

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.
- 2 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.
- 7 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.
- 13 \$1.4 million disbursed for research, education, access to care and charitable assistance by the ADA Foundation.

## 14

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](http://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](http://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.

## 36



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 ADPAC-supported 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.

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Dentists sharing their clinical experience.



- 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 fluoride-releasing 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.
- 122** Reduced membership dues for student dentists.

## 123

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.
- 127** National Dental 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.
- 131** Strategic partnerships with oral 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](http://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.