



DENTAL TRADE ALLIANCE

***DTA drives a stronger bottom
line for companies supporting
the oral care profession.***

GET TO KNOW THE DENTAL TRADE ALLIANCE

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.



POWERFUL INFLUENCE ON POLICY AND REGULATIONS

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
- COVID-19 Federal Relief Funding
- Medical Device Excise Tax Repeal
- International Accreditation of Devices for Approval and Inspection

The repeal of the Medical Device tax
saved the industry

**\$50 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. Working with its members and the Market Data Committee, DTA strives to provide relevant data and research that will keep members informed about the market and positioned for greater success. Our market data program is a resource to our

members that is trusted for its accuracy and comprehensive view of the marketplace. 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

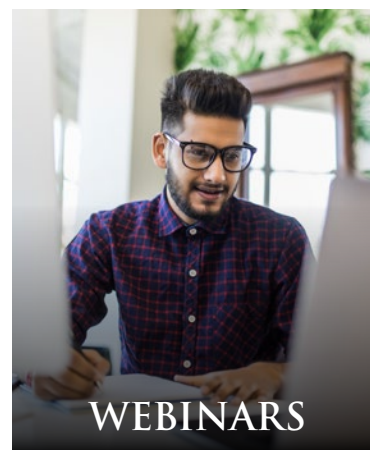
Knowledge and professional development are keys to successfully competing in today's fast changing business world, whether you are new to dental, a seasoned professional or an emerging leader in your company. By offering a range of professional programs, DTA strives to provide courses that will help the dental trade professional succeed. Our educational offerings include:



This program provides hands-on training in a 20-person classroom setting to better understand and appreciate the roles of the dental professional.



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.



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



Over 250 Students
have graduated from DTA's Mini-Dental School®

NATIONAL AND INTERNATIONAL EVENTS

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 offers a range of programs and events to meet the needs of its members.

DTA sponsors U.S. pavilions at international dental shows including the world's largest dental meeting, 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. DTA maintains US pavilions at several other international exhibitions including the Sino Dental Meeting in Beijing, China, the FDI Meeting (rotating international host cities) each September, and the Dentech China Meeting in Shanghai, China.



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:



Social media campaign composed of short videos promoting the importance of oral care and the safety of going to the dentist during the COVID-19 pandemic.

postsformypatients.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



DENTALTRADEALLIANCE.ORG

THE DTA FOUNDATION

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 to increase the access to and

utilization of oral health care by broadening the literacy of oral health's impact on overall health. 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.



OUR IMPACT ON ORAL HEALTH



1,406,177

Individuals



153,163

Families



13,855

**Oral Health
Professionals**



DENTAL TRADE ALLIANCE

4350 N. Fairfax Drive, Suite 650 Arlington, Virginia 22203 | t: 703.379.7755

dtanews

dental-trade-alliance

dtanews

DENTALTRADEALLIANCE.ORG