

# ADA MEMBERSHIP DELIVERS



Dr. Mina Ghorbanifarajzadeh  
member since 2019

## Get started with some of the most-loved member perks:

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## LET'S THRIVE ON, TOGETHER






Get the resources you need to thrive in your own career while helping drive change on a local, state and national level.

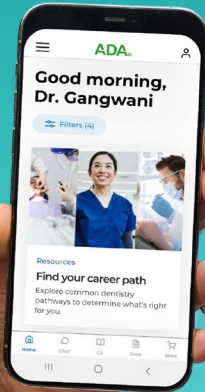
[ADA.org/Join](https://ada.org/join)

[ADA.org/Renew](https://ada.org/renew)

# APPSOLUTELY RE-IMAGINED!

Designed for dentists, with dentists, the ADA Member App puts the resources you need in the palm of your hands.

-  Chat and mentoring with peers
-  Organize documents and add expiration notifications
-  Newsfeed customized to your interests
-  Career path exploration
-  "Dental Sound Bites" podcast exclusives



**DR. POOJA GANGWANI**  
ADA member since 2018

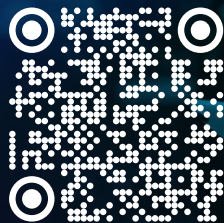
**Download Now**

[ADA.org/App](https://ada.org/app)



**REAL DENTISTS.  
REAL ISSUES.  
REAL SOLUTIONS.**

**ADA<sup>®</sup>  
DENTAL  
SOUND  
BITES™**



# ADVANCE YOUR CLINICAL DECISION MAKING RESOURCES FROM LEADERS IN SCIENCE AND RESEARCH

ADA clinical resources make the lives of ADA members easier, giving them more time to focus on what's most important: patient care. Find the answers you need to make every visit a seamless experience for you and your patient.



## ADA Forsyth Institute

The ADA Science and Research Institute and the Forsyth Institute have combined into one world-class research organization driving innovations to propel dentistry forward.

[Forsyth.org](https://www.forsyth.org)



## Oral Health Topics

What's the most recent guidance on antibiotic prophylaxis before dental procedures? How should you treat your pregnant patients? Find the answers to these questions and more in the Oral Health Topics.

[ADA.org/OHT](https://www.ada.org/OHT)



## ADA Seal of Acceptance

Help patients achieve their best home care by recommending safe and effective products to fit your patients' needs. Find out which products carry the Seal in our online database.

[ADA.org/Seal](https://www.ada.org/Seal)

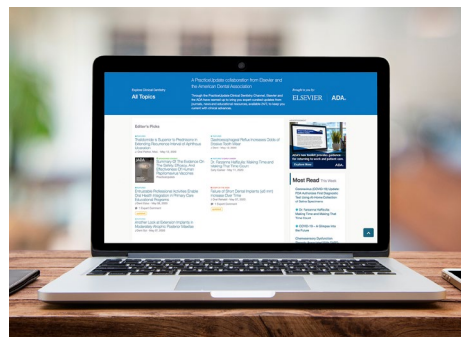


## The Journal of the American Dental Association

ADA members get full access to research published in JADA, the most-read scientific journal in dentistry, and JADA Foundational Science, ADA's open-access journal focusing on basic and applied sciences in oral health.

[ADA.org/JADA](https://www.ada.org/JADA)

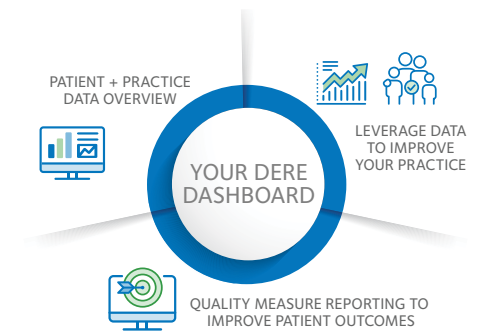
[ADA.org/JADAFS](https://www.ada.org/JADAFS)



## PracticeUpdate Clinical Dentistry

Sign up for free access to the newest and best clinical dentistry content, curated by an editorial board of leading experts to provide a holistic view of oral health and bridge dentistry with the rest of health care.

