

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

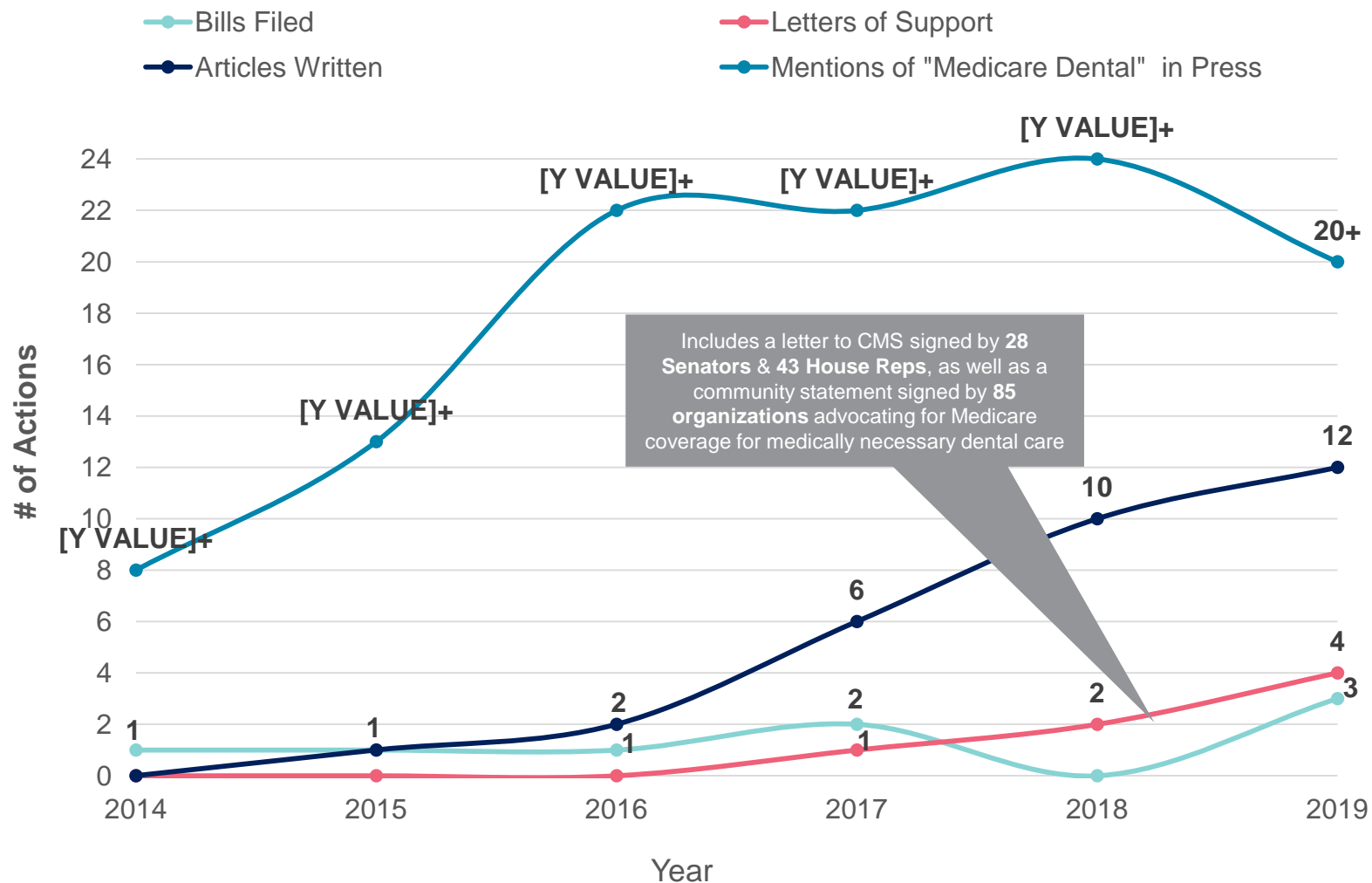


Person Centered Care through value based care and inter-professional practice initiatives



