



A Brand Built Around



American
Dental
Hygienists'
Association

Unleashing Your Potential.

Telling Our Story

Since our inception, the American Dental Hygienists' Association has believed that the surest way to build our profession is to support the careers of our members. It's a focus that's codified in our mission statement and borne out in the work we do every day.

Both as an advocate for our field, an ambassador to the wider dental profession and the public, and as a resource of knowledge, experience and employment opportunities for individual members, our commitment to our professionals has remained steadfast.

However, a nationwide research study conducted last year indicated that the story of the ADHA was not being told as accurately or as clearly as we had hoped. Put simply: Our brand image did not reflect our reality.

Drawing on the conclusions of our research, the ADHA is now launching an extensive branding initiative, one that will bring our message in closer contact with the needs, aspirations and desires of our membership, and present a consistent public face that better articulates our efforts on behalf of dental hygienists and the oral health of the American public.

The ADHA Brand

Who is the American Dental Hygienists' Association? What do we stand for? What is our reason for being? And what is the brand promise we are making to our members, to the dental profession and to the public?

In the course of our research, we talked to all of those constituencies, identified our perceived strengths and weaknesses, and – pairing our findings with our association's mission, we built the ADHA brand on these key fundamentals.

Our core principles:

- **Dedication to the dental profession**
- **Long-standing supporter of dental hygienist**
- **Commitment to the personal/professional success of our members**

Our approach to our mission:

- **A collaborative mindset**
- **A passionate patient advocate**
- **An accessible source of knowledge and experience**

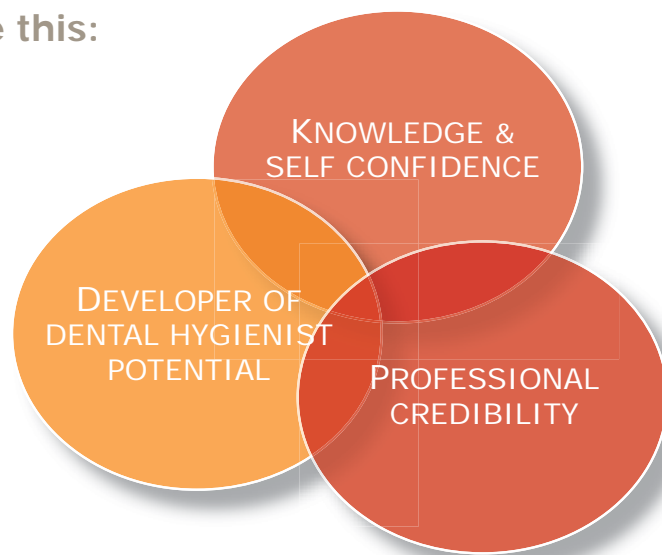
Our reason for being:

- A proven resource in an expanding field
- An assertive standard bearer
- A trusted mentor and partner

The bottom line?

The ADHA brand looks like this:

By giving our members the tools, information and support they need to build their careers, we position dental hygiene as a champion of oral health and as a valuable partner of the dental industry.



What The ADHA Brand Means to You

Our new brand focus means the ADHA is more committed than ever before to helping you build your career and maximize your impact as a dental hygienist. Toward that end, our goal is to remain a valuable and irreplaceable asset in your professional, and personal, life.

That means you can count on us as a source of results-oriented, tangible member benefits. Benefits like our comprehensive continuing education curriculum. Timely, information-packed research journal and magazine. An expanded nationwide employment assistance program. And networking opportunities available through state Constituent and local Component organizations.

And you can count on the American Dental Hygienists' Association to continue our efforts as the single most powerful voice for the profession's collective goals, advocating for advancements that result in better care – and more rewarding careers.

Empowering



Unleashing Your Potential

The new branding initiative is grounded in the simple premise that the ADHA's reason for being is to help *unleash your potential*. That message has been crafted to look and sound the same, whether it is communicated in an advertisement, a brochure or the cover of *Access* magazine.

The ADHA is focused on you, and we're here to help you go as far as you want to go. So take a fresh look at the American Dental Hygienists' Association and all the career-building benefits we offer. Then tap into our resources to start unleashing your potential.

