

May 2, 2019

The **Council on Communications** is pleased to share some important information on the AAO's **Consumer Awareness Program (CAP)** and our campaign to educate the public. The AAO's CAP outreach is the only mass communications campaign that targets consumers regarding the benefits of orthodontic treatment and the importance of seeing a specialist.

Our all-digital campaign advertises on platforms like *Google, Bing* and *Yahoo*, social media outlets like *Facebook, Instagram* and *Twitter* and countless other news and media sites. The goal for our CAP-related outreach is to drive potential patients to the AAO consumer website (aaoinfo.org) where they can learn more about the importance of getting orthodontics by orthodontists and locate AAO members through our "Find an Orthodontist" service.

Now, it's time for the good news.

From a national perspective, the reach of our CAP digital marketing campaign continued to show strong growth in 2018. In fact, total annual visits to the AAO consumer website **increased by 311 percent** from 2017 to 2018. And when compared to our 2016 numbers, there was a remarkable **1,730 percent increase** in annual visits. In total, AAO CAP ads appeared before American consumers **over 1.4 BILLION times** during 2018.

In the Great Lakes region specifically, AAO-sponsored content appeared online **over 180 million times** and reached **over 25 million consumers** during the last calendar year! In 2018, **almost 700,000 individuals in GLAO** visited our consumer-oriented website, and thousands used the "Find an Orthodontist" service to locate an AAO member in their area.

But you can help to grow our reach even further. As practicing orthodontists, our members are not likely to be targeted with AAO digital ads that are tailored for consumers. However, by following our pages on [Facebook](#), [Twitter](#) and [Instagram](#), you can interact with our content and expand the reach of our social media network. You can also find more info for consumers at aaoinfo.org, such as the Consumer Alert regarding direct-to-consumer products and the blog, A Parent's Guide to Orthodontics.

As many as 95% of today's consumers will research online before making any purchasing decision and we believe that the increased traffic to our consumer site indicates we are successfully reaching consumers and shining a spotlight on our members. With the robust supply of patient education materials on our site, we aim to provide consumers with everything they need to connect with an AAO member orthodontist 365 days a year.

Sincerely,

Dr. Aron Dellinger