

Patient Engagement Theme: Traveling Toothbrush

Summer vacation time is here! Most people take their biggest and most anticipated vacation during the summer months when school is out and the weather is hot. Patients love to talk about their summer travel plans and share their excitement about their upcoming or recent vacations. Enter “*The Traveling Toothbrush*.” This is a great way to get your patients engaged and connecting with your team.



1. The goal here is to have patients share favorite photos from Summer Vacation. This can be on social media or can be sent in to your office and displayed.
2. One option is to give a promotional toothbrush with your logo on it for the patient to use for their photo- So the patient snaps a photo of themselves on the beach (or other exotic locale) holding your promotional toothbrush with your logo visible and shares to their Facebook page *tagging your practice* in the post. Now your logo and practice information is shared with all their followers!
3. You could partner with a local business to host a giveaway. A couple of ideas would be to partner with a luggage and/or accessory store or a local clothing store for an item that patients would like to have when traveling. You could even partner with a local salon and spa for a travel hair and skin products kit. Or you could put together your own dental travel swag bag! If you decide to host a contest, be sure to use our editable counter card to post your giveaway item. Just click in the space below “One Lucky Patient Will Win” and fill in what you’re giving away.

4. Always encourage your patients to tag you when they share their photos online. You may even encourage them to use the hashtag #travelingtoothbrush to track shared photos.
5. Wear the buttons in your package to encourage patients to ask what they mean- this opens up the conversation about the patient engagement theme and allows for a more comfortable dialogue about the theme.

Note: If your practice is not active on social media, you can include these photos in your monthly newsletter, on your website, in your office slide shows, etc. They can be used anywhere you feel they are appropriate!

Sample Posts and Other Ideas:

Feel free to use these suggestions or use your own.

- Remember, it's always best if the patient takes the photo with his or her device, posts on their account and tags you in it to avoid any HIPAA regulations. You can post photos of your staff on your own account without any HIPAA restrictions.
- Print additional counter cards for display in other areas of the office.
- Invite patients to "Like" or "Follow" you on your social media accounts and tag you in their shared photos and stories.
- Host a "Best Friends Day" event and invite patients to bring in their best friends for a fun event at your practice.
- Utilize the July calendar provided for other ideas on events and fun "holidays" in July!
- You could ask your social media followers engaging questions about summer vacations like "where is your favorite vacation spot and why" or "what is your dream vacation and why?"

For more ideas on how to implement this theme, see our Implementation Guide.