



MEMBER BENEFITS FOR EVERY STAGE OF YOUR CAREER



SUPPORTING YOU. STRENGTHENING YOUR PROFESSION.



WELCOME TO THE WDA

Membership in the Wisconsin Dental Association – an organization 3,100+ members strong and the leading voice for dentistry in the Badger State – connects you to critical business, practice and regulatory resources and a community committed to promoting professional excellence and quality oral health care for the public.

The goal of the American Dental Association, the WDA and its 24 local dental societies throughout Wisconsin is to help all members succeed by delivering valuable programs, services and advocacy at every level.

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LEGISLATIVE ADVOCACY

The WDA is the primary voice for dentistry among Wisconsin lawmakers and policymakers. Your team of lobbyists and government affairs specialists works to advocate in favor of legislation that advances the dental profession and promotes quality oral health care for the public.

WIDPAC AND ADPAC

The Wisconsin Dental Political Action Committee and American Dental Political Action Committee ensure that your professional association has a place at the table when lawmakers are debating state and national legislation affecting dentistry. Visit [WIDPAC](#) and [ADPAC](#) online.

WDA LEGISLATIVE ACTION CENTER

Visit [online](#) to communicate with your legislators on key issues, identify your state and federal elected officials, search for current legislation and more.

WDA MADISON HOTLINE

Experienced WDA staff can help answer legislative, regulatory and insurance questions and share other information to help you and your practice succeed. Call 888-538-8932.

WDA LEGISLATIVE DAY

The WDA's biennial lobby day puts members in direct contact with lawmakers and staff to advocate on issues important to the dental profession in Wisconsin. Members are also invited to participate in the annual ADA Dentist/Student Lobby Day in Washington, D.C.

LEGISLATIVE ACTION ALERTS

The WDA sends special alerts to members when quick action is needed on bills before the state Legislature, making it easy for members to rapidly contact lawmakers, the governor and other decision-makers. To receive alerts by text, text "Tooth Party" to 50457.

SUPPORT FOR COMMUNITY WATER FLUORIDATION

The WDA works to educate local officials and the public on the health benefits of fluoridation and to combat anti-fluoride activities in communities throughout Wisconsin. Look for more information on WDA's [fluoride web page](#).

LOCAL LEGISLATIVE BRIEFINGS

The WDA advocacy team is available to travel to your local dental society to provide legislative updates, hear your views and communicate WDA's legislative priorities and position on key initiatives. The WDA can also help you arrange for federal and state lawmakers, as well as local public officials, to speak to your component. Call 888-538-8932.



KEEPING YOU INFORMED

WDA's digital and print communications help members stay up to date with timely information impacting dentistry and their practices.

WDA JOURNAL

Award-winning, bimonthly magazine available in print and digital formats. Read [online](#) (member login required).

THE DRILL

Weekly e-newsletter summarizing important WDA news.

WDA SOURCEBOOK

Annual member directory and practice guide offering helpful resources including frequently asked practice and legal questions. Read [online](#) (member login required).

QUICK BITE

Monthly WDA news video.

WDA HOT ISSUES ALERTS

Timely, pertinent information, distributed as needed via email, about the association's position on important issues and regulations.

WDA.ORG

[Website](#) with important information for the public, as well as members-only resources and communications.

WDA SOCIAL MEDIA

WDA news and dental health content and discussions with thousands of oral health advocates, patients, colleagues and friends on [Instagram](#), [Facebook](#), [LinkedIn](#), [X/Twitter](#) and [YouTube](#).

ADA COMMUNICATIONS

The [ADA News](#), the [Journal of the American Dental Association](#) (JADA) and other ADA communications target members in all phases of their careers.



CONTINUING EDUCATION

The WDA offers continuing education opportunities – often, with special member pricing – for dentists and dental team members to fulfill CE requirements.

