



DSO CEOs Go Unscripted, Denver Broncos Legend Terrell Davis Inspires Attendees on Day #2 of 2024 ADSO Summit: Dentistry's Main Event

Summit underway with keynote addresses, insightful panels, breakout sessions, and more

Denver, Colo. (June 13, 2024) –Today, at the second day of the Association of Dental Support Organizations (ADSO) 13th Annual Summit 2024: Dentistry's Main Event, thousands of members and industry partners enjoyed a full day of educational and inspirational sessions, including a "State of the DSO Industry" report, a stirring keynote conversation with Denver Broncos legend Terrell Davis, and a behind-the-scenes look at how four founding DSO titans transformed the dental industry.

ADSO CEO Andrew Smith kicked off the day with a "State of the DSO industry" report, during which he highlighted the evolution of the Association from a study club for a handful of entrepreneurs who had a new idea of dentistry 20 years ago to a nationally regarded thought leader and convener of the dental industry.

"Today the ADSO has 80+ members, representing 8,500 practice locations, supporting 15,000 dentists and representing \$18 billion in revenue," said **ADSO CEO Andrew Smith**. "We have licensure portability in ten states and counting, meaningful payer reform in 18 states, and a focus on building and strengthening the next generation of the dental workforce. We're forging long-lasting partnerships with stakeholders, and we've become and continue to be a recognized voice in the dental industry."

Attendees later went behind the scenes with ADSO founders Steve Bilt, Bob Fontana, Steve Thorne and Dr. Rick Workman for "CEOs Unscripted," a revealing conversation during which the panelists offered candid insights on entrepreneurship, struggles and opportunities as the DSO model evolves. Moderated by ADSO President Dr. Sulman Ahmed, Founder, Chairman and CEO of DECA Dental Group, no questions were off limits, with the CEOs sharing frank assessments and lessons learned applicable to organizations of all sizes.

Earlier in the day, **Denver Broncos legend Terrell Davis** inspired a capacity crowd with valuable lessons from his illustrious career – from sporting hero to philanthropist and entrepreneur. Interviewed by Steve Bilt, CEO of Smile Brands, Davis shared experiences from across his life that continue to guide him today – including the impact of differing leadership styles, the importance of discipline (first learned as a 10-year-old with an early morning paper route), and living life in a way that leaves little room for regrets – something he learned to do when challenged by a difficult college football experience.

“I hated where I was, so I wasn’t working as hard as I could work. I was only doing the bare minimum. ... I didn’t want to live with regret, I wanted to finish off my college career being the best I could be. So the only question I asked myself was, ‘Do I have any regrets?’ And I wanted the answer to that question to be no,” Davis said.

Also on Thursday, ADSO presented its second annual ADSO awards before attendees heard from a variety of industry leaders on priority issues for their DSOs during the Summit’s Thought Leader Theater; participated in a session on the future of dental technologies at the Dental Innovation Alliance’s Innovation Playground; and heard from Summit sponsor Align about how harnessing digital technology will help practices adapt to dentistry’s fast-changing landscape.

Stanley Bergman, Chairman and CEO of Henry Schein Inc., the 2024 Summit’s title sponsor, also addressed attendees during the morning welcoming session, congratulating the industry on its tremendous growth over the past 20 years.

“Today you are mainstream in dentistry and doing remarkable work providing high-quality care at affordable pricing, and more and more Americans are getting care through your practices,” Bergman said.

The 2024 ADSO Summit continues tomorrow, June 14, with briefings by industry advocacy champions on the legislative and regulatory landscape for DSOs and dentistry; deep dives on the impact of AI; and a keynote presentation by entrepreneur and author Ryan Vet on turning workforce challenges into strategic advantages.

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](#).

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