

# Proposal for Community Design Project



To: Dr. Chris Hawkins, and Dr. Sarah Robblee

From: Brentt Hawkins

Topic: Burleson Smiles Promotional and Instructional materials

Date: September 17, 2021

This proposal covers my conversation with Dr. Chris Hawkins with Burleson Smiles Dentistry. It addresses his need for promotional and instructional materials.

## Meeting Summary

Dr. Chris Hawkins and I discussed his need for additional documentation regarding patient instructions for teeth whitening, the marketing of teeth whitening services, and crowns at Burleson Smiles Dentistry. Burleson Smiles needs their patients who receive crowns and teeth whitening treatments to know about the procedures and after-care instructions for these services. He requested a teeth-whitening brochure and handout, and a handout for dental crowns.

Dr. Hawkins has some information on the Burleson Smiles website, but this information needs to be revised, edited, and updated. The current information about these services needs to provide more details. The language in the current documentation needs to be edited. Active and passive voice, grammar, punctuation, and syntax need to be examined and improved. This will make instructions more orderly and user-friendly. Additionally, some information needs to be presented differently, considering the devastation of the pandemic. COVID-19, and the Covid lockdown was catastrophic for everyone, including the dental field and oral health in general. In 2020 many patients stopped going to the dentist for dental care and postponed many procedures. Many patients neglected their dental care. As a result, many patients' dental conditions got worse, and some patients stopped collecting information or following directions that could have improved their dental conditions. Many patients understandably focused on their fear of Covid-19, but they neglected their dental care. As the economy opened up and patients returned to see their dentists some found that their existing dental conditions had gotten worse. These documents will be print

documents and they will be placed in his lobby. The Burleson Smiles Logo will be on each document.

## **Description of 3 Documents**

### Teeth Whitening Tri-fold Brochure

A tri-fold brochure, and 2 handouts will be produced. The brochure will promote teeth whitening treatments, benefits, and after-care. It will explain the removal of the mucus pellicle layer that saturates the enamel, and how this opens the pores in the enamel so the whitening solution can work. It will also discuss what not to eat or drink after the procedure.

### Teeth Whitening Handout

The teeth whitening handout will discuss aftercare. It will go into more detail about what the patient should do for the first 48 hours after treatment, and it will go into great detail about what a patient can and cannot drink or eat for 2 weeks after the treatment.

### Dental Crowns Handout

The dental crown handout will discuss the purpose of crowns, why someone might need them, how and why patients should keep crowns clean to avoid breakdown of tooth structure, leakage under the crown, and how infections might occur in the nerve.

The knowledge I have about using graphics, italics, bold, and font will all be used in these documents, as these are important elements to use when reaching this audience.

## **Timeline**

**First Meeting:** 9/14/ 2021

**Second Meeting:** 9/21/2021

**Final Draft of Proposal:** 9/26/ 2021

**First Set of Drafts:** The first set of draft for the 2 leaflets and the 1 brochure will be complete 10/16/2021.

**Usability Test:** 11/15/2021.

**Results of Usability Testing:** 11/21/2021

**Submission of Revised Drafts:** 11/28/2021