



#dentalER

DENTISTS ARE OPEN FOR DENTAL EMERGENCIES

Every 14 seconds in America, a patient goes to an emergency room with an oral health problem according to an analysis by the American Dental Association. What they don't realize is emergency rooms are not equipped to handle dental emergencies.

Pacific Dental Services has started a new grassroots social media initiative called **#DentalER** for dental practices to inform the community that they are open and can treat dental emergencies. The idea behind the campaign is to get dental patients into your office for emergency treatment, which will eliminate their increased risk of exposure to COVID-19 from a hospital and allow hospitals to preserve their PPE.

Let's work together to spread this initiative across the dental community. Here are some of the ways that you can help us share the message:



TAKE A PHOTO

Take a photo or brief video (10-30 seconds), include #DentalER and tag the Professional Protector Plan for Dentists using the social media handle below.



REACH OUT

Reach out to your colleagues and share this message. Please ask them to tag the PPP in any posts so we can see and share them with the dental community.



SOCIAL MEDIA

PPP will share any posts or videos that we are tagged in or are sent to us. Photos can be directly emailed to us at pppmarketing@bbprograms.com