[ADA.org/PracticeUpdate](https://www.ada.org/PracticeUpdate)



## ADA Dental Experience and Research Exchange™

The advancement of quality dental care starts with your practice. Join the first dental data registry open to all practice types to help analyze and improve patient outcomes.

[ADA.org/DERE](https://www.ada.org/DERE)

# RESOURCES FOR STUDENTS

## ASDA MEMBERS ARE ADA MEMBERS

[ADA.org/student](https://ada.org/student)



### ADA Career Services

All of the ADA's career resources, guidance and tools in one spot to help you find what you need for your next step.



### Practice Location Map

Get location-based demographic information using an interactive data-mapping tool.



### Advocacy

ADA monitors the issues and continuously advocates for you, your patients and the profession.



### Manage Debt

Find tips and tools on navigating student loans and debt, plus refinance with Laurel Road® after you graduate and save big.



### ADA CE Online

Access courses for free as a student member at [CE.ADA.org](https://ce.ada.org) with promo code **STUDENT**.



### Licensure Information

Explore initial licensure requirements by state and tips on exam prep.



### ADA Morning Huddle

Daily news affecting the dental profession delivered to your inbox.



### ADA Library & Archives

Access eJournals, eBooks, evidence-based tools, including MEDLINE, Cochrane Library, DynaMed®, one-on-one research help, and more.



### ClassPass

Access digital workouts for free. Use promo code **ADACP** at [ADA.org/classpass](https://ada.org/classpass) and enjoy fitness on your terms.



### CDT 2024 App

Enjoy free access to the app with the complete CDT code set and descriptors. Search by keyword, category or code on iPhone, Android, tablet or desktop computer.



### Employment Agreements

Know the questions to ask and discussion to have before you sign.

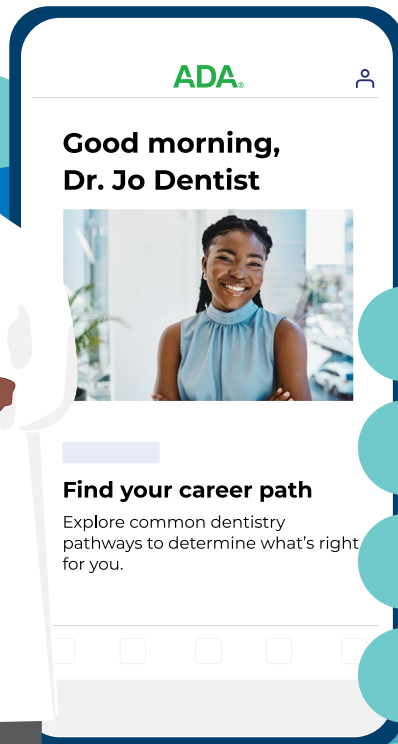
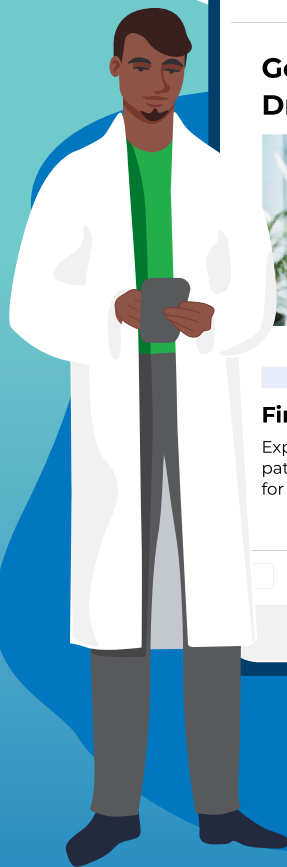


### Student Member Benefits

You are eligible for life and disability insurance paid for by ADA® Members Insurance Plans, underwritten by Protective.

# Empower Your Career Journey

*Introducing ADA Career Services*



Career Pathways

Career Transitions

Career Advising

Licensure

Associate Contracts

Financial Management

Career Connections



Find expert guidance and resources for every stage of your career, from graduation to retirement and everything in between.

