

Communication Strategy

Promoting Specialized Dental Services for SHCN Patients

SOPHIE C. PARSON AUGUSTA REGIONAL DENTAL CLINIC

COMMUNITY HEALTHCARE CENTER UNIVERSITY (CHCU) 2025 COHORT CAPSTONE PROJECT - 12/5/25







A Little Context...

The SHCN (Special Health Care Needs) designation includes a wide range of medical conditions with the same 2 consequences for all patients:

- An increased need for dental care
- · An increased level of barrier when seeking care

56% of patients had not visited a dentist in 2+ years*

The CID (Center for Inclusive Dentistry) program was initiated in 2023 by the Delta Dental Foundation of Virginia and VDH

The Augusta Regional Dental Clinic (ARDC) became the 1st charitable clinic in VA to obtain the CID certification

*Virginia Board for People with Disabilities 2023 Assessment of the Accessibility of Dental Care, Nia Harrison and all, https://www.vbpd.virginia.gov/downloads/Dental%20Care%20Assessment%202023-Final.pdf



Jan. 2023 Joined Cohort #1



Sept. 2023
New clinical protocols



Sept. 2024 Certified!

This office is a certified

Center for Inclusive Dentistry





Delta Dental Is a Registered Mark of Delta Dental Plans Association.

Becoming a CID



July 2023
Training at NYU



Jan.2024 New admin protocols



Communication Strategy



- BUILD TRUST
- ENCOURAGE
 ENGAGEMENT

CLINIC POSITIONING



- PATIENTS & CAREGIVERS
- SCHOOLS
- HEALTHCARE
 PROFESSIONALS
- NONPROFIT PARTNERS

ASSISTED LIVING FACILITIES



KEY

- INCLUSIVITY
- SPECIALIZED CARE
- ACCESSIBILITY
- SUPPORT



GOALS



Channels, Tasks & Timeline (1/2)

1. Print & Physical Outreach

- Flyers, brochures, banner
- Direct mail postcards
- Printed newsletter

3. Partnerships & Outreach

- Local events
- 1 on 1 meetings with partners
- Community event

2. Digital & Social Media

- Dedicated webpage
- Social media posts
- Email newsletter

4. Media & PR

- Press release
- Local news
 segments

Channels, Tasks & Timeline (2/2)

Webpage Launch



Postcards campaign



Meetings w. partners



1y anniversary celebration



FEB/MAR.

APR

MAY

JUN.

JUL. AUG.

SEP.

OCT.

NOV.

Resources and material development



Community events



CELEBRATING ONE YEAR OF INCLUSIVE SMILES

Deer Friends.

Last September, offer 2 years of work with the Virginio Department of Health and the Delha Dental Foundation, the ARDC provided healthness of the Inclusive Dentality (CID), speaking our deers wider than ever to patients with appeale healthness needs—including shiddres and adults lings with autiss, the ARDC provided healthness needs—including shiddres and adults lings with autiss, the ARDC provided healthness needs, including shiddres and adults lings with autiss, the ARDC provided healthness needs, including shiddres and adults lings with autiss, the ARDC provided positions, business first earns.

Together, in your one you are City, we hove:

• Windowned 733 patients with special healthness needs, many receiving care cless to home for the very fast into (e. 3.452) per to becoming a CID.

• Provided 2308 visites toligined to patients requiring with time, specialized equipment, or adaptive opproaches (left surropined to 2024).

• The ARDC provided 2308 visites and the ARDC provided acquipment containing the ARDC provided acquired to the ARDC provided acqu

Printed & eNewsletter



Press release & news segment







Results & Impact

- 750 patients served in 2025
- 150 visits/mo vs. 100 in 2024
- New resources developed
- New partnerships
- Increased awareness



Questions