

*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>





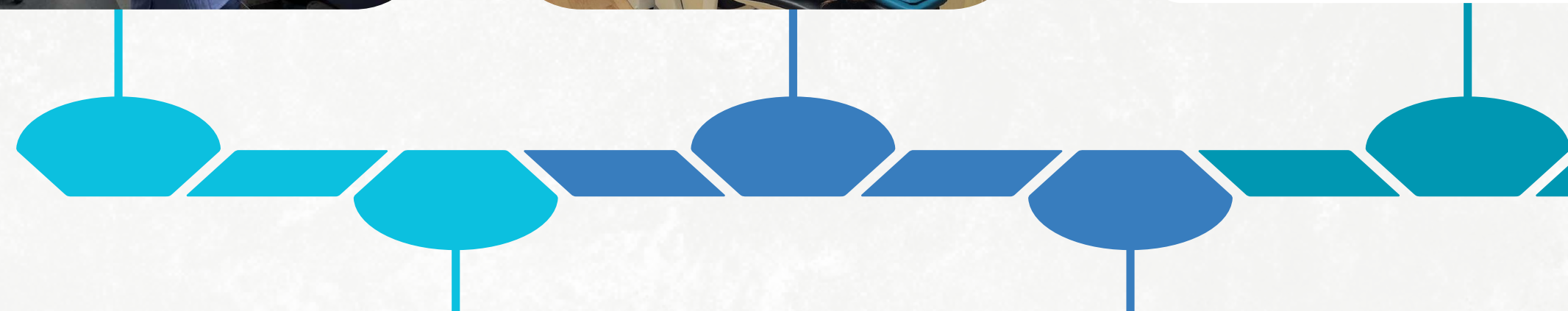
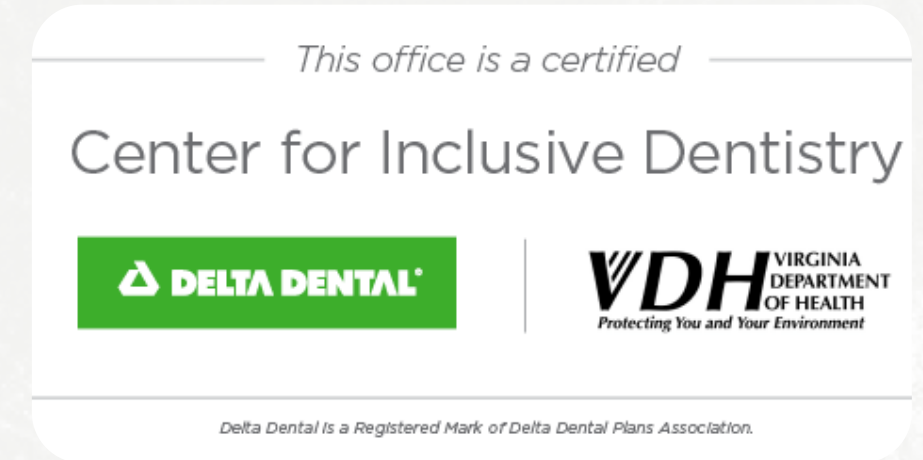
**Jan. 2023**  
Joined Cohort #1



**Sept. 2023**  
New clinical protocols



**Sept. 2024**  
**Certified!**



**Becoming a CID**



**July 2023**  
Training at NYU



**Jan. 2024**  
New admin protocols





# Communication Strategy

## GOALS

- RAISE AWARENESS
- BUILD TRUST
- ENCOURAGE ENGAGEMENT
- CLINIC POSITIONING

## KEY IDEAS

- INCLUSIVITY
- SPECIALIZED CARE
- ACCESSIBILITY
- SUPPORT

## TARGETS

- PATIENTS & CAREGIVERS
- SCHOOLS
- HEALTHCARE PROFESSIONALS
- NONPROFIT PARTNERS
- ASSISTED LIVING FACILITIES





## Channels, Tasks & Timeline (1/2)

### **1. Print & Physical Outreach**

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

### **2. Digital & Social Media**

- Dedicated webpage
- Social media posts
- Email newsletter

### **3. Partnerships & Outreach**

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

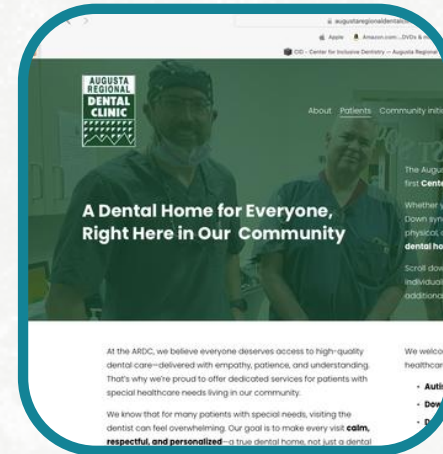
### **4. Media & PR**

- Press release
- Local news segments



# Channels, Tasks & Timeline (2/2)

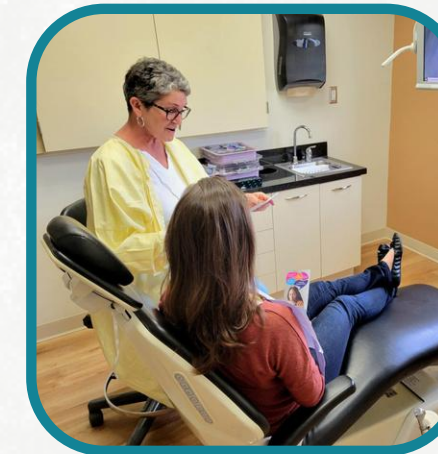
Webpage  
Launch



Postcards  
campaign



Meetings w.  
partners



1y anniversary  
celebration



FEB/MAR.

APR

MAY

JUN.

JUL.

AUG.

SEP.

OCT.

NOV.

Resources and material  
development



Community events

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