



Association of Dental Support Organizations Announces Winners of the 2025 ADSO Awards and Third Class of Inductees into the ADSO Hall of Leaders

The awards and inductions celebrate the contributions of leaders and pioneers in both the ADSO and the broader DSO industry

San Diego, CA (March 17, 2025) – Today, the [Association of Dental Support Organizations \(ADSO\)](#) announced the winners of the 2025 ADSO Awards and the third class of inductees to its Hall of Leaders at the 2025 ADSO Summit in San Diego, California. The ADSO Awards, inaugurated during the 2023 Summit, recognizes experts and professionals who have shown remarkable growth, innovation, service and leadership within the Association. The Hall of Leaders honors exceptional leaders and pioneers, celebrating their outstanding contributions to both the ADSO and the DSO industry at large.

Winners announced at today's ADSO Awards ceremony are as follows:

- **The President's Award:** This award focuses on the extraordinary service put forth by an ADSO member who has shown active engagement in the association as a leader, officer or committee member.
 - *2025 Recipient: Dr. Arwinder Judge, Chief Clinical Officer of Aspen Dental*
- **The ADSO Service Award:** This award is given to ADSO member companies which have shown excellence in meritorious service, corporate/social responsibility, and/or contributions to greater society over the last year.
 - *2025 Recipient: Westwind Integrated Health*
- **The ADSO Innovation Award:** This award recognizes an Industry Partner servicing DSOs for their achievement in innovation. They will have contributed to the advancement of technologies and systems that raise the quality of processes and products; enhanced the dignity and status of the profession; or has been involved in a combination of these efforts.
 - *2025 Recipients: Sunbit and Planet DDS*
- **The ADSO Emerging Award:** This award is given to a member DSO organization that has shown great innovation, growth or have emerged as a new leader in the DSO industry in the last year.
 - *2025 Recipient: Dental365*

The **2025 class of inductees to the ADSO Hall of Leaders** include:

- *Dr. Sulman Ahmed, Founder, Chairman and CEO of DECA Dental Group*
- *Brian Colao, Director of the DSO Industry Group at Dykema*

"These are exceptional individuals and organizations who not only make the ADSO better but leave a bright mark on the dental and DSO industries," said **ADSO Chief Executive Officer Andrew Smith**. "Each year, the ADSO Award recipients and Hall of Leaders inductees are true industry trailblazers who have dedicated their work to the advancement of our industry. This year is no different. Their commitment to

improving outcomes and experience for patients and dental care professionals alike is nothing short of remarkable.”

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About the ADSO

The Association of Dental Support Organizations (ADSO) is a non-profit international trade association whose members support more than 15,000 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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