WDA SYMPOSIUM

(FORMERLY THE WDA ANNUAL CE & NETWORKING EVENT)

The Wisconsin Dental Association Symposium offers six hours of continuing education credits delivered by national and state speakers. The event, a great opportunity for dentists and their teams to connect with each other, their profession and their colleagues, is held in a different Wisconsin location every year.

WDA BIZTALKS

The WDA works with businesses that support the association and its members to present programs focusing on business, practice management and career transition topics.

MIDWEST REGIONAL DENTAL MEETINGS

Wisconsin is ideally situated near two of the Midwest's premier dental conferences – the Chicago Dental Society Midwinter Meeting and the Minnesota Dental Association's Star of the North. Both the CDS and MDA welcome WDA members at these events, and even host a complimentary breakfast for their Wisconsin colleagues.

LOCAL DENTAL SOCIETY COURSES

Wisconsin's [24 local dental societies](#) host CE sessions throughout the year, often with assistance from the WDA. Contact your local component for a CE schedule, or check the [event calendar](#) on WDA.org.

CE CALENDARS

The WDA works to keep members informed of CE opportunities throughout the state – including those in conjunction with the ADA, local components, the Marquette University School of Dentistry and other business partners – through e-newsletters, website and WDA Journal calendars, social media posts and more.

ANSWERS TO YOUR CE QUESTIONS

WDA staff can assist with questions about continuing education requirements, credits and other related topics. Contact the WDA office at 800-364-7646.



PROMOTING ORAL HEALTH TO THE PUBLIC

The WDA works to educate the public about the importance of regular oral health care, improving the perception of dentistry and reminding patients to make, and keep, their dental appointments.

WDA PUBLIC AWARENESS CAMPAIGN

This high-profile statewide campaign promotes WDA dentists, highlights the importance of oral health and provides dental care tips, primarily through digital advertising, social media and broadcast advertising on Milwaukee Brewers radio and Green Bay Packers preseason TV.

FIND-A-DENTIST

Each month, more than 1,200 Wisconsin consumers [search for a dentist](#) via WDA.org, bringing more patients to members' offices. Be sure your profile is up to date, and include a headshot!

MEDIA OUTREACH

The media recognizes the WDA as a trusted resource for dental health stories. WDA staff work closely with print, broadcast and online outlets to pitch stories, issue news releases, schedule interviews with members and highlight issues of importance to the profession, the general public, lawmakers and others.

SOCIAL MEDIA

The WDA uses [Instagram](#), [Facebook](#), [LinkedIn](#), [X/Twitter](#) and [YouTube](#) to communicate important updates and engage with members, the public, news media, lawmakers and health organizations.

PATIENT EDUCATION

["For the public" content](#) posted on WDA.org is free and available for members to repurpose in patient education materials for their dental practices. Additionally, the ADA's public-facing website, [MouthHealthy.org](#), includes shareable, patient-friendly information on dental topics, symptoms, dental visits, the ADA Seal program and more.

WDA MEMBER LOGO

The WDA member logo appears on all membership decals. Members can also use the logo free of charge on practice websites and social media profiles, business cards and other display materials. Contact Amanda Peterson at 414-755-4112 or apeterson@wda.org.



PRACTICE SUPPORT

Establish a standout practice with the WDA's wide range of practice resources.

▶ **WDA DENTAL SAVINGS CLUB** *New Benefit!*

We are excited to offer all WDA member dentists the opportunity to join the **WDA Dental Savings Club** provider network. Make no mistake: The DSC is not insurance. It's a modern dental savings club that makes it easier for you to deliver – and your patients to receive – **more** convenient, transparent and affordable oral health care. Learn about the Club's higher fee schedules, easy-to-use technology and more [here](#).

WDA SERVICES SUITE

The WDA pools the collective buying power of 3,100+ members to offer exclusive, members-only pricing on top-quality supplies, dental office equipment, service repairs and maintenance. Whether you use one program, two or all three, you'll see double-digit savings, outstanding customer service and a positive impact to your practice's bottom line.

