

Dental/DSO Industry Newsletter

Dental/DSO Industry Market Intelligence

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CALENDAR OF EVENTS

Southwest Dental Conference

AUGUST 22–23, 2025

Dallas, Texas (*Registration is now open*)

The annual Southwest Dental Conference is the premier dental conference in the southwest, hosted by Dallas County Dental Society. The event features superior education and CE opportunities, exceptional speakers discussing the latest in the dental community and an Exhibit Hall featuring the most advanced dental equipment and technology.

For more information, please click [here](#).

The Dental Festival

AUGUST 21–23, 2025

Delray Beach, Florida

The Dental Festival seeks to revolutionize dental education and networking by providing an immersive, festival-like experience for dental professionals where it aims to foster professional growth, collaboration, and a sense of celebration within the dental industry.

For more information, please click [here](#).

AADOM25 Conference

SEPTEMBER 4–6, 2025

Kalahari Resort, Round Rock, Texas

The AADOM25 Conference features over three days of dental office management training, networking and industry-led education. Attendees can join pre-conference workshops, keynote sessions, and hands-on learning opportunities, with CE credits available throughout. Highlights include a charity event, exhibitor networking, the WILD 20th Anniversary Bash and multiple award presentations.

For more information, please click [here](#).

DentalForum USA Fall 2025

SEPTEMBER 15–17, 2025

The Omni Frisco Hotel at The Star in Dallas, Texas

DentalForum USA is an event series tailored specifically for DSOs, group practices, and dental industry vendors. It is designed to foster business growth, networking, and partnerships through a unique format of pre-scheduled, one-to-one meetings, conference sessions, and peer networking. The event is focused on an audience of senior executives and decision makers from leading and emerging DSOs, group practices, and dental suppliers, and includes high-level networking in a luxury setting, with social events designed to foster lasting business relationships.

For more information, please click [here](#).

Annual Mid-Continent Dental Conference

SEPTEMBER 25–26, 2025

St. Louis, Missouri

MCDC features a two-day trade show along with lectures, workshops, special events, and the newest products and technology in dentistry.

For more information, please click [here](#).

Future of Dentistry Roundtable

SEPTEMBER 29–30, 2025

Chicago

This event will draw both large and small DSOs, which are growing alongside thriving independent dental practices, while private equity is taking notice. There is a huge potential for dental innovation and improving patient care. The event includes 90 Elite speakers and 28 educational sessions which will discuss strategies for success and best leveraging these improvements.

For more information, please click [here](#).

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CALENDAR OF EVENTS (cont'd)

SmileCon 2025

OCTOBER 22–25, 2025

Walter E. Washington Convention Center,
Washington, D.C.

SmileCon features continuing education courses, hands-on activities, and a bustling exhibit hall, Dental Central, open each day. Highlights include the Changemakers Celebration, Friday Night Fest, and the DC Dental Society Symposium for Licensure.

For more information, please click [here](#).

Dental Leadership Summit 2025

OCTOBER 23–25, 2025

The Grand America Hotel, Salt Lake City, Utah

The Dental Leadership Summit 2025 (formerly the DSO Leadership Summit) is a premier event for dental industry leaders, DSOs, group practice owners, and innovators. It celebrates its 10th anniversary in 2025 and is recognized as a top education and networking event for the group dentistry sector.

For more information, please click [here](#).

Greater New York Dental Meeting

NOVEMBER 28 – DECEMBER 3, 2025

New York

The 101st Annual Greater New York Dental Meeting invites attendees to participate in one of the largest Dental Congresses in the world. At the 2024 Meeting, the conference hosted over 37,631 dental professionals, including:

Dentists – 13,470

Dental Assistants – 2,200

Dental Hygienists – 2,226

International Countries – 148

For more information, please click [here](#).



Please contact us if you would like to post information regarding our upcoming events or if you'd like to guest author an article for this newsletter.

