



## **Association of Dental Support Organizations Announces 2024 ADSO Next Level Mid-Market Conference**

*Educational conference returns to equip mid-market DSOs with the strategies needed for continued growth and innovation*

**Washington, D.C. (October 29, 2024)** – The Association of Dental Support Organizations (ADSO) is excited to host its second annual ADSO Next Level Mid-Market Conference, taking place from December 2 to 4, at the JW Marriott in Austin, Texas. This forum offers mid-market Dental Support Organizations (DSOs) an opportunity to gain valuable insights, network with industry peers, and explore cutting-edge strategies to navigate both opportunities and challenges inherent in their growth.

“Mid-market DSOs play a critical role in the future of dentistry by driving innovation, improving patient access to care, and creating sustainable growth models. The ADSO Next Level Conference provides a platform to ensure these organizations are equipped with the resources and strategies they need to thrive,” said **Andrew Smith, Chief Executive Officer of the ADSO**.

Mid-market DSOs — those that support up to 75 dental offices — represent one of the fastest-growing segments of the dental industry. These organizations also are increasingly driving the future of dentistry because they are uniquely positioned to innovate and adapt to new technologies and business strategies.

As they continue to grow in an evolving market, mid-market DSOs face both immense opportunities and distinct challenges. The ADSO Next Level Conference is designed to provide tools, resources, and knowledge necessary for mid-market DSOs to navigate the early stages of expansion.

At the ADSO Next Level Mid-Market Conference, participants will benefit from:

- **Exclusive networking** with peers and industry leaders, creating meaningful connections in a collaborative environment;
- **Thought Leader Theater**, where ADSO's industry partners share their insights on innovation, best practices, and solutions;
- A **technology spotlight** that explores how emerging and innovative technologies can be harnessed to make a measurable impact on the operations and efficiency of mid-market DSOs; and

- **Curated educational sessions** that focus on pivotal topics such as building strong foundations for growth, economic resilience, solving the workforce shortage, and navigating market fluctuations.

This year's conference will focus on Building Value and Operating at a High Level, equipping leaders of mid-market DSOs to build resilient, patient-centered businesses for long-term success. Attendees will learn strategies for creating lasting value by refining operational efficiencies, balancing insourcing and outsourcing, and leveraging emerging technologies. Sessions will also focus on aligning KPIs with patient-focused indicators, fostering strong organizational culture, and scaling in today's dynamic economy.

Attendees can [register online](#) until November 27, 2024, at 11:59 PM ET. Onsite registration will be available with an additional \$50 charge.

For a detailed agenda of each session that will be held at the ADSO Next Level Mid-Market Conference, visit [here](#).

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#### **About the ADSO**

*The Association of Dental Support Organizations (ADSO) is a non-profit trade association whose members support over 15,000 dentists in more than 7,500 locations. The ADSO is dedicated to advancing the dental support model through research, education, and advocacy, enabling member DSOs to innovate and deliver quality care in an evolving industry. Visit [www.theadso.org](http://www.theadso.org) and follow ADSO on [LinkedIn](#), [Instagram](#), and [Twitter](#) for updates.*

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