

*Marketing* **REALITY**  
*Public* **PERCEPTION**  
*In 2023*  
AND *ix* THINGS YOU CAN DO ABOUT IT

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MyDentalCMO  
strategy • marketing • success

# Marketing **REALITY** & Public **PERCEPTION**

**01**

WHAT CMO'S SAY

**03**

PRACTICE VALUES

**05**

BACK TO THE BASICS

**02**

WHAT  
EMPLOYEES SAY

**04**

ELEVATOR QUESTIONS

**06**

CHANGE

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# LET'S GO BACK IN

*time...*

## What the public thinks of the dentist and of dental health

Peter C. Goulding,\* BA, Chicago

*This is the second in a series of articles about public relations and dentistry. The series will discuss publicity, working with news media and the role of the dental society and the individual dentist in public relations.*

"They're not as skilled as doctors. Dentists just work with gums and teeth, and a doctor does everything. A doctor is more friendly, too."

"I just go when I have to or have a toothache. It's been about eight years now."

"When I had them all out I was 26 years old. They were all bad and kept crumbling. I was better off without them."

These quotes are not offered as typical, although the opinions are held by a sizable minority of the public. The quotes are here to point up the fact that the image of the dentist and the image of dental health are inextricably intertwined—shading, shaping and supporting each other. It is impossible to talk about what the public thinks of the dentist without, at the same time, discussing what the public knows and thinks about teeth, periodontal disease, dentures, dental fees.

Therefore, a dental society, to improve its communication with the public, must consider not merely publicity, but also extensive health education programs.

The more the public learns about dental diseases and oral hygiene, the more it will understand and accept the profession's goals. Conversely, the more the public's image of the dentist is "fleshed out"—the more the public knows about his education, his scientific training, the scope of his practice—the more the public will value dental health.

### ATTITUDES TOWARD DENTISTS

In 1958, Social Research, Inc. conducted a motivational study of dental care and prepared an interpretation of the results for the American Dental Association.<sup>1</sup> As part of the study, the public's attitude toward the dentist was examined—or, more accurately, the diverse attitudes of different segments of the public were examined because the images varied sharply from one educational and economic level to the next.

A lower-middle class woman is talking:

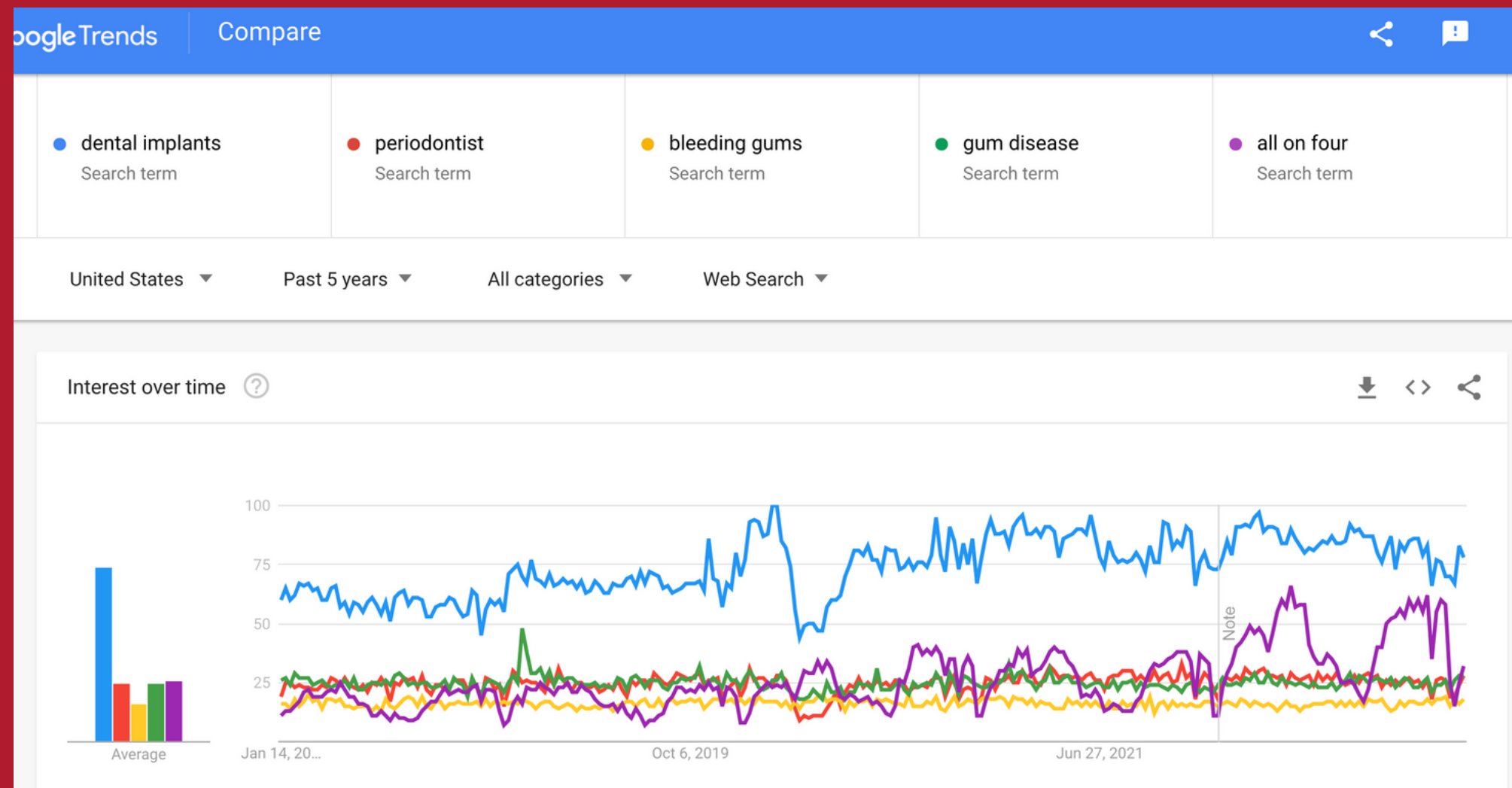
"The ones I've had anything to do with were efficient and kind. They never hurt me. . . . Their offices are pleasant."