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INDUSTRY SPOTLIGHT

Interview with Angelina Campin Associate, Benesch Healthcare+

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Tell us about your path to practicing law and how you became involved in the dental industry.

Before starting my legal career, I worked in healthcare administration with a focus on dental practices, where I was involved in business consulting, insurance and patient billing, as well as employee training and integration. My husband owns three practices in the Chicagoland area, and when we first met, he had a single location. Together, we grew the business through acquiring and merging other practices.

Being closely involved in those transactions—and seeing firsthand how attorneys navigated the legal and business complexities—sparked my interest in pursuing law. That experience gave me a unique perspective: I understand both the operational and legal sides of running and transitioning a dental practice.

What do you enjoy most about working with dental clients?

What I enjoy most about working with dental clients is that, for many of them, their practice is truly their life's work. They've often spent decades building a business that reflects their personal values, professional skills, and relationships with patients. When I represent a dentist—whether they're selling to private equity, transitioning to a partner, or planning succession—it's not just a business transaction; it's a pivotal moment in their life.

In many cases, the sale of a dental practice functions like a form of estate planning—it's the nest egg that will fund their family's future. I find it incredibly fulfilling to guide them through a process that can be both exciting and overwhelming, making sure their hard work translates into lasting security and opportunity. Being able to collaborate with them at that intersection of law, finance, and personal legacy is one of the most rewarding parts of my practice.

What trends or challenges are you seeing in the dental industry right now? What should clients be keeping an eye on?

We're still seeing strong private equity activity in the dental space both on the buy side and sell side. Valuations remain competitive, but there's increased scrutiny in EBITDA calculations, including around adjustments like nonrecurring expenses—which can actually be a value-add by an attorney in negotiating practice value on the sell side. Dentists considering selling their practices should ensure organized bookkeeping and regulatory compliance early on due to this increased diligence.

Additionally, we are seeing more and more regulation over healthcare private equity transactions—especially in the form of material transaction notifications, which involve the state regulatory boards and attorney generals' offices in approval of certain transactions. With increased regulatory review, there is another factor for consideration prior to entering into a transaction.

From a general counsel perspective, staffing for practices still remains challenging in a post-COVID world, so retention strategies for staff and associates are of utmost importance.

What's something clients might be surprised to learn about your background or perspective?

The insight that I have from my first-hand experience in seeing how a dental business operates day-to-day—the staffing challenges, payer issues, and operational realities—is usually surprising to clients. I can speak both the legal language and the language of the practice owner, which allows me to anticipate issues and communicate clearly in a way that other attorneys may not.

Just for fun—what's your favorite movie, TV show, book, or vacation destination?

Hard to decide an all time favorite, but my current favorite TV show is Hacks.

KEY FINDINGS

The 2025 Budget Reconciliation Bill includes significant implications for dentists and the broader dental workforce

While the ADA and other dental advocacy groups have expressed support for some tax-related provisions in the “One Beautiful Bill Act,” it has also expressed strong concern over Medicaid cuts and student loan changes that could negatively impact providers as well as patients.

While the final reconciliation bill includes some tax relief for dental practices, it also contains provisions threatening access to dental care and placing new financial barriers for prospective and current dental professionals through changes to Medicaid and student loans.

The final bill restores the pass-through entity tax deduction, crucial for small business dentists and prevents a nearly 5% tax increase on dental practices, which the ADA has expressed [support](#) for. The original House version would have [eliminated](#) this deduction, disproportionately impacting the roughly 90% of dental practices that operate as pass-through entities, like [S corporations](#) or partnerships. Dentists, together with organized dental groups, advocated for restoring this deduction to avoid higher tax burdens and potential practice closures, particularly in rural and underserved areas. The bill also [includes](#) a permanent 20% small business income deduction, 100% bonus depreciation, and a \$40,000 individual state and local tax deduction.

