



## WHAT THE SURVEY SAYS

Study provides good news and bad news when it comes to patient habits.

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## REDEFINE YOUR PRACTICE WITH TELEDENTISTRY

One provider reveals how it is changing its patients' experience.

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## IMPLANT TRIBUNE CALL FOR SUBMISSIONS

AAID is looking for table clinics for its 2022 annual conference in Dallas.

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# ADSO 2022: Action-packed 3 days in Austin

*Organization announces an expanded schedule and student programming*

By ADSO Staff

The Association of Dental Support Organizations (ADSO) is pleased to share further developments surrounding the 2022 ADSO Summit, which will be held at the JW Marriott in Austin, Texas, from March 29 to April 1.

On March 30, thanks to Dental-Monitoring, attendees will hear from Kevin Surace, futurist and CNBC's Innovator of the Decade. He will discuss how

changes in technology are transforming the dental landscape and the applications of the Internet of Things (IoT), artificial intelligence (AI) and automation.

Later that day, Connor Lokar, a leading economist and forecaster, will cover the challenges and uncertainties in 2022 through the lens of consumer trends and growing revenue and profitability by working around ever-changing business cycles.

On March 31, bestselling author Suneel Gupta will deliver a keynote sponsored by members, where he will share his unique insights related to the dental industry and public health as a whole.

The 2022 ADSO Summit will also fea-

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The 2022 ADSO Summit will take place from March 29 to April 1 in Austin, Texas. Photo/@wallynme, freemages.com

## NEWS

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- Dental care habits of Americans revealed in honor of World Oral Health Day.

## INDUSTRY

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- Ethisphere names Henry Schein as one of the 2022 World's Most Ethical Companies.
- Redefining patient experience through digital transformation with teledentistry: An Advantage Dental case study.
- How to use your dental practice data to increase your treatment acceptance rate.

## EVENTS

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- Announcing inaugural AMPLIFY conference for 'Practice Growth Through Innovation.'

## IMPLANT TRIBUNE

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- AAID opens submissions for 2022 annual conference table clinics.
- Foundation opens applications for 2022 student research grants.

## ADSO Summit is our industry's call-to-action for progress



Maryam Beyramian

By Maryam Beyramian, DDS, MBA

Each year, we come together from all around the country to attend the ADSO Summit. We come seeking collaboration, growth, knowledge and inspiration. We have power in numbers, and the ADSO allows us to join forces to keep elevating and innovating.

As dentists and leaders of dental support organizations (DSOs), we are committed to providing top value for our

customers — our patients and teams — and, with the ever-changing landscape of the global economy and workforce, effectively navigating change has become our collective goal. What remains unchanged, however, is our commitment to positive patient experiences and a strong work culture.

The theme of this year's summit, "A New Dawn for Dentistry," centers around our innovation as an industry and defining the path forward. The pandemic shifted the expectations of business

owners, colleagues, employees, students, patients and educators and accelerated a trend that was already in process — calls for a more flexible workforce.

As a DSO leader, one of my top priorities has been addressing workforce challenges. Team members, job candidates and future graduates seek more balance, flexibility and understanding in their jobs. We can and must meet their needs

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## DENTAL TRIBUNE

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### PUBLISHER & CHAIRMAN

Torsten Oemus  
t.oemus@dental-tribune.com

### PRESIDENT & CHIEF EXECUTIVE OFFICER

Eric Seid  
e.seid@dental-tribune.com

### GROUP EDITOR

Kristine Colker  
k.colker@dental-tribune.com

### EDITOR IN CHIEF DENTAL TRIBUNE

Dr. David L. Hoexter  
feedback@dental-tribune.com

### MANAGING EDITOR

Fred Michmershuizen  
f.michmershuizen@dental-tribune.com

### PRODUCT/ACCOUNT MANAGER

Humberto Estrada  
h.estrada@dental-tribune.com

### PRODUCT/ACCOUNT MANAGER

Maria Kaiser  
m.kaiser@dental-tribune.com

### CLIENT RELATIONS COORDINATOR

Lee Colquhoun  
l.colquhoun@dental-tribune.com

### ACCOUNTING COORDINATOR

Nirmala Singh  
n.singh@dental-tribune.com

Tribune America LLC  
118-35 Queens Blvd, Ste 400  
Forest Hills, NY 11375  
(212) 244-7181

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Do you have general comments or criticism you would like to share? Is there a particular topic you would like to see articles about in Dental Tribune? Let us know by sending an email to [k.colker@dental-tribune.com](mailto:k.colker@dental-tribune.com). We look forward to hearing from you!

