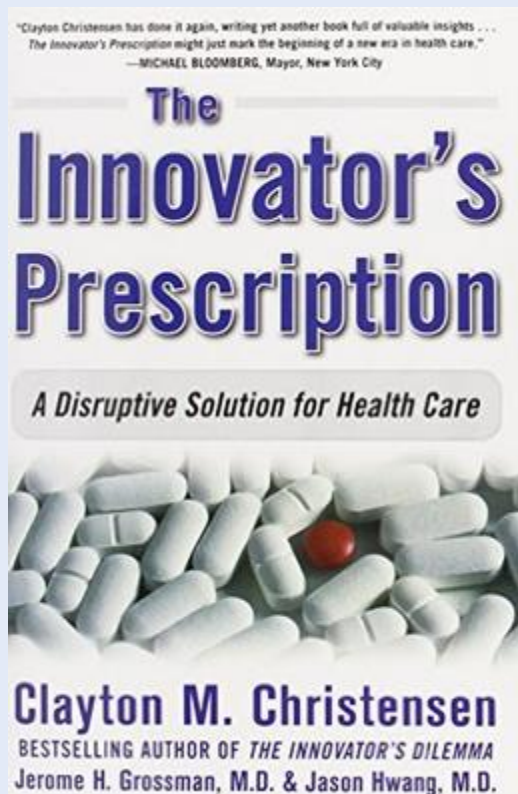


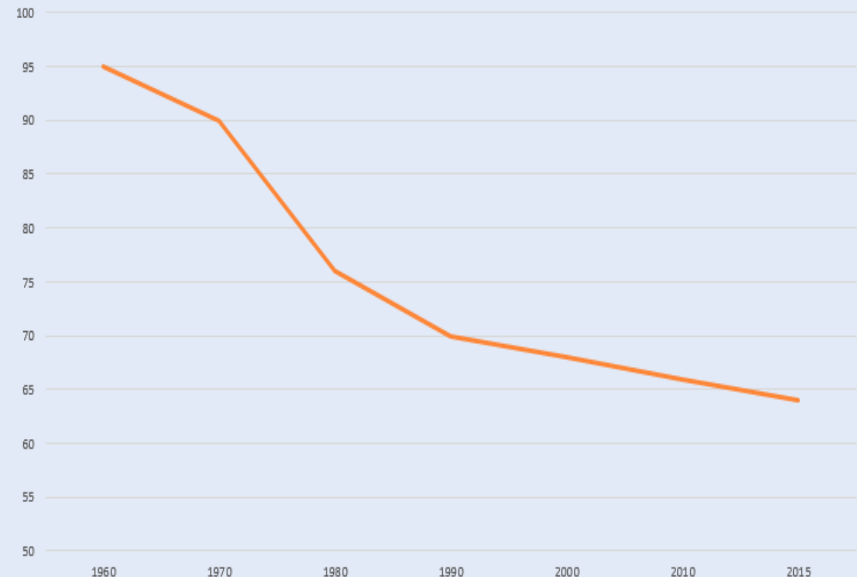
Responses to PSO Misalignment

Disruptive Technology



Regulatory Rearguard Action

ADA Membership as a Percentage of Active Dentists



How Do Dentists Define Themselves?