The bill makes [deep cuts](#) to the Medicaid program and introduces policies such as work requirements and caps on funding mechanisms, which threaten to [reduce access](#) to oral health care, especially for low-income families and individuals in rural areas. This could lead states to roll back adult dental benefits, undermining access to dental care for an estimated 12 million people who could lose coverage, which affects patients, as well as providers’ sustainability.

The bill also [eliminates](#) the GradPLUS loan program and caps lifetime financial aid amounts for undergraduate and professional school students, including dental students. This restriction on loan repayment options imposes new barriers for current and future dental students, raising [concerns](#) about exacerbating dental workforce shortages, especially in rural and underserved communities. The final Senate text removed a provision that would have allowed physicians and dentists to count residency training years toward student loan payment deferral, further limiting relief for new dental professionals.

Sources: ADA News, IRS, AAO, Decisions in Dentistry, CareQuest Institute, American’s Pediatric Dentists

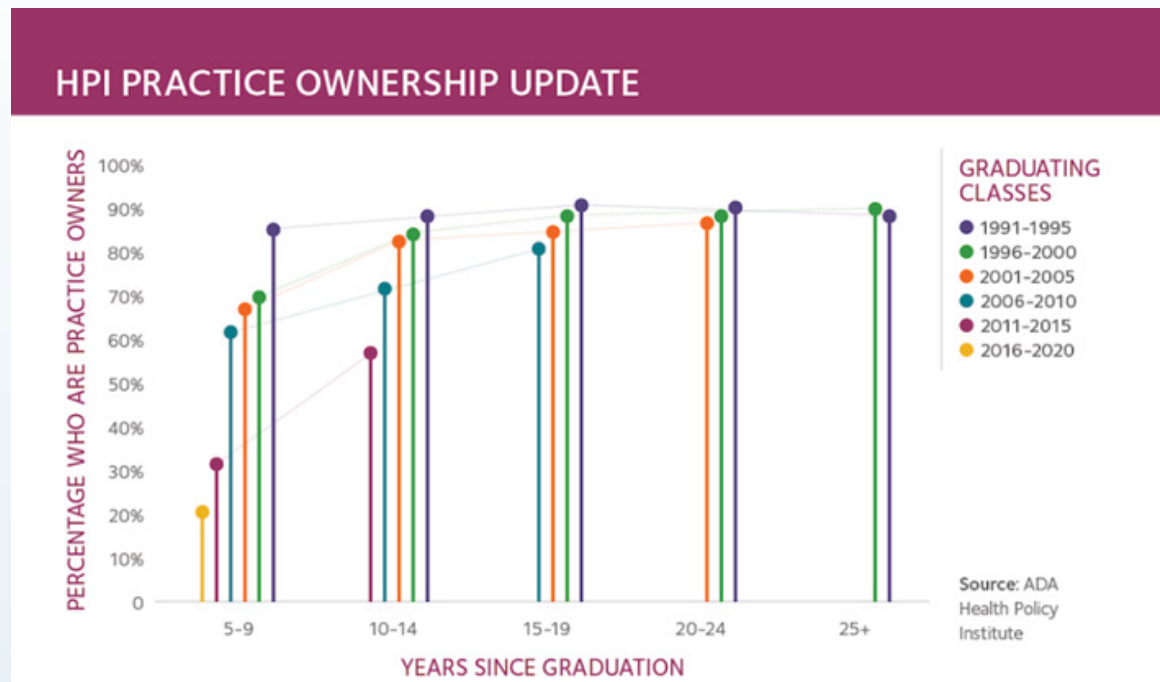
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KEY FINDINGS (cont'd)

Declining early-career dental practice ownership accelerates as more young dentists delay buying practices, shift toward DSOs

The industry is seeing growing corporate consolidation, while independent buyers are driving market activity

The ADA Health Policy Institute's (HPI) recent [research](#) highlights a significant shift in dental practice ownership trends, especially among early-career dentists. While the majority of older dentists who graduated before 2010 became practice owners early in their careers, ownership among new graduates has been notably delayed. Only 21% of those who graduated between 2016 and 2020 owned practices within three to seven years of graduating, compared to over 60% of earlier graduates at similar career points. This suggests a changing landscape where younger dentists are postponing ownership rather than foregoing it altogether.