Explore all that ADA Career Services has to offer.  
ADA.org/careers | 800.323.6119

# KEEPING YOU INFORMED ABOUT THE U.S. DENTAL CARE SYSTEM

## ECONOMIC IMPACT OF DENTAL OFFICES IN THE UNITED STATES



**\$478 billion**  
 ANNUAL ECONOMIC IMPACT GENERATED BY DENTAL OFFICES

**\$2.4 million**

AVERAGE ANNUAL ECONOMIC IMPACT PER DENTIST PER YEAR



DENTAL OFFICES SUPPORT

**2.5 million jobs** IN THE U.S. ECONOMY EACH YEAR

**1 = 1.4**

EVERY JOB IN A DENTAL OFFICE GENERATES 1.4 ADDITIONAL JOBS IN OTHER SECTORS OF THE ECONOMY

## MIGRATION OF NEW DENTISTS\* WITHIN THE U.S. FROM 2019-2022

\*New dentists are dentists with less than 10 years of experience in 2019 who remained active in 2022.

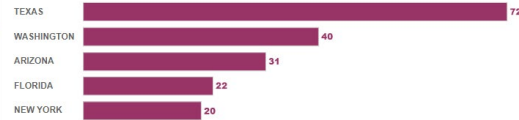
Select A State  
 California

Select Migratory Pattern  
 Outbound

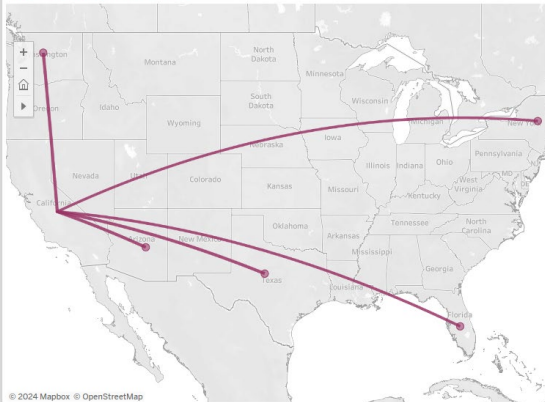
Net Migration From 2019-2022  
 California

1.3%

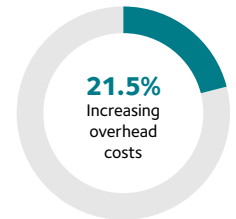
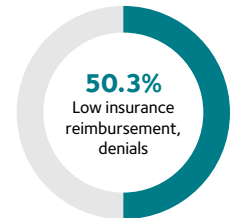
### TOP 5 OUTBOUND STATES FROM CALIFORNIA



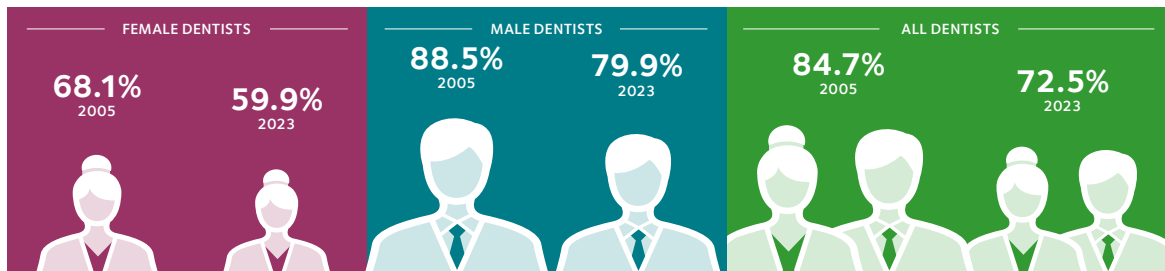
### TOP 5 OUTBOUND STATES



## WHAT ARE THE TOP 3 CHALLENGES FACING YOUR PRACTICE?\*



## PERCENTAGE OF DENTISTS IN PRIVATE PRACTICES WHO ARE OWNERS, BY GENDER



\*QUESTION INCLUDED IN NOVEMBER WAVE OF HPI'S POLL.  
 \*\*REPRESENTS THE PERCENTAGE OF RESPONDING DENTISTS WHO CITED THIS PARTICULAR CHALLENGE IN THEIR ANSWER.

