



A.T. STILL UNIVERSITY | ATSU  
ARIZONA SCHOOL OF DENTISTRY & ORAL HEALTH

**Tony Hashemian D.D.S**  
Assistant Dean  
For Global Oral Health  
P. 480.245.6243  
F. 480.219.6180

Email: [thashemian@atsu.edu](mailto:thashemian@atsu.edu)

A.T.Still University  
Arizona School of Dentistry & Oral Health  
5835 E Still Circle Mesa, AZ 85206



**CELLTRUST**  
SECURE MOBILE  
[www.celltrust.com](http://www.celltrust.com)



**TEXT 2 FLOSS**  
FOUNDING SPONSOR  
MAKERS OF  
**REACH & LISTERINE**  
BRAND



HEALTH &  
WELLNESS  
**360**



## Text2Floss Initiative

The Arizona School of Dentistry & Oral Health has spearheaded the Text2Floss initiative to raise awareness about the importance of oral health and to introduce flossing as an important part of daily hygiene.

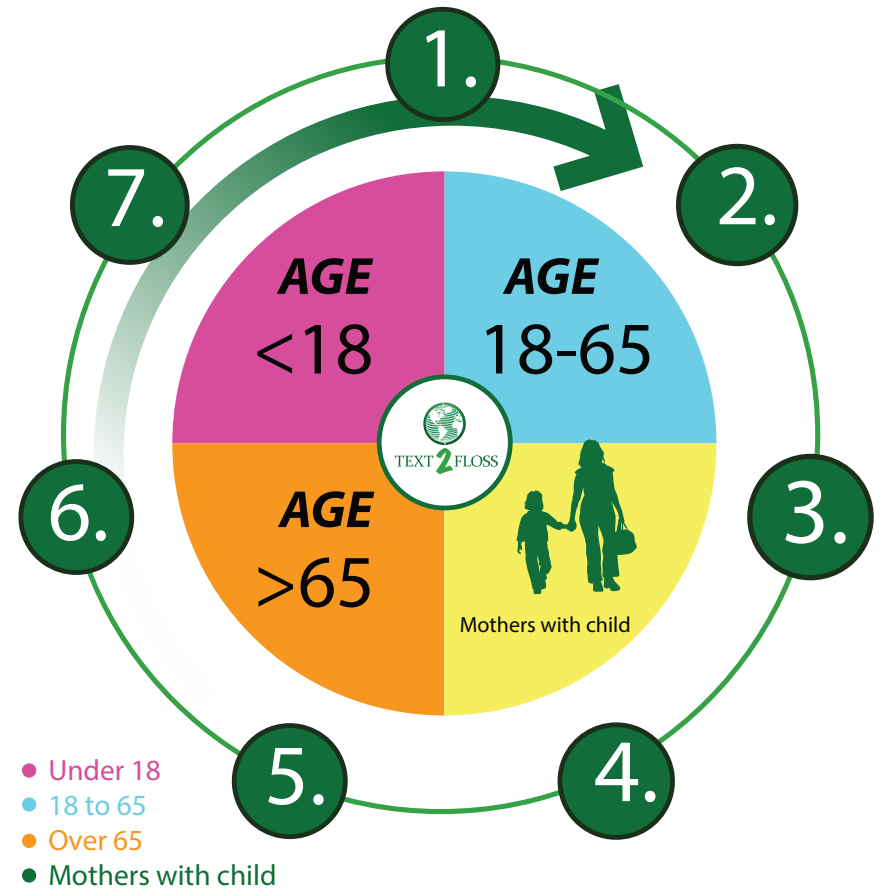
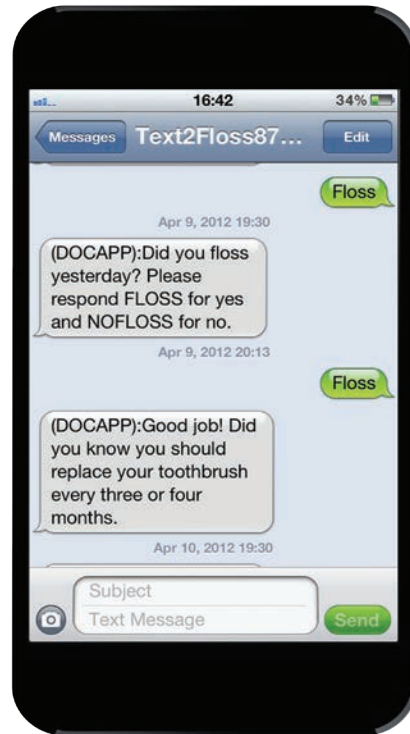
The implications of these types of messaging services are as far reaching and diverse as the varying specializations in the field of health and medicine; from pediatrics to geriatrics and from mental health and wellness to nutrition.

Oral health promotions via texting have the potential to be a great tool to educate and improve the health of individuals in the global community in a cost effective way. Text messaging is an invaluable and effective tool for delivery of health information and education:

- ✓ Appointment Reminders
- ✓ Medication Reminders
- ✓ Medication Alerts
- ✓ \*\*\* Oral Health Promotions
- ✓ Patient Education
- ✓ Follow Up to Procedures
- ✓ Medical Surveys

## How Text2Floss Works

Registration is easy and can be done online or from your phone. Use your cell phone to text the word "Floss" to the number 878787. You will be asked to enter your age category:



Once you have registered, you will start receiving text messages with tips on oral care. REMEMBER to enter "Floss" for yes or "NoFloss" for no, in response. These messages are sent out for 7 days at 7:30pm MST. After the 7 days are up you will receive a message to receive a coupon to purchase an oral health product. If you want to stop receiving messages from Text2Floss, text STOP to 878787. To start receiving messages again you will have to enroll again by sending "Floss" to 878787.

[www.text2floss.com](http://www.text2floss.com)

**FOUNDING SPONSOR MAKERS OF REACH & LISTERINE**

NOT JUST ORAL CARE...  
**HEALTH CARING™**  
 SCIENTIFIC | EFFECTIVE | SUPPORTIVE | CUSTOMIZED

ORAL SCIENCE FROM  
**Johnson & Johnson**  
 HEALTHCARE PRODUCTS  
 DIVISION OF BUNEL-PPC, INC.