As dentists move further into their careers, ownership rates tend to converge across generations. Although ownership at the 10-14 year mark continues to reflect a generational decline—with just 58% of 2011-15 graduates owning practices compared to over 80% of those from the 1990s and early 2000s—this trend diminishes at the 15-19 year stage. At that point, ownership rates even out, illustrating that many dentists do eventually transition into ownership, albeit on a delayed timeline. According to HPI, this marks a shift in when, rather than if, dentists become practice owners.

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KEY FINDINGS (cont'd)

Several contributing factors may explain this delay. The HPI brief notes that rising educational debt, changing personal priorities like work-life balance, and demographics have all influenced younger dentists' willingness or ability to pursue ownership early. Additionally, the period around 2011 appears to be a key turning point, potentially affected by the expansion of dental school enrollment and the opening of 15 new dental schools. These changes may have introduced a new generation of graduates with different expectations about career paths within dentistry.

Gender disparities also stand out in the data, with women consistently less likely to own practices across all stages of their careers. This is especially true in the early years, where their ownership rates are about 16 percentage points lower than those of men. However, the declining early-career ownership trend is present for male dentists as well, underlining that this is a broader generational shift rather than one confined to a specific demographic. Ultimately, HPI concludes that most dentists still aspire to become practice owners; the timeline has simply extended into mid- and late-career stages.

According to a 2022 [report](#) from the Dental Tribune, which looked at HPI data, steady growth in DSOs was found to be contributing to a decline in the rates of practice ownership. In 2017, 8.8% of dentists were affiliated with a DSO and this increased to 10.4% in 2019. Citing research conducted by the American Dental Education Association (ADEA), Dr Vujcic stated that 30% of dentists who graduated in 2020 said that they planned to join a DSO, up from 12% in 2015.

Private ownership poses a unique set of [challenges](#) for dentists, and research suggests that only 7% of dentists are well-trained in business, whether they start their own practices or buy an already established practice.



Sources: ADA News, ADA Health Policy Institute's (HPI), Dental Tribune, Dental Claims Support

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KEY FINDINGS (cont'd)

ADA raises concerns on insurance-owned dental practices

The organization seeks to protect clinical autonomy and patient care amidst the recent acquisition

Delta Dental of Wisconsin (DDWI), a major insurance provider, [acquired](#) the Cherry Tree Dental chain, sparking [concern](#) among professional dental organizations, most notably the American Dental Association (ADA) and the Wisconsin Dental Association. The core issue centers around the potential conflict of interest that arises when an insurer becomes both the payer and provider of dental care. Such consolidation, the ADA argues, may lead to situations where patient treatment options are constrained by insurance company priorities, favoring what's most cost-effective over what's clinically optimal for individual patients.

The ADA contends that these types of acquisitions, if they become common, could fundamentally alter the landscape of dental care. They warn that insurers, facing pressure to maximize profit and minimize costs, might compromise the quality and diversity of treatments available to patients. The organization emphasizes its longstanding advocacy for dentist-owned practices, citing the belief that dentists, rather than insurers, are better positioned to safeguard patient interests and uphold high clinical standards.

In response to concerns, Delta Dental of Wisconsin pledged that Cherry Tree Dental will continue operating independently, with separate leadership and no interference in care decisions. DDWI also announced intentions to expand access to dental care in rural and underserved areas, and to return practice ownership to in-state management after prior private equity ownership. Despite these assurances, the ADA remains [focused](#) on ensuring legal and regulatory oversight and seeking further transparency about the exact nature of the acquisition and its long-term implications.

