CONSUMERS AS CITIZENS: WHAT ENCOURAGES ACTIVE PUBLIC SUPPORT OF MEDICARE DENTAL
THE DENTAQUEST FOUNDATION + THE DENTAQUEST INSTITUTE = THE DENTAQUEST PARTNERSHIP FOR ORAL HEALTH ADVANCEMENT
AREAS OF FOCUS

The DentaQuest Partnership is engaged in grantmaking, research, care improvement initiatives, and thought leadership against the following areas of focus where DentaQuest can have the greatest impact:

A single, national oral health measurement system

Person Centered Care through value based care and inter-professional practice initiatives

Advocate for public adult dental benefit to expand access
Momentum for adding a dental benefit to Medicare is growing

Source: Congress.gov, press releases, literature review

Includes a letter to CMS signed by 28 Senators & 43 House Reps, as well as a community statement signed by 85 organizations advocating for Medicare coverage for medically necessary dental care
Our challenge: Turning soft support into hard action

Three quarters of Americans 55+ favor Medicare Dental

But two-thirds are unengaged or inactive on the issue

Our journey to date

Lots of message development and testing

Pilot Test in Orlando

2019 Campaign in three key states
Average total spend by each winning House candidates

4M impressions means audiences saw the ads an average of 9x each on Facebook alone

451,489 PEOPLE SAW THE ADS

23,437 SESSIONS ON THE WEBSITE

10,353 ZIP CODE SEARCHES

1,836 TOOTHBRUSH WEBSITE CONVERSIONS

3,696 TOOTHBRUSHES DIRECTLY DELIVERED

That's a 7.8% conversion rate — 3 TIMES the average for campaign websites

Market penetration ranged from 1/5 to 1/3

76% coming from digital ads

Results verified through fulfillment campaign

May 1 – Sept. 30, 2018
Candidate political divide that does not reflect public political divide

PUBLIC SUPPORT*

- GOP 30%
- DEM 40%
- Other 30%

78% of Rs favor
89% of Ds favor

141 House candidates in 3 states, running for 27 seats.

- Support 39%
- Can't Reach 16%
- Won't Say 44%
- Oppose 1%

CANDIDATE SUPPORT

- GOP 22%
- DEM 67%
- Other 11%

26% of Rs publicly support
54% of Ds publicly support

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SEND A SENATOR YOUR TOOTHBRUSH

Enter your ZIP code.
Learn who is unsure if Medicare needs to cover your mouth and see how you can show them you have teeth.

ZIP Code
Find Senator

Use Your Location

DemandMedicareDental.com