



Healthcare Discussions Take Center Stage at Day 2 of the 2025 ADSO Summit: Dentistry's Main Event

Summit underway with insightful mainstage panels, thought leadership exchanges, collaborative breakout discussions and more



San Diego, CA (March 18, 2025) – Today, at the second day of the 2025 Association of Dental Support Organizations' (ADSO) Summit: Dentistry's Main Event, thousands of members and industry partners enjoyed a full day of educational and insightful activities, including two mainstage sessions that focused on the future of the healthcare sector, thought leader theaters that provided valuable insights on how DSOs can grow their businesses, and breakout sessions led by industry experts and trailblazers.

The day started off with a dynamic discussion of AI where panelists, including Kentucky Morrow of Dental Innovation Alliance, McKenzie Fagan of Pearl and Ryan Quinn of Peerlogic, explored the role of emerging technologies shaping the future of healthcare practices. This mainstage session – "Navigating the Future of Artificial Intelligence and Innovation in Healthcare" – had panelists present perspectives on the benefits and challenges of these technologies, discussing their impact on operational efficiency, patient care and financial outcomes.

"Artificial intelligence won't take your job, but someone using AI will. AI is only a tool to empower people, and it depends on people adopting it the right way," said **McKenzie Fagan, VP of Enterprise Sales at Pearl**. "AI is really exciting for patients to finally understand their outcomes and to put the treatment choice into the patient's hands."

Attendees later gained a deeper understanding of how government decisions impact healthcare sectors during the mainstage session, “Regulatory & Public Policy Insights: The Future of Healthcare.” In this session, ADSO CEO Andrew Smith, Christina Bergeron of Ropes & Gray, Victoria Harvey of Smile Brands, Dustin Netral of Vista Verde Dental Partners and Robb Walton of BGR Group provided an in-depth look at how the government views the future of healthcare. The panel discussed the evolving landscape of healthcare policy, addressing key issues such as funding, access, and regulations that will shape the industry moving forward.

“The more everyone is involved and the more people in our local communities are talking about issues in dentistry, the better. Lawmakers don't want someone flying in from Washington, D.C. to talk to them,” said **Dustin Netral, CEO of Vista Verde Dental Partners and ADSO Vice President**. “They want to hear from people that actually do business in their state and how these laws are going to affect them and their practices.”

Also on Tuesday, attendees heard from a variety of industry leaders on priority issues for their DSOs during the Summit’s Thought Leader Theater; participated in breakout sessions where they could learn valuable takeaways from industry trailblazers; visited the ADSO Solutions Center featuring 100+ industry groups that offered products and services catered to DSOs and enjoyed an evening of networking at the 2025 ADSO Summit Closing reception sponsored by Align Technology.

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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