WORTH SAVING

Fall 2026 | 7th Edition

Reach & Impact Review



american association of endodontists

WORTH SAVING

ENDODONTICS' NATIONWIDE MEDIA COVERAGE

Every media mention helps make "endodontist" a household name. Whether endodontics takes center stage or AAE experts contribute to broader health and lifestyle stories, these opportunities bring the specialty into the mainstream. Featured coverage includes expertise from AAE President Dr. Craig Noblett and Immediate Past President Dr. Steven Katz.

COMBINED AUDIENCE:

731M

...AND COUNTING!

"You have 30 minutes to save a knocked-out tooth. Only 27% of US adults know that."

Audience: 50M

"New Research Highlights the Importance of Exploring Treatment Options Before Tooth Loss."

Audience: 139M

"New Research Shows How Root Canal Treatment Helps Protect Your Whole Body."

Audience: 145M

"May is Save Your Tooth Month. What Endodontists Want You to Know."

Audience: 146M

"You're probably using a dead toothbrush, and dentists say it's ruining your teeth."

Audience: 197M

"Should you brush your teeth before or after breakfast? Dentists reveal the right time."

Audience: 57M

Combined audience reflects reported media audience figures across featured coverage. Figures may include website visitors, publication circulation and distribution audience and are not a measure of unique individuals. Featured coverage represents only a selection of AAE media appearances.



Satellite Media Tour

On May 13, Dr. W. Craig Noblett broadcasted from a Chicago studio to complete 20 interviews with news outlets across the nation. He touted the endodontic specialty and spread awareness of Save Your Tooth Month, reaching over 25 million Americans via radio, television and online programming.

WGN's "Daytime Chicago"

Dr. Noblett appeared live on Chicago's WGN-TV on May 14, sharing what to do when dental trauma occurs and encouraging viewers to seek immediate endodontic care. WGN has approximately 100K viewers daily.



NBC's KARE 11

On May 27 in his hometown of Minneapolis, Dr. Noblett interviewed with NBC affiliate KARE 11 to explain how to handle a knocked-out tooth and share AAE public survey results. KARE 11 has around 70.7K monthly viewers.





Giving Back in Celebration of SYTM

On May 12, AAE and Foundation staff gathered to assemble 2,000 oral health kits for Mobile Care Chicago, an organization that brings dental care to children in underserved communities throughout Chicagoland. President Dr. W. Craig Noblett joined us in this effort, as did Bob Guyatt and Marina Woloshyn of Sonendo, our Save Your Tooth Month sponsor. Staff were given a tour of the mobile dental clinic and had the opportunity to learn more about how this critical community resource helps close the oral health gap for children across the city.



AAE Members Secure 12 Proclamations

Dr. Beth Damas
Illinois

Dr. Mohamed Ibrahim
Wisconsin

Dr. Katie Divine
Minnesota

Dr. Steven Katz
Ohio

Dr. Brad Gettleman
Arizona

Dr. Mark Schachman
Kentucky

Dr. Dentonio Worrell
Hawaii

Dr. Natasha Flake
Washington

Dr. Kayla Tavares Tio
Texas

Dr. Elizabeth Shin Perry
Massachusetts

Dr. Kenneth Wiltbank
Oregon

Drs. Nader Azizi, Helen Chiao, Chanelle Small, & Stephanie Bernard
New York





Top. Members show out on social media, posting SYTM content and adding a celebratory frame to their profile photo.

Left. AAE HQ, Prudential Plaza, illuminates in signature AAE purple during the second week of May.



