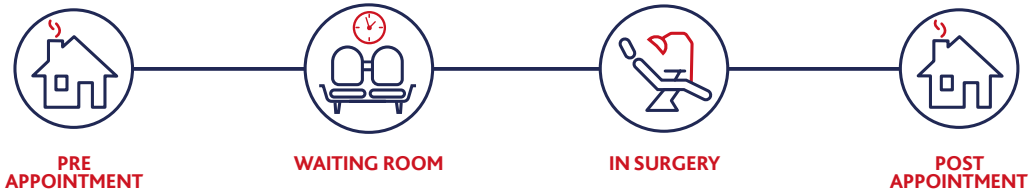


In helping support your patients to **#BeGumWise** there are multiple opportunities to share or reinforce messages to help improve their gum health, particularly new channels such as social media and digital:

1. Capability – sharing skills and educating
2. Motivation – improving commitment to make a change
3. Opportunity – an environment that enables change





TOUCHPOINTS AWAY FROM THE PRACTICE: PRE APPOINTMENT:




Text reminders of check ups




TOUCHPOINTS IN THE WAITING ROOM:



Motivation and behaviour assessment questionnaire

Educational Practice TV videos




Literature on effective plaque removal

CHAIRSIDE TOUCHPOINTS

Visual and interactive teaching aids on gum health

Motivational aids such as instructional charts on scoring



TOUCHPOINTS AWAY FROM THE PRACTICE: POST APPOINTMENT:




Email follow up with educational and motivational tips and product information

Short educational videos



#BeGumWise
CAMPAIGN

Visit www.gskhealthpartner.com to learn more about the **#BeGumWise** campaign, download resources and **order samples** to help your patients stay gum wise.