



BlissPR / OraPharma: Oral Health

Challenge

To elevate the oral health profession by raising visibility for recent clinical studies linking aggressive treatment of periodontal disease to lower rates of heart disease, diabetes and pre-term labor.

Strategy and Action

BlissPR issued a series of press releases and audio news releases on the research. We also drafted bylined articles for consumer and HR trade publications, offering up Oral Health Tips, Workplace Wellness Advice and New Ways to Prevent Cardiovascular Disease.

Results

By providing access to clinical experts and leading periodontists, we were able to secure coverage in more than 50 media outlets, including major regional newspapers, consumer health publications, aging/wellness newsletters, HR trade publications, national radio stations and national business publications such as the Wall Street Journal. Research results also appeared in numerous scientific journals, including the New England Journal of Medicine.



B L I S S P R

The OraPharma, Inc. logo, featuring the word "ora" in a purple, lowercase, sans-serif font, followed by "PHARMA, INC." in a blue, uppercase, sans-serif font.

oraPHARMA, INC.