The public will value saving their natural teeth and seek endodontists as the first choice for their care.

Based on member feedback, the Board committed to a multi-year public awareness campaign with the goal that:

"The public will value saving their natural teeth and seek endodontists as the first choice for their care."

Our primary targets are those most likely to do their homework and seek out a specialist. We reach our targets at two key places along the patient journey:

- Before they have tooth pain to create awareness of endodontists...
- ...and at the point of tooth pain when they are most likely searching for information.

Through insights, strategies, creative and testing, what resonated most came to be called Worth Saving. And here’s how we describe it to people...

We live in a disposable, all-things-recyclable era. Yet some things are truly worth saving, preserving and revering.

From the mighty Redwoods to one’s grandfather’s watch, sometimes “new” is simply not better. Like old friends who have stood by your side over the years, the human body is something to marvel at – and sometimes, we underestimate its true worth and value.

Take our teeth, for instance: a gateway to nutrition, a sign of emotion, a signal of overall good health. Our natural teeth are worth saving. And teeth have a natural ally in the expertise and experience of endodontists – professionals dedicated to saving and optimizing one’s natural teeth.

Worth Saving. And with the expertise to do it.

www.findmyendodontist.com
Activating the Campaign
The campaign just started in January 2019 and here are a few ways it’s coming to life!

Social Media

AAE - Endodontists

Our natural teeth are worth saving, and no one is better equipped to save teeth than an endodontist. Learn more at aae.org/endodontists & findmyendodontist.com.

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Health Tip: Knocked Out Teeth

HEALTHTIP — More than 5 million teeth are knocked out every year in children and adults. Say the American Association of Endodontists. The knocked out tooth does not have to be set for good, simpler emergency action can save the tooth, so it can be replanted.

If your tooth gets knocked out, the association urges you:

• Pick up the tooth by the crown, not the root.
• Rinse tooth in milk, gently chase it with water.
• Do not clean the tooth in the mouth immediately, if possible.
• Keep the tooth moist at all times.
• See an endodontist or dentist within 30 minutes of the injury.

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For more information about the Worth Saving consumer campaign, contact Kim FitzSimmons at kfitzsimmons@aae.org.