As of now, the ADA is actively [investigating](#) the legal, clinical, and ethical ramifications of the DDWI-Cherry Tree Dental deal. The association underscored its commitment to monitoring the situation closely, advocating for dentist-led practices, and protecting the patient-dentist relationship from the pressures and priorities of insurance-driven health care consolidation.

Sources: Becker's Dental & DSO Review, American Dental Association (ADA), Wisconsin Dental Association, Dentistry IQ.

GENERAL DENTISTRY NEWS

Connecticut Gov. signs bill to maintain existing fluoride levels

Connecticut Governor Ned Lamont signed a law requiring public water systems to maintain fluoride at 0.7 mg/L, matching the current HHS recommendation. Previously, the state's standard was tied to whatever HHS recommended; now, the 0.7 mg/L level is specifically codified in state law, effective immediately. Local medical organizations, including the Connecticut State Dental Association, praised the legislation.

Source: State of Connecticut

Related: [CT community health centers may restore dental care after state budget boost to Medicare rates](#), CT Insider, July 15, 2025

ADA releases 'Fluoridation Facts' e-book to counter misinformation

The free e-book can be accessed by ADA members and is designed to counter misinformation about fluoride and community water fluoridation. Drawing on 80 years of research and practical experience, the guide adopts a question-and-answer format to address common concerns about the effectiveness, safety, practices, public policy, and cost of water fluoridation. It aims to help dentists, policymakers, and the general public make informed decisions by presenting the most current scientific evidence supporting water fluoridation as a safe and effective public health measure to prevent tooth decay.

Source: ADA News

Institute to Guide Dental Safety launches ADS Institute

The Association for Dental Safety (ADS) launched the ADS Institute for Dental Safety and Science to lead national dental infection control efforts following the CDC's Division of Oral Health closure. Chaired by Eve Cuny, the Institute will update and disseminate guidelines to ensure safe oral healthcare across the U.S. ADS has a 41-year history of advancing infection prevention and patient safety, including impactful responses to waterline contamination and COVID-19. The Institute plans to develop updated guidelines, training programs, and new safety initiatives with broad support from dental and public health organizations.

Source: Dentistry Today

Real estate syndication considerations for dentists

Centra Capital Partners founder, Dale Wills, suggests Dentists can invest in real estate passively without sacrificing time from their practice by leveraging real estate syndications. This allows them to pool capital with other investors and have sponsors manage the project. The benefits of syndication include passive income, tax advantages, inflation protection, and stable returns. He highlighted the 'built-to-sell' model where investments are made in developing single-family home communities in high-demand areas, then selling them. This approach typically allows for a quicker return of capital (1-4 years) compared to long-term rental holds. He urged that potential partnerships need to be carefully vetted early in the process.

Source: Dentistry Today

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GENERAL DENTISTRY NEWS (cont'd)

Guide to strategic marketing investment for dentists

In a sponsored article by DRMR, Dr. Mannina Rhode emphasized that every private dentist needs a dedicated, consistent marketing budget to attract ideal patients and to focus on preferred treatments. She argues that consistency in marketing efforts yields the best outcomes, not perfection. She outlines several marketing strategies that dental professionals can use for growth:

- **Social Media:** Hire assistants or marketing managers for regular posting on platforms like Instagram, TikTok, LinkedIn, and YouTube.
- **SEO Optimization:** Invest in both personal and clinic websites using targeted keywords for stronger online visibility.
- **Public Relations:** Work with PR firms to develop a recognized and reputable digital presence, attracting attention from AI platforms.
- **Online Advertising:** Use Google Ads for targeted local searches. Use Meta ads (Facebook/Instagram) for general reach, but remember that organic content often outperforms paid ads.
- **Regular Content Creation:** Commit to monthly professional filming or work with digitally skilled assistants to produce engaging material.
- **Authentic Online Presence:** Showcase expertise and clearly communicate why patients should choose your practice.
- **Sustained Investment:** Prioritize ongoing, predictable monthly marketing spend over occasional large campaigns.