THE JOURNAL OF THE AMERICAN DENTAL ASSOCIATION

VOLUME 70, ISSUE 5, MAY 1965, PAGES 1211-1215

"WHAT THE PUBLIC THINKS OF THE DENTIST AND OF DENTAL HEALTH"

# WHAT ABOUT *Today...*



Overall, U.S. adults' oral health has not improved—and in some respects has worsened—since publication of the 2000 Surgeon General's report on oral health. Inequities in oral health that have been well documented for children also characterize the health of working-age adults. Oral diseases are common and can have a significant impact on quality of life. Tooth loss affects the ability to eat a balanced diet, to speak, chew, swallow, and smile, and is associated with greater illness and earlier than average death. Tooth loss, untreated tooth decay, and moderate to severe **periodontal** disease occur throughout the adult population and often worsen as people age. These conditions contribute to impaired oral function, which also impacts social and emotional well-being.

The two most prevalent oral diseases affecting adults are dental caries and **periodontal** (gum) disease. Caries affects 9 of 10 working-age adults aged 20–64 years in the United States, with no substantive change in prevalence during the past 20 years. **Periodontal** disease also remains common in this age group, affecting at least 2 in 5 adults aged 45–64 years. Severe periodontitis affects 1 in 10 working-age adults aged 45–64 years.

THE ORAL HEALTH IN AMERICA REPORT: A PUBLIC HEALTH RESEARCH PERSPECTIVE  
JANE A. WEINTRAUB, DDS, MPH  
SEPTEMBER 2022



# WHAT ABOUT *today...*

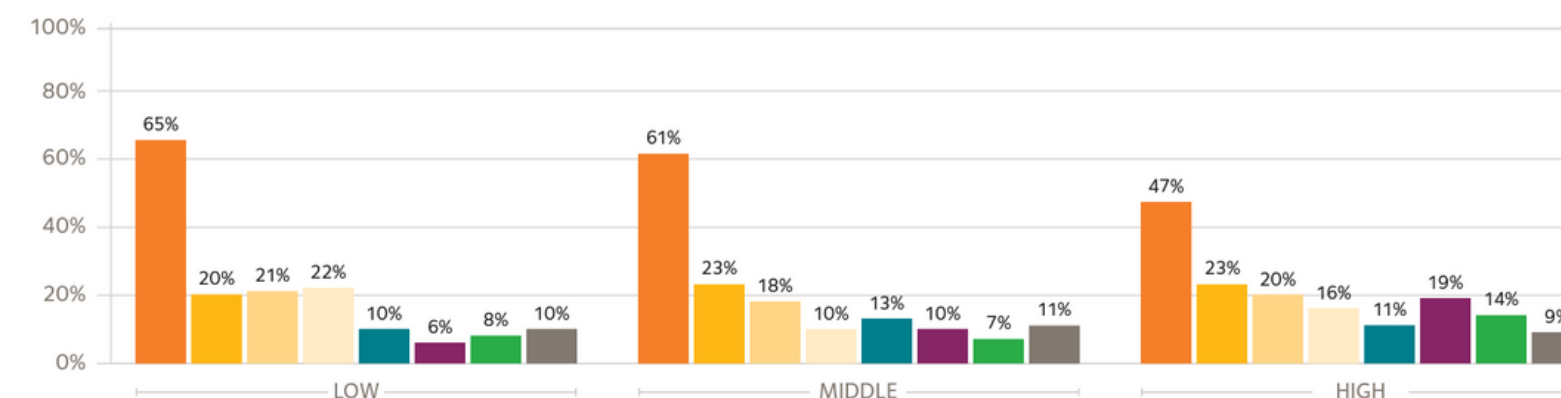
## Oral Health and Well-Being in the United States

Reasons for Not Visiting the Dentist More Frequently,  
Among Those Without a Visit in the Last 12 Months



Cost is the  
top reason  
regardless of  
income, age,  
or source  
of dental  
benefits

Household Income



Age

ORAL HEALTH AND WELL-BEING IN THE UNITED STATES

# 01

## *What do the* **CMO'S SAY?**

**“As CMOs enter 2023, the current environment demands a relentless focus on customer value, purposeful evolution of the marketing function, and continual optimization of brand value...In order to meet the enterprise mandate of driving growth amid continued disruption, CMOs must act decisively to prioritize their investments and their strategy for the year ahead.”**

**Ewan McIntyre, Chief of Research, Gartner**

01

# What do the CMO'S SAY?



What percentage of your company's overall budget does marketing currently account for?

Number Mean SD	Industry Sector														
	Banking Finance Insurance	Communi- cations Media	Consumer Packaged Goods	Consumer Services	Education	Energy	Healthcare	Pharma Biotech	Manufac- turing	Mining Construc- tion	Service Consulting	Real Estate	Tech Software Platform	Transpor- tation	Retail Wholesale
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Percent of budget	15	3	16	2	2	8	13	3	17	3	16	1	23	4	15
	9.60	23.04	26.70	21.00	37.57	12.27	12.69	9.33	7.29	8.00	10.36	2.00	11.15	11.63	18.85
	7.42	20.74	14.24	26.87	10.70	15.02	14.87	5.13	8.37	3.46	11.03	---	8.59	16.18	16.82
	CE	i	AfgljKM		AghljKM	c	ce	e	bCEo	ce	CE		CE		i

Significance Tests Between Columns: Lower case:  $p < .05$  Upper case:  $p < .01$

01

# What do the CMO'S SAY?

What investments did your company make to improve the performance of your digital marketing activities over the last year?

