Imagine what we can do together.

150 Reasons to Be a Member

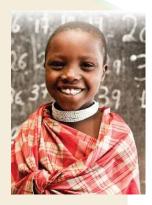
ADA American Dental Association®

America's leading advocate for oral health

- 1 More than 157,000 dentists working together.
- Highest level of participation among health care associations.
- **3** Patient education materials with credible content and cutting-edge graphics.
- 4 Resources to make your practice more efficient.
- **5** Resources to be a better dentist.
- 6 A powerful voice in Washington, D.C., and the state capitals.
- Legislative decisions about oral health care made with your input.
- 8 Legislative decisions about small business made with your input.
- 9 Give Kids A Smile® Day, the largest charitable oral health program in the U.S.
- **10** ADPAC, the number one health care PAC in 2008 elections.
- **11** The Paffenbarger Research Center (PRC) holds over 70 patents.
- **12** Funding for ground-breaking dental research.
- \$1.4 million disbursed for research, education, access to care and charitable assistance by the ADA Foundation.



Volunteer programs to help the needy at home and around the world.



15 Legal support for dentists' rights in lawsuits with managed care plans.

- **16** Legal support to maintain the dentist and patient as treatment decision makers.
- 17 Expanded programs with no dues increase in 2008 and 2009.
- **18** Support for states that want to implement community water fluoridation.
- **19** Free Guide for Compliance with the New Red Flags Rule.
- 20 Research to advance understanding of oral systemic health.
- 21 Work with the American Hospital Association on guidelines for the prevention of infective endocarditis.
- 22 Tools and tips to help your practice thrive at dentalpracticehub.ada.org.
- **23** ADA CE Online—earn CE when and where it's convenient for you.
- 24 Essential Oral Health Care Act supported by nearly 60 cosponsors.
- **25** Evidence-based dentistry Web site at ebd.ada.org.
- 26 Programs to enhance your leadership skills.
- 27 Programs to help you improve your community.
- 28 Institute for Diversity in Leadership.
- **29** Significant discounts on patient education and practice management products.
- **30** Find A Dentist on ADA.org drives new patients to ADA member dentists.
- **31** Free Advertising Basics for Dentists: A Guide to Federal and State Rules and Standards.
- **32** Credible scientific information at your fingertips.
- **33** Contract Analysis Service review of unsigned dental benefit contracts.
- 34 ADA Dental Minute broadcast more than 10,000 times each month.

35 Free caries risk assessment forms.



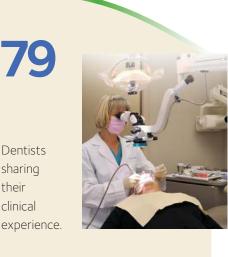


20,000 member e-mails to Congress delay the FTC Red Flags Rule.

- 37 Support to exempt dental practices from the FTC Red Flags Rule.
- 38 Support for legislation to allow small business loans for dental offices in underserved areas.
- **39** Support for legislation to permit dental school graduates to deduct more interest on their student loans.
- 40 OralLongevity[™] campaign to encourage seniors to visit their dentist.
- 41 OralLongevity[™] advertising reached more than 14 million consumers.
- **42** National broadcast about oral health during pregnancy reached 4.1 million people.
- **43** Support for states to increase the Medicaid reimbursement rate.
- **44** Development of bone grafting materials to enable dental implants in one step.
- 45 New product information that's unbiased and scientifically sound from the ADA *Professional Product Review*™.
- **46** Ninety percent of ADPACsupported Congressional seats won in 2008.
- **47** Support for elected officials who understand the importance of dentistry.

- **48** Support for elected officials committed to the nation's oral health.
- **49** Research on fluoride content of infant formulas.
- **50** Evidence-based clinical recommendations on fluoride supplements and infant formula.
- 51 Other health care associations trust the ADA as their oral health resource.
- **52** Work with the American Diabetes Association on the relationship of oral health and diabetes.
- 53 Video news release about holiday sweets aired in all top 10 media markets.
- 54 Support for student loan forgiveness programs for dentists in underserved areas.
- **55** Course to manage emergencies related to sedation and general anesthesia.
- **56** Collaboration with the American Dental Society of Anesthesiology Research Foundation.
- **57** Immediate help if your office or home is damaged in an emergency or disaster.
- **58** Financial assistance for dentists struggling due to injury or illness.
- **59** You're not alone.
- **60** Scholarships for students of diverse racial and ethnic backgrounds.
- **61** *Going Green* initiative with recommendations for "greening" your dental practice.
- 62 ADA/Forsyth EBD Course helps you appraise and implement new treatment options.
- **63** Support and solutions for managing stress, depression and substance abuse.
- 64 Solutions for an ergonomic office and avoiding work-related injuries.
- 65 Work with ANSI and ISO to develop standards for lead in dental materials.

