



Santa Fe Group
2nd Annual Meskin Symposium
Gary Price

Health Care Reform?

Health Care Reform
or
Health Care System
Reform



1971 Oral Health Care Protest



The Goal !!!!!




The Result



Words of Wisdom

In my many years I have come to a conclusion that one useless man is a shame, two is a law firm and three or more is a congress.

John Adams



Who to influence?

Legislated Policy Choices


Vs

Individual Choices



DTA's Plan

Influence individual choices!!




Change Attitudes

Unemployment 10 percent
Employment 90 percent

6% with dental benefits have an unmet dental need

16% have held off going to the dentist because of uncertainty about their job or the economy.



Influence Choices



or



Public Awareness Campaign



Partners

- **Dental Practices**
- **Dental Organizations**
- **Dental Publications**
- **DTA Members**
- **Non-profit organizations**



Websites

oralhealthcarecantwait.com

visityourdentistnow.com



Social Networks

Facebook

You Tube

Twitter



Marketing Materials

For Dental Practices




Ads to Professionals




Consumer Ads

Consumer Ads




Public Service Announcements