Source: Dentistry

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GENERAL DENTISTRY NEWS (cont'd)

Howard University School of Dentistry Dean Andrea Jackson named Fellow of the Pierre Fauchard Academy

[Dr. Andrea Jackson](#), Dean of Howard University School of Dentistry, has been named a fellow of the prestigious Pierre Fauchard Academy, which honors fewer than 3% of dentists globally. The fellowship recognizes her over 30 years of service, leadership, and contributions to dental education and community health. Fellowship is granted through peer nomination, honoring excellence in dental research, literature, and public service. Jackson expressed gratitude for the honor, reaffirming her commitment to mentoring future professionals and advancing the dental field.

Source: Howard University

ADA says changes to CDT codes coming in 2026

CDT 2026 features 60 code changes, including 31 additions, 14 revisions, six deletions, and nine editorial updates, with major updates to anesthesia codes and new codes for saliva testing, cracked tooth assessment, and occlusal guard maintenance. The manual and its Coding Companion Kit (including e-books and an app) are now available for preorder and will start shipping on September 17, 2025. All new and revised codes will take effect January 1, 2026. The Coding Companion offers hundreds of coding FAQs and scenario examples.

Source: ADA News

DSO EXPANSION & CONSOLIDATION

Dental M&A, investment activity remains strong in June/July 2025

Between June and July 2025, the dental industry's M&A and investment activity, especially among DSOs, has remained robust, characterized by consolidation, expansion, and private equity investment. Some key transactions include:

- [Innovate 32](#), a new DSO based in Nashville, expanded through a [partnership](#) with Fort Bend Dental, adding five practices in the Houston area. Previously, they partnered with Nashville-based Gulch Dental Studio and Dental Haus Germantown.
- [Smile Partners USA](#) welcomed Dr. Kalil Abraham DDS, FAGD, FICOI and the team at Executive Dentistry, located in Dearborn, Michigan.

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DSO EXPANSION & CONSOLIDATION (cont'd)

- [PDS Health](#) added six new dental practices in June, including two in California, one in Idaho, one in Ohio, one in Nevada, and one in Colorado. The integrated healthcare support organization has demonstrated steady growth and continued expansion and now supports more than 1,000 offices in 24 states.
- [Aspen Dental](#) opened two offices, one in Matthews, N.C. and one in Newton, N.J., which are both led by practice owners.
- [Leading Edge Specialized Dentistry](#), a network of specialty dental practices, announced the acquisition of Main Line Periodontics & Dental Implants located in Bryn Mawr, Pennsylvania. Leading Edge Specialized Dentistry is part of the Dental365 family.
- [Heartland Dental](#) collaborated to open five de novos across four states, expanding the company's support to doctors in high-need communities located in Colorado, Oregon, Florida, and two in Texas.
- [SALT Dental Partners](#) welcomed SoCal Smiles Orthodontics & Pediatric Dentistry in Orange, California, Pediatric Dental Associates in Albany and Salem Oregon, and Sitwell Dental in New York.
- [OMS360](#) announced its expansion into Central Florida through a new partnership with Winter Haven Oral Surgery, an oral and maxillofacial surgery practice. With the addition of Winter Haven Oral Surgery, OMS360's partner network now spans across the states of Alabama, Florida, Georgia, Kentucky, Michigan, Pennsylvania, Tennessee, and Texas.

Source: Group Dentistry Now

Delta Dental Institute report showcases efforts to improve oral health in Maine, New Hampshire, Vermont

The report highlights the over \$119 million invested in oral health initiatives across all 50 U.S. states, Washington, D.C., and Puerto Rico in 2024. The report shows how 15 million people benefited from these investments, which focused on closing oral health gaps for older adults, veterans, and rural communities, while strengthening children's oral health education. These investments bring Delta Dental's total community contributions over the past 15 years to more than \$2.3 billion.