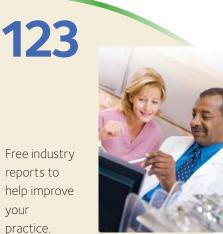
- 66 Reforms to pediatric dental care for Medicaid–eligible children.
- **67** Meth Mouth education for students and prisoners.
- 68 Flexible spending account legislation to cover dental products.
- 69 Work with EPA to promote self-regulation and use of amalgam separators.
- **70** Work with OSHA on ergonomics self-regulation in the dental practice.
- 71 Work to deter on-campus marketing of soft drinks to school children.
- **72** Support of legislation to extend special pays and bonuses for military and uniformed dentists.
- **73** Evidence-based clinical recommendations on pit and fissure sealants.
- 74 Graduate-level business training from the ADA and Northwestern University's Kellogg School of Management.
- **75** Success Dental Student Programs to enrich the dental education experience.
- **76** Medicaid Provider Symposium to increase oral health access for Medicaid recipients.
- 77 Access to Dental Care Summit.
- **78** Commitment to pilot the Community Dental Health Coordinator model to improve access to care.



- 80 Dentists giving back to their profession.
- **81** Support to maintain the dentist as the leader of the dental team.
- 82 Shared belief that all Americans should have access to oral health care.
- 83 *Our Legacy—Our Future* campaign to raise \$500 million for dental education.
- 84 ADA librarians will help you conduct research and locate published dental information.
- **85** The Survey Center continuously collects and evaluates current industry data.
- 86 Free Health Screening Program at ADA Annual Session.
- 87 Programs to support the unique needs of new dentists.
- 88 Nearly half a million needy kids were treated on Give Kids A Smile Day® 2009.
- **89** Credible information that's easily available.
- **90** State and regional political education training seminars.
- **91** Work to establish and maintain high standards, ethics and integrity in dental education.
- **92** Trusted source of credible oral health care information for the public.
- **93** More than 4 million visitors annually to ADA.org.
- **94** Endorsed providers make it easier to manage your practice.
- **95** Endorsed providers free up more time to care for your patients.
- **96** Preventive care for your practice.
- **97** Preserving dentistry—health care that works.
- **98** Positive relationships with state and local dental societies.
- **99** More than 300 products carry the ADA Seal of Acceptance.
- **100** Support for states to increase Medicaid funding for children's dental care.

- **101** Work with states to halt the distribution of false information about amalgam safety.
- **102** Dental schools receive free ADA Practice Management Library Resources.
- **103** Volunteer opportunities in the online International Volunteer Directory.
- **104** A common goal to care for those in need
- **105** Discovering that volunteers get back as much as they give.
- **106** Feeling good about your profession.
- **107** ADA Humanitarian Award for volunteer service in the U.S. and abroad
- **108** Huge member discounts off registration fee to the country's largest dental meeting, ADA Annual Session.
- **109** Opportunity to see all the latest products and technologies at ADA Annual Session.
- **110** 60% of CE course seats are free at ADA Annual Session.
- **111** Networking with your colleagues.
- **112** Free subscription to JADA. the most-trusted scientific publication in dentistry.
- **113** Free subscription to ADA News, the most-read publication in dentistry.
- **114** Five JADA international editions: India, Mexico, Portugal, Spain and the Middle East.
- **115** Immediate updates of breaking dental news on ADA.org and in e-publications.
- **116** Second generation amorphous calcium phosphate-fluoride complex developed at the Paffenbarger Research Center (PRC).
- 117 Improvements to fluoridereleasing varnishes by the PRC.
- **118** EBD Champions, promoting the practice of evidence-based dentistry.

- **119** Discounts on hotels and car rentals.
- **120** One number to call for answers.
- **121** A staff of 400 ready to assist you.
- Reduced membership dues for 122 student dentists.



- Free industry reports to help improve your practice.
- 124 Evidence-based clinical recommendations on oral cancer screening.
- **125** The ADA Principles of Ethics and Code of Professional Conduct helps us live up to our obligations as dental professionals.
- **126** Legislative support for a loan repayment program for dental school faculty.
- National Dental 127 Benefits Conference.
- **128** Led opposition to taxes on health care services, including employer-paid health benefits.
- **129** The Resident Report information for dentists pursuing advanced dental education.
- **130** The Washington National Health Policy Externship, a collaboration with the American Student Dental Association.
- Strategic partnerships with oral 131 health industry leaders.
- **132** Support for national licensure examination.
- **133** Programs designed to meet the unique needs of Federal Dental Service members.

- **134** Support for the Indian Health Service to promote volunteerism in clinics and develop educational tools.
- **135** Tips to develop an effective marketing plan and acquire new patients are in the free downloadable brochure. ADA Marketing Resources.
- **136** Sample patient satisfaction surveys to download at dentalpracticehub.ada.org.
- **137** A reliable resource for information about compliance to changes in HIPAA regulations.
- **138** A staff of experts to help you understand more than 6,000 pages of health care reform legislation.
- **139** A seat at the table in the debate about health care reform.
- **140** Tips on ADA.org to prepare your dental team to deal with H1N1
- **141** Effective Infection Control DVD and workbook available through the ADA Catalog.
- **142** Support for increased competition in the dental benefits marketplace and the repeal of the McCarran-Ferguson Act.
- **143** Free booklet for members, McCarran Ferguson Act—Some Key Points for ADA Members.
- **144** ADA-branded oral health information available free to consumers in 4,800 Rite Aid stores.
- **145** More than 85 percent of consumers are aware of the ADA.
- **146** Consumers believe our purpose is to improve oral health.
- **147** Competitive prices on life, disability and business overhead insurance.
- **148** No sales commissions on insurance plans.
- 149 Easy, affordable retirement planning.
- **150** Displaying the ADA member logo enhances your reputation as a dentist who cares about the public's oral health.