

MLR Ballot Measure Downloadable Social Media Templates

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)

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)



ENDORSED BY:
MDS **ADA**
MASSACHUSETTS DENTAL SOCIETY American Dental Association

www.voteYESon2fordental.com/

VOTE #**YESON2OOTH** THIS NOVEMBER 8TH

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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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VOTE #YESON2OOTH THIS NOVEMBER

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Copy for graphics below

Facebook	<p>Currently, Massachusetts does not hold dental insurance providers to the same requirements that apply to medical insurance providers. This is expensive and unfair to the patients.</p> <p>Voting #YESON2OOTH in the upcoming election will ensure patient dollars are spent on patient care. Learn more here: https://voteyeson2fordental.com/</p>
Instagram	<p>Vote #YESON2OOTH this election to make sure that dental insurers are accountable and provide fair value to the people they serve. Read more how voting YES on Question 2 puts #patientsfirst: https://voteyeson2fordental.com/</p>
Twitter	<p>Vote #YESON2OOTH this election to make sure that dental insurers are accountable and provide fair value to the people they serve. Read more how voting YES on Question 2 puts #patientsfirst: https://voteyeson2fordental.com/</p>

VOTE #YESON2OOTH



DID YOU KNOW?

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.



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VOTE #YESON200TH

DID YOU KNOW?

A **YES** on Question 2 means dental insurers will be required to disclose how they are spending **YOUR** premium dollars.



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DID YOU KNOW?

Voting YES on Question 2 will require dental insurance carriers to spend **at least 83% of premium dollars on patient care** rather than on administrative costs, salaries and profits.

VOTE #YESON2OOTH



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