# Dental care habits of Americans revealed in honor of World Oral Health Day

## New study uncovers patient preferences when it comes to care and communication

New research detailing the dental habits and preferences of Americans was presented to the public as a way to help bring attention to World Oral Health Day, held on March 20.

A tech company, Weave, commissioned an independent study of more than 1,100 people to learn more about their dental care hygiene habits and their preferences for interacting with their dental care providers. The data shows that most patients prefer more “modern” dental practices — those who send both appointment reminders and payment requests via text messages.

The study also reveals several darker data points illustrating the poor oral health habits of some respondents, based



Study reveals many people avoid smiling because they don't like their teeth.

Photo/@cyclinsam, freemages.com

on laziness or forgetfulness, when it comes to good oral hygiene.

Key data points from the study include:

- 41 percent of patients would forget to schedule a cleaning if they didn't receive a reminder from their dentist.
- More patients like to be reminded about dental appointments by text than by phone call or email.
- 86 percent of patients say they will pay attention to a text from their dentist.

- More people say bad breath is more of a dating dealbreaker than being broke.
- Nearly 60 percent of people who avoid going to the dentist regret it later.
- 41 percent of patients would prefer to pay their dental bill via text, but only 12 percent say their dentist accepts text payments.
- Nearly 70 percent of patients would gladly leave an online review if their dentist sent them a link to do so.
- 30 percent of people have had their day ruined because they walked around with something stuck in their teeth without knowing.
- 23 percent of patients want more laughing gas but are embarrassed to ask.
- 50 percent of people avoid smiling because they don't like their teeth.
- 53 percent of patients have gone more than three years without getting their teeth checked.

(Source: Weave)

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ture a sold-out exhibit hall with more than 100 companies offering top-of-the-line products and services to DSOs of all sizes.

“We're so pleased with the response. Companies have shown they understand the importance of our attendees, the industry and this event. I'm also really looking forward to all the content, panels and discussions we've spent the last year preparing,” said ADSO Executive Director Andrew Smith. “It's going to be an action-packed three days in Austin.”

The summit will include more than 25 breakout sessions with personalized tracks to ensure there's something for everyone.

“We were looking for a way to integrate the summit's programming into what matters to ADSO members as well as

students and practitioners more broadly, and I think the mix of visionary and practical industry insights will resonate with attendees,” said Geoffrey Ligibel, president and CEO at 42 North Dental and head of the ADSO Curriculum Committee.

New this year, the summit will wrap up on April 1 with a special event hosted by Henry Schein.

“Looking to the Horizon: Planning & Reimagining the Future of Recruiting” will focus on workforce development and community engagement, helping DSOs enhance access to dental care, develop programs and partnerships to attract future dental team members, and recruit new hires from within communities where practices operate.

“We are delighted to participate in the ADSO event, attended by so many of our customers who have mastered the ability to quickly consolidate and make a valu-

able impact on their community and the patient experience,” said AJ Caffentzis, president, U.S. Dental Distribution, Henry Schein. “At Henry Schein, we continue to deliver new educational opportunities that help advance team skillsets, boost employee morale and accelerate operational success.”

The Henry Schein event is open to all ADSO Summit registrants at no additional fee. Henry Schein customers attending this year's summit may receive the ADSO member rate, a savings of more than 50 percent.

For more details and the full summit agenda, visit [www.theadso.org/event/2022-adso-summit/](http://www.theadso.org/event/2022-adso-summit/).

The 2022 ADSO Summit app, sponsored by DDS Lab, is now available to event registrants and includes the ability to create a profile, network with attendees, set up meetings, create a personalized schedule and more.

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if we want to attract top talent.

Fortunately, DSOs are uniquely situated to offer professional development to recent graduates, while simultaneously supporting our experienced providers through clinical masterminds to help reduce their work stress and elevate their skills.

As part of the ADSO Summit Curriculum Committee, I had the opportunity to work with other association members to develop sessions that address changing

work-life expectations and guide human resources professionals to support employees and improve talent acquisition through training, innovation and clinical excellence.

Along with the HR track, teams are encouraged to learn more about best practices in marketing, finance, operations and IT, and clinical leadership focused sessions. From visionary thought leadership to operational insights, this year's ADSO Summit is “A New Dawn for Dentistry.”

Come find me at the ADSO Summit. I hope to see you there.