WDA SUPPLY SOURCE.com

Members receive discounts of 20% or more on products used in their offices every day, with exclusive pricing available on more than 65,000 dental products from over 500 trusted brands. Free shipping direct from manufacturers or authorized distributors – no gray market or expired products. Visit WDASupplySource.com or call 844-378-3740.

WDA SOLUTIONS EQUIPMENT • SERVICE

Powered by Preferred Dental Services of Denmark, Wis., we leverage WDA members' collective buying power to create the best prices on quality brand-name equipment, as well as expert-level equipment maintenance and repair. Visit WDAEquipmentSolutions.com or call 818-213-7300.

FREE HR HELP

In collaboration with Professional Insurance Programs, the WDA offers members free access to Mineral's human resources and compliance tools, as well as Mineral Experts, on-call HR and legal experts that provide personalized guidance to dental offices when they need it. Learn more at insuranceformembers.com, and email info@profinsprog.com to set up a free account for you and members of your team.

MULTIPLE EMPLOYER 401(K) RETIREMENT PLAN

WDA offers members a group retirement plan that helps dentists and their practice employees prepare for their financial future. Members and their employees have access to many new and enhanced retirement plan features, including greatly reduced retirement plan administration, reduced fiduciary liability, streamlined costs, online account management and participant education support. Contact Tim Harms at Third Coast Advisors at 608-828-9800 or Timothy.Harms@thirdcoastadv.com for your no-cost, no-obligation consultation.

WDA CLASSIFIEDS

Classified ads, such as practice for sale or lease, properties/office space available, practice wanted, equipment wanted, equipment for sale, continuing education opportunity, volunteer opportunity and miscellaneous are located on classifieds pages on WDA.org and in the WDA Journal. Special rates available for members. Learn more [online](#).

ADA THIRD PARTY PAYER CONCIERGE™

Members get one-on-one support for dental benefit issues, including third party payer, provider contracts, coding and dental plan issues. Call the ADA's Third Party Payer Concierge™ at 800-621-8099 or email dentalbenefits@ada.org to speak directly to an expert.

FREE CONTRACT ANALYSIS

Use this free ADA service to analyze third-party contracts, including contracts from managed-care companies, to help you make informed decisions about the implications of your participation in contractual agreements. Learn more [online](#).

ADA EVIDENCE-BASED DENTISTRY

The [ADA Center for Evidence-Based Dentistry](#) provides resources to help dentists integrate clinically-relevant, scientific evidence at the point of care.

ADA CREDENTIALING SERVICE

The ADA credentialing service, powered by CAQH ProView®, is a digital solution that helps streamline the credentialing process. Learn more [online](#).

ADA STORE

The [ADA Store](#) gives members access to the full ADA Catalog, professional resource products, personalized products, whitepapers and research and more, including CDT Code information, apps and e-books, all at special member pricing.



CAREER RESOURCES

The WDA and ADA offer a variety of programs and services to help members take their careers to the next level.

WDA BUSINESS OF DENTISTRY RESOURCES

One of the ways the WDA supports members is by providing resources to help navigate the business side of the profession. Whether you're just starting out, have been practicing for years or are considering a major transition, we can help with the decisions to be made along the way. [Visit WDA.org](https://www.wda.org) for helpful articles, a toolbox full of resources and much more.

ADA PRACTICE TRANSITIONS

The ADA's Practice Transitions program (ADAPT) supports dentists during the biggest transitions of their careers – when they are looking to join, expand, buy or sell a practice. Visit [ADAPracticeTransitions.com](https://www.adapracicetransitions.com) for more information.

CAREERFORWARD JOB BOARD

A valuable service for all Wisconsin dental professionals, this job board is available [online](#) and as a monthly e-newsletter. Categories include dentists, dental hygienists, dental assistants, business staff and lab techs. Job-seekers search for free, and members advertise at special rates.

