

Focused on Your Future

Here are several ways that ADA membership supports you:

- Amplify your voice before Congress and regulatory agencies. ADA.org/advocacy
- Stay on top of the latest in dental research, practice and issues affecting the profession with *JADA* and *ADA News*.
- Manage your career, expand your knowledge and balance your life with the ADA Center for Professional Success. Success.ADA.org
- Access the entire ADA CE Online course library for one year for one flat member-only fee with the ADA CE Online Loyalty Program. ADACEonline.org
- Protect yourself, your family and your practice with ADA Members Insurance Plans. Insurance.ADA.org
- From customized patient-education brochures to smartphone apps the ADA Catalog provides a wealth of resources to improve a dentist's professional life— with significant discounts for members. Catalog.ADA.org
- ADA 2015 – America's Dental Meeting is November 5-10 in Washington, D.C., bringing together leaders in practice, research, academics and industry to present more than 250 CE courses. ADA.org/meeting

Advocating for the profession, educating the public

Government decisions about oral health care should only be made with the advice and input from dentistry, and the ADA has a dedicated staff of more than 20 in its Washington office, while another five in Chicago provide support to advocacy efforts at the state level through the state dental societies. The ADA advocates for the passage of many bills and regulations, while also working to prevent harmful ones to become law, which can directly impact our members' practices and patients.

Just as important to protecting the future of the profession is educating the public — in 2012 the ADA joined with the Partnership for Healthy Mouths, Healthy Lives coalition and the Ad Council on a three-year oral health literacy campaign to educate parents about the value of good oral health for their children. The ADA also launched MouthHealthy.org, a consumer website that includes a symptom checker, A-Z topics, ADA Seal of Acceptance products, content organized by life stages, tips and activities to build awareness and make oral health care fun, as well as Find-a-Dentist functionality.

Most recently, the ADA launched the Action for Dental Health: Dentists Making a Difference, a nationwide, community-based movement focused on ending the dental health crisis facing America today. The initiative aims to provide care now to people who suffer from untreated dental disease, to strengthen and expand the public/private safety net and to bring disease prevention and education into communities.

Enhancing patient care through a commitment to science

- The ADA Center for Evidence-Based Dentistry (ebd.ada.org) offers a practical approach to integrating evidence into patient care, helping to improve patient care by integrating three important aspects of clinical practice: 1. A dentist's expertise; 2. A patient's needs and preferences; and 3. The best available scientific evidence.
- The ADA Seal of Acceptance is recognized by a majority of Americans as a symbol of the safety and effectiveness of consumer dental products.
- The ADA Foundation continues to fund and support breakthrough projects at the Dr. Anthony Volpe Research Center where basic research leads to novel biomaterials and therapies.
- *The Journal of the American Dental Association* (JADA) is the ADA's award-winning, peer-reviewed journal, publishing cutting-edge research and clinical information every month.
- Through comprehensive analysis, the ADA establishes baseline standards and technical recommendations for almost every tool in modern dentistry, from radiographic systems to sealants to manual toothbrushes.

ADA members experience more value with membership at the state and local levels

The strength and the value of the ADA is not in the national association alone: the state and local dental societies play an equally important role. Membership at the state and local levels provides great opportunities to network with nearby colleagues. The power of three levels, working together, increases the relevance, benefits and impact of the American Dental Association.

Visit [ADA.org/belong](https://ada.org/belong) to learn more