## About the author

Dr. Maryam Beyramian is the CEO and co-founder of Westwind Integrated Health, which has 11 practices and more than 20 doctors throughout the metro area of Phoenix, Ariz. Beyramian received her doctorate of dental surgery (DDS) from the University of Michigan in 2001 and graduated at the top of her class. Her continued commitment to her patients and profession is evident from her completion of hundreds of hours of post-graduate training in cosmetic, reconstructive and sedation dentistry. Her vision is to recruit and develop team members who value the corporate culture of collaboration and teamwork between specialties to achieve optimal oral and systemic well-being.



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# Ethisphere names Henry Schein as one of the 2022 World's Most Ethical Companies

By Henry Schein Staff

Henry Schein, one of the world's largest providers of health care solutions to office-based dental and medical practitioners, has been recognized by Ethisphere, a global leader in defining and advancing the standards of ethical business practices, as one of the 2022 World's Most Ethical Companies.

Henry Schein has been recognized for 11 consecutive years and is the only honoree in the Healthcare Products industry. In 2022, 136 honorees were recognized spanning 22 countries and 45 industries.

"Since Henry Schein's founding 90 years ago, we have been committed to the belief that 'doing good' for the professions and communities we serve allows the company to 'do well,'" said Stanley M. Bergman, chairman of the board and chief executive officer of Henry Schein. "This recognition is a testament to our longstanding commitment to

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serving the needs of society while holding ourselves to the highest ethical standards.

"On behalf of the more than 21,600 Team Schein Members, we are honored to be named one of the World's Most Ethical Companies for the 11th time. We are inspired by this recognition to further advance our socially responsible and sustainable approach to business to ensure that our company does our part to build a healthier, more inclusive and more prosperous future for all."

Grounded in Ethisphere's proprietary Ethics Quotient, the World's Most Ethical

Companies assessment process includes more than 200 questions on culture, environmental and social practices, ethics and compliance activities, governance, diversity and initiatives to support a strong value chain. The process serves as an operating framework to capture and codify the leading practices of organizations across industries and around the globe.

"We continue to be inspired by the World's Most Ethical Companies honorees and their dedication to integrity, sustainability, governance and community," said Ethisphere CEO Timothy Erblich.

"We congratulate Team Schein for earning the World's Most Ethical Companies designation for the 11th year and commend the ongoing dedication of Team Schein Members for working to advance strong, ethical governance."

## Ethics and performance

Ethisphere's 2022 Ethics Index, the collection of publicly traded companies recognized as recipients of this year's World's Most Ethical Companies designation, outperformed a comparable index of large cap companies by 24.6 percentage points over the past five calendar years.

The outperformance, which Ethisphere refers to as the "Ethics Premium," has remained consistent since Ethisphere began tracking the performance of honoree companies.

The full list of the 2022 World's Most Ethical Companies can be found at [worldsmoethicalcompanies.com/honorees](http://worldsmoethicalcompanies.com/honorees).

AD



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 [membership@theadso.org](mailto:membership@theadso.org)

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## MAKE YOUR MARK. THROUGH YOUR DSO—AND ON THE ENTIRE INDUSTRY.

Since 1995, the Association of Dental Support Organizations (ADSO) has pooled the collective power of its members to represent DSOs before the public, policymakers, and the media. Created by and for DSO CEOs, the ADSO focuses on providing valuable education, networking, collaboration and thought leadership opportunities to help members reach their goals while moving the industry forward.

### BENEFITS OF MEMBERSHIP

- ✓ Advocacy and representation at state and national levels
- ✓ Complimentary registration for select ADSO meetings and events
- ✓ Need-to-know news, DSO industry updates and best practices
- ✓ Member-only monthly webinars and trainings
- ✓ Opportunities to share and grow thought leadership
- ✓ Networking with DSO leaders, industry partners and future talent
- ✓ Multiple platforms for amplifying your organization's brand

### ADSO BY THE NUMBERS\*



95

DSO MEMBERS



11,000+

DENTISTS SUPPORTED



45%

YEAR-OVER-YEAR  
GROWTH IN DSO  
MEMBERSHIP



180

INDUSTRY PARTNERS



120+

MEETINGS & EVENTS



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\*Accurate as of March 9, 2022.


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# Redefining patient experience through digital transformation with teledentistry

By MouthWatch Staff

Oral health provider Advantage Dental recently exceeded its 2021 goal of shifting 5 percent of appointments to teledentistry encounters. For 2022, Advantage is increasing its goal to shifting 7 percent of all appointments to teledentistry encounters.

Advantage Dental is comprised of 70-plus practices, more than 200 providers and more than 800 support employees throughout six states. Its network of practices provides care to more than a quarter of a million patients annually.

A key driver of a virtual-first care transformation is the patient experience.

