

WORTH SAVING GAZETTE

6TH EDITION

**amplifying
the
message**

Spreading the word
on saving teeth



american association of
endodontists



AMERICAN ASSOCIATION
OF ENDODONTISTS

AAE Leadership in Online Outlets



Aug. 2025: AAE President Dr. Steven Katz advised readers to brush their teeth as soon as they wake up. First published in *Good Housekeeping*, the article was picked up by AOL, Women's Health, Yahoo and more for a combined monthly readership of 43.6 million.



Oct. 2025: Immediate Past President Dr. Natasha Flake was quoted throughout a *Delish* article about protecting teeth from Halloween candy. Delish draws approximately 14.3 million readers monthly,



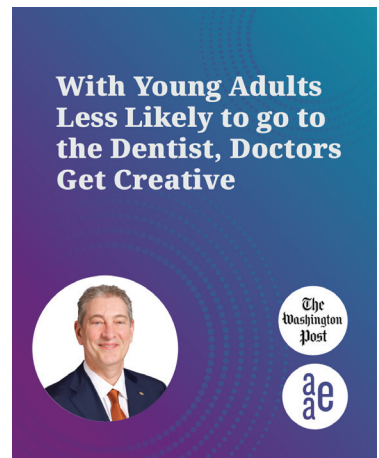
Oct. 2025: AAE Vice President Dr. Elizabeth Shin Perry was featured in a front-page article spotlighting her endodontic expertise and emphasized the importance of diligent oral health habits, especially around Halloween candy consumption.



Jan. 2026: In *Good Housekeeping*, Dr. Katz lent his expertise to encourage readers to floss before brushing their teeth. The outlet garners 24.6 million monthly visitors.



Jan. 2026: In *EatingWell*, Dr. Katz explained what happens in the mouth when excessive sugar is consumed. The digital magazine draws 10 million viewers monthly.



Jan. 2026: A Washington Post article about young people's dental habits quoted Dr. Katz and shared statistics from AAE's 2025 survey that showed Gen Z and younger millennials making poor oral health decisions based on social media misinformation.

Expanding Specialty Recognition Nationwide



On Oct. 27, ABC's News 5 Cleveland shined a spotlight on endodontic care as Dr. Steven Katz welcomed viewers into his local practice. During the segment, Dr. Katz shared tooth-saving tips for enjoying Halloween sweets and emphasized the vital role endodontists play in treating tooth pain, infections, and dental injuries.

Satellite Media Tour

On Jan. 29, Dr. Katz broadcasted from a New York City studio to complete 20 interviews with outlets across the nation. He explained what endodontic treatment is and why it's important to treat an infected tooth as soon as possible. He also debunked common root canal myths and encouraged viewers and listeners to visit the Find My Endodontist directory, reaching an audience of over 17 million, and counting!



AAE Wins Big: Awards & Recognitions Across Media

MarCom Awards

GOLD: AAE's "Save Your Tooth Month AI Assistant" empowers practitioners and patients by offering intelligent insights, educational resources and custom-tailored communications.



HONORABLE MENTION: The association's **TikTok presence** highlights the Association's commitment to reaching audiences where they are—leveraging short-form video, influencer collaborations and peer-to-peer engagement.



Golden Trumpet Awards

SILVER: Influencer Kasimir Kaskisuo helps AAE boost dental trauma awareness, reframing the "hockey smile" to promote saving natural teeth and seeking endodontists through a high-impact **social video campaign**.





Viddy Awards

PLATINUM: The AAE's 2024 **Edgar D. Coolidge Award** video highlights the accomplishments and impact of Dr. Ken Hargreaves through powerful storytelling and member reflections.



VIDDY AWARDS
HONORING VIDEO EXCELLENCE IN A DIGITAL WORLD
2025 HONORABLE MENTION

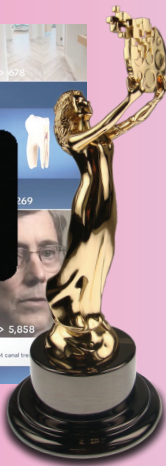
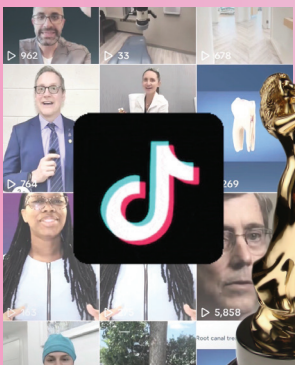


GOLD: A **collaborative reel with medical influencer Dr. Joel Bervell** breaks down misconceptions and helps patients understand why root canal procedures are safe and effective.

