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ADA Health Policy Institute Releases Inaugural Dental Industry Report

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ADA Health Policy Institute Releases Inaugural Dental Industry Report

Annual report introduced as part of new HPI Consulting Services

CHICAGO, February 11, 2019 — The American Dental Association (ADA) Health Policy Institute (HPI) released today its inaugural Annual Dental Industry Report. The report distills findings from HPI data collections to provide insight into the state of the dental industry and market trends, as well as future forecasts.

“The dental industry has entered a ‘new normal’ that is characterized by a growing number of dentists, shifting practice configurations and an evolving patient landscape,” said Marko Vujcic, Ph.D., chief economist and vice president of HPI, in the report’s executive summary.

Key topics covered in the report include dental workforce, dental spending, reimbursement rates, shifts in preventative and diagnostic dental procedures, and case studies on shifting consumer behavior.

The annual report is an offering from HPI’s new HPI Consulting Services, which provides clients with customized industry research and speaking engagements targeting the dental industry.

The report is available for [purchase here](#). For more information on HPI or to inquire about consulting services, visit ADA.org/HPIconsulting.

Editor’s Note: Reporters are invited to follow the ADA and HPI on Twitter @AmerDentalAssn and @ADAHPI

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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.