	Industry Sector														
	Banking Finance Insurance A	Communi- cations Media B	Consumer Packaged Goods C	Consumer Services D	Education E	Energy F	Healthcare G	Pharma Biotech H	Manufac- turing I	Mining Construc- tion J	Service Consulting K	Real Estate L	Tech Software Platform M	Transpor- tation N	Retail Wholesale O
Optimizing our company website	16 72.7%	2 40.0% ik	13 56.5% I	4 100.0%	2 66.7%	7 77.8%	15 78.9%	3 60.0%	26 89.7% bCn	4 100.0%	20 83.3% b	2 66.7%	34 79.1%	4 57.1% i	17 70.8%
Data analytics	15 68.2%	3 60.0%	15 65.2%	4 100.0%	3 100.0%	6 66.7%	15 78.9%	4 80.0%	15 51.7%	3 75.0%	13 54.2%	1 33.3%	29 67.4%	5 71.4%	18 75.0%
Digital media and search	15 68.2%	2 40.0%	18 78.3% o	4 100.0%	3 100.0%	5 55.6%	16 84.2% iko	3 60.0%	16 55.2% g	2 50.0%	13 54.2% g	2 66.7%	26 60.5%	5 71.4%	12 50.0% cg
Marketing technology systems or platforms	15 68.2%	3 60.0%	9 39.1% M	2 50.0%	2 66.7%	3 33.3% M	11 57.9% m	3 60.0%	12 41.4% M	2 50.0%	12 50.0% M	3 100.0%	36 83.7% CFgIK	4 57.1%	15 62.5%
Direct digital marketing (e.g. email)	14 63.6% l	3 60.0%	13 56.5%	3 75.0%	2 66.7%	4 44.4%	11 57.9%	3 60.0%	16 55.2%	1 25.0%	11 45.8%	0 0.0% a	24 55.8%	3 42.9%	11 45.8%
Online experimentation and/or A/B testing	10 45.5%	2 40.0%	13 56.5%	3 75.0%	1 33.3%	5 55.6%	8 42.1%	1 20.0%	12 41.4%	1 25.0%	9 37.5%	1 33.3%	21 48.8%	2 28.6%	14 58.3%
Managing privacy issues	6 27.3%	1 20.0%	6 26.1%	1 25.0%	1 33.3%	2 22.2%	4 21.1%	2 40.0%	7 24.1%	1 25.0%	3 12.5% m	1 33.3%	17 39.5% k	1 14.3%	5 20.8%
Machine learning and automation	5 22.7% j	0 0.0% j	5 21.7% j	1 25.0%	0 0.0%	3 33.3%	6 31.6%	3 60.0% ik	4 13.8% hJ	3 75.0% abclkm	4 16.7% hj	0 0.0%	11 25.6% j	1 14.3%	9 37.5%
Improving our app	8 36.4% lkm	1 20.0%	4 17.4%	2 50.0% lkm	1 33.3%	3 33.3% i	5 26.3% i	0 0.0%	1 3.4% ADfg	1 25.0%	2 8.3% ad	0 0.0%	5 11.6% ad	1 14.3%	5 20.8%

