



Marin County Dental Society Membership Dinner & Continuing Education Meeting

Date **Tuesday, September 17, 2019**

Anders Bjork, California Dental Association



Anders Bjork is Vice President, Market Insights and Member Engagement for CDA. He has extensive experience in market and competitive intelligence, market research, unstructured data analysis, market strategy, and innovation development. His past employment experience includes integrated healthcare, health insurance, and ancillary benefits industries. He earned his bachelor's degree from UC Santa Barbara and an MBA in healthcare management from the UC Davis Graduate School of Management

Becoming a Dentist Today Isn't as Hard as It Used to Be . . . In Fact, It Might Be Harder!

The profession of dentistry is in a period of transition. Economic pressure and generational change are fostering an environment of practice innovation, and new models of care delivery (particularly dental service organizations, or DSOs) are gaining acceptance in the marketplace, both influencing and being influenced by generational differences in new dentists. This session will examine the social and economic factors influencing change in dentistry with an update on DSO growth (in the US but especially in California); a look at how dentistry and medicine are integrating; and a case example on how disruptive innovation is realigning the orthodontic market.

- Learning objectives:**
- Understand differences between the Millennial generation and other generations and how differences are influencing practice choices
 - Learn about recent dental school graduate trends and practice intentions
 - Recognize the trends in private-equity-fueled DSO growth
 - Identify how dentistry and medicine are integrating and potential professional implications
 - Learn how innovation in the clear-aligner product category could impact other areas of dentistry

■ **Cost:** Members/Member staff: **\$65**. Nonmember/Nonmember staff: **\$130**.

■ **Location:** McInnis Park Club, 350 Smith Ranch Road, San Rafael CA 94903

■ **Time:** 5:30 pm No-host social hour / table clinics (1 CE). 6:30 pm Welcome & dinner. 7:00 pm presentation (2 CEs).

■ **Menu:** TBA

REGISTRATION

Please complete and fax to **(415) 472-7894** OR send to **MCDS, 175 N. Redwood Dr., #130, San Rafael, CA 94903**. Deadline is seven (7) days prior to event. After that, add **\$10** late fee. **No refunds after deadline.**

MEMBER NAME/TITLE _____

GUEST NAME/TITLE _____

GUEST NAME/TITLE _____

GUEST NAME/TITLE _____

GUEST NAME/TITLE _____

GUEST NAME/TITLE _____

VISA / MC / AMEX _____ EXPIRES _____ / _____ CVV _____

CR CD BILLING ADDRESS (required) _____ ZIP _____

OR: CHECK ENCLOSED No. _____ Amt. \$ _____