

# Dental Pipeline

SM, Print, Radio, Advanced Reporting



The Dental Pipeline Campaign was created to increase public awareness and concern about Oral Health among underserved populations and to distribute widespread oral health literacy among the general population, including oral health professionals. Usable Tech Co (formerly LCH) managed the Social Media Marketing, including an aggressive YouTube Campaign, and Digital PR servicing for McKinney and Associates PR Firm and the Robert Wood Johnson Foundation.

How many people equate tooth decay with heart disease or other chronic and life-threatening illnesses? Overall health begins with good oral health.



Robert Wood Johnson  
Foundation

