

I am a Dentist – I am a Doctor
The message behind the brand

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What is a Brand?

Symbolic embodiment of
everything connected to an
organization

National vs. Local Brands

- Collective purpose
- Power of national visibility
- List of keywords

Building a National Brand

- **Step One:** Research
- **Step Two:** Insight Analysis
- **Step Three:** Brand + Target = Positioning
- **Step Four:** Creative Representation

Step One: Research

- Purpose: Insight and Issues
- Format: Online “choice-based” survey sent via ADA Survey Center
- Sample size: Nearly 500 people; analysis concentrated on practitioners

We Asked

“Which Dental Education issues do you most strongly perceive to be true and important?”

– 54 issues measured, patterns identified:

LESS → MORE → MOST

– Also identified barriers to supporting a Dental Education initiative

Most Important Issues

Which Dental Education issue do you most strongly perceive to be true and important?

- Clinical Preparedness
- Practice Management
- Integrity of the Profession

Issues of **MOST** Importance

Clinical Preparedness

Practitioners believe schools are providing the basic education (no fault here), but recognize there are gaps between graduating and successfully treating patients.

Issues of **MOST** Importance

Practice Management

Practitioners feel that their Dental School didn't adequately prepare them to manage their practice or make smart business decisions.

Issues of **MOST** Importance

Possible decline in the integrity of the profession

Practitioners love their chosen profession and believe in what they do. They are proud of the status and respect they have achieved. They believe that without a strong Dental Education system this may be compromised.

Barriers to Overcome

Barriers To Overcome

Perception: How is Dental Education viewed?

Limited Sense of Ownership: Who *owns* Dental Education?

So, how do we...

Cut through the clutter?

Overcome past experiences and perceived realities?

Expand ownership and get dentists to care?

Step 2: Insight Analysis

We need to rebrand Dental Education
and elevate it to a

CAUSE



Heartfelt

Altruistic

Philanthropic

Has widespread impact

What is our goal?

Move their thinking from:

“Me” and “My Alma Mater”

to

“My Part in Dental Education”

Of the top 3 issues, Only Integrity of the Profession can be elevated to a cause.

What role does
Dental Education play
in the Integrity of the
Profession?

Brand Insight

BRAND:
Dental Education
distinguishes
dentistry as a
profession, not a
trade.

What does Integrity of the
Profession mean to practicing
dentists?

Integrity of the Profession means...

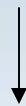
Profession, not a trade



I'm trusted by my patients



I treat people, not teeth



I provide oral health care



I am a DOCTOR



“I am a Doctor.”

The integrity of my status as a doctor of dentistry is established by those who came before me and will be impacted by those who will come after me.

I am a member of a society of respected health professionals.

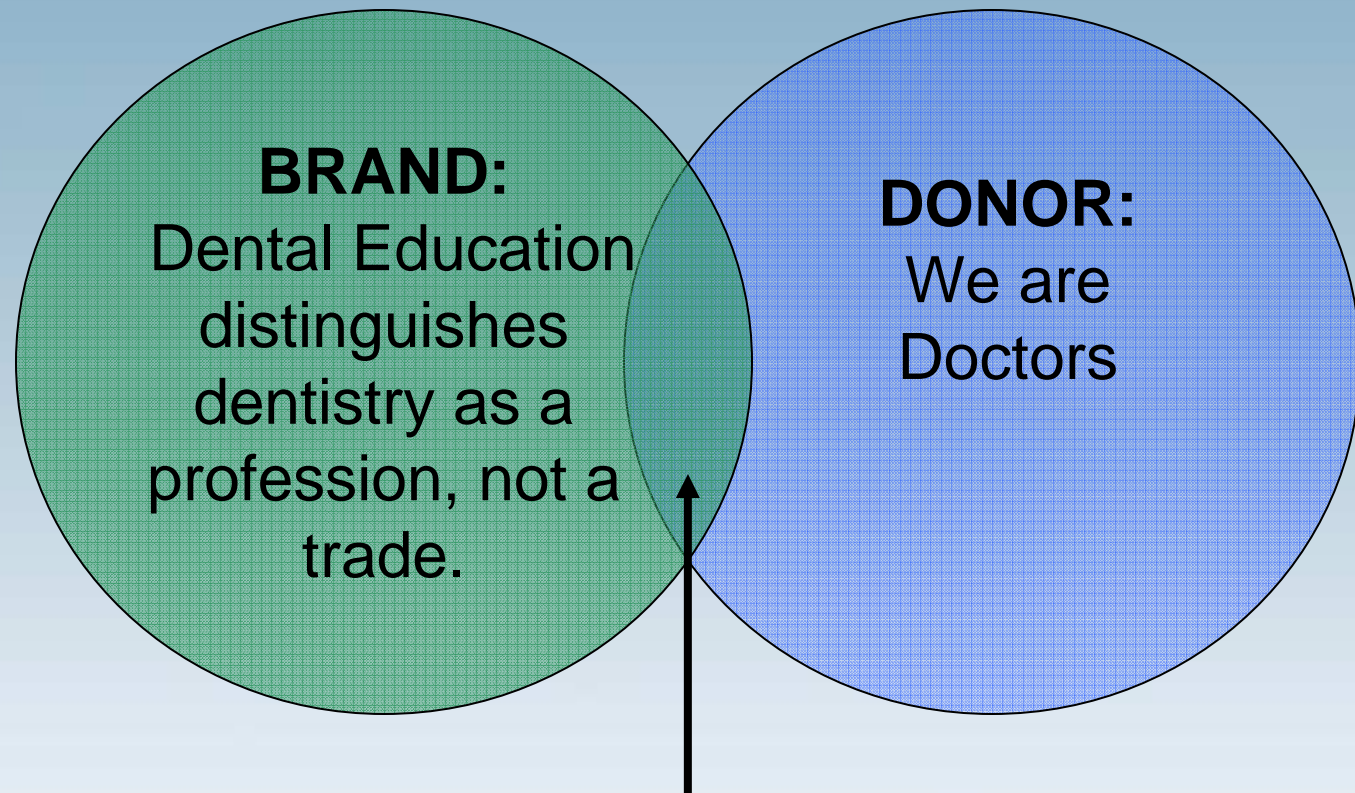
Donor Insight



DONOR:
We are
Doctors

Step Three: Brand + Target =
Positioning

Positioning Dental Education



Dental Education Safeguards Dentistry as a Prestigious Health Profession.

Step 4: How do we represent
this creatively?



DENTAL EDUCATION
OUR LEGACY - OUR FUTURE