



Center for Oral Health Systems Integration and Improvement

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“Elevator Pitch” for Introducing Oral Health Issues to MCH Director or Title V Coordinator

Overview

An elevator pitch is a brief, persuasive speech to spark interest in an organization, project, idea, or product. The pitch needs to be succinct while conveying meaningful information. Do not include non-essential information in the elevator pitch.

To craft a great pitch, follow these steps:

- Introduce yourself and explain what you do.
- Identify your key message.
- Briefly describe the problem. If possible, illustrate the problem with a brief personal story from your community or state.
- Identify the solution (unique selling position).
- End with a question (your desired outcome).
- Share a business card or other takeaway to help the person remember you and your message.
- Practice.

Sample Elevator Pitch

Hi [Name of contact]. I’m _____, the state oral health program director. Poor oral health is one of the unmet needs most often mentioned by parents, especially for children with special needs. Parents say that their children have trouble sleeping, learning, and socializing with other children due to dental pain. Dental problems are a top reason that parents take their children to the emergency department, too, so this is a problem for parents and their children as well as for our Medicaid program. [If possible, add a brief personal story here that illustrates the problem in your community or state.] Fortunately, the [name of state] oral health program works with others on state and local initiatives that can improve oral health and save [name of state] significant amounts of money. I know you’re working on the Title V needs assessment, and I want to offer my help. Can we meet soon to discuss how we can work together to include information about oral health in the assessment?

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