## ADA Health Policy Institute

The Health Policy Institute (HPI) is a thought leader and trusted source for critical policy knowledge related to the U.S. dental care system. HPI achieves this by generating, synthesizing, and disseminating innovative research on a variety of topics that are relevant to policy makers, health care advocates, and providers. The key issues that HPI focuses on include health policy reform, access to dental care, the dental workforce, dental care utilization and benefits, dental education, and oral health outcomes.

**Get involved!** Join HPI's Economic Outlook and Emerging Issues panel and help HPI take the pulse of dental practices by completing one short survey each month.

Enroll on [ADA.org/HPI](https://ada.org/HPI) [hpi@ada.org](mailto:hpi@ada.org)

## HPI Consulting

As a service to the dental industry, HPI Consulting helps organizations make sense of the new dental economy and better prepare for a future of "new normals". Our team of research experts collects and analyzes proprietary dental industry information, providing personalized consultation at all points, to help your organization navigate through the industry's uncharted COVID-19 recovery journey. HPI Consulting offers a number of customizable solutions to help guide your business:

- Custom Research and Datasets
- Speaking Engagements and Virtual Events
- Custom Surveys and Samples

[ADA.org/HPIconsulting](https://ada.org/HPIconsulting) [hpiconsulting@ada.org](mailto:hpiconsulting@ada.org)

# Join us in NEW ORLEANS!

Oct. 17–19, 2024



Come and pass a good time with your krewe in  
**New Orleans Oct. 17–19, 2024.** Be ready to  
Meet, Play, Learn, and Smile in the BIG EASY!

Registration  
opens May 8 at  
**SmileCon.org.**

# ADVOCATING FOR YOU WITH ONE VOICE

ADA's advocacy efforts – backed by the strength of our 159,000+ members – bring real change on issues that impact you, your patients and your practice.



## Access to Care

We're working to address health equity issues and inadequacies within safety net programs like Medicaid to help ensure patients can access the dental care they need. The ADA generates up-to-date resources that support our public insurance advocacy partnerships with state dental societies resulting in many improvements over the last few years. We collect the evidence and supporting data necessary to convince lawmakers to invest in access to care programs.



## Dental Insurance Reform

We hear you – dental insurance, coding and contracts can be challenging and can limit options for your patients. That's why we're working with legislators to pass laws to make insurance companies more accountable and limit their interference in the dentist-patient relationship. Targeting the profession's resources at every level has produced the momentum necessary to help enact hundreds of DIR laws that have direct impact on nearly all dental practices.



## Student Loan Reform

The average student debt of new dental school graduates is \$293,900. We're continuing to advocate for several student loan reform bills to help address these alarming levels of student debt so new dentists can focus on their financial futures.



## State and National Advocacy Efforts

The ADA's advocacy programs combine the power of all levels of the profession to achieve wins for dentists. The state public affairs program unites national, state and local advocacy assets to ensure legislative successes. Working together, we have passed hundreds of new insurance laws that have tipped the scales in favor of patients and dentists and helped improve access to care.

Learn about ongoing advocacy initiatives and find ways to get involved at [ADA.org/advocacy](https://ada.org/advocacy)



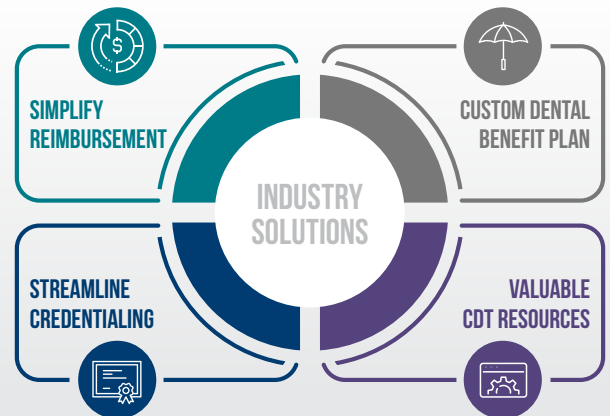
# PRIORITIZE PATIENT CARE WITH DENTAL INSURANCE SOLUTIONS



Take advantage of ready-to-use dental insurance solutions and advocacy wins on your behalf that hold dental insurance companies accountable so you can focus on your patients.

