

Name: Shelby Paige

Age & Gender:

35-year-old woman

Role/Occupation:

Wealthy socialite invested in their local community

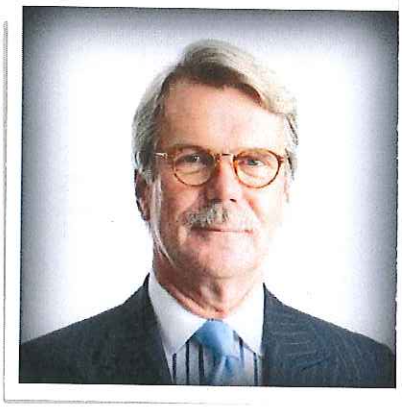
How did they hear about Oral Health America?

Volunteer work w/ a fellow volunteer

What task are they attempting on OHA's website?

(Example: Heidi is interested in working for OHA and looking for job openings/application information.)

Shelby is planning an event and wants to share information about OHA with her friends, who she is planning to invite.



Name: Stanton ~~Bernard~~ Bellamy Grant

Age & Gender:

70-year-old man

Role/Occupation:

Corporate account manager, philanthropy

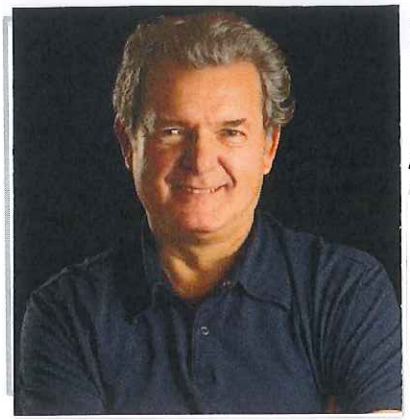
How did they hear about Oral Health America?

My organization attended the gala as guest

What task are they attempting on OHA's website?

(Example: Heidi is interested in working for OHA and looking for job openings/application information.)

sponsorship & ~~donation~~ /or wants more info a/b supporting program in state



Name: Montgomery Jackson, DMD

Age & Gender: 50-year-old man

Role/Occupation: Former dentist with continued interest in oral health

How did they hear about Oral Health America?

I am a long time Donor and I want all my ADA membership Dues ~~dollars~~ to go to OHA.

What task are they attempting on OHA's website?

(Example: Heidi is interested in working for OHA and looking for job openings/application information.)

Donate Now



Name: Ed Shellart

Age & Gender: 50

Role/Occupation: Sales Dental Supplies

How did they hear about Oral Health America?

PE from industry ambience

What task are they attempting on OHA's website?

(Example: Heidi is interested in working for OHA and looking for job openings/application information.)

pay a gala ticket

oh look - A link for how my company can participate : Product sponsorship



Name: Dr. ~~Katherine~~ Jenny Johnson

Age & Gender: 50-year-old woman

Role/Occupation: Chicago dentist (owner & practitioner)

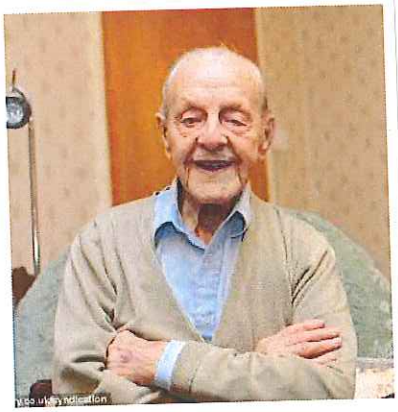
How did they hear about Oral Health America?

direct mail

What task are they attempting on OHA's website?

(Example: Heidi is interested in working for OHA and looking for job openings/application information.)

- resources for patients
- advocating for us
- donate



Name: Otis

Age & Gender: 23 Twenty-something man

Role/Occupation: Stay at home dad of 2 young children

How did they hear about Oral Health America?

wanted to take care of 2 remaining teeth from the internet

What task are they attempting on OHA's website?

(Example: Heidi is interested in working for OHA and looking for job openings/application information.)

find dental care



Name: Zora Harper

Age & Gender:

50 year old woman

Role/Occupation:

School teacher

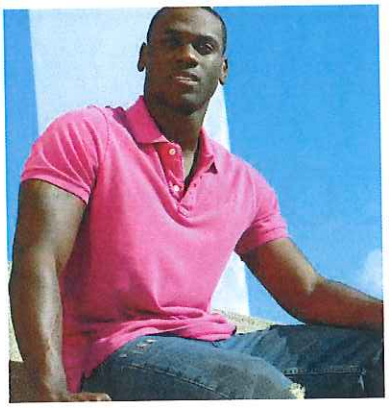
How did they hear about Oral Health America?

Google

What task are they attempting on OHA's website?

(Example: Heidi is interested in working for OHA and looking for job openings/application information.)

Finding care for her mom & herself



Name: Cooper

Age & Gender:

35-year-old man

Role/Occupation:

Coordinator at oral health organization and/or coalition

How did they hear about Oral Health America?

Organization was already partnered with OHA when started working there

What task are they attempting on OHA's website?

(Example: Heidi is interested in working for OHA and looking for job openings/application information.)

He is looking for the resources & tools for his program to use



Name: Lilly Martin

Age & Gender:

Twenty-something woman

Role/Occupation:

Dental student with interest in public health

How did they hear about Oral Health America?

At at dental exhibit conference.

What task are they attempting on OHA's website?

(Example: Heidi is interested in working for OHA and looking for job openings/application information.)

Looking for an internship opportunity.

Spanish Bilingual