May is Save Your Tooth Month. What Endodontists Want You to Know

Apr 30, 2026 Updated May 19, 2026

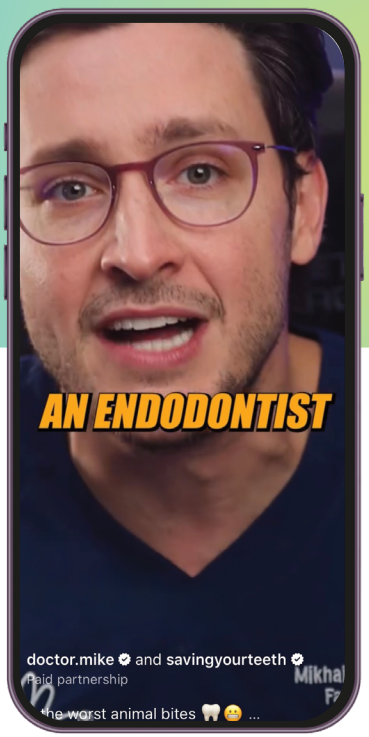
(StatePoint) When a tooth is infected or giving you pain, having it pulled may seem like the easiest option, but dental specialists called endodontists say that saving natural teeth whenever possible is better for your oral health, your overall health and your confidence.

SYTM Messaging Reaches 145 Million Americans

Prior to the official start of Save Your Tooth Month, the AAE sent a mass release to news outlets throughout the country. The article, which encouraged the public to address tooth pain early and opt to save their natural teeth, was published in over 1,000 outlets.

INFLUENCER COLLABORATIONS EXTEND AAE'S REACH

By partnering with trusted creators, the AAE expands the reach of evidence-based endodontic education, raises awareness of the specialty, and helps counter misinformation. These collaborations introduce new audiences to the value of saving natural teeth and seeking care from an endodontist.



@doctor.mike

Most-followed medical influencer

Doctor Mike brought endodontic expertise to millions, highlighting the serious risks of oral infection and reinforcing endodontists as the specialists uniquely trained to save natural teeth.

5.5M followers

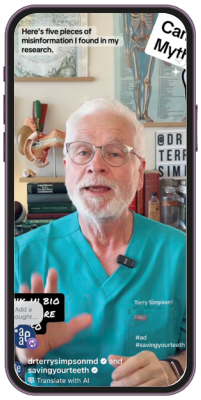


@drjoe_md

ER doctor

Dr. Joe brought credible dental trauma education to millions, giving his audience clear guidance on what to do after a permanent tooth is knocked out & amplifying the importance of specialized care.

3.2M followers

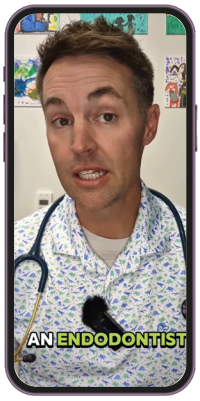


@drterrysimpsonmd

Myth-busting surgeon

Dr. Terry challenged common root canal misconceptions for his highly engaged audience, using his credibility as a physician to reinforce the safety, value and expertise behind endodontic treatment.

1.6M followers



@tiktokkiddoc

Pediatrician & father

Dr. Williams helped the AAE reach parents with trusted, timely guidance on what to do when a child knocks out a permanent tooth—and why expert care can make all the difference in saving it.

730.5K followers



@kaskisuo

Pro hockey player

Kasimir Kaskisuo helped the AAE turn a viral Olympic hockey moment into an opportunity to spotlight dental trauma and bring greater visibility to the specialty on a global stage.

76.4K followers



For Endodontists: Referral Patterns Report

The AAE commissioned the 2026 Referral Patterns Survey to better understand when, how, and why general dentists refer patients to endodontists. Based on responses from 919 endodontists and general dentists, the report shows that referrals remain central to endodontic practice and that general dentists continue to view endodontists as trusted partners in delivering quality dental care.

scan to learn more



For Patients: Whole-body Health

In a new patient-facing webpage, the AAE highlights groundbreaking research from King's College London demonstrating that root canal treatment can support heart health and improve markers associated with diabetes risk. The page translates the landmark study into clear, digestible language, helping the public understand how preserving a natural tooth through endodontic care can benefit both oral and overall health.

scan to learn more

: @endodontists
: @savingyourteeth
: /company/endodontists

american association of endodontists

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