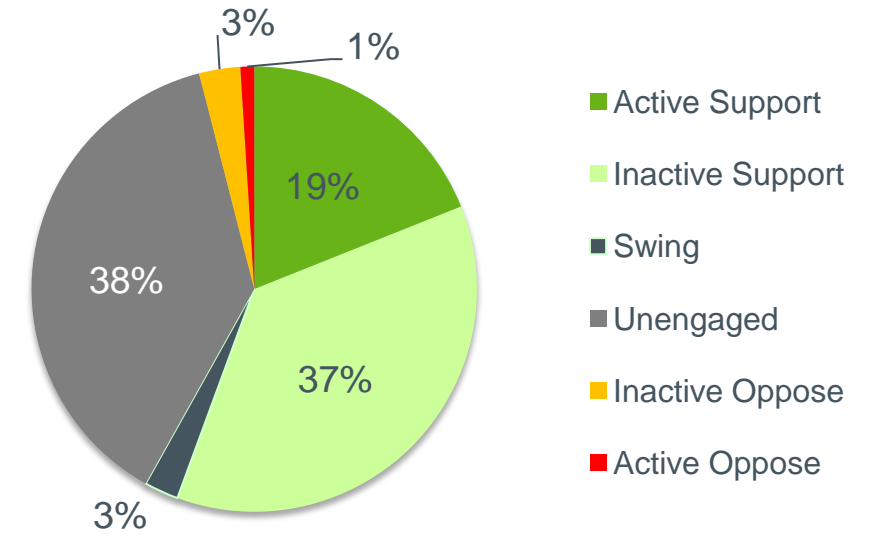
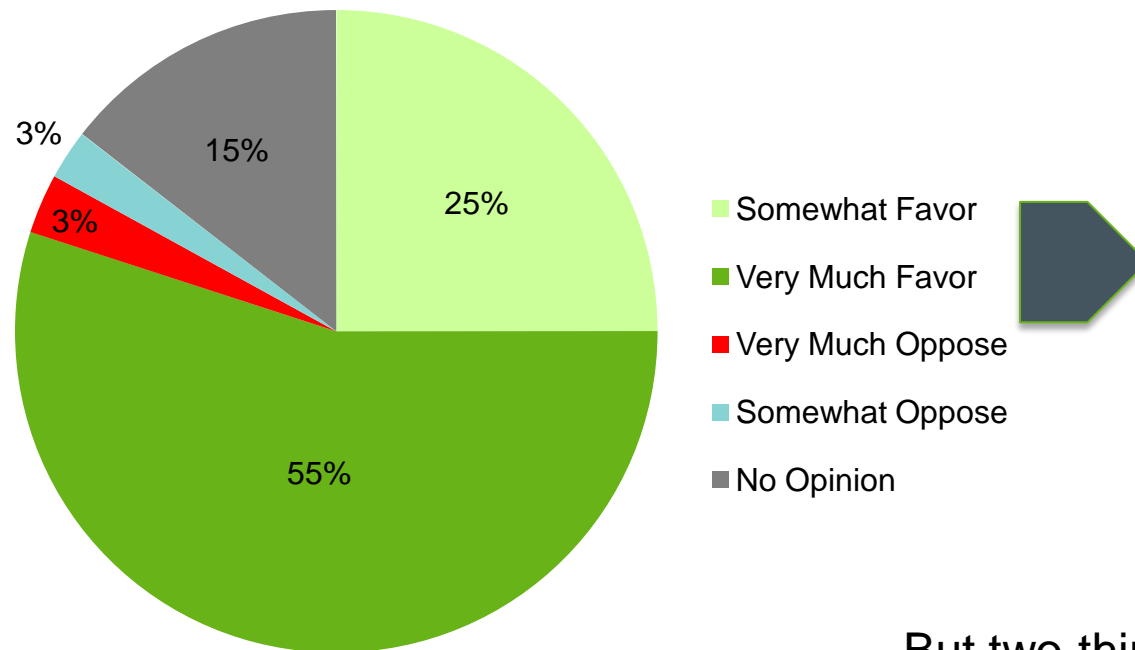
Advocate for public adult dental benefit to expand access

Momentum for adding a dental benefit to Medicare is growing



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

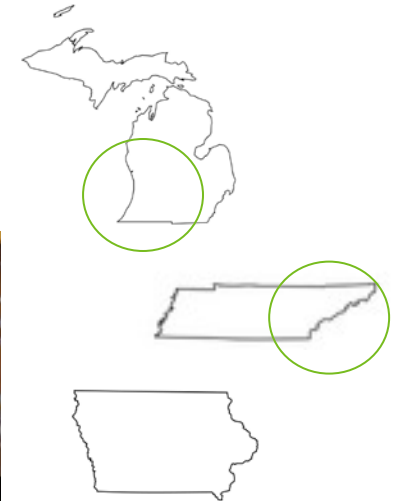
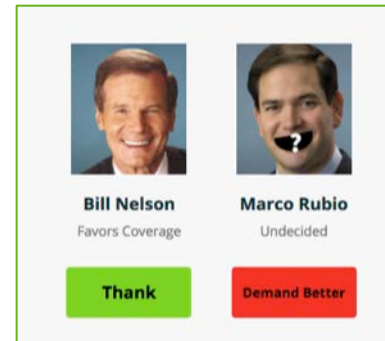
Lots of
message
development
and testing



Pilot Test in
Orlando



2019
Campaign in
three key
states





Knoxville NEWS SENTINEL

KnoxNews.com

We Have Teeth and We Vote
Written by Maggie Lawrence | 7/11 - July 11 at 10:20 AM · 1h
Some candidates won't let Medicare cover dental. Send them a message they won't brush off.
Learn more at DemandMedicareDental.org.