According to Advantage Dental:

- Nearly 9 in 10 patients (86 percent) said they were satisfied with their overall teledentistry experience.
- 86 percent said they would use teledentistry again.
- 95 percent said they were “able to

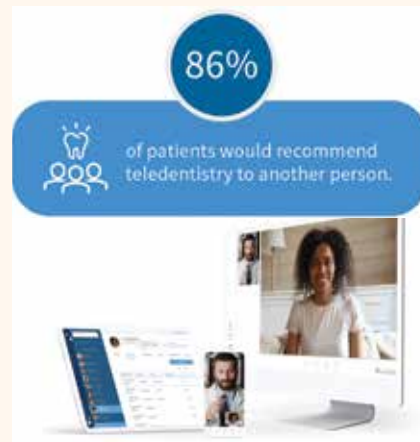


Photo and graphic/Provided by MouthWatch

speak freely with the dentist and ask questions” when they used teledentistry.

- 93 percent reported being able “to easily understand what the dentist told me about my concern.”
- 86 percent said they would recommend teledentistry to another person.

The most common procedures for the first post-teledentistry, in-person dental encounter during the 2021 rollout of teledentistry services at Advantage were:

- Periodic or comprehensive examinations: 56 percent
- Extractions: 9 percent
- Restorations: 6 percent
- Sealants: 3 percent
- Other: 26 percent

Reducing patient travel needs while also reducing in-office visit costs makes sense for both group practices and patients they serve.

More data from Advantage Dental:

- Seven in 10 patients had an in-person dental visit within a week of their teledentistry visit.
  - 69 percent reported their concern was taken care of during the teledentistry visit.
  - Nearly one-third (31 percent) reported they didn’t need in-office care following their teledentistry appointment.
- After the initial pilot phase, the pro-

## For more information

To learn more about teledentistry and how it might benefit your practice, go to [www.mouthwatch.com/talk](http://www.mouthwatch.com/talk) or stop by the MouthWatch booth, No. 117, during the ADSO Summit.



gram was expanded to include providers and office staff for a broad range of appointments, including preventative care, post-operative care, treatment plan presentation, specialist referrals and more.

The cost of treating patients with teledentistry as part of their care was 11 percent lower annually than that of dental patients seen exclusively in person.

## References


- <https://www.carequest.org/resource-library/patients-give-high-marks-their-teledentistry-experience>
- <https://www.carequest.org/system/files/CareQuest-Institute-Teledentistry-Effective-Tool-to-Triage-Patients-and-Save-Money-Report.pdf>


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Download Brief at [mouthwatch.com/real-results](https://mouthwatch.com/real-results)

# How to use your dental practice data to increase your treatment acceptance rate

By Henry Schein One Staff

You know that treatment acceptance is a key performance indicator (KPI) for your practice, but do you know why your patients accept, deny and/or follow through on treatment? With better data and analysis, you can analyze these trends and increase your treatment acceptance rate.

## The new era of data analysis

Analyzing data is the new norm for business. Its application to the healthcare industry — including dentistry — is helping improve treatment presentations and care delivery. To begin analyzing the data in your practice with a view toward improving treatment acceptance, consider the following questions:

- What is the ratio of treatment presentations to treatment acceptance?
- What trends can be observed rela-



Photo/Provided by Henry Schein One

tive to treatment that patients accept or choose not to accept?

- What can you learn and apply to better prepare for treatment presentations that lead to increased acceptance?

Once you have identified the practice data related to treatment and acceptance, you can then “drill-down” into data spe-

cifics, including the following:

- Patient information such as age, gender, general health and insurance. Compare this with appointment frequency, treatment acceptance and treatment follow-through.
- Date ranges where treatment acceptance is high or low.
- Seasonal or societal challenges that may skew data.
- Patient data relative to hygiene and restorative treatment. Hygiene reappointments can give you insight into who’s accepting treatment.

You’ll also want to learn from your team. They regularly hear feedback from patients. Gather that information and look for trends.

Finally, analyze patient reviews to determine what’s driving satisfaction and/or dissatisfaction.

With all this information, you can then begin to refine your treatment presentation for improved acceptance.

## For more information

To learn more about Jarvis Analytics, stop by the Henry Schein One booth, Nos. 505/509/511, during the ADSO Summit. To schedule a demo, go to [JarvisAnalytics.com](https://JarvisAnalytics.com).

## Easier access to data via an all-in-one dental dashboard

This process may seem overwhelming, or you may not feel comfortable identifying and analyzing the data in your practice. Software like Jarvis Analytics for Private Practices provides a dental dashboard that tracks the important metrics in your practice and helps you stay on track with your goals.

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