

Applicant Engagement Strategy – Webinar Online Survey & Subscriber Form Success

Analytics from the webinar online survey and subscriber form indicate that the Applicant Engagement Strategy was highly successful.

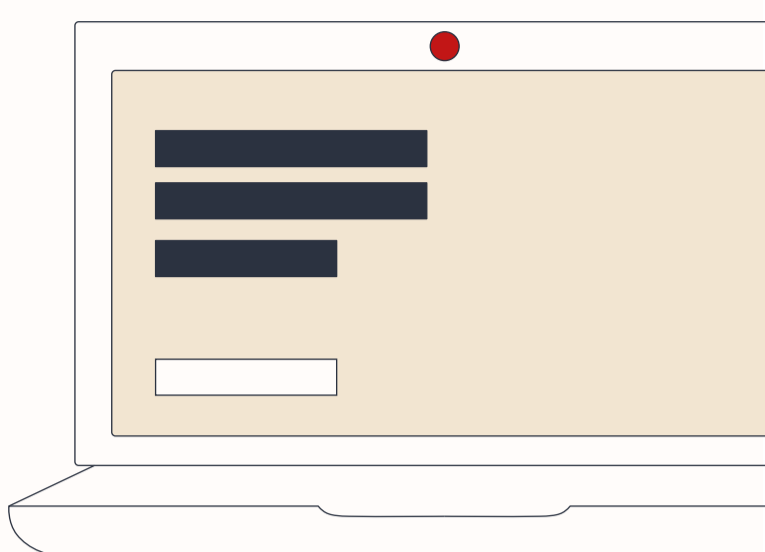
The analytics that we've gathered demonstrate that:

- We reached our target demographic
- Respondents believe that the Access to Dental Technology Project (ADT) is very important
- Majority of respondents agreed to become subscribers
- Majority of respondents agreed that the webinar was helpful

Looking Ahead: Ongoing Engagement and Respondent Outreach

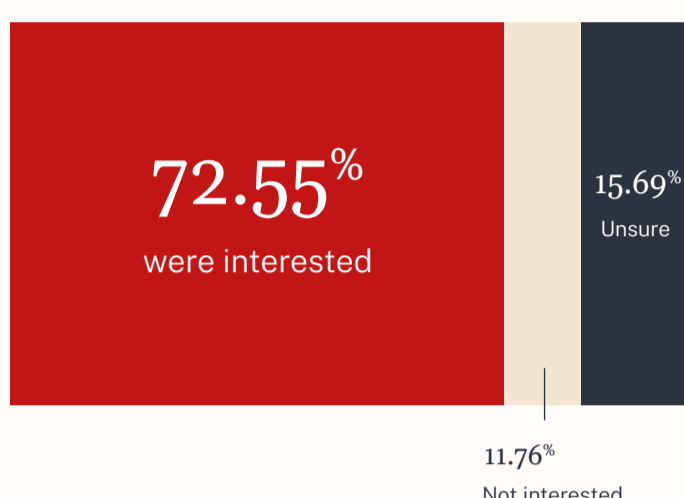
In addition to these benefits, the analytics gathered positions us well for ongoing outreach. We have learned where our demographic is located, how old they are, what matters to them and what they want to know. Now, we are better equipped to adapt and enhance our outreach strategies so we can create tailored content for our target demographic.

Please continue reading this report to view the webinar online survey and subscriber form analytics from March 2019 – January 2021.



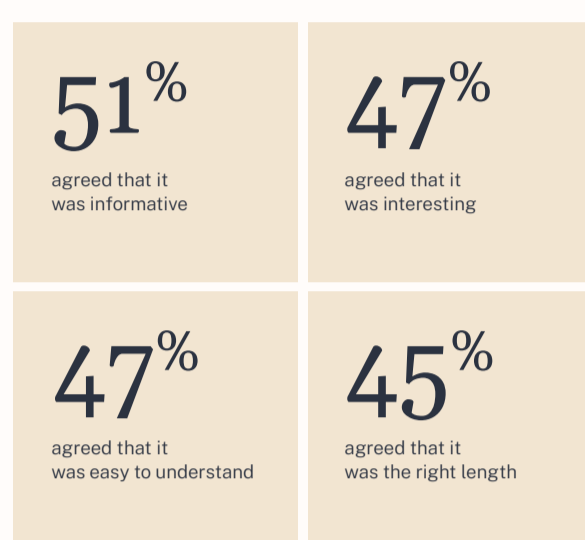
How many respondents were interested in becoming subscribers?

This level of target audience retention indicates that our outreach strategies were successful.



How did respondents feel about the webinar?

This indicates that the webinar was successful and that we can consider using similar outreach strategies in the future.



What did the respondents want to know from us?

We can utilize this information to create tailored content and ongoing outreach that is informative, specific and helpful.

- 3 people wanted to know when they will receive newsletters/ updates
- 1 person wanted to know about the length of the project
- 1 person inquired about opening a lab in another country upon licensure
- 1 person raised concerns about the remuneration for / value of the profession's skills
- 1 person wanted to know if their qualifications would be approved in Canada
- 1 person suggested that licenses should remain inactive and continue to work as RDTs
- 1 person noted concerns about the difficulties in securing licensure
- 1 person suggested a common academic standard for regulators to use in assessing IEDTs

