Dentistry is a diverse profession, composed of individuals who practice in many different environments. Despite that, we all have one thing in common. Everything we do ultimately impacts our patients. Our patients’ needs drive us to excel. For more than 30 years, my focus has been providing excellent care. I have had to adapt to changing practice dynamics, government regulations, third-party challenges, technological advancements and evolving patient expectations. I am just like you. We can shape the future or let the future shape us.

Our comfort is challenged by the rapidity of change around us.

The evolving demography of our society, instant communication accelerated by social media, new technologies offered to both the profession and the public, and the unrelenting increase in healthcare costs is driving change.

- Changing business models and environments
- Changing practice technology
- Changing patient demographics/expectations
- Challenges in workforce development
- Challenges surrounding healthcare costs
- Challenges with educational and practice debt

Successful adaptation requires vision. Creative solutions require building on a foundation we have worked hard to establish. Our members’ success and the future of this association will depend on our ability to be visionary and design innovations that address today’s realities while upholding our core values.
Daniel Klemmedson DDS, MD for ADA President-Elect 2019

**CONFRONTING THE CHALLENGE**

The practice of dentistry, as we have known it, is facing some significant disruptors:

- Expanding connections between oral and systemic health
- Improving collaboration between dental and medical professions
- Changing reimbursement mechanisms
- Alternative workforce models
- Initiatives to include a dental benefit in Medicare

Our members expect the ADA to evaluate, address, and influence issues. My experience in both dentistry and medicine gives me a unique perspective to lead as we confront these challenges. By focusing on the future, I can avoid being simply reactive and propose pragmatic strategies that respect our core values and help our members thrive in a changing environment. As the owner of a private practice, I respect the importance of preserving a dentist-directed delivery system and will advocate for solutions that will help dentists succeed and thrive.

**MY PRIORITIES**

1. **Preserve our values:** The dentist-led oral health care team delivers efficiency, quality, and predictable outcomes. A sound doctor-patient relationship is the basis on which health maintenance is built. These principles must be preserved at all cost.

2. **Prepare for the future:** Diagnostic, operative and laboratory technology, dental materials, pharmaceuticals, clinical and administrative records, communication, reimbursement methodologies, and patient expectations are constantly changing. We have to imagine the future and stay ahead of the curve.

3. **Prioritize our members:** Resources that only the ADA can provide should be directed at optimizing the clinical, administrative, regulatory, and reimbursement environments our members practice in. ADA advocacy, Standards, the Practice Institute, dental benefits advocacy, the Dental Quality Alliance, the Healthy Policy Institute and ADA Science cannot be duplicated by others. Our focus should be on what we do best.

4. **Provide for our patients:** Without patients, we do not exist. As healthcare professionals, we are granted unique opportunities to help patients reduce disease, improve function and enhance esthetics. The professionalism with which we provide this care is emblematic of dentistry and must be supported and maintained.

**Dentistry is at a crossroads. We can struggle to keep the status quo, or we can work together to make the necessary changes to strengthen our profession for the future.**
PROFESSIONAL GROWTH IN A SEA OF CHANGE

Daniel Klemmedson DDS, MD for ADA President-Elect 2019

OUR ENVIRONMENT

ADA CONSTITUTION
The object of this Association shall be to encourage the improvement of the health of the public and to promote the art and science of dentistry.

ADA MISSION
Helping all members succeed

ADA VISION
Empowering dental professionals to achieve optimal health for all

1960s
- Medicaid/Medicare and DDPA created
- High-speed handpiece introduced

1970s
- 15% of dental students are women

1980s
- Clinical Trials Investigator - Cranial Pain Research
- 1983-1986: MD, University of Southern California School of Medicine
- 1980-1983: Oral & Maxillofacial Surgery (OMS) Residency, USC Medical Center
- 1976-1980: DDS, University of Southern California School of Dentistry

1986-2003:
- Decision to pursue dentistry
- 1986-present:
  - Arizona Dental Association Leadership
  - President 2005
  - Speaker of the House
  - AAOMS Political Action Committee
  - Private practice OMS

1986-present:
- ADA buys building in Washington, DC to exercise advocacy
- ADA Health Foundation receives first royalty payment for use of patent on composite material

1990s
- 1987: ADA Commission on the Young Professional formed (later becomes New Dentist Committee)
- HIPAA, OSHA, S-CHIP, Dental PPOs
- “Midlevela” DHAT introduced

2000s
- 1990-present:
  - Attending OMS, Children’s Clinics (cleft lip and palate)
- “Midlevels”
- DHAT introduced

2010s
- 2004-present (ADA):
  - District 14 Trustee (2015-present)
  - Council on Dental Benefit Plans
  - Strategic Planning Committee
  - Standing Committees: Governance, Audit
  - Liaison: CSA, CAAP
  - DQA
  - ADA Foundation

2013 Action for Dental Health: Dentists Making a Difference

CHALLENGES & OPPORTUNITIES

- Escalating regulatory burden:
  - Sec. 1557
  - Amalgam separators
  - PMP/opioids
  - Medicaid audits
  - Medicare Part D

- Medicaid/Medicare and DDPA created
- High-speed handpiece introduced
- ERISA exemptions Fee for Service
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