

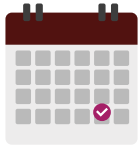
The Santa Fe Group is a not-for-profit, action-oriented think tank, with a passion to improve lives through oral health.



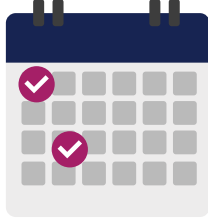
# 2024 COMMUNICATIONS REPORT CARD

## NEWSLETTER & EBLASTS PERFORMANCE

January - June



July- December



Eblasts



### Stakeholders List

Audience: 2k+

Average Opens: 48.6%

## WEBSITE



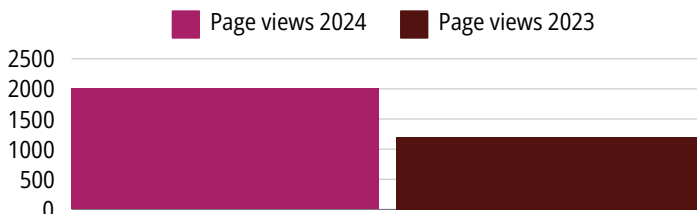
Website re-design



User-friendly



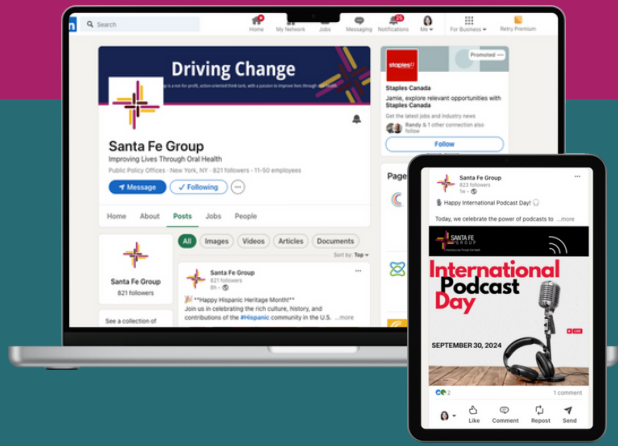
Mobile friendly



# 2024 INITIATIVES

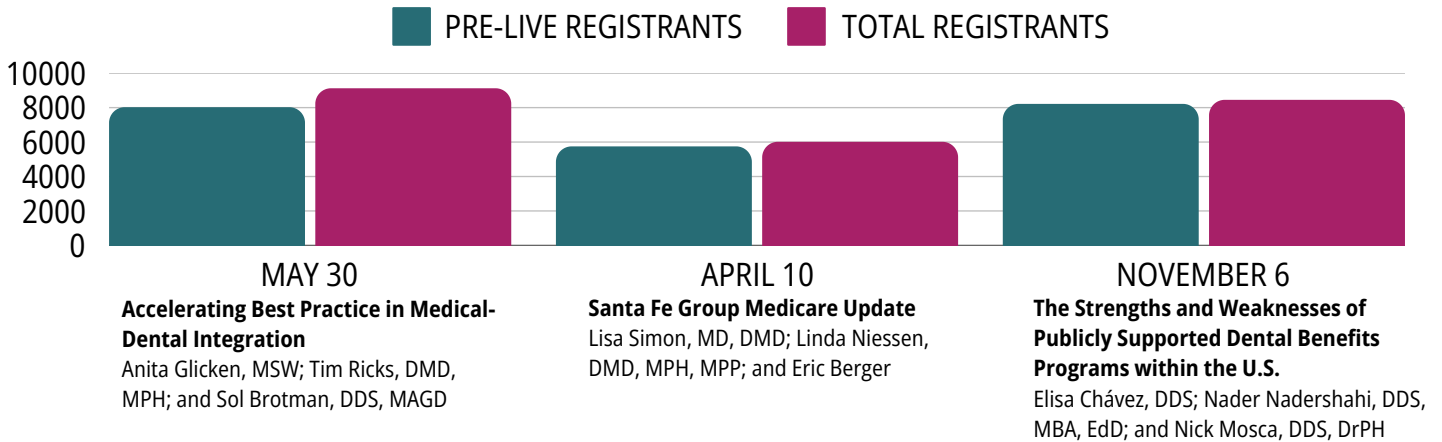
## SOCIAL MEDIA

Posts: 214+  
Followers: 1,152+  
Reactions: 1,684+  
Impressions: 49,676+



## BRANDED SOCIAL MEDIA POSTS

## LIVE CE WEBINARS



## 2024 HIGHLIGHTS

IMPROVING LIVES THROUGH

*Oral Health*

**2023 ANNUAL REPORT**



The Benefits of Integrating Oral Health into Healthcare: A Santa Fe Group Continuum **Over 6,000 webinar views since 2021**

On November 1, 2023, the ADEAGies Foundation announced the 2024 Gies Award recipients. The awards were presented on March 11, 2024, during the ADEA Annual Session & Exhibition.

- Nader A. Nadershahi, D.D.S. – Vision and Leadership
- Santa Fe Group – Achievement



**CareQuest**

Institute for Oral Health

CareQuest Grant – Coalition for Oral Health Policy (COHP)

Grant secured to launch coalition for oral health care policy reform.

### Sponsorships & Promotions – Advancing Our Mission Through Collaboration

THE CONSORTIUM FOR MEDICALLY NECESSARY ORAL HEALTH COVERAGE



# 2025 COMMUNICATIONS COMMITTEE INITIATIVES

- ➔ New **Mission Statement** update on the website from Dr. Mike Alfano
- ➔ New “**Spotlight**” sections to promote on newsletters, website, and social media:
  - Senior Scholars Spotlight
  - Strategic Advisory Council (SAC) Spotlight
- ➔ COHP Microsite Development
- ➔ 2024 Annual Report Creation
- ➔ Colgate Oral Health Network & Santa Fe Group, Live CE Webinars