From the Editor’s Desk

Newsletter to him and his beloved family for giving me this opportunity to prepare my maiden Newsletter.

The response and contribution of articles in this newsletter is national dental associations (NDA) has not been encouraging. However, I view this as my inexperience in presenting to them the nature of articles I needed for this Newsletter. The onus is on me to present an outline and then followed by requesting for the necessary information to achieve this end. I would take this as a learning curve and hopefully I could be better in the coming issues.

It was once said, “The future is here; it’s just not widely distributed yet.”

My thoughts on the ADTA Study

Nearly two years ago, the American Dental Trade Association (ADTA) undertook a rigorous study to better understand the market trends for the dental industry. I thought it would be helpful to share the highlights of the ADTA study with all of you. These high-light points to a considerable degree of change—evolution in technology, changes in the marketplace, and changes in the economic trends of dental care. These changes would have a considerable impact on the subject topic of Continuing Professional Development (CPD).

From an economic context, the ADTA report projects future changes will move at a considerably different pace. Today, more than 90% of the economic value of dental care comes from procedures and treatments that were not available 20 years ago. With shifting interests on the part of patients, evolving technology and patient awareness factors continuing to emerge, it seems reasonable to expect a market flurry of additional— if not revolutionary—change. Future trends promise to reflect the momentum of the past in combination with the less clear forces of the future, such as consumer behaviour and technology.

While it is clear that change is occurring—and that change will continue throughout our industry—the systemic nature of the supply and demand forces make for a complex and dynamic picture. Technology will interact with disease patterns; dental workforce issues will interact with patient behaviour; practice models will interact with service choices, education and training. What will this mean to dentists and their practices? It will mean to dental care delivered.

For that reason, the next quarter century might best be described as “transitional”. While the ADTA report supports a positive future, it also adds the qualifier that the market will be in demand for change and growth and change. Better policy moves and focused leadership at every level, in every sector, can ensure that promise of effective, innovative dental-care services for the entire population.

That said, I leave you with the words of Mahatma Gandhi: “We must become the change we want to see.”

From an economic context, the ADTA report predicts a very optimistic future. In fact, the study concludes that the dental-care system will evolve more in the next 20 years than in the previous 50 years! Market activity in the aggregate could be more than double—ever triple.

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First of all, I beg your pardon for taking a little bit longer in coming out this issue of APDF Newsletter. I have just taken over the duty from my respectable countrymen Dr Suresh Nar in 16 May 2010. Dr Suresh has done a very good job during his tenure and hence naturally this has imposed an invisible pressure on me to match his standard so as not to let him down. Suresh has also been a good friend and a great help in guiding me to help me along this Newsletter. I wish to dedicate this

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