Significance Tests Between Columns: Lower case: p<.05 Upper case: p<.01

ME VERSUS ME





# *Kristie's* **REAL TALK**

1 \_\_\_\_\_

2 \_\_\_\_\_

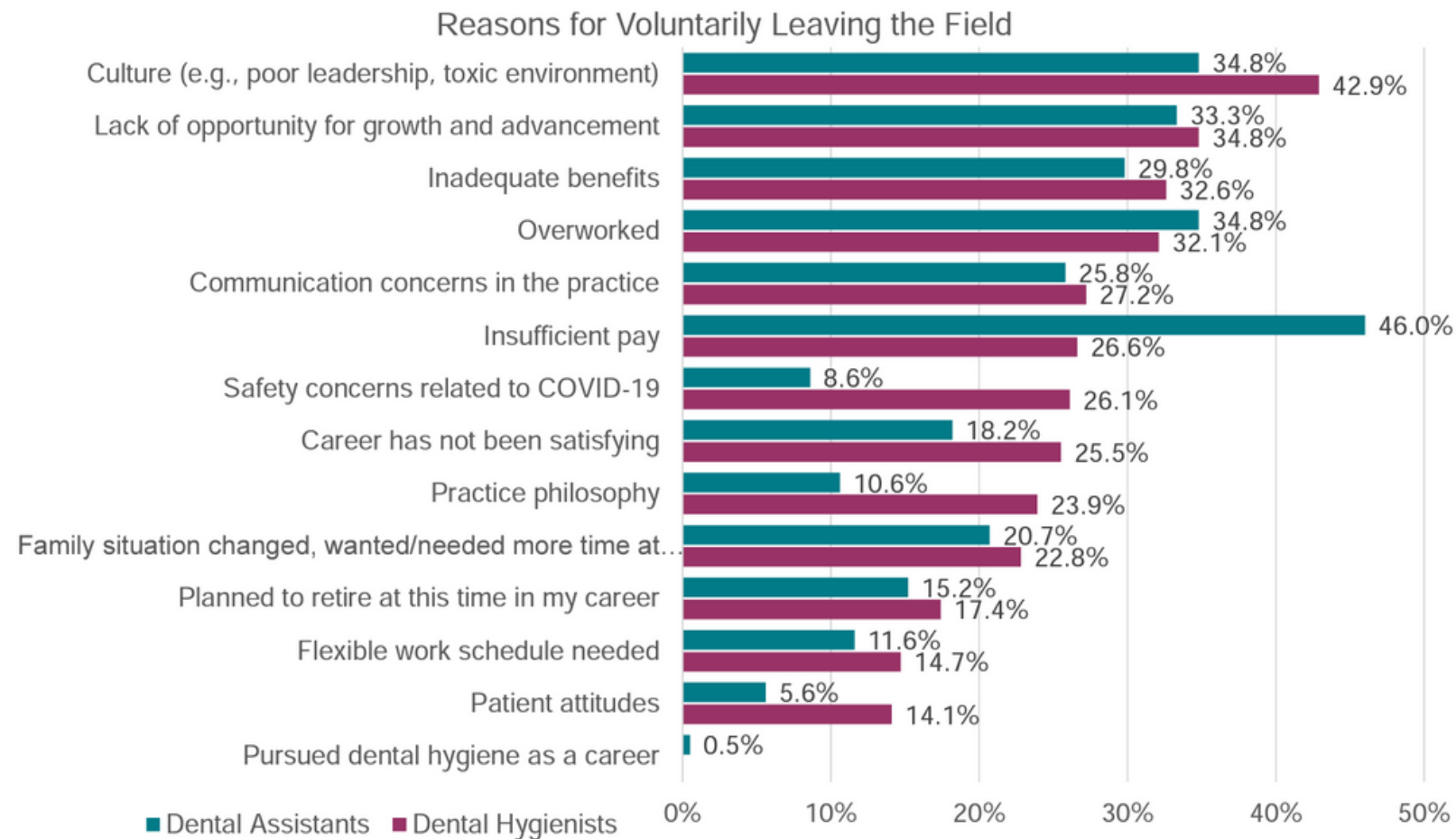
3 \_\_\_\_\_

# 02

# What do the

# EMPLOYEES SAY?

## Leaving the Field Voluntarily



*The most common reasons dental hygienists opt to leave the field include negative workplace culture, lack of growth opportunity, and inadequate benefits.*

*The most common reasons among dental assistants were insufficient pay, negative workplace culture, and feeling overworked.*

**46% OF DENTAL ASSISTANTS LEAVE FOR INSUFFICIENT PAY**

**43% OF DENTAL HYGIENISTS LEAVE DUE TO POOR LEADERSHIP & TOXIC ENVIRONMENT**

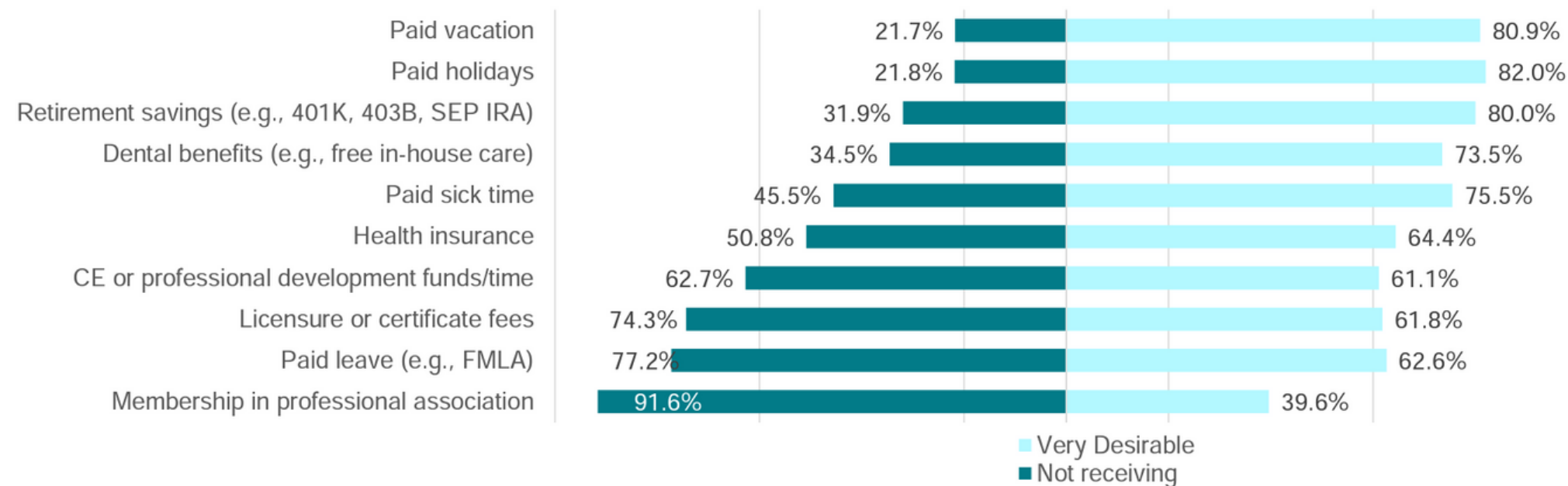
# 02

What do the

# EMPLOYEES SAY?

## Missing Benefits are Highly Desirable

Share of dental assistants not receiving these workplace benefits, and the share not receiving who find the benefit "very desirable"



*Among dental assistants and dental hygienists not receiving these workplace benefits, the majority indicate that almost all of these benefits are "very desirable."*

IS IT TIME TO  
RETHINK WHAT  
YOU OFFER YOUR  
TEAM?



