



Dental Industry Leaders Discuss Improving Patient Outcomes, Workforce Challenges, and the Future of Dentistry during Day #2 of 2023 ADSO Summit: Uniting Dentistry
Summit underway with keynote addresses, fireside chats, breakout sessions, and more

Orlando, Fla. (March 29, 2023) – Today, at the second day of the [2023 ADSO Summit, Uniting Dentistry](#), members and guests were welcomed by Association of Dental Support Organizations (ADSO) Executive Director Andrew Smith and recently elected President Sulman Ahmed, who both emphasized the importance of collaboration across a dynamic and evolving dental industry.

“We’re focused on the need for developing future leaders, and workforce remains a critical issue for us,” said Smith. He urged attendees to think about how ongoing challenges, such as a workforce shortage and cumbersome regulations, can be overcome, and asked attendees pressing questions such as “How do we support dentists?” and “How do we elevate the profession of dental hygienists?” Finding solutions to these problems, he noted, will be essential to improving future outcomes for both dentists and patients alike.

In his welcoming address, Ahmed, Founder, Chairman, and CEO of DECA Dental, echoed Smith’s sentiments. He called the Summit, and its record attendance of over 1,400 dental industry professionals, “a pivotal moment” and “a change and inflection point in everything [the industry] is doing together.” By further uniting the dental industry at this Summit and beyond, “we will expand access to quality dental care and improve the oral health of communities across the country.”

Stan Bergman, Chairman and CEO of Henry Schein Dental, the title sponsor of this year’s Summit, told attendees of the challenges he encountered in his mission to provide discounted dental supplies and equipment to dentists. He noted how the Summit, which united professionals from diverse backgrounds and facets of the dental industry, reflected a culmination and validation of those efforts.

In his keynote speech, Futurist and Professor Brian David Johnson coached Summit attendees on how to think about the future in a manner that provides tangible, actionable insights and will allow them to create the future they want. He stressed the importance of conversations like those taking place at the Summit, saying “this is where change happens, when really passionate people get together in a room and talk about the future they want.” Addressing the workforce challenges facing the industry, Professor Johnson again highlighted the importance of a vision for the future: “A strong vision for the future has mass, and mass has gravity,” he said. “You’ll find that talent comes to you if you communicate that vision.”

Next, American Dental Association (ADA) President George R. Shepley introduced a fireside chat between Andrew Smith and ADA Executive Director Dr. Raymond Cohlman, stating that “[The ADA] consider[s] the ADSO as a partner in creating a future of treatment of which we can all be a part.”

During their fireside chat, Mr. Smith and Dr. Cohlma covered a range of topics, including workforce obstacles, the impact of technological innovation, dental costs, and changing the regulatory landscape, all with a focus on providing the greatest access to care for patients. They noted the importance of focusing on the common ground shared across the industry and utilizing the many points of agreement to drive positive change.

Speaking on workforce issues, Smith asked dental leaders to think intently about what they can be doing better to drive interest and recruitment into the dental field, specifically in regard to dental hygienists and assistants.

Dr. Cohlma drew attention to the importance of specific policy measures focused on improved patient experiences, such as Medical Loss Ratio (MLR) legislation which mandates that a certain percentage of insurance premiums be spent on patient care, saying “MLR has the greatest opportunity change patients’ lives each and every day.”

After the keynote and fireside chat, attendees then were free to take part in various breakout groups and a corporate social responsibility event sponsored by Henry Schein, where participants competed to see who could pack the most hygiene kits to benefit those in need in both Orlando and around the world.

The 2023 ADSO Summit continues tomorrow, March 30, with a keynote from CEO and Organizational Transformation Expert Cynt Marshall, engaging breakout sessions, and more.

About the ADSO

The Association of Dental Support Organizations (ADSO) is a non-profit international trade association whose members support more than 11,000 dentists. ADSO supports its members through research, education and advocacy; enabling them to foster innovation, collaboration and a vibrant market where DSO-supported dentists can provide quality oral health care. Visit www.theadso.org to learn more, and follow the ADSO on LinkedIn, Instagram, and Twitter.

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