ADA CAREERS

A nationwide job board and career center with helpful resources, including resume and CV tips, contract and compensation information, peer-to-peer insights and more. Visit the [ADA CareerCenter](#) online.

STUDENT LOAN REFINANCING

Join the 4,000 other ADA dentists who have taken control of their student loan debt by refinancing through Laurel Road. Qualifying members receive a 0.25% rate reduction to Laurel Road's already low rates for the life of the loan, plus an additional 0.25% rate discount when monthly payments are made automatically from a bank account. Contact Laurel Road at 855-277-6771 or visit [online](#).



DISCOUNTS FOR YOUR PROFESSIONAL AND PERSONAL LIFE

Help manage the business and personal sides of your life with WDA's Endorsed Products and Services, offering secure, high-quality products and services at competitive, members-only prices.

INSURANCE

Professional Insurance Programs

Advice, solutions and resources

800.637.4676

insuranceformembers.com

MedPro Group

Malpractice insurance

800-463-3776 | medprodental.com

WPS

Health insurance

888-915-4001 | wpshealth.com

West Bend

Business and personal insurance

800-236-5010 | thesilverlining.com

Guardian

Disability and life insurance

888-482-7342 | guardianlife.com

PRACTICE MANAGEMENT

WDA SupplySource

Dental supplies

844-378-3740

WDASupplySource.com

POWERED BY SOURCEONE DENTAL

WDA Equipment & Service Solutions

Dental office equipment, equipment repairs and maintenance programs

888-213-7300

WDAequipmentsolutions.com

POWERED BY PREFERRED DENTAL SERVICES

ADATV

Reception area TV

800-840-5383 | pbhs.com/ada-tv

Compliance Group

HIPAA compliance

OSHA compliance

855-854-4722

compliance-group.com

Cyracom

Phone and video

interpretation services

844-737-0781 | cyracom.com/ada

Dentech Complete

IT Services

855-711-6601

ntech.io/dental-it-services-in-wisconsin

HealthFirst

Emergency medical kits

Sharps management

888-963-6787 | healthfirst.com/ada

Mineral

Human resources support

Contact Professional Insurance

Programs to activate your free account

800-637-4676

insuranceformembers.com

PBHS

Branding and marketing

800-840-5383 | pbhs.com

HIPAA compliant email

888-932-4232 | pbhs.com/securemail

RevenueWell

Marketing and communications software

Office phone systems

855-415-9355 | renewell.com/ada

Stynt

Dental office staffing

844-404-0804 | synt.com

FINANCIAL SERVICES

Best Card

Credit card processing

877-739-3952 | bestcardteam.com/wi

CareCredit

Finance solutions

800-300-3046 | carecredit.com/dental

Laurel Road

Mortgage lending

Student loan refinancing

855-277-6771

laurelroad.com/partnerships/ada

Panacea Financial

Practice financing

833-472-6223

panaceafinancial.com/ada

OnPay

Payroll services

877-328-6505 | onpay.com/ada

ProsperIDent

Embezzlement protection and investigation

888-398-2337

prosperident.com/

wisconsin-dental-association

USBank

ADA Visa Business Rewards Card

ADA Preferred Rewards Card

888-327-2265 | adavisa.com

PROFESSIONAL AND PERSONAL

AHI Travel

Travel

844-205-1171 | ada.ahitravel.com

Avid Traveling

Ocean Cruises

844-910-1083 | avidtraveling.com/ada

Classpass

Fitness

ADA.org/classpass

TicketPass

Special events

fiservforum.com/ticketpass

GE Appliance

Appliances

800-207-8665 | ADA.org/GE

LandsEnd

Staff apparel

800-990-5407 | ada.landsend.com

Lenovo

Computers and technology

800-426-7235 Ext. 4886

ADA.org/Lenovo

Mercedes

Luxury vehicles

866-628-7232 | ADA.org/Mercedes

ODP

Office supplies

800-650-1222 | ADA.org/odp

ThreadFellows

Branded apparel

844-313-7005

threadfellows.com/ada

UPS

Shipping

800-636-2377 | savewithups.com/ada

VOLVO

Sustainable vehicles

800-550-5658 | ADA.org/Volvo



PROTECTING YOUR LIVELIHOOD

