DTA drives a stronger bottom line for companies supporting the oral care profession.
The Dental Trade Alliance (DTA) is a member-driven trade association of suppliers and service providers in the oral health industry with the common goal of driving market growth while improving the oral care of Americans. The organization provides information and resources as well as advocates on behalf of dental businesses throughout North America, with ties to the rest of the globe. With a dedication to oral health that reaches back to the 1800’s, the modern day DTA is committed to the success of its members and the industry at large.

Through a combination of business intelligence, education initiatives, legislative and regulatory advocacy, and industry-leading events, the DTA drives a stronger bottom line for companies supporting the oral care profession. The organization’s policy and advocacy efforts focus on maintaining a safe oral care environment while minimizing regulations so that the dental profession has access to innovative oral care technology and products.
DTA is an active and influential partner working on behalf of dental companies worldwide. As a legislative advocate, we work with consulting partners, lobbyists and key government agencies to ensure that crucial laws and regulations impacting our members are addressed with the health of the industry as a priority. It is our goal to successfully communicate the message that oral health is linked to systemic health, and healthcare legislation and advocacy should reflect that. We use our annual Washington Conference to help advance this agenda and get DTA members directly in front of members of Congress. We also focus on regulations with agencies like the Department of Commerce and the FDA, to streamline cumbersome processes and paperwork that may delay getting innovative and critical technology and products to the marketplace. Taking our regulatory focus to the next level, members have on-call access to a dedicated Regulatory Affairs Counsel to assist with all regulatory compliance needs and questions.

Some recent areas where we have made positive policy and regulatory impacts for our members include:

- 510(k) Submissions
- Unique Device Identifier (UDI) Guidelines
- California Proposition 65
- Economic Impact of Section 232 and 301 Tariffs on U.S. Industries
- European Union Medical Device Regulations (EU MDR)
- Drug Supply Chain Security Act (DSCSA) Guidance

The repeal of the Medical Device tax saved the industry **$100 million annually**
INDISPENSABLE RESOURCE FOR BUSINESS INTELLIGENCE

DTA understands accurate and timely market sales data and statistics are essential for members to make informed decisions that will increase and expand their business. Through our strategic partnerships, members receive discounts on Dental Business Intelligence Tools from our sales data partner, SDM Northcoast (based upon distribution sell-through information), and complimentary quarterly dental trends reports from Fluent (based upon insurance billed procedural information).

Working with its members and the Market Intelligence Committee, DTA strives to provide relevant data and research that will keep members informed about the market and positioned for greater success. Market research isn’t the only intelligence needed though. DTA provides DTAlerts as a weekly member benefit to help keep members informed of key industry news and developments, along with regular monitoring and issue-specific communications from the organization.
EDUCATION

Knowledge and professional development are key to successfully competing in today’s fast-changing business world. Whether you are new to dental, a seasoned professional, or an emerging leader in your company, these educational programs can augment your company’s new dental industry hire onboarding program. By offering a range of professional programs, DTA strives to provide courses that will help the dental trade professional succeed. Our educational offerings include:

MINI–DENTAL SCHOOL®
This program provides a 2-day hands-on clinical and didactic training in a 20-person classroom setting to better understand and appreciate the roles of the dental professional.

INTRODUCTION TO DENTISTRY ONLINE TRAINING
For those new to the industry or who have changed roles, these training modules provide employees with a complete dental education without ever leaving their desk.

WEBINARS
Regular and timely educational webinars provide members with valuable education on key relevant industry topics.

Over 500 Students have graduated from DTA’s Mini–Dental School®

dentaltradealliance.org
NETWORKING EVENTS AND INDUSTRY ACCESS

DTA recognizes the importance of providing timely and informative programming to ensure our members are aware of the trends and issues that are relevant to their businesses. The **DTA Annual Meeting** is recognized as the premier industry event providing top-notch educational programming and plenty of time to connect with the leaders of our industry. Throughout the year and around the country, DTA holds complimentary **Member-Wide Receptions** during Chicago Midwinter, CDA Anaheim, and GNYDM providing members with the opportunity to connect with other industry colleagues and business thought leaders.

**DTA Sponsored U.S. Pavilions** allow members to open the door to new dental markets at some of the world’s largest dental meetings including the International Dental Show (IDS) in Cologne, Germany. Pavilions often include lounges, translators, internet service, food, and beverages, as well as private meeting space. In addition, we offer on-site consultation about regulations and quality control.

**Over 80%**

of DTA Members take advantage of the US Pavilion Exhibit Hall at the IDS Meeting in Cologne.
AWARENESS CAMPAIGNS

As a trade association, it is our desire to support the oral health marketplace by providing resources and tools to position our members for success. A portion of our efforts are dedicated to promoting consumer awareness through Public Service Announcements and non-branded marketing campaigns. Through these communications efforts, we promote the importance of oral health in a variety of ways and make the materials easy to use, download and share. Our recent campaigns include:

In an effort to further its mission of ensuring a healthy smile for all, the Dental Trade Alliance Foundation plans a National Brush Day awareness and marketing campaign with targeted outreach to DTA members, partners, and clinicians every year on November 1st.

Nationalbrushday.com

Business case and research-based campaign highlighting the potential savings and positive impacts on overall healthcare costs when regular dental care is received. Request the full study at:

dentaltradealliance.org/page/ohcw

Dental health problems cause kids to miss 51 million hours of school per year and parents to miss 25 million hours of work per year. The Kids’ Healthy Mouths campaign educates and urges parents, children and caregivers the importance of brushing two minutes, twice a day.

2min2x.org

$29 Billion in annual healthcare costs could be saved if 60% of diabetics better managed their oral care
The DTA Foundation supports the DTA mission closer to the patient level, by annually funding scalable and replicable programs through grants and providing dental student scholarships to improve access and education. The Foundation’s mission is enable access to, empower personal ownership of, and increase utilization of oral healthcare. It is estimated that over 1.4 million people have been positively impacted by the DTA Foundation’s efforts thanks to the generous support of DTA member companies and company leaders.