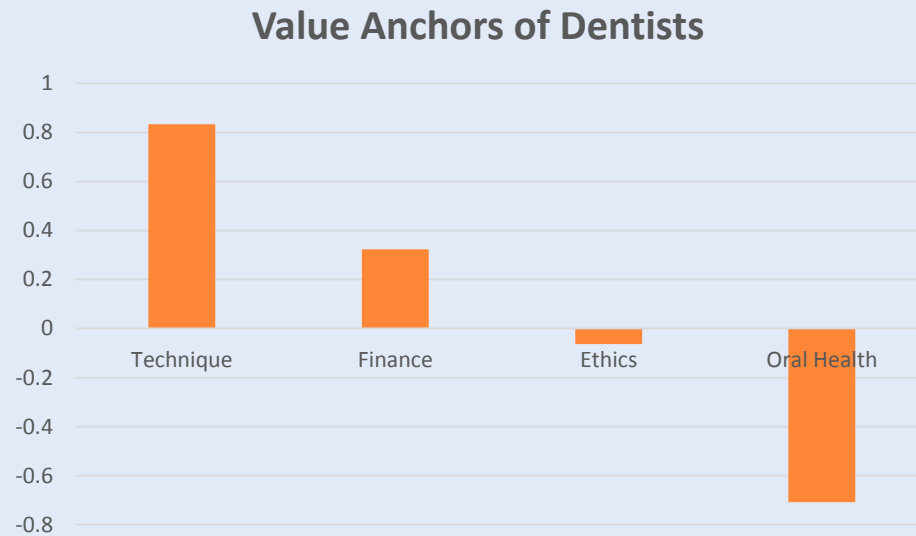
Ethics

Finances

Oral Health

Technique

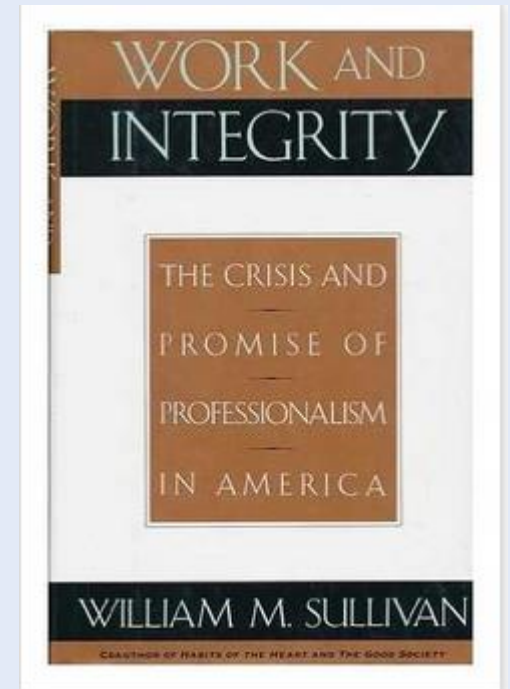
How Do Dentists Define Themselves?



Chambers, D. W. Do patients and dentists see ethics the same way? *Journal of the American College of Dentists*, 2015, 82 (2), 31-47.

The Technique Trap

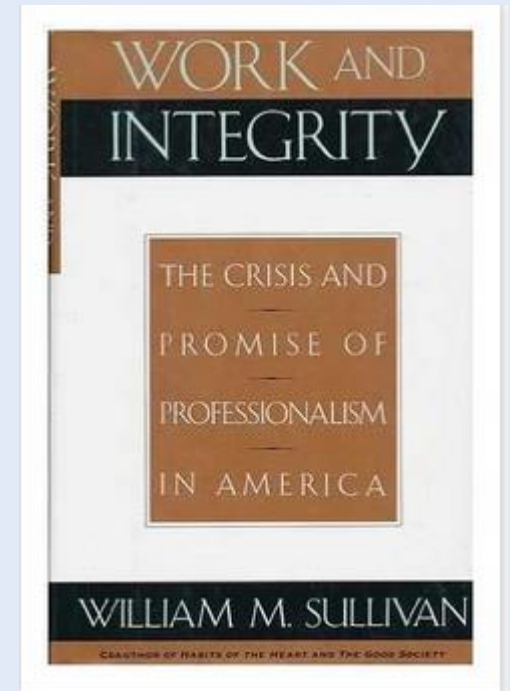
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The Technique Trap

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If dentistry is defined as billable procedures, nondentists and patients will create such a market.

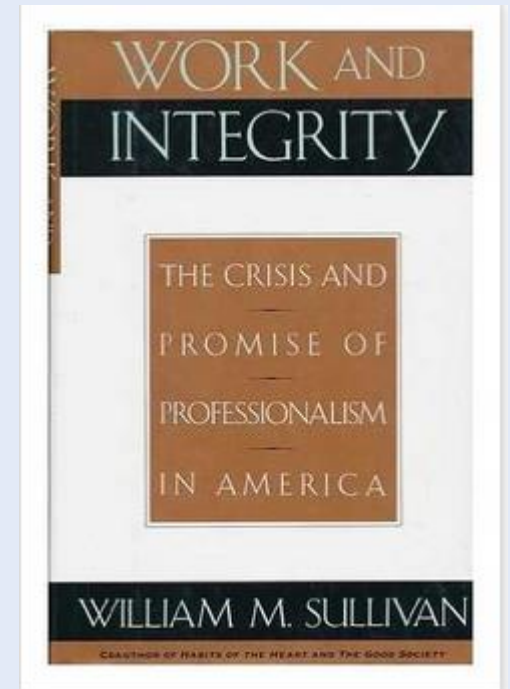


The Technique Trap

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The MLP of the future may have a DDS



Who Will You Become?

Clever Follower
or
Leader

Great Job
or
Professional



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FROM PRACTICE

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American College
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Midlevel Practitioners Market Segmentation and Professional Fragmentation

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