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Another Year Forward

by Christopher Gorecki, DDS



The Macomb Dental Society, as well as all of us personally, are anticipating a prosperous 2024. The beginning of the year is always filled with our hopes and goals for the new year. I am eager to see the growth of organized dentistry at the ADA, MDA, and most importantly at Macomb. There are several initiatives at the ADA that need to be highlighted so that members will understand their impact. These initiatives will aid in our practices and for our patients, helping us all to reach our personal and professional goals.

One of those initiatives is the formation of the ADA Forsyth Institute. Back in October, the ADA and the Forsyth Institute announced this union which brings together talent, research opportunities and exciting innovation prospects that will advance oral health through scientific innovation and research. Founded in 1910, the Forsyth Institute began as a philanthropic effort to provide dental care to children in the Boston, Massachusetts area. It grew to become a leader in biomedical research. Among its many research accomplishments, it developed the first local antibiotic to treat gum disease and discovered the bacteria that causes carious lesions. The Forsyth Institute is also credited with the discovery of how fluoride prevents caries. The ADA Forsyth Institute will be at the forefront of research while continuing the important work of the American Dental Association Science and Research Institute, more commonly shortened to ADASRI. ADASRI is credited for the first complete map of every cell in the oral cavity, the development of Food and Drug Administration recognized standards for nearly every dental instrument, the creation of evidence-based guidance to inform treatment of patients and the ADA seal of Acceptance program. The ADA Seal conducts rigorous product evaluations which are trusted by dentists as well as our patients. More than 400 products have

Biological Research The best oral health research in the world.
Pillar 1

Public Health Outreach The global leader in children's oral health
Pillar 2

Technological Innovation The accelerator for oral tech innovation
Pillar 3

earned the Seal after being evaluated for safety and effectiveness. ADA Forsyth will deliver these three strategic pillars.

Another goal of the ADA that Macomb will benefit from is the transition to Salesforce and Fonteva for our computer management system. This is a multi-year project with a projected conversion date of late July 2024. The goal at the ADA, Michigan Dental Association, and Macomb is to keep improving the member digital experience. Members demand that the vast array of ADA resources, products, and services be accessible 24/7. With any type of change, we need to keep in mind that even though the changeover will occur in July, the release date is not the end point, it's the beginning. Fonteva is a cloud-based association management system that offers a single, centralized system from which to manage members, events, committees, and more. Fonteva is powered by Salesforce. Salesforce automates, manages, and analyzes data to create personalized customer experiences. Salesforce is the link that brings organizations in contact with their customers. The beauty of this new platform is the ability of the software to utilize artificial intelligence, called Salesforce Einstein which creates insights for elevated customer experiences.

One of the most intriguing areas that the ADA is adapting is to improve value in organized dentistry, by changing its membership model. The current one size fits all "dues" system is a common complaint of many dentists that decide not to become members. The infographics below illustrate how the ADA wants to improve the value of membership

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