



Strategic Forecast Adopted October 2024

Mission: Help dentists succeed and support the advancement of the health of the public.

Vision: Empowering the dental profession to achieve optimal health for all.

Core Values:

- Commitment to members
- Integrity
- Excellence
- Commitment to the improvement of oral health
- Science/Evidence-based
- Diversity
- Inclusion

2024 STRATEGIC FORECAST: HIGH-LEVEL SUMMARY*

Direct to Dentist Desired Outcome: Increase interpersonal and digital connections with members, dental students, and future members over the next five years.

High-Level Goals:

- By 2030, 75% of all dentists are engaging with the ADA digitally and interpersonally.
- By 2030, 75% of all dentists consider the ADA as indispensable to their success and are professionally satisfied.
- By 2030, ADA's market share will be 70% of Generation Z and new dentists.

Tripartite Desired Outcomes:

- Achieve a stable and successful Tripartite.
- Promote Tripartite stability, success, and future growth.
- Align member value across the Tripartite.

High-Level Goals:

- By 2030, the Tripartite will achieve financial stability and operational efficiency across all three levels.
- By 2030, ADA members will receive consistent and equitable value, regardless of their location and practice modality.
- By 2030, ADA and interested affiliated dental organizations will align on areas of mutual interest.

Public Profession Desired Outcomes:

- Promote Healthy Behaviors.
- Increase and Improve Dental Coverage & Access.
- Support a Healthy, Well-Distributed, Skilled & Scoped Workforce.
- Drive Evidence-Based, Ethical Quality Care.

High-Level Goals:

- By 2030, at least 50% of the U.S. population should utilize oral health care.
- By 2030, the majority of clinicians are aware of new guidelines within 18 months of publication, and ADA and the ADA Forsyth Institute remain the leaders on research, guidelines, and standards for dentistry and oral health.
- By 2030, only 11.5% of daily calories are from added sugars consumed by people aged 2 years and over.
- By 2030, only 11.3% of children grades 6-12 report using any product containing nicotine in the past 30 days.
- By 2030, 77.1% of people served by community water systems will have optimally fluoridated water.
- By 2030, at least 80% of adolescents aged 13 through 15 years receive recommended doses of the HPV vaccine.

*To view the full adopted 2024 Strategic Forecast, please visit <https://www.ada.org/about/governance/strategic-forecasting>.