# 02

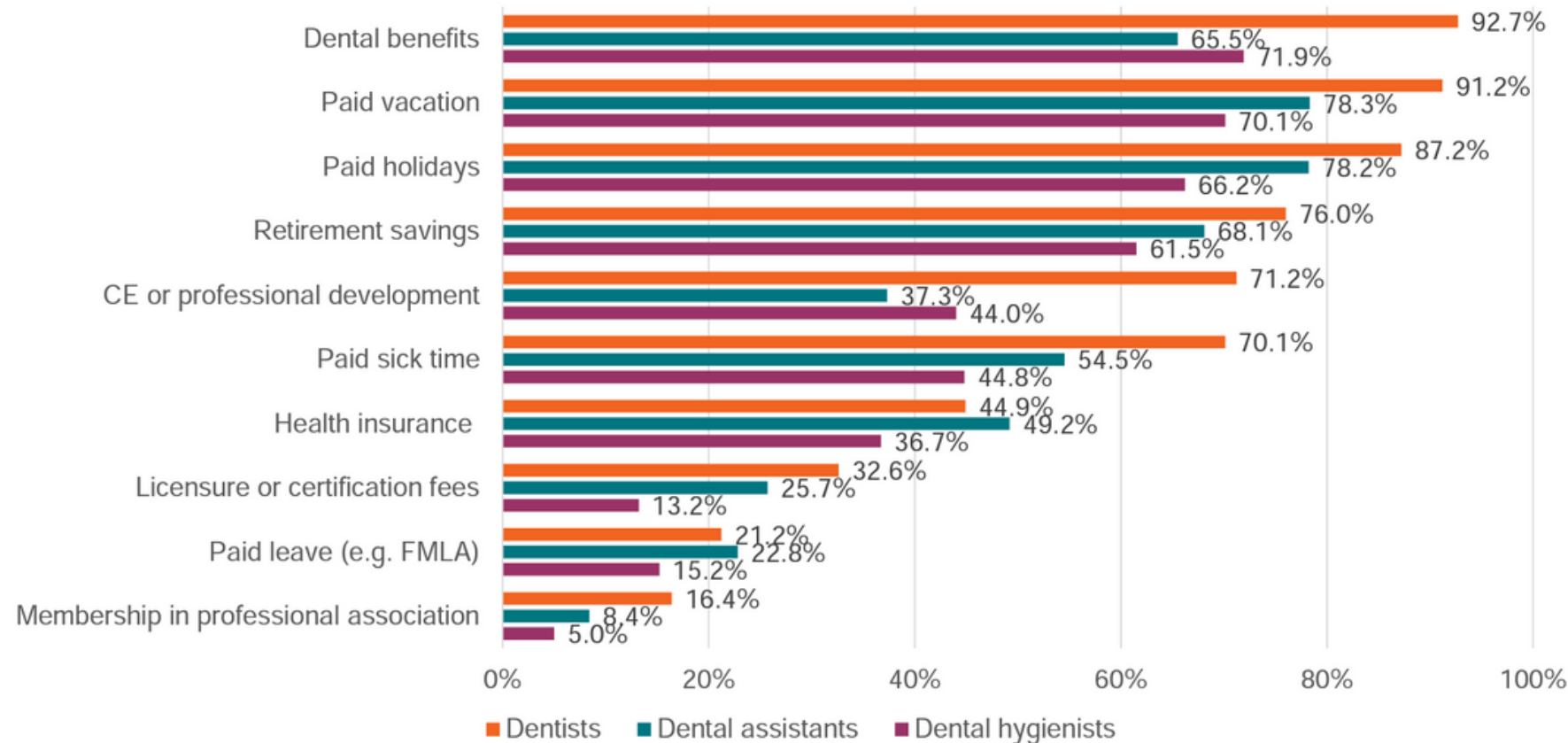
What do the

# EMPLOYEES SAY?

IS IT TIME TO  
RETHINK WHAT  
YOU OFFER YOUR  
TEAM?

## Perceptions on Benefits Generosity

Share of assistant and hygienist employees receiving select workplace benefits as reported by dentists, dental assistants, and hygienists



*In general, dentist employers indicated greater generosity in terms of their benefits packages than reported by dental assistant and dental hygienist employees.*

*Better communication and more transparency surrounding workplace benefits might be helpful.*

