



Workforce Challenges, Emerging AI Technologies Take Top Billing on Day #3 of 2024 ADSO Summit: Dentistry's Main Event

Denver, Colo. (June 14, 2024) – On the final full day of the Association of Dental Support Organizations (ADSO) 13th Annual Summit 2024: Dentistry's Main Event, industry-wide workforce challenges and emerging AI technologies took top billing as attendees learned best practices on managing employee dynamics and heard from experts on how AI will shape the future of dentistry.

The day's "Generational Jeopardy" keynote by entrepreneur and author Ryan Vet took attendees on a deep dive into the intricate dance of generational dynamics within the workplace, offering advice on leveraging adaptability and innovation to turn generational diversity into a strategic advantage. At a time when workforce challenges continue to be a top issue for DSOs, the presentation proved especially compelling, with tips on bridging communication gaps and enhancing collaboration across ages – from the Silent Generation to Gen Alpha.

Attendees also heard from industry leaders on emerging AI technologies – including AI-supported diagnostics to enhance treatment planning; using AI to streamline administrative tasks and free up valuable time for patient care; and incorporating AI into marketing strategies to improve the effectiveness of social media campaigns.

Earlier in the day, a panel of industry advocacy champions briefed attendees on the challenges and opportunities that come with a dynamic legislative and regulatory landscape for DSOs. Top issues included increasing revenue and workforce supply, and ensuring the ability to operate in an increasingly hostile regulatory environment.

Thought Leader Theater sessions also continued Friday, with industry partners sharing the latest innovations and best practices on a variety of topics, including leveraging specialty care, tailoring dental financing for diverse patient needs, and the growing role of technology in revenue cycle management (RCM) operations.

Between sessions, attendees headed to the Solution Center's Summit Coffee Shop for casual networking hosted by title sponsor Henry Schein, and finished out the day with a celebratory evening Mile High Soiree reception sponsored by Align Technology.

The 2024 ADSO Summit officially concludes tomorrow, June 15, as attendees return to locations across the country to implement new learnings and drive the future of dentistry.

About the ADSO

The Association of Dental Support Organizations (ADSO) is a non-profit trade association whose members support more than 11,000 dentists. ADSO supports its members through research, education and advocacy; enabling them to foster innovation, collaboration and a vibrant market where DSO-supported dentists can provide quality oral health care. Visit www.theadso.org to learn more, and follow the ADSO on [LinkedIn](#), [Instagram](#), and [Twitter](#).

Media Contact

Robin Calleja, Seven Letter
Robin@sevenletter.com