



CEO and Organizational Transformation Expert Cynt Marshall Delivers Keynote on Driving Positive Change; DSO Leaders Honored on Day #3 of 2023 ADSO Summit: Uniting Dentistry

Keynote address, awards ceremony and breakout sessions as Summit enters final day

Orlando, Fla. (March 30, 2023) – The [2023 ADSO Summit, Uniting Dentistry](#) continued today with CEO and Organizational Transformation Expert Cynt Marshall taking the stage and calling upon dental leaders to “embrace change and make the future” as a way of “unlocking the power of the total workforce.”

During the session, Marshall shared her powerful life story, bringing the packed room to their feet multiple times – both with applause and for the occasional dance, the latter coming as she stressed the importance of diversity and inclusion as industry leaders “think about how [they] respond to [their] employees and how to meet their needs.”

“Diversity is being invited to the party, but inclusion is being asked to dance,” Marshall said before teaching attendees the “Cupid Shuffle” and leading them in a group dance.

Next, DSO leaders were welcomed on stage for the first annual [ADSO Awards](#), honoring excellence, commitment, and service, both in the association and the DSO Industry at large. Then the ADSO welcomed its first class of inductees to the ADSO Hall of Leaders, recognizing individuals who have performed outstanding service, made outstanding contributions, and demonstrated long-standing commitment to the ADSO.

Finally, Dr. Mark Cannon, President of the American Academy for Oral Systemic Health, was among a group of experts who delivered presentations on the links between oral health and overall health, explaining how DSOs can leverage emerging technologies focused on oral systemic health to deliver better outcomes for patients.

“As a team, you can convert your practice to being one in oral and systemic health. ... You really help the patients when you educate them. Oral health determines whole body health,” Cannon told attendees.

The 2023 ADSO Summit concludes tomorrow, March 31, as attendees return to locations across the country to implement new learnings and drive the future of dentistry.

About the ADSO

The Association of Dental Support Organizations (ADSO) is a non-profit 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](#).