# *Kristie's* **REAL TALK**

1 \_\_\_\_\_

2 \_\_\_\_\_

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# 03

## WHAT ARE THE THAT DEFINE YOUR PRACTICE?

*Values*





# 03

## WHAT ARE THE THAT DEFINE YOUR PRACTICE?

*Values*

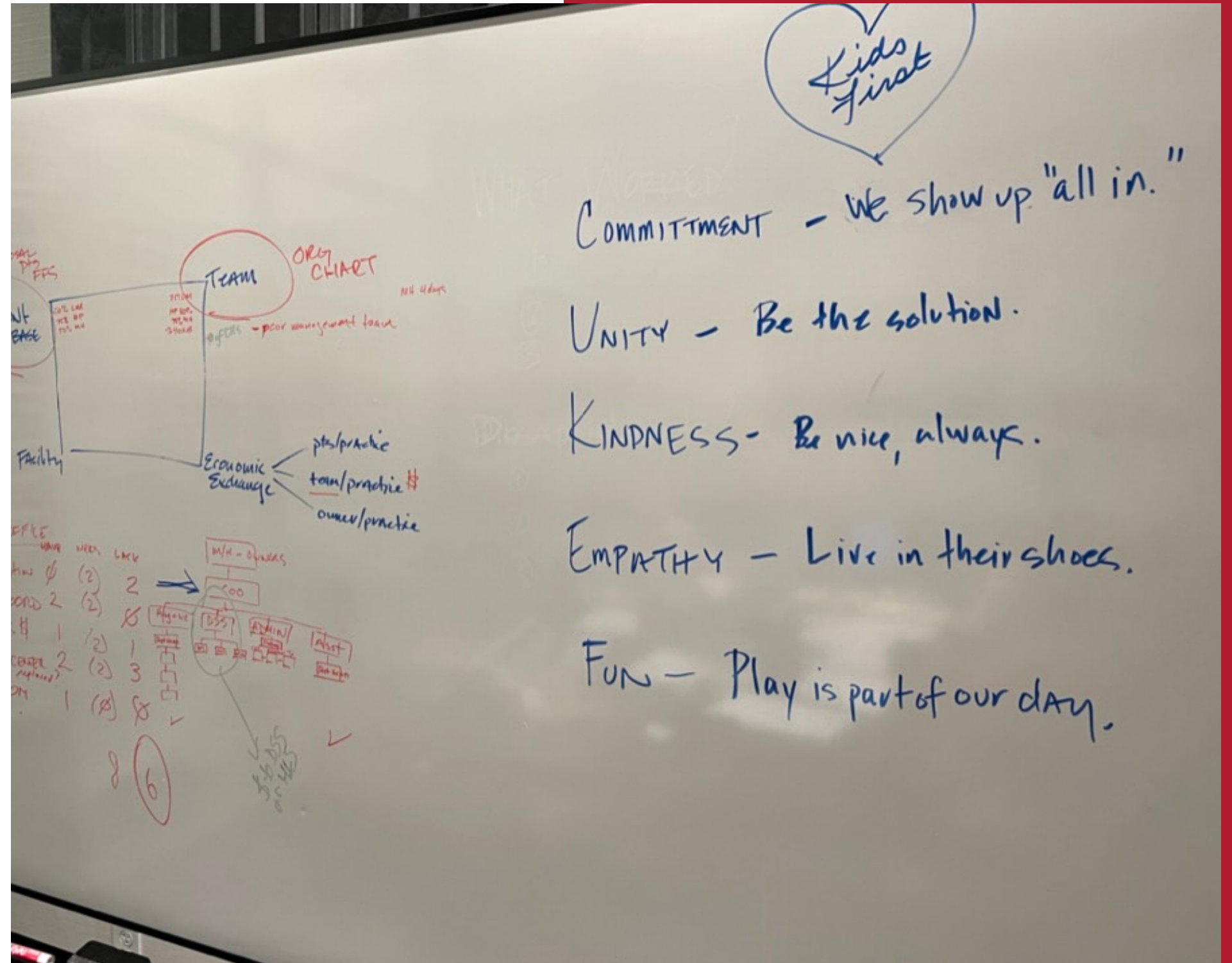




# 03

## WHAT ARE THE THAT DEFINE YOUR PRACTICE?

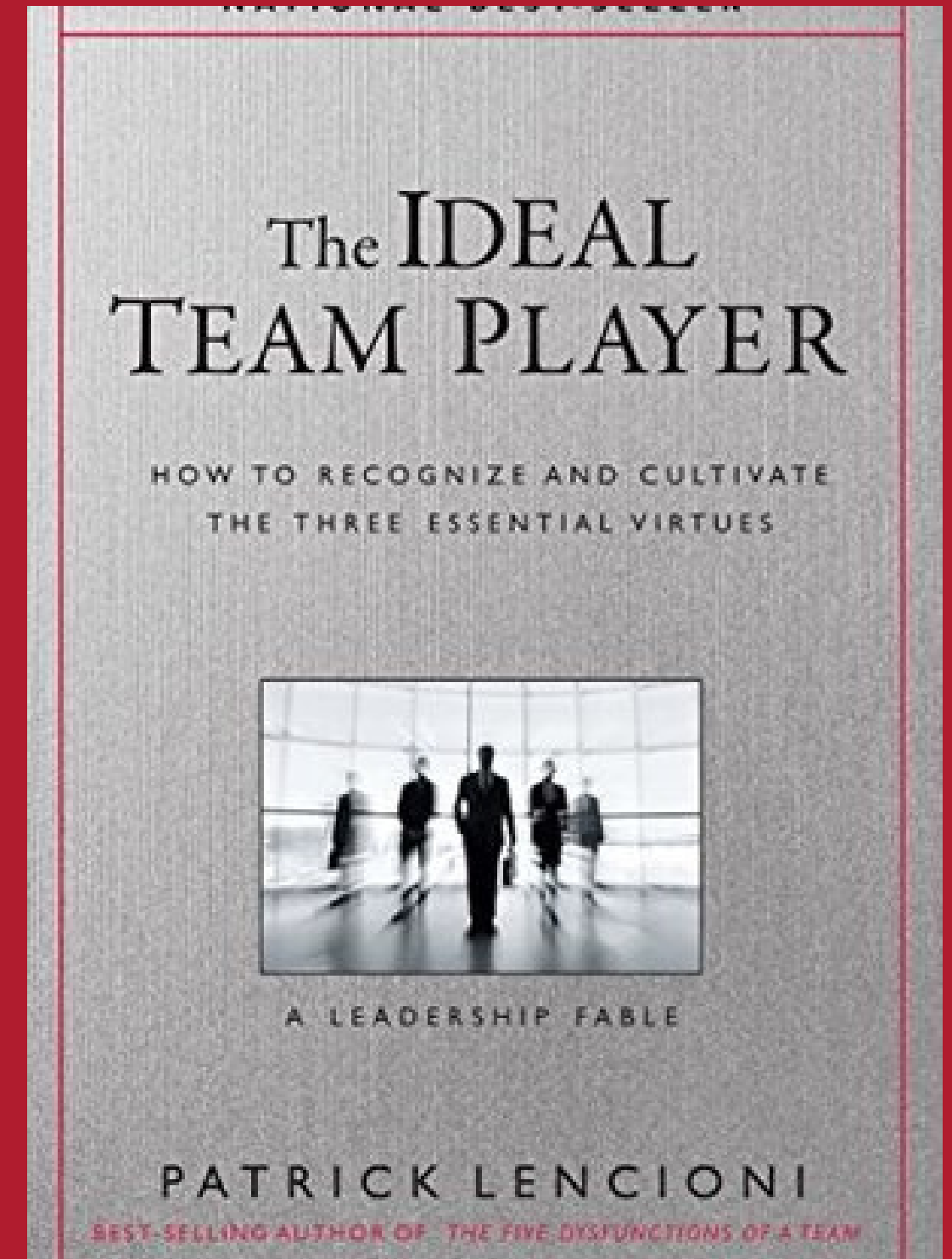
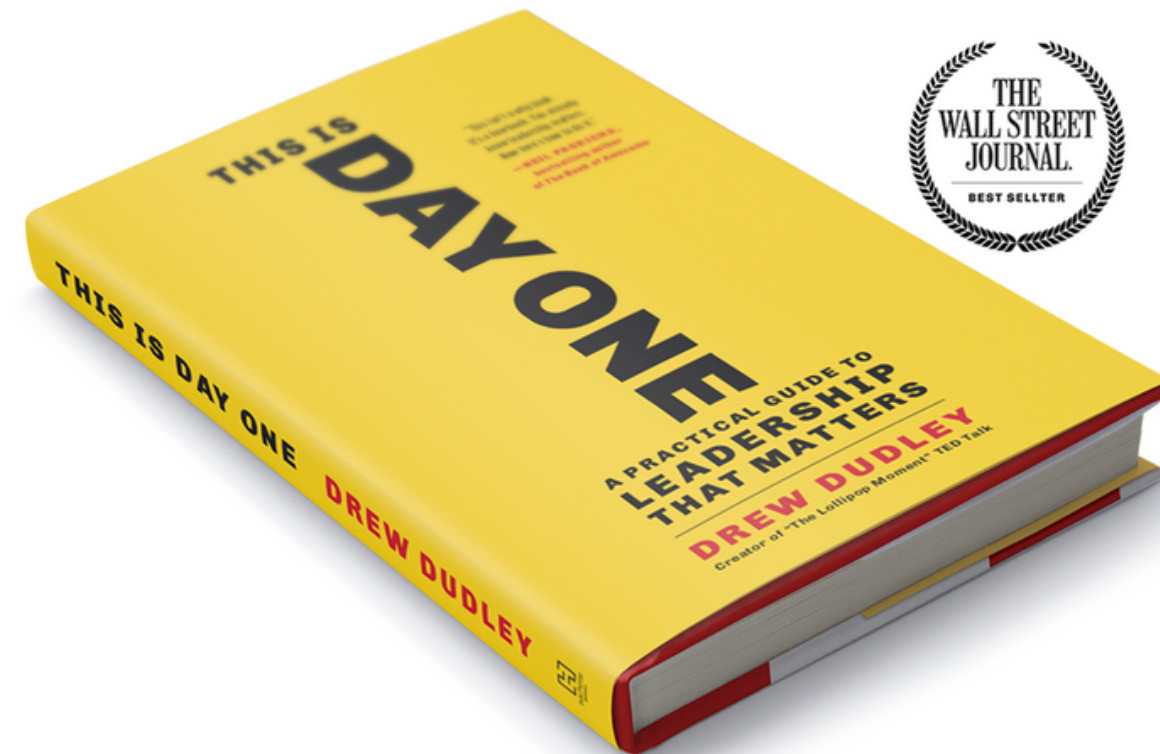
*values*