Source: Delta Dental Institute

U.S. Oral Surgery Management expands into Utah

U.S. Oral Surgery Management (USOSM), which provides administrative and operational support to top-tier surgical practices nationwide, expanded into Utah through a new partnership with Hopkin Oral Surgery, based in Salt Lake City. This marks USOSM's first collaboration in the state and brings their network to over 260 board-certified surgeons across 30 states. Led by Dr. Dustin J. Hopkin, the practice offers a wide range of oral and maxillofacial procedures and is known for its high standards of patient care.

Source: U.S. Oral Surgery Management

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OTHER DSO NEWS

Great Oak Investment Management executives join Dental Protection Group board

Dental Protection Group, a DSO that provides business and admin support to dental practices, has teamed up with Jesse F. Brookreson and Brian Trymbiski of Great Oak Investment Management at [Raymond James](#). Brookreson and Trymbiski bring experience in captive and reinsurance investment management, having guided financial strategies for various industries. Their expertise is expected to enhance DPG's mission to offer innovative financial solutions to dental practices and labs nationwide. DPG's leadership highlights the strategic value and credibility these professionals provide as the company expands. Great Oak's alignment with DPG is set to deliver institutional investment strategies and further promote financial security for dentists and dental labs through smart risk management and reinsurance structures.

Source: Dental Protection Group

PRIVATE EQUITY DEALS

North Carolina building housing Dentsply Sirona sells for \$71.5M

A North Carolina office tower leased to dental technology company Dentsply Sirona was sold for \$71.5 million. Ballantyne Tower is a 260,958-square-foot facility located on a 5.4-acre site in Charlotte, N.C. It is fully leased to Dentsply Sirona, Columbus McKinnon and SERC Reliability Corporation. SPX Flow sold the building to a joint venture between Estein USA and Vanderbilt Office Properties.

Source: connectcre.com

Q & M Dental secures majority stake in Aoxin

Singapore-based Q & M Dental Group increased its ownership in Aoxin Q & M Dental, a leading private dental healthcare provider based in Northern China, to a majority stake of approximately 53.21%. The move consolidates Q & M's control over Aoxin, aligning with its strategic goal to integrate and expand its dental operations. Q & M Dental Group is the largest private dental healthcare group in Singapore, established in 1996. It operates over 100 dental clinics, staffed by more than 270 dentists and specialists.

Source: Finimize

PARTNERSHIPS AND INNOVATION

VideaHealth unveils aligner, implant AI recommendations to help DSOs capture untapped treatment opportunities

VideaHealth introduced two new AI-powered features, OrthoAI and ImplantAI, to its VideaAI dental platform. These tools are designed to help DSOs and independent practices identify patients who are most likely to benefit from orthodontic aligners or dental implants based on routine dental X-rays. Benefits for practices include:

- **Increased Case Volume:** Clear AI-driven prompts result in more targeted scanning and higher acceptance rates for aligner and implant cases.
- **Optimized Resource Use:** Maximizes existing scanner investments and minimizes staff training needs by integrating recommendations directly into current workflows—no added steps or retraining required.
- **Care Standardization:** Ensures consistent, evidence-based recommendations across providers within a practice or organization

Source: VideaHealth

New study highlights gap in AI readiness among dental faculty members, students

The study explored the attitudes of dental faculty and students in Iran toward AI in dentistry. Using the Medical Artificial Intelligence Readiness Scale, researchers assessed AI readiness across domains like cognition, ability, insight, and ethics. Faculty members showed significantly higher AI readiness scores than students, with ethics being the highest-scoring domain for both groups. A student's university entrance exam rank was the only demographic factor linked to AI readiness. The findings highlight a gap in AI preparedness, underscoring the need for curriculum reform and faculty training to support AI integration in dental education and practice.

