breath is a sign of good health, so brushing teeth may not be a priority.

In other cultures, there may be a fear of dental procedures, leading to avoidance of dental care. Addressing these cultural beliefs and attitudes is crucial in promoting good oral health practices and reducing health disparities. The marketing team will create educational material promoting a need for more understanding of dental healthcare.

The lack of knowledge is more prevalent among the underserved community. Ignoring their health and misunderstanding the impact of poor hygiene leads to other health issues. "Oral health is a crucial indicator of overall health, well-being, and quality of life. In particular, oral health is essential for older adults, as it is closely related to mortality and systemic diseases.

**Competition:** Understanding our most significant competitor for Erlanger Community Health Center Dental Services is essential to stay relevant in the region. Cempa is our primary FQHC competitor in the area. Its scope of services, including dental services, is similar to the Erlanger Community Health Center.

**Cempa**

* **Primary Service:** HIV Testing, Dental, Primary Care
* **Primary Audience:** Homeless
* **Marketing Advantage:** They are downtown, in a central location, making finding their office more manageable.
* **Dental Services Offered:** Exams, Cleaning, Partial - Dentures, Restorative, Pediatric Dentistry
* **Key Message:** Championing Healthy Communities one smile at a time
* **Annual Revenue:** 33,000,000

**Objective:**

*By creating a comprehensive awareness campaign, Erlanger Community Health Center will increase dental appointments from 25 patients to 35 per day by the end of FY 2024*.

The purpose of the objective is to increase patient volumes for new appointments. The average number of patients served per day is below the expected capacity. The capacity for the number of patients served daily is 35. To reach this goal, we will create a strategic campaign focusing on education and awareness of the Erlanger Community Health Center dental office.

The strategic goals for the Community Health Center during FY 23-24 focus on outreach to the underserved community in Chattanooga using healthy education and awareness. Increasing oral health education in the region is one of four strategies to help the Community Health Center reach its objective

**Audience:**

* **Age:**20-60 years’ old
* **Income:**less than 45K Per Year
* **Education:**High School Education
* **Gender:**Male and Female
* **Type of Care:**Un-insured
* **Primary Zip Codes:**37406, 37404, 37411, 37421, 37410, 37412, 37416, 37343, 37402, 30741

**Profile Information:** Our target audience represents a diverse population of cultures, beliefs, and ethnicities in Chattanooga. Primary employment of our target audience may include restaurants, refueling stations, call centers, and manufacturing. They may have only a high school diploma and make a salary of 45k per year or less. This will include both male and female single parents with at least one child.

**Key messaging:** Smolder, Smirk, Snicker, however, you show a smile, Erlanger Community Health Center Dodson Avenue is here to help you keep it healthy. Call 243-778-2800 to schedule an appointment with a dentist today, or visit erlanger.org/dds to learn more about making your smile standout.

**Tone and Personality**

* Approachable Authority

**Brand Development/RTB** We will reinforce the brand by promoting our services to the underserved and marginalized population in Chattanooga. The Dental campaign aims to improve the community's overall health and show the change the Erlanger Message has on community members. How will success be measured?

**Measured Success/KPI's**

1. **New Patient Appointments**: This will be defined as a current or new patient showing up for any scheduled appointment.
2. **News patient call-in appointments:** A new patient is calling to set an appointment.
3. **Current Patient Call-in appointments:** When an existing patient calls in to arrange an appointment.

We will measure these KPIs using survey’s and tracking new patient calls. As we learn more about where our audience is learning about dental services, we will adjust our strategy and action plan to focus on these primary mediums.

# References

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