[ADA.org/dentalinsurance](https://ada.org/dentalinsurance)

## SAVE TIME AND GET ANSWERS ON DENTAL INSURANCE ISSUES



Check out the ADA Third Party Payer Concierge™ for one-on-one assistance with your dental insurance challenges. This free service is available exclusively for members.

Create your own in-office plan with Bento, simplify paperwork with the ADA® credentialing service and learn about CDT.

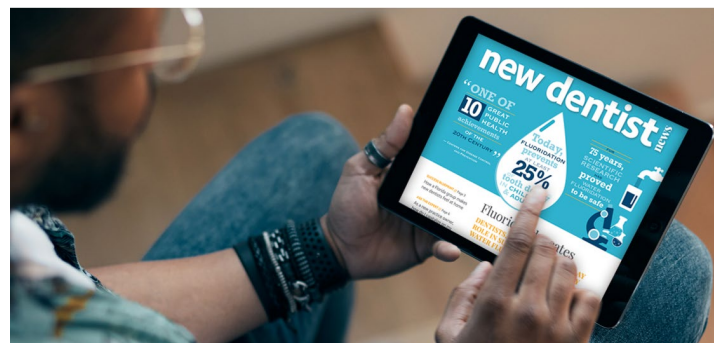
# ADA PUBLICATIONS GROW, LEARN AND THRIVE

Stay informed and be better prepared for success with ADA print and digital publications — available exclusively to ADA members. Whether you want the latest news, cutting edge clinical developments, practice management advice or connecting with peers on their journeys in dentistry, you can count on ADA as your trusted resource.



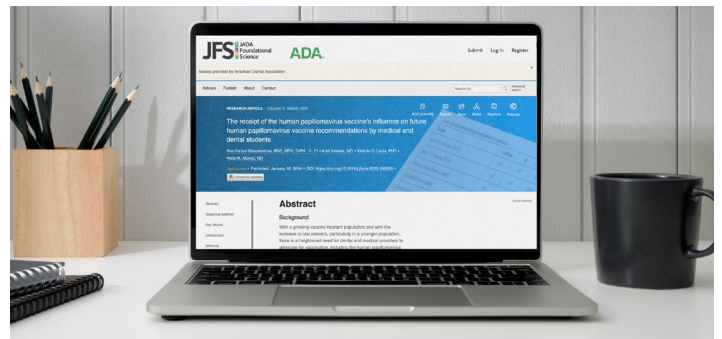
**ADA**News

**new dentist** news



**JADA**  
THE JOURNAL OF THE AMERICAN DENTAL ASSOCIATION

**JFS** JADA  
Foundational  
Science



To read the latest, visit: [ADA.org](https://www.ada.org)

# EXCLUSIVE SAVINGS FOR YOUR PRACTICE AND HOME

**ADA**  
**Member Advantage<sup>SM</sup>**  
✓RESEARCHED ✓PROVEN ✓ENDORSED



## Practice Financing



Panacea Financial offers a 0.25% interest rate discount<sup>1</sup> and \$0 origination fees on any dental practice loan. From starting your first practice to adding another practice to your group, or even buying into a practice as a part-owner, Panacea Financial can help.



## Credit Card Processing



Best Card provides credit card processing solutions for credit card payments processed in person, online, and over the phone. Thousands of dentists save an average of \$6,496 per year on credit card processing fees.



## Sustainable Vehicles



Volvo Cars is proud to offer ADA members \$1,000<sup>2</sup> off the purchase or lease of any vehicle! Committed to becoming a fully electric car company by 2030, Volvo Cars is one of the world's premier automotive brands and a leader in safety and sustainability.



## Ocean Cruises



Never pay full price for a cruise again. ADA Members can enroll for free and receive up to \$1,000 in instant cruise savings with Avid Traveling. Explore over 30,000 itineraries, get member-only prices and earn annual cruise rewards. From over-the-top mega-ships with Royal Caribbean in the Mexican Riviera to all-inclusive mega-yachts with Seabourn in Antarctica, start checking off your travel bucket list.



