

Midlevel Practitioners Market Segmentation and Professional Fragmentation

ASDA District 11 Advocacy and Public Health Academy

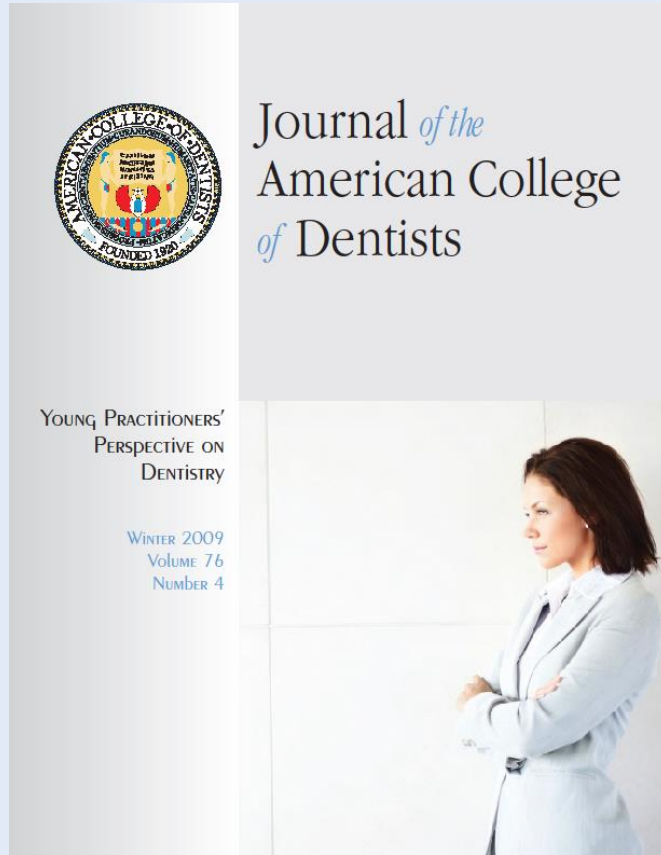
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Plan for Presentation



Who are MLPs and what do they represent to the profession?

How PSOs work

Fragmentation and market segmentation in dentistry

What does it mean for you?

Who Are Midlevel Providers?

MLPs, therapists vs independent practitioners

Scope of practice and certification by jurisdiction

General supervision

Clients, generally underserved

Liability and billing



Examples

Alaska Tribal Health System Dental Health Aide Therapist (DHAT)

Screening, preventive, restorations, extractions, education, referrals

Two years of training, multiple categories

General supervision, by standing order as certified

Limited to tribal lands

Minnesota, Colorado, Oregon, California

Issues

Diagnosis – treatment in patients’ best interest

Technical performance – indistinguishable

2010 Wetterhall Research Triangle study

Forsyth Institute EFTA program

Control – billing, supervision, patient competition

Economic – limited viability

Community health outcomes – unknown

<http://www.rti.org/sites/default/files/resources/alaskadhatprogramevaluationfinal102510.pdf>

Total deficiencies on several samples of restorations:

Therapist 5 2 1 0 2 10

Dentist 2 0 1 6 2 11

Politics

Popular sentiment among dentists against
concept – safety

ADA policy ? Historically, denial

ADHA policy seek expanded role on path toward
independence

Public policy organizations – study

Corporate – an opening

<http://www.texaspolicy.com/library/doclib/Policy-Brief-Dental-Therapy-North-Dakota.pdf>

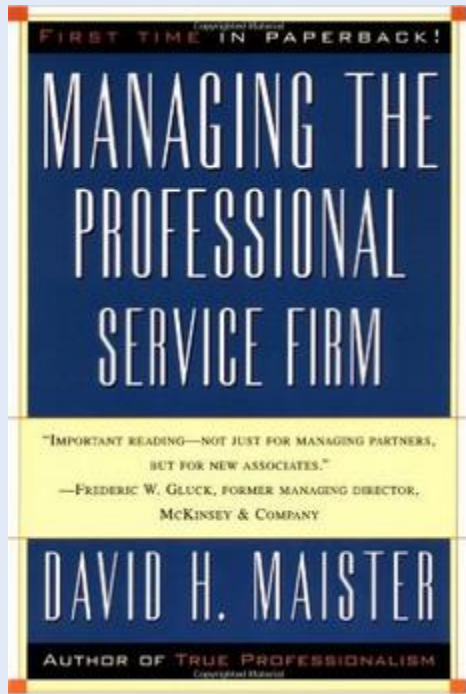
The Backstory

The profession is showing signs of coming apart

Dentistry is increasingly vertical

Markets are increasingly segmented





How to Succeed in Dentistry

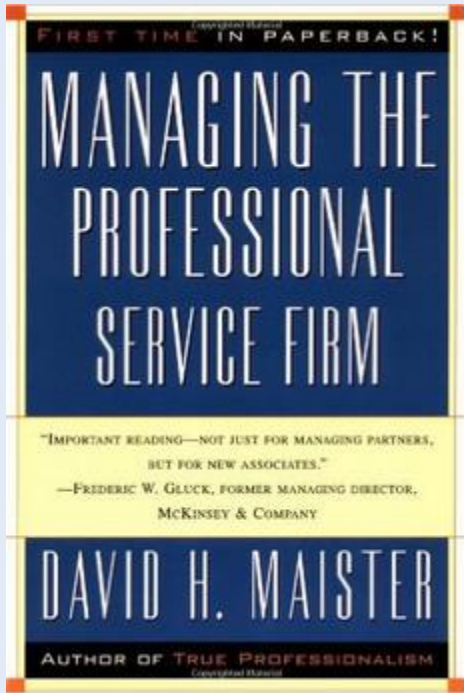
When there are . . .

Limited economies of scale

Most value added is high-level
expertise

Transactions are customized, personal,
and immediate

The practitioner is the essential unit of
productivity



How to Succeed in Dentistry

1. Delegate as much as possible as low as is consistent with minimal acceptable quality
2. Pick better clients
3. (Regulate the market like heck)