

# MLR Ballot Measure Media Toolkit

## Jumpstart to getting involved/suggestions on how to help:

- Review the materials in this package.
- Schedule a morning huddle in the next day or two and discuss with your staff the importance of voting YES on Question 2.
- Print the posters in this kit and post them in a highly trafficked area in your practice.
- Print the handout and give to patients when the appointment is over (add to dental health kit you distribute to patients)
- Change your social media platform photo to include the VOTE YES on 2 frame for your profile picture or banner for your header photo.
- Communicate your support of Vote YES on Question 2 via social media platform(s) of choice using templates provided and using the hashtag #YESon2ooth.
- Email your patient base about Question 2 using the email template provided.
- [Donate to the campaign by clicking here](#)
- Outreach to local community groups using the materials supplied.
- Talk about voting Yes on Question 2 to friends, family, colleagues, and patients.
- Vote early (in-person or by mail!) or head to the polls on November 8th to vote YES on Question 2 and remind others to do the same.

## Social Media Channel Guidance

- Many social media algorithms discourage directly copying and pasting. Personalize your posts, or if you don't feel comfortable with that, re-share MDS/ADA posts.
- Add personal or campaign photos, videos or graphics whenever possible & appropriate - every social media algorithm loves photos.
- You're welcome to answer questions, "like" supportive posts or comments, or respond to factual questions, but avoid responding to argumentative posts.
- Facebook
  - Endorse the ballot measure to your practice's followers, sharing campaign graphics & links as posts or stories; change your profile photo to Vote YES
- LinkedIn
  - Activate fellow dentists to support the campaign by sharing Yes on 2 messaging with their patients and networks, as well as donating
  - Alert your connections in other industries to the benefits of Question 2
- Instagram
  - Our polling shows dentists are trusted voices - leverage yours by recording a short video clip asking people to vote yes on 2
  - Share campaign graphics as posts or stories
- Twitter
  - Popular with journalists and elected officials - feel free to share your support for the ballot measure by tagging them, but know that if you tweet at a journalist, they may want to interview you (if they do, give us a heads up at [mds@denterlein.com](mailto:mds@denterlein.com))

## Topline Campaign Messages

- Like medical patients, dental patients deserve a guarantee that the premium dollars they pay to insurers will be spent on dental care.
- Passing Question 2 would make dental insurance companies more transparent and accountable to the patients they serve.
- Right now, dental insurance companies in Massachusetts are not held to the same standards as general health insurance companies. This is costly and unfair to patients. Question 2 would fix this problem.

## Social Media / Printable Graphics



Massachusetts fails to prevent dental insurance companies from engaging in practices that are costly and unfair to patients.

A "YES" vote on Question 2 will fix this by requiring dental insurance carriers to:

- Spend at least 83% of patient premium dollars on patient care
- Disclose on what they're spending patient premium dollars
- Refund patients if they do not meet the 83% Medical Loss Ratio (MLR)



[www.voteYESon2fordental.com/](http://www.voteYESon2fordental.com/)  
VOTE #YESON2OOTH THIS NOVEMBER 8TH

[Download PNG image file](#)

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Your dental benefits are on the ballot this year.

For too long, multi-billion-dollar dental insurance companies have lined their own pockets by taking advantage of patient premium dollars. Patient dollars should go to patient care, not to the profits of big dental insurance companies and their executives.



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### Printable Poster – Vote Yes



If passed, Question 2 would require dental insurers to:



Spend at least 83% of patient premium dollars on patient care



Disclose on what they're spending patient premium dollars, promoting transparency and accountability to patients



Refund individuals / groups if they do not meet the 83% Medical Loss Ratio (MLR)

Voting YES on Question 2 will assure patient dollars are spent on patient care rather than the profits of big dental insurance companies and their executives.

ENDORSED BY:



Whether you vote early or on Election Day (Tuesday, November 8), vote "Yes on Question 2" so **YOUR** dental dollars work for **YOU!**

[www.voteYESon2fordental.com](http://www.voteYESon2fordental.com)  
VOTE #YESON2OOTH THIS NOVEMBER 8TH

[Download PNG image file](#)  
[Download printable PDF poster](#)

## Printable Poster – National Impact

**VOTE YES ON 2**  
For Dental Care

QR Code

**Massachusetts Ballot Question 2 would require dental insurers to:**

- ✓ Spend at least 83% of patient premium dollars on patient care
- 🔍 Disclose on what they're spending patient premium dollars, promoting transparency and accountability to patients
- 💰 Refund individuals / groups if they do not meet the 83% Medical Loss Ratio (MLR)

With the implications of this ballot initiative possibly affecting every state in the nation, we need your support.

**ENDORSED BY:**

**MDS** MASSACHUSETTS DENTAL SOCIETY  
**ADA** American Dental Association

You can help by donating to the campaign and offering your endorsement.

[www.voteYESon2fordental.com](http://www.voteYESon2fordental.com)  
VOTE #YESON200TH THIS NOVEMBER 8TH

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[Download printable PDF poster](#)

## Suggested Content (Updated Frequently)

### Website

- Did you know there's a ballot measure that would make sure your dental insurance dollars go to your dental care? Vote #YesOn200th November 8th: <http://VoteYESon2ForDental.com> #mapoli
- As a dentist, I'm endorsing Question 2 on the November 8th ballot in Massachusetts. Learn more: <http://VoteYESon2ForDental.com>
- Both @AmerDentalAssn & @MassDental have endorsed Question 2 because dental patients deserve a guarantee that their premium dollars they pay to insurers will be spent on their care: <http://VoteYESon2ForDental.com>