## Student Loan Consult



ADA Members get a free 30-minute consultation with a Laurel Road student loan specialist at GradFin.<sup>3</sup> Through a one-on-one consultation, your student loan specialist can analyze your student loan history, review your repayment and forgiveness options, and help you create a personalized plan. Plus, ADA members get a special 20% discount<sup>4</sup> on an annual membership with GradFin.



## Branded Gear



Market your practice on the right logo'd products. Threadfellows is proud to offer a curated collection of gear ranging from jackets and water bottles to scrubs and fleece; all chosen to elevate your brand. ADA Members get 10% off, free logo set up, free decoration and free ground shipping.

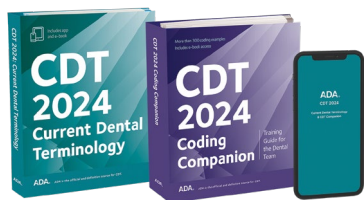
See a complete list of our endorsed products and services at [adamemberadvantage.com](https://adamemberadvantage.com)

<sup>1</sup>0.25% rate discount for Panacea Financial Practice Loans: Terms and conditions apply. Offer good for practice financing customers only and subject to lender approval. To receive the offer, you must meet Panacea Financial underwriting criteria and be an ADA member. Offer good for new customers only. Offer cannot be combined with any other offers, except any discount for making automatic payments. Offer subject to change. Panacea Financial is a division of Primis, Member FDIC. <sup>2</sup>Restrictions apply. See [ADA.org/volvo](https://ADA.org/volvo) for details. For active members of the American Dental Association with an address in a U.S. state. <sup>3</sup>GradFin and Laurel Road are brands of KeyBank N.A. <sup>4</sup>ADA members get a 20% discount off membership rates on an annual Public Service Loan Forgiveness ("PSLF") or Income Driven Repayment ("IDR") membership with GradFin ("Offer"). The discount will be applied on the annual membership fee published at membership enrollment and will automatically apply at checkout. This Offer is only available to current ADA members, is non-transferable and cannot be applied to previous membership purchase(s). This Offer cannot be redeemed for cash or combined with other offers and is subject to change or be cancelled at any time and without notice.

# VISIT ADASTORE.ORG FOR PRACTICE RESOURCES

SAVE  
**15%**

promo code: **24518**  
expires: 12.31.2024



## CDT 2024 and Coding Companion Kit with App

**NEW**

The *CDT 2024 and Coding Companion Kit* gives dental team members the tools they need to code correctly and with confidence. *CDT 2024* includes the most up-to-date coding information, and *CDT 2024 Coding Companion* helps staff tackle tricky coding situations that arise.

ORDER

SAMPLE

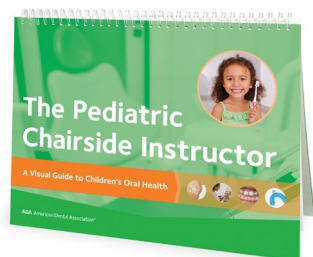
TOC

**K224BTi**

2 books + 2 e-books + app

**Member: \$131.95** Retail: \$201.95

*CDT 2024: Current Dental Terminology*, 192 pages  
ISBN: 978-1-68447-201-7  
*CDT 2024 Coding Companion: Training Guide for the Dental Team*, 432 pages  
ISBN: 978-1-68447-203-1



## The Pediatric Chairside Instructor: A Visual Guide to Children's Oral Health

**NEW**

*The Pediatric Chairside Instructor* walks you through the basics of what you need to know to keep children's mouths healthy. It includes 29 topics that cover tooth development, prevention and diagnosis, dental conditions and treatments, oral health, and orthodontics.