Yep, Medicare doesn't cover dental



SIGN A TOOTHBRUSH & DROP IT BELOW
We'll send it to your candidate for Congress to remind them you have teeth.

DemandMedicareDental.org



Average total spend by each winning House candidates



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

Market penetration ranged from 1/5 to 1/3

451,489 PEOPLE SAW THE ADS

23,437 SESSIONS ON THE WEBSITE

76% coming from digital ads

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

10,353 ZIP CODE SEARCHES

1,836
TOOTHBRUSH WEBSITE CONVERSIONS

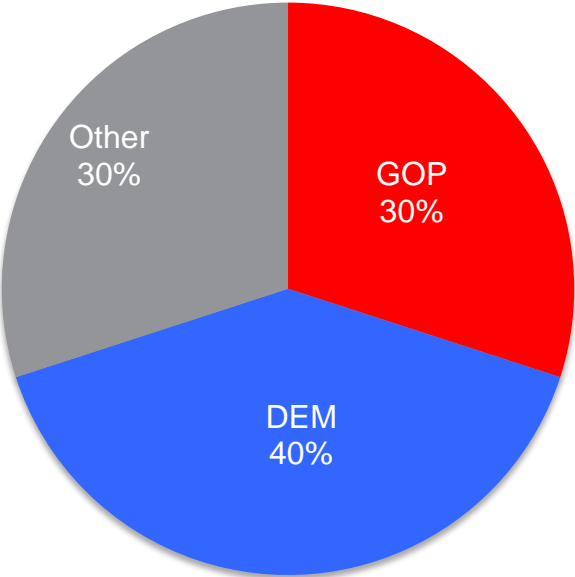
3,696
TOOTHBRUSHES DIRECTLY DELIVERED

Results verified through fulfillment campaign

May 1 – Sept. 30, 2018

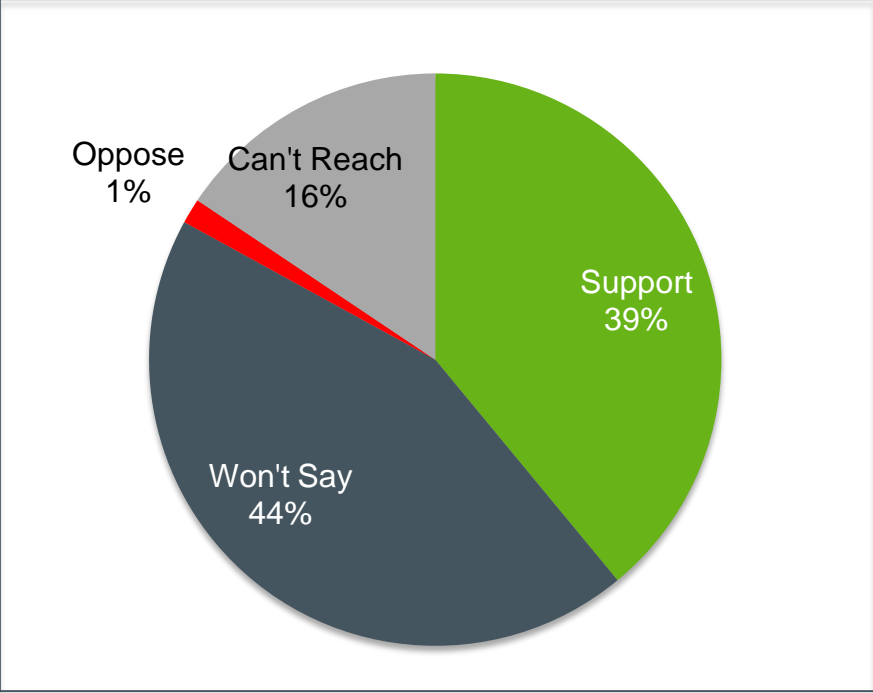
Candidate political divide that does not reflect public political divide