Source: BMC Medical Education

How Overjet is transforming dentistry, from diagnosis to payment

San Mateo, CA-based Overjet is establishing a new standard in dental care, using AI to make diagnoses more accurate, costs more predictable, and communication more trustworthy for patients, clinicians, and insurers. The company's journey highlights both the challenges and rewards of pioneering AI healthcare solutions, and signals a future where transparency and technology set the tone for dental care. Some key areas of focus include:

- **Accurate Disease Detection:** Overjet analyzes dental X-rays with precision and consistency, using advanced AI to help detect diseases like cavities and bone loss earlier and more reliably than traditional methods.

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PARTNERSHIPS AND INNOVATION (cont'd)

- **Patient Transparency and Trust:** The AI directly highlights problem areas on X-rays, quantifies disease severity, and makes findings understandable to patients. As a result, 85% of surveyed adults said seeing their diagnosis would boost their confidence, while 72% indicated they would be more likely to proceed with recommended treatment after reviewing AI-driven findings.
- **Addressing Patient Doubts:** An Overjet survey revealed only 55% of patients fully understood their diagnosis, and over a third felt pressured into unnecessary treatments. By providing visual proof and clear explanations, Overjet seeks to address this trust gap.

Source: Forbes

Researchers at McGill focus on innovation, using AI, VR to improve patients' experience

Researchers at McGill's Faculty of Dental Medicine and Oral Health Sciences are pioneering technologies like AI and virtual reality to transform dental and preventive care. Graduate student Sydnie Zuckerman is exploring genetic links between periodontal disease and colorectal cancer, aiming to uncover shared genes. Meanwhile, Pritha Bhasin is developing responsible AI models for pediatric dentistry, highlighting concerns about bias and data misapplication. With a strong focus on innovation, the Faculty is earning global recognition for advancing oral health research.

Source: McGill Reporter

STAFFING

Dental organizations adjust hiring strategies amid ongoing staffing challenges

Traditional dental hiring methods, like simply posting on job boards, are no longer effective in the current staffing crisis. Nearly all dentists report that it is extremely difficult to recruit hygienists and assistants, and high turnover is common. Next Level Practice argues that organizations do not need more applicants, but should focus on having a smarter, more systematic approach to recruitment. Key points and recommendations include:

- **Most hiring strategies fail because they are reactive:** practices wait for someone to leave, post a generic ad, and rush to fill the vacancy, often resulting in repeated turnover.
- **Effective hiring starts with defining the ideal candidate and role**—including what success looks like, key metrics, and personality traits that fit the practice's culture.

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STAFFING (cont'd)

- **Job ads should showcase the practice's values and culture to attract the right people**, not just anyone looking for a job.
- **Use a layered interview process that could include:** a brief values screening call, behavioral interview with scenario-based questions, team fit, or working interview to see real-world compatibility.
- **"Hire slow, fire fast":** Take time to ensure the right fit, but don't hesitate to let someone go if they're not meeting expectations. Consider a contract-to-hire period.

Successful practices have been known to have clear systems, strong leadership, and prioritize cultural fit and retention, not just filling seats.

Source: NextLevel Practice

Orthodontics practices could see negative staffing impacts from President Trump's tariff policies

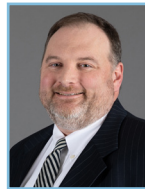
The orthodontics field is facing potential negative impacts from President Donald Trump's tariff policies, according to Dr. Barry Lyon. While growth had been expected in 2025 due to advances like AI diagnostics and clear aligners, tariffs on imported supplies—most of which come from China, Mexico, and Canada—could significantly raise operational costs for practices. Ongoing staffing challenges, such as rising dental assistant salaries, add to the financial pressure.

Source: Becker's Dental & DSO Review

For more information regarding our Dental Industry/DSO Practice, or if you would like to contribute to the newsletter, please contact:



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