

The Proposed Merit Pay Program: Should the Winners Take All?

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The Smile Brand, Inc.



Katelyn Edwards



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How the Smile Brand Works

Mission Statement: Every child deserves to smile

Provided Service



Meet Spencer



Meet Kwadwo



Marketing

Understanding the Client

- Biology
- Medicine
- Social
- Economics
- Problematic Medical/Educational Models

Change in Ghana

- Economic
- Social
- Demographics

Reception

- Quality
- Innovative
- International
- Private
- Complementary
- Impetive

Donation Structure

- Specialized Medical Services
- General Medical Services
- Educational Services
- Economic Services
- Social Services
- Demographic Services



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How the 'Smile Brand' Works

Mission Statement: Every child deserves to smile

Marketing

Understanding the Cliff

- Biology
- Medicine
- Social
- Economics
- Psychological, Medical, Educational Models

Perception

- Quality
- Relationship
- Interpersonal
- Private
- Complimentary
- Inexpensive

Change in Ghana

Economic

- Social
- Demographics

Donation Structure

Based on level of donation, donor priority ranked:

- \$1,000+ Member
- \$250-\$1,000 Silver Member
- \$100-\$250 Gold Member
- \$50-\$100 Bronze Member
- \$25-\$50 Smile Branding Member

Provided Service

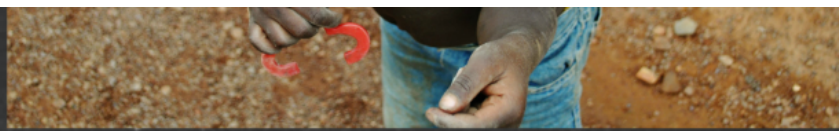
Problems

Highly skilled medical professionals are needed to provide quality care for children with cleft lip and palate. The Smile Brand, Inc. provides a comprehensive, integrated, and coordinated approach to care for children with cleft lip and palate. The Smile Brand, Inc. provides a comprehensive, integrated, and coordinated approach to care for children with cleft lip and palate.

Solution

The Smile Brand, Inc. provides a comprehensive, integrated, and coordinated approach to care for children with cleft lip and palate. The Smile Brand, Inc. provides a comprehensive, integrated, and coordinated approach to care for children with cleft lip and palate.

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The Basic Concept

The Smile Brand is the only nonprofit in the world to ensure the education of impoverished cleft children, while also providing access to free medical care, beginning in Kumasi, Ghana.
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Making It Work

Tampa business will donate a portion of their annual profits to the Smile Brand, receiving nonprofit tax write-offs along with the marketing value of being a part of the Smile Brand.

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The Result

The Smile Students will receive an elite, boarding school education at the Kumasi International Community School.

ICS is located 10 minutes from Komfo Anokye Hospital, where they will receive free medical care, courtesy of the Smile Train.
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Problems

1. Established Medical Care System:

- Good: The Smile Train and free cleft surgeries
- Bad: No access because of costs

2. Established Education System:

- Worse: cannot attend free public school

Results: unused free medical resource,
economic burden of unemployed

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