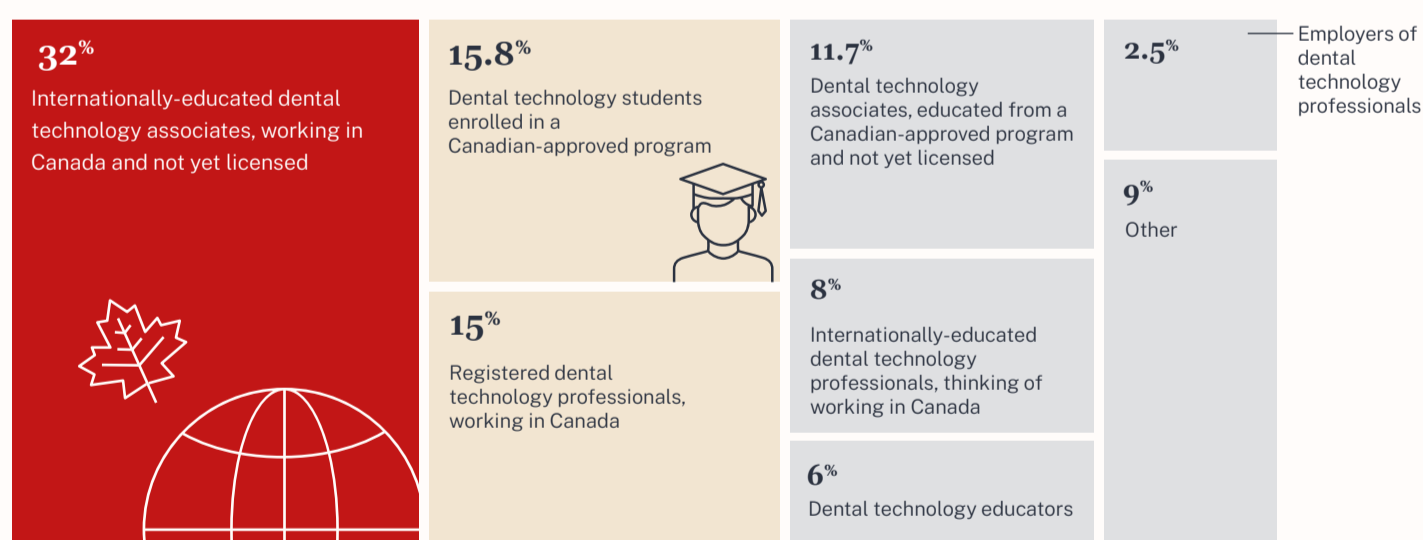
How old were the respondents?

The majority of respondents were in between 19-45 years of age. This demonstrates that we reached our target demographic.



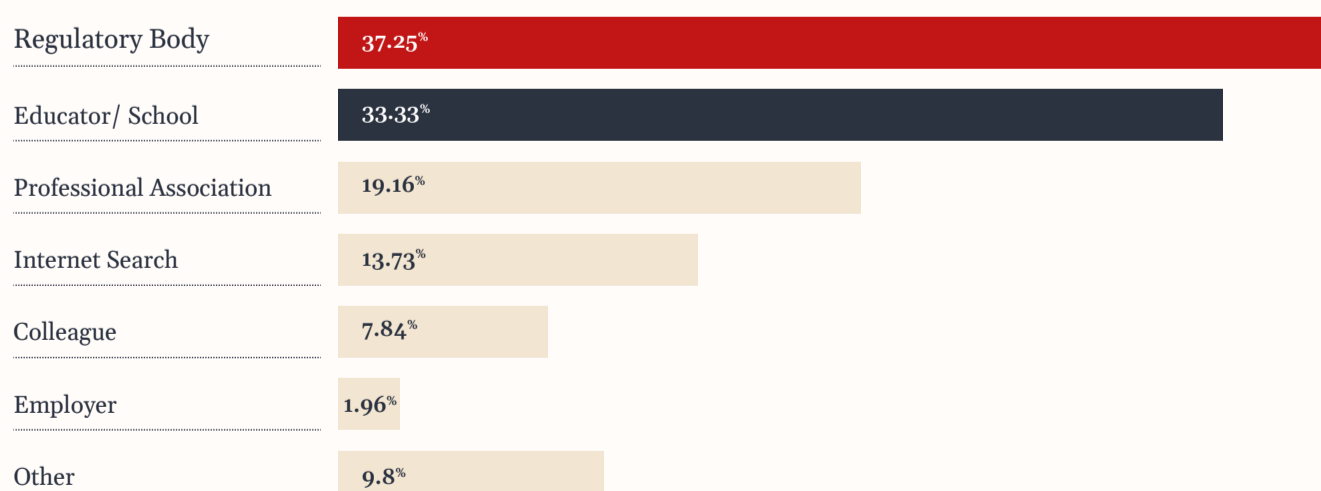
What was our respondent's occupation/education status?

Through the Access to Dental Technology (ADT) project, we wanted to address the critical shortage of licensed dental technology professionals in Canada. These analytics demonstrate that we reached our target demographic: Internationally-educated professionals and dental technology associates that are not yet licensed.



How did our respondents hear about the ADT Project?

Information provided through the Applicant Engagement Strategy and our Town Halls were used by regulatory bodies, educators and the professional association to educate potential applicants.

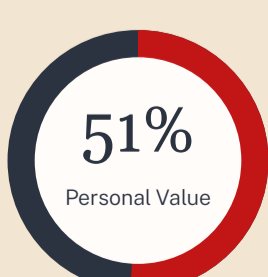


How important was the ADT Project to our respondents?

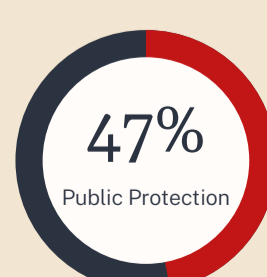
These analytics demonstrate that our respondents understand the significance of the project - to increase access to the dental technology profession.



73% of survey respondents found the project very important to the dental technology profession.



51% of survey respondents found the project very important to them personally.



47% of survey respondents found the project very important to the public.