PUBLIC SUPPORT*

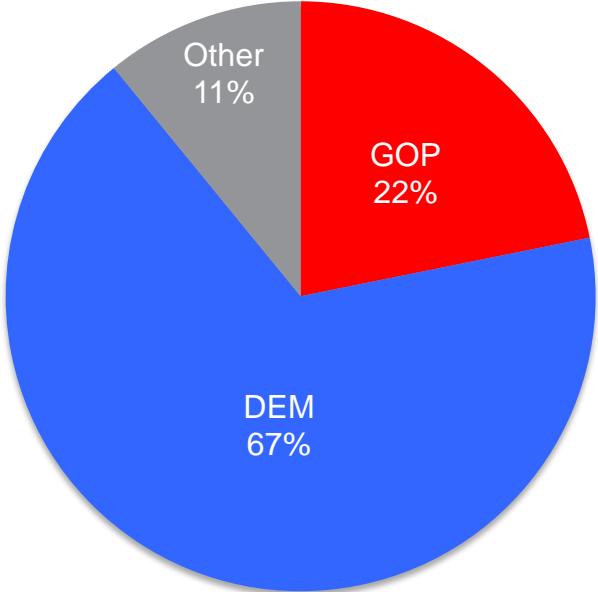


78% of Rs favor
89% of Ds favor














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



CANDIDATE SUPPORT



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

 <div>Rocky Raczkowski Running for representative Supports your Dental Health (248) 817-2162 700 E Big Beaver Rd Ste F Troy, MI 48063</div>	 <div>Kristine Bonds Running for representative Supports your Dental Health (248) 919-8264 2140 Walnut Lake Rd West Bloomfield, MI 48323</div>	 <div>Kerry Bentivolio Running for representative Doesn't Support Your Dental Health, Yet! 260 White Pine Trl Milford, MI 48381</div>	 <div>Lena Eptstein Running for representative Doesn't Support Your Dental Health, Yet! (248) 483-0480 PO Box 339 Troy, MI 48099</div>	 <div>Mike Kowall Running for representative Supports your Dental Health (248) 587-7814 2333 Cumberland Dr White Lake, MI 48383</div>	 <div>Suneel Gupta Running for representative Supports your Dental Health (734) 744-7838 PO Box 530955 Livonia, MI 48153</div>	 <div>Tim Greimel Running for representative Doesn't Support Your Dental Health, Yet! PO Box 700 Troy, MI 48099</div>	 <div>Leonard Schwartz Running for representative Doesn't Support Your Dental Health, Yet! 14441 Labelle Oak Park, MI 48237</div>	 <div>Klint Kesto Running for representative Doesn't Support Your Dental Health, Yet! 4636 Rosewood Ln West Bloomfield, MI 48323</div>	 <div>Haley Stevens Running for representative Doesn't Support Your Dental Health, Yet! (248) 631-4968 33717 Woodward Ave #539 Birmingham, MI 48009</div>	 <div>Nancy Skinner Running for representative Doesn't Support Your Dental Health, Yet! PO Box 288 Birmingham, MI 48012</div>	 <div>Fayrouz Saad Running for representative Supports your Dental Health PO Box 90 Northville, MI 48167</div>	 <div>Dan Haberman Running for representative Supports your Dental Health 1301 W Lincoln St Birmingham, MI 48009</div>
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[SEND A TOOTHBRUSH](#)
[CALL A SENATOR](#)
[WHERE THEY STAND](#)
[ABOUT US](#)

Let the politicians know:
WE HAVE TEETH.

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.

[Use Your Location](#)

CT - U.S. SENATE

Richard Blumenthal
Senator
Supports your Dental Health
(202) 224-2823
90 State House Square
Hartford, CT 06103

Chris Murphy
Senator
Doesn't Support Your Dental Health, Yet!
(202) 224-4041
Colt Gateway 120
Huyshope Ave.
Hartford, CT 06106

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Let the politicians know:
WE HAVE TEETH.

DIANNE FEINSTEIN
Senator
California
Not your senator?

Senator Dianne Feinstein supports adding a dental benefit to Medicare. Let's thank them.

Call your Senator with this message:

- Thank you for supporting a dental benefit to Medicare! I have teeth and I vote.

(202) 224-3841
[See Where Other Senators Stand](#)

KAMALA HARRIS
Senator
California
Not your senator?

Senator Kamala Harris isn't sure if Medicare should cover dental – even though most of us now keep our teeth well into old age. Show your Senator you have teeth.

Call your Senator with this message:

- Do you think Medicare should cover dental?
- Oh, no? Did you forget your constituents have teeth?

(213) 221-1269
[See Where Other Senators Stand](#)

DemandMedicareDental.com