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FOR IMMEDIATE RELEASE

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The American Dental Association Announces Hiring of Michelle Hoffman as Vice President of Publishing

CHICAGO, Dec. 5, 2018 — The American Dental Association (ADA) announced that Michelle Hoffman has been hired for the position of vice president of publishing. Hoffman will provide strategic vision, leadership and oversight for the editorial, advertising and other business operations of the ADA's publishing division. She most recently served as the executive director of communications for Columbia University's Data Science Institute in New York.

"The ADA is one of the most influential health care organizations in the country, and its publishing program is one of the most significant vehicles for advancing care in America," said Hoffman. "I am honored to join the extremely talented publishing team at ADA and to support association members with information they need to deliver the finest possible care to their patients and communities."

Hoffman will oversee the production and distribution of high-quality content that informs the dental profession about the latest scientific, socioeconomic and political developments affecting dental practice and oral health care. The ADA's publishing division produces several publications, including *The Journal of the American Dental Association* and *ADA News*.

"I've enjoyed getting to know Michelle and am confident she will excel in this role," said Kathleen T. O'Loughlin, D.M.D., M.P.H., ADA executive director. "She has the strategic expertise to ensure the ADA remains the go-to place for industry news and content."

Prior to her role at Columbia University, Hoffman was the executive editorial director for the American Hospital Association. She's also worked as the director of scientific journals for the American Society of Clinical Pathology and served in the United States Peace Corps. During her early career, she held positions on the editorial or news staffs of CELL, *Science*, and *American Scientist*. Hoffman holds a bachelor's degree in biology from Brown University and a master's degree in business administration from the University of North Carolina at Chapel Hill.

Editor's Note: Reporters are invited to follow the ADA on Twitter [@AmerDentalAssn](#)

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About the American Dental Association

The not-for-profit ADA is the nation's largest dental association, representing more than 161,000 dentist members. The premier source of oral health information, the ADA has advocated for the public's health and promoted the art and science of dentistry since 1859. The ADA's state-of-the-art research facilities develop and test dental products and materials that have advanced the practice of dentistry and made the patient experience more positive. The ADA Seal of Acceptance long has been a valuable and respected guide to consumer dental care products. The monthly *The Journal of the American Dental Association (JADA)* is the ADA's flagship publication and the best-read scientific journal in dentistry. For more information about the ADA, visit ADA.org. For more information on oral health, including prevention, care and treatment of dental disease, visit the ADA's consumer website MouthHealthy.org.