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THE ADA IS WORKING HARD TO ADDRESS MEMBER PAIN POINTS

Gary D. Oyster, DDS; ADA Trustee, 16th District

As we are moving into the summer and vacation months, it is important to know that your ADA keeps on working for you.

The ADA Member App is moving forward and helps graduates explore career paths and contact seasoned colleagues for mentoring. As the app continues to evolve, it will become an important membership service for young dentists, allowing them to communicate with colleagues throughout the country.

The ADA continues to educate federal policymakers and lawmakers on how to support Medicaid rate increases both financially and administratively. Efforts are also underway to work with the Centers for Medicaid and Medicare Services to make Medicare a reasonable option for dentists to participate in for the elderly population. The ADA emphasizes that oral health is essential for overall health, and it must be administered differently than the medical Medicare program.

Dental insurance reform, including Dental Loss Ratios (DLR) at reasonable percentages, is gaining traction in many state legislatures. This is a consumer issue and is already included in medical insurance and even medical Medicaid policies, at 85%.

Another membership benefit of the ADA is support in navigating insurance claims. This is the number one pain point for most dentists.

There is also legal support with contract analysis and employment best practices. This is an advantage for both the buyer and seller of a dental practice.

For the young dentists, offerings range from career guidance and job alerts to current opportunities in the career center.

Dental sound bite podcasts created for dentists by dentists, with real talk about dentistry's daily wins and sticky situations, are helpful in countering some of the misinformation often found on social media.

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The ADA Standards and Seal program is being enhanced by the merger with the Forsyth Institute. This merger has created a worldwide research entity that will enhance the status of the ADA and will be a source of non-dues revenue.

ADA leadership opportunities are also being expanded by the Strategic Task Force work groups. These groups will perform like a task force with short-term obligations to recommend solutions for a specific problem. ADA Councils and Commissions will remain in place to deal with more comprehensive issues.

The ADA is very involved with resource directories and tools to manage stress. Wellness has become an issue for many dentists due to workforce issues, government policies, and insurance overreach. Crisis support can also

be accessed within these directories and tools.

Member discounts can save time and money with top-quality products and services for your practice and personal life. The ADA is going to work with the tripartite system to expand the products and services offered and as you transactionally use them, your membership dues will be reduced.

The ADA is striving to be the place for members to go for their needs. It is going to be the premier place for oral health information, both for its members and the public.