HONORABLE MENTION: A **collaboration with TikTok creator Dr. Ben Goodcoff** debunks viral falsehoods about root canals and reinforces the AAE's role as a trusted authority amid the growing dental misinformation on social platforms.

AVA Digital Awards

GOLD: AAE's TikTok combines education and entertainment to raise awareness about saving teeth.



2026
AVA DIGITAL AWARDS
HONORABLE MENTION

HONORABLE MENTION: "When Your Tooth Extraction Comes Back to Haunt You" celebrates Halloween in an engaging and informative way, encouraging viewers to prioritize saving their natural teeth.



HONORABLE MENTION: AAE's collaborative reel with **Pediatrician Dr. Krupa Playforth** advises parents on how to handle urgent dental trauma, citing endodontists as the experts.



TRENDY Awards

AAE's four wins include recognition for AAE's social media presence... and for this very *Gazette!*



Amplifying Science: How AAE Elevated Research Linking Root Canal Treatment and Whole-Body Health

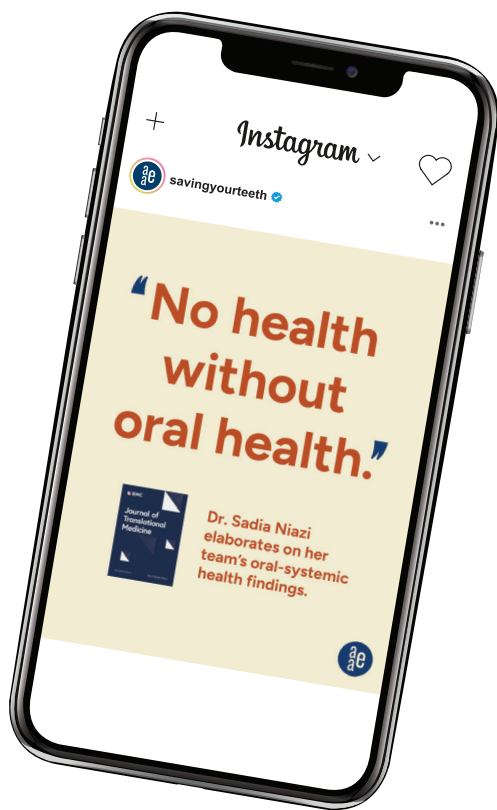
Building public trust in endodontic care requires clear, credible communication grounded in science. When new research from King's College London suggested a potential link between root canal treatment and whole-body health, AAE took a proactive, multi-channel approach to amplify the findings with accuracy, context, and expert insight.

Bringing the Research to Public Conversation

The study, published in November 2025, explored potential associations between endodontic treatment and systemic metabolic health outcomes. Given the long-standing myths surrounding root canal treatment, the findings represented an important opportunity to reframe public understanding—while remaining grounded in evidence.

To help elevate the research beyond academic circles, AAE issued a national press release titled “New Study Suggests Root Canal Treatment Linked to Lower Risk of Heart Disease, Diabetes.” The release summarized the study’s key findings, clarified what the research concludes, and reinforced the role of endodontists as specialists dedicated to preserving natural teeth and supporting overall health.

By distributing the release through a widely trusted media channel, AAE ensured that journalists, health writers, and the general public could access credible, expert-informed information directly from the specialty organization representing endodontists.



Adding Context Through Expert Insight

Recognizing that research findings are best understood through dialogue, AAE followed the press release with a deeper editorial exploration of the study. The Association interviewed the study's lead researcher, Dr. Sadia Niazi, to provide readers with direct insight into the study's design, implications, and limitations.

The resulting Q&A, published on AAE's website as "Beyond the Tooth: How Endodontic Treatment May Improve Systemic Metabolic Health," offered valuable context for both clinicians and patients. In the interview, Dr. Niazi discussed why investigating oral-systemic connections matters and what future research may reveal.

By featuring the researcher's own perspective, AAE reinforced its commitment to scientific accuracy and transparency—ensuring the study was not sensationalized, but thoughtfully explained.