# 03

## WHAT ARE THE THAT DEFINE YOUR PRACTICE?

*values*



P.A.R.T

POSITIVITY, ADAPTABILITY, RESPECT, TEAMWORK

JOB LISTINGS

JOB DESCRIPTIONS

PERFORMANCE REVIEWS

Job Description

Are you looking for a new job in the new year?

Are you looking to join a team where people want to stay for over 10 years?

Are you tired of just "going to work" rather than having a fulfilling career in hygiene?

Do you want to work in a fast-paced environment with an energetic team of women? Want to be part of a practice where kindness and compassion are part of everything we do? We're committed to the health of our patients, the happiness of our team, and the success of our business. We seek a hygienist that is Positive, Adaptable, Respectful, and a Team Player (PART). Are you ready be a PART of our team?

For the right candidate - this could be a full-time position. SALARY is dependent on experience

PERFORMANCE REVIEW NAME		DATE
Dean Dental VALUES		
P	I demonstrate positivity daily with both patients and team members.	
A	I consistently adapt to changes outside of my control.	
R	I show respect for patients and team members in both verbal and non-verbal communication.	
T	I place the needs of the team above my personal needs.	

# *Kristie's* **REAL TALK**

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2 \_\_\_\_\_

3 \_\_\_\_\_



# 04

## NO MORE ELEVATOR

*Pitch*



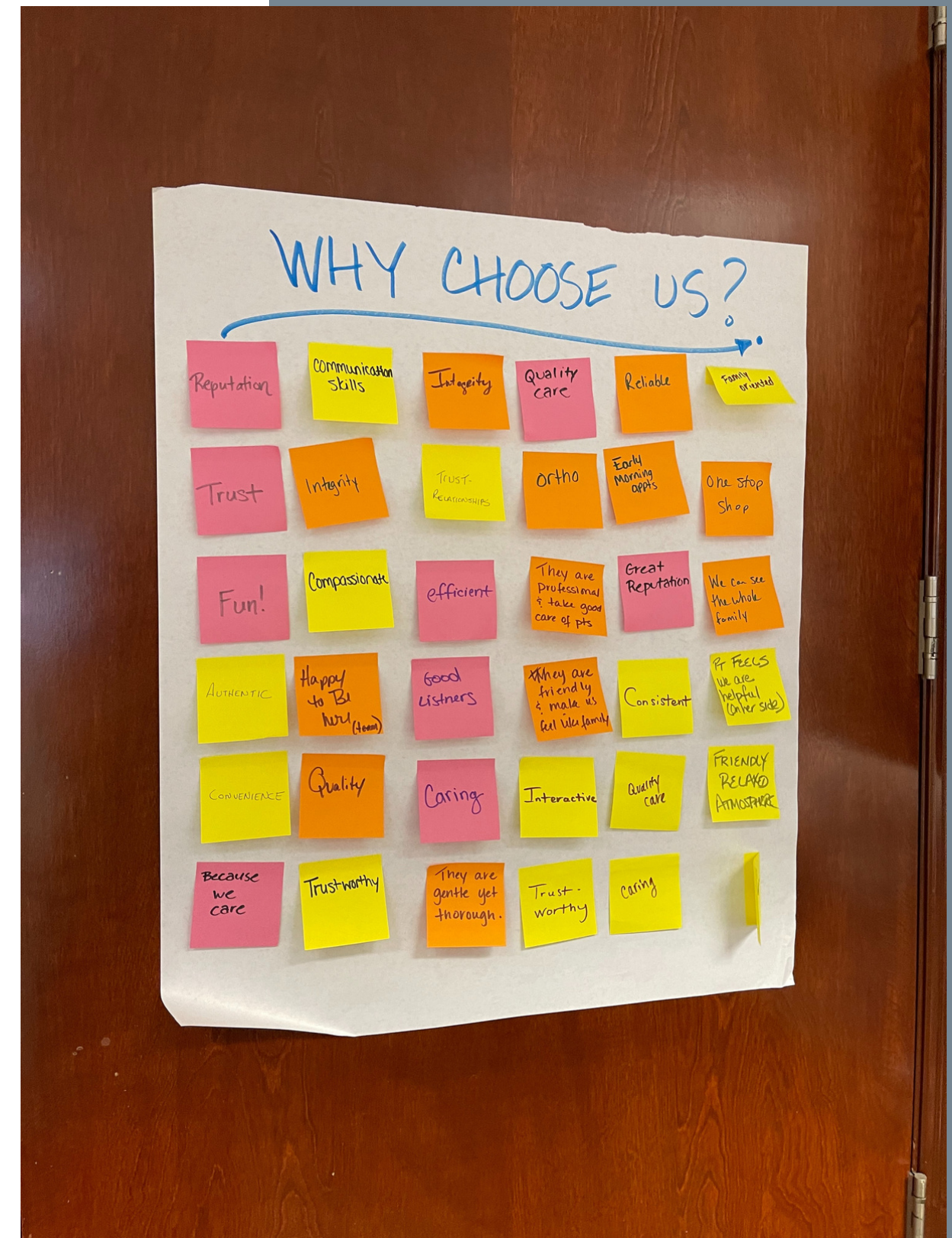
## ELEVATOR QUESTIONS



# 04

## NO MORE ELEVATOR *Pitch*

**“Habits will not change  
without a system  
change and  
self-awareness will  
avail you nothing.  
It’s the action that  
moves the needle.”**



# *Kristie's* **REAL TALK**

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_



# 05 BACK TO THE *Basics*

PATIENT BASE

FACILITY

TEAM

ECONOMIC EXCHANGE





# 05 BACK TO THE *Basics*



U.S. BUREAU OF LABOR STATISTICS

APNP 2022

APNP 2021

APNP 2020

APNP 2019

## CPI Inflation Calculator

\$

in

has the same buying power as

**\$2,358.23**

in

**Calculate**

# 05 BACK TO THE *Basics*

INTERRUPTION

PERMISSION

MARKETING WITH MEANING



# *Kristie's* **REAL TALK**

1 \_\_\_\_\_

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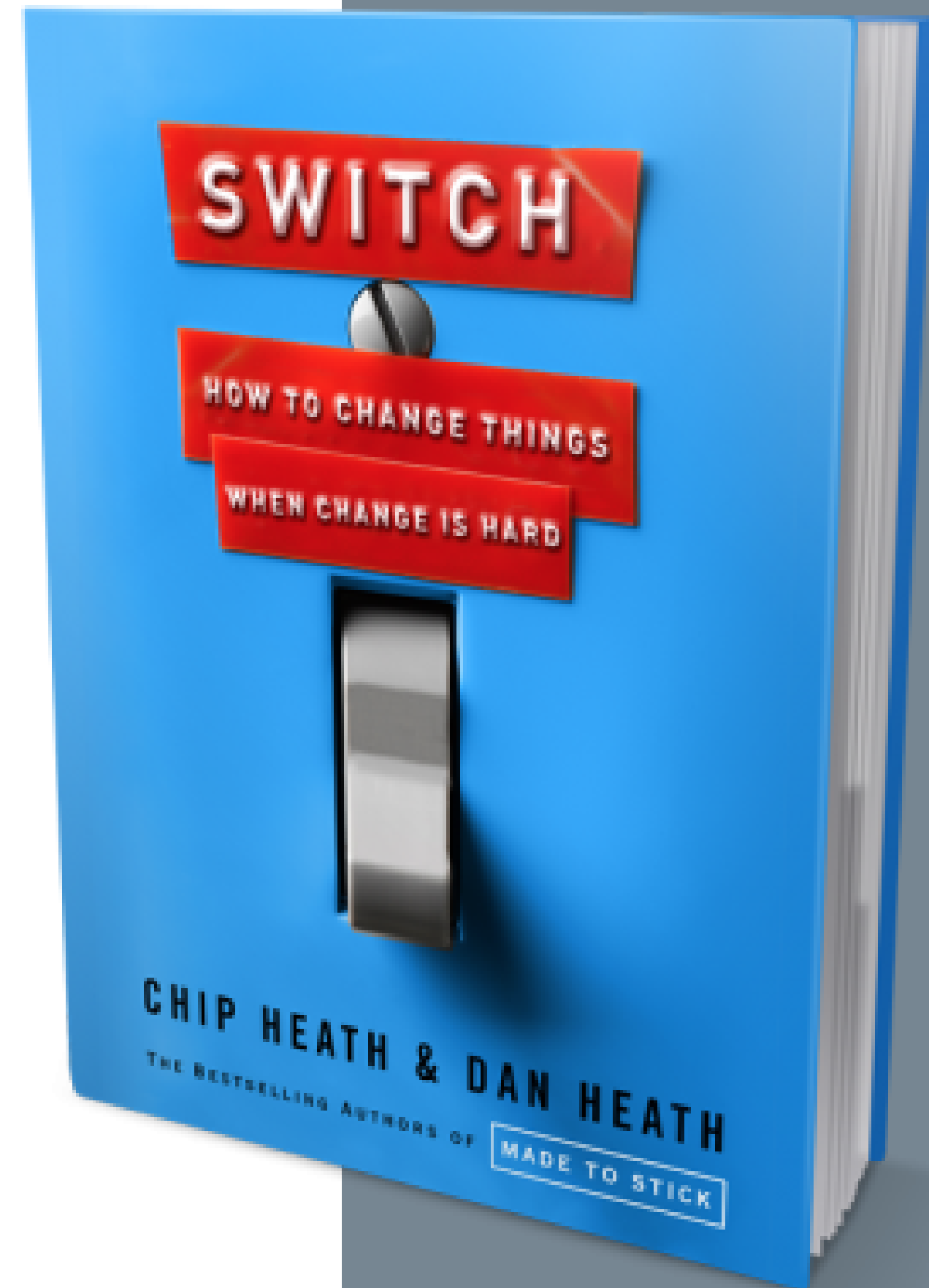
# 06

## HOW TO

## *Change*

The rider  
The elephant  
The path

Your analytical side  
Your emotional side  
External factors





# *Kristie's* **REAL TALK**

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