ORDER

SAMPLE

TOC

**W01524BT**

Spiral bound book + e-book  
44 pages

**Member: \$79.95** Retail: \$97.95

ISBN: 978-1-68447-224-6



## ADA Complete OSHA Compliance Kit

**NEW**

This essential kit guides you through the federal regulations you need to know and helps you learn about OSHA compliance and prepare for training. With chapters on bloodborne pathogens, infection control, hazard communication, respiratory protection, waste management, emergency action plans, and all the forms you need, the ADA Complete OSHA Compliance Kit is the easiest way to ensure your dental staff knows OSHA regulations.

ORDER

SAMPLE

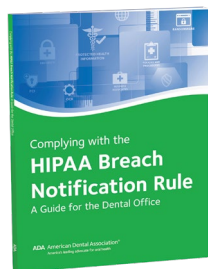
TOC

**K01122BT**

2 books + 2 e-books

**Member: \$329.95** Retail: \$494.95

*ADA OSHA Training: Guidance for the Dental Team book + e-book, approx. 175 pages*  
ISBN: 978-1-68447-181-2  
*ADA Guide to OSHA Compliance for Dental Offices book + e-book, approx. 175 pages*  
ISBN: 978-1-68447-178-2



## Complying with the HIPAA Breach Notification Rule

**NEW**

HIPAA requires a covered dental practice to have written policies and procedures on breach notification and to adhere to them before, during and after a breach. Failure to do so can result in penalties. This user-friendly book will guide you through the steps of creating a HIPAA-compliant breach notification program, emphasizing how to prevent breaches and how to react if a breach is suspected.

ORDER

SAMPLE

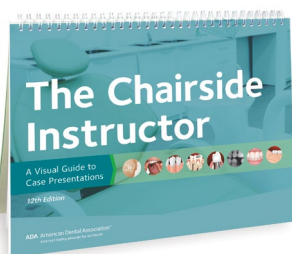
TOC

**J58122BT**

Perfect-bound book + e-book,  
168 pages

**Member: \$109.95** Retail: \$164.95

ISBN: 978-1-68447-171-3



## The Chairside Instructor: A Visual Guide to Case Presentations, 12th Edition

**BEST SELLER**

*The Chairside Instructor* is an invaluable tool in educating patients and staff alike. With more than 220 images across 50 topic areas, this resource can be used to explain conditions to patients or illustrate a treatment plan.

ORDER

SAMPLE

TOC

**W01321BT**

Spiral bound book + e-book  
66 pages

**Member: \$79.95** Retail: \$119.95

ISBN: 978-1-68447-162-1

For more practice management, coding and patient education resources, visit

**ADASTORE.ORG**

# ADA<sup>®</sup> Continuing Education

**Thrive with the ADA!** Fuel your future with our line of continuing education opportunities that will help you achieve your career goals.



**ONLINE COURSES** 



 **LIVE WORKSHOPS**



**LIVE WEBINARS** 

Visit [CE.ADA.org](https://www.ce.ada.org) to start learning today!

# GROUP INSURANCE PLANS THAT HAVE STOOD THE TEST OF TIME



**ADA  
competitive  
group  
rates**

## **ADA** Members Insurance Plans

Underwritten by Protective®

Protect what matters most with a range of group insurance products designed to meet the needs of dentist and dental student members. From dental school through your career, the ADA group rated insurance plans can help protect you, your practice income and safeguard what's most important to you.

- Term Life, Level Term or Universal Life
- Disability Income Protection
- Office Overhead Expense Disability
- Hospital Indemnity
- Critical Illness
- Term Life and Disability coverage for ADA student members while completing their dental education

Call an Insurance Plan Specialist at **866.607.5330** | [ada.protective.com](https://ada.protective.com)

**ADA Member  
valued benefits!**

# CONSIDER YOUR FUTURE TODAY. PLANNING FOR RETIREMENT.



EQUITABLE

It's never too early to start planning for your retirement. And if you've already started, well done! It's always smart to reevaluate and realign your options.

- The only retirement plan **endorsed by ADA for more than 52 years**
- **Easy to set up and maintain;** services include record-keeping, plan administration and investment management services
- Full range of qualified retirement savings plan options, including **Owners Only, and Safe Harbor 401(k) plans**
- **NEW** Equitable Financial Advisors to provide **holistic financial and retirement planning service**
- **Call for your complimentary plan review today!**

**ADA Members  
Retirement Program**

800.523.1125 | [ada.equitable.com](https://ada.equitable.com)

# 20 WINS IN 2023

Together, we accomplished so much in 2023, from advancing legislation and scientific research to delivering new resources to help you thrive. Explore these top moments at [ADA.org/wins](https://ada.org/wins).