Expanding the Conversation Through Audio and Social Media

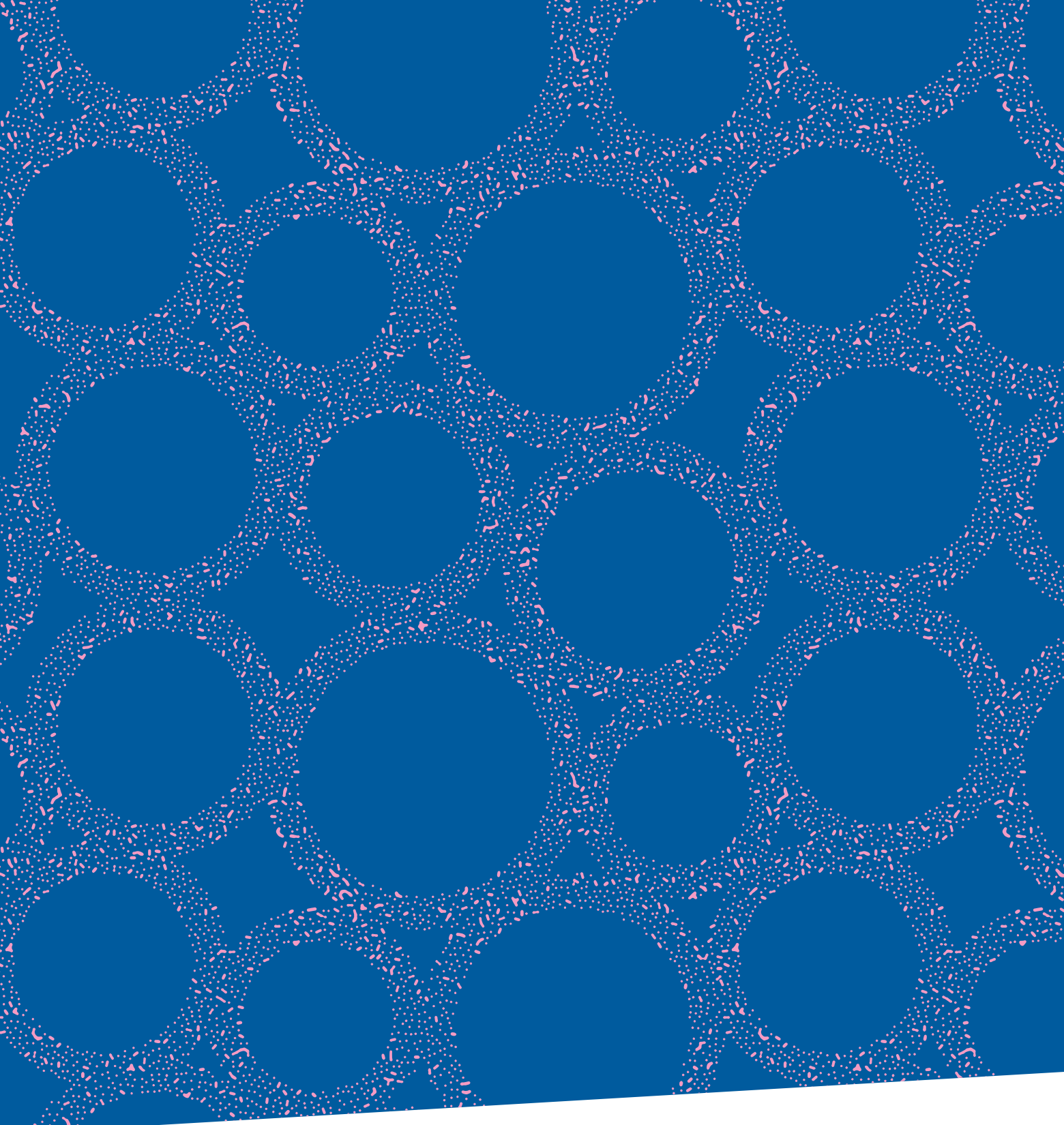
To further broaden the reach of the research, AAE continued the conversation through a public-facing video conversation featuring Dr. Niazi and Dr. Najia Usman, Chair of AAE's Public and Professional Relations Committee. Dr. Usman guided a discussion designed for a general audience, breaking down complex findings into clear, approachable insights while emphasizing evidence-based care.

The conversation allowed listeners to hear directly from both a researcher and an endodontic leader, reinforcing trust and credibility. Select clips from the recording were shared across AAE's social media platforms, extending the educational impact and meeting audiences where they already engage with health information.







A Model for Responsible Science Communication

Together, the press release, expert interview, and video conversation represent a coordinated effort to amplify emerging science responsibly. Rather than relying on a single announcement, AAE created a layered communications strategy—one that informed, educated, and invited continued curiosity.

As research continues to explore the connections between oral health and systemic well-being, AAE remains committed to elevating credible science and ensuring that conversations about root canal treatment are guided by evidence, expertise, and clarity.



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