

## **Planning Sheet**

*Public Relations Situation:* Open house to attract prospective patients to Henley Family Dental.

### *Analysis of Key Publics*

1. Families and young children
  - One place for every member of a family
  - Young children visiting the dentist for the first time
  - A lobby that features a playroom for families with young children
2. Seniors
  - Crown replacements
  - A second lobby away from the children's lobby and play area

*News Pitch:* Henley Family Dental invites families and community members of all ages to open house to see the facility in person and enjoy a day of family fun.

*Benefit Statement:* Henley Family Dental offers dental services for every member of a family at the convenience of one location.

*Tone of Message:* Communication to key publics should be encouraging and confident. It should be family centered and should demonstrate the need to select a dental care provider with services for every member of a family.

### *Intended Outcomes:*

- To increase awareness of the new dental facility
- To encourage families and new patients to make appointments
- To offer the public an opportunity to see the facility before it opens

*Action Statement:* Invite families to the open house to view the facility and enjoy the event.

*Readability Range:* A grade level of 9-11 would make this information accessible to key publics.

Are you looking for a new dental facility to accommodate everyone in your family? Learn how Henley Family Dental can be the place you're looking for.

## **Open House**

You are invited to an open house Saturday, Oct. 17, 2015 from noon-4 p.m. at Henley Family Dental, 2000 W. Danforth Rd., Ste. T-2 in Edmond. This is come and go event is open to families and community members. See the new facility, meet the owners, and enjoy barbeque and family fun.

## **About the Practice**

The owners of Henley Family Dental, James and Alicia Henley, are married dentists who are opening a new practice in Edmond. The facility is a former GameStop store, and is conveniently located within one mile of John Ross Elementary and Edmond North High School. The new practice opens Monday, Oct. 19, 2015.

## **For Families and Young Children**

Services are available for every member of the family, including young children who are visiting the dentist for the first time. One of two lobby area features a well-equipped playroom for families with young children.

## **For Seniors**

Henley Family Dental cares for family members of all ages. Learn about crown replacements and other services. A second lobby is available for patients who prefer a waiting area away from the children's lobby.

**Henley Family Dental**  
*For Every Member of the Family*

## **Dentist Couple Opens New Practice in Edmond**

Dentists James and Alicia Henley, will open Henley Family Dental located at 2000 W. Danforth Rd., Ste. T-2 in Edmond, on Monday, Oct. 19, 2015.