**1** With the help of ADA's State Public Affairs program, over 100 bills have been filed by 34 state dental societies looking to **improve dental insurance** in their state to benefit patients and dentists.

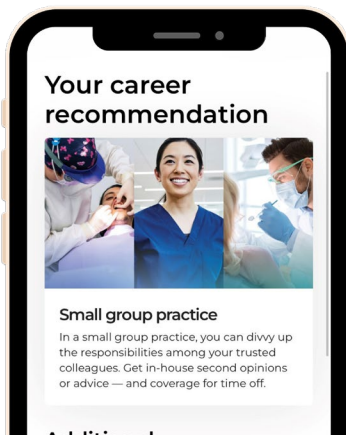
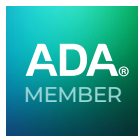


**2** Continued fighting for improved **access to care**, advocating for expanded payment codes at hospital outpatient and ambulatory surgical centers so patients can avoid surgical center billing limitations that previously denied or delayed treatment.

**3** Our **"Dental Sound Bites™"** podcast won 3 national awards, surpassed 100,000 downloads and continues to bring you real talk on the biggest issues facing dentists today.



**4** Our **ADA Member App** now has over 26k downloads, offering a career path quiz and expanded career resources, dental licensure support, mentorship opportunities and more.



**5** Debuted the **ADA Forsyth Institute**, combining the ADA Science and Research Institute (SRI) and the Forsyth Institute into one world-class research organization driving innovations to propel dentistry forward.



**6** Awarded a **\$130,000 grant** from the Crohn's & Colitis Foundation to conduct research on saliva testing to monitor and predict the exacerbation of inflammatory bowel disease in pediatric patients.

**8** Created **ADA.org/FMLA**, a central resource on Federal and State policies covering employment leave to support dentists needing time away from the practice.

**9** Like, love, share or DM us on 6 ADA social channels.



**7** ADA Chief Economist Marko Vujicic, Ph.D., testified at the **Senate's first oral health hearing** in a decade, about the state of oral health in the U.S. to address policies around health disparities.

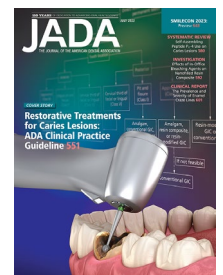
**10** Strengthened our **Tripartite** during the 70+ cross-country visits made to state and local dental societies and schools by ADA leaders.

**11** Increased the **Laurel Road student loan refinancing discount** and added a free loan consultation benefit from GradFin.

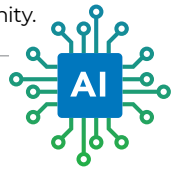
**12** Supported improving children's dental health via 1,265 **Give Kids A Smile®** events nationwide.

**13** Connected 9,000+ dentists and dental professionals at **SmileCon® 2023** with 300+ CE offerings, wellness sessions, speakers and networking opportunities.

**17** Scientific discoveries from **The Journal of the American Dental Association** attracted broad attention, being cited by the media over 3,000 times.



**14** Held the 1st **ADA Health and Well-Being Summit** bringing Tripartite stakeholders and industry experts together to support developing wellness programs for the dental community.



**15** Developed **Artificial Intelligence (AI)** standards to assure that future uses of AI and AI-based products support high quality dental care and patient safety.

**16** Saved 115,000 dentists' time on paperwork by using the **ADA's Credentialing Service**, powered by CAQH®.

**18** ADA Spokespersons provided science-based oral health information to hundreds of media outlets, including **CNN, Good Morning America, The Today Show** and more.

**19** Added new member discounts from **Threadfellows, Compliancy Group** and **Avid Traveling!**

**20** Published a new clinical practice guideline exploring **management of acute dental pain in children** to support your evidence-based treatment decisions.