PROFESSIONAL INSURANCE PROGRAMS, Professional Insurance Programs, a division of the WDA Insurance and Services Corp., has been providing insurance, has been providing insurance to Wisconsin dentists and dental practices for more than 40 years. Contact PIP at 800-637-4676, info@profinsprog.com or visit [PIP's website](#).



PIP insurance offerings include:

- Malpractice insurance
- Custom property insurance
- Workers' compensation programs, including unique need stick reimbursement
- Employee benefits; group, short/long term disability, group term life, vision
- Section 125 plan (premium-only plan or flex spending accounts)
- Health Savings Accounts and Health Reimbursement Accounts
- ERISA and COBRA compliance
- Homeowners, automobile and personal umbrella and flood insurance
- Cyber insurance
- Life and Disability insurance
- Travel insurance
- Individual health
- Medicare supplements and Prescription Drug Plans.

GROUP HEALTH PLANS

Together with WPS Health Insurance, Professional Insurance programs offers group health plans to dental practices. Included are high-quality coverage and networks, affordable plans, and a wide range of benefit choices. The Association Health Plan is exclusive to WDA Members. For more information contact PIP at 800-637-4676.

DENTECH COMPLETE

DenTech Complete helps dentists manage the technology in their practice, while staying secure and compliant. This offering blends lasting enterprise-grade hardware and state-of-the-art software throughout Wisconsin. Call 855-711-6601 to learn more about this valuable solution.

PROSPERIDENT

Prosperident has been solving embezzlement cases for over 30 years and has the largest and most skilled team of fraud examiners of any dental forensic investigation firm. Just like a dental practice offers preventative services, the team at Prosperident offers a well-designed service that applies both expertise and experience to help you avoid potential embezzlement issues. If you want to make your practice a hard target for an embezzler, or if you suspect embezzlement is occurring, visit Prosperident [online](#) or call 888-398-2327.



LEADERSHIP DEVELOPMENT & NETWORKING

There are many opportunities for WDA members to serve their profession and strengthen leadership skills at the local, state and national levels of organized dentistry.

▶ WDA MENTOR CONNECTIONS *New Benefit!*

Whether you have a question on a specific topic, want advice from a trusted colleague, or hope to build your professional network, WDA Mentor Connections is a peer-driven, informal “micro-mentor” program to help you succeed! WMC mentors are WDA dentists who are committed to providing support by listening, clarifying and recommending resources. [Visit our Mentor Connections page online.](#)

WDA COMMITTEES

Service on a WDA committee helps you give back to the profession and contribute your ideas and expertise. Committee opportunities include Communications, WDA Journal Editorial Advisory Board, Legislative Advocacy, Membership Development, Mission of Mercy and more. Contact WDA Executive Director Mark Paget (mpaget@wda.org or 414-755-4100) for more information.

WDA LEADERSHIP ACADEMY

Member dentists interested in helping lead their careers and professional association into the future are encouraged to apply for the two-day WDA Leadership Academy, held every even-numbered year. Contact WDA Director of Membership & Communications Brenna Sadler (bsadler@wda.org or 414-755-4108) if interested.

LOCAL DENTAL SOCIETIES

The 24 local dental societies affiliated with the WDA offer leadership and board opportunities at the local level. Local dental societies provide members with opportunities to connect socially and professionally with your peers, volunteer in the community and get valuable CE close to home. Visit the [local dental societies page](#) at WDA.org for more information.

STUDENT MENTOR PROGRAM

This award-winning program – a partnership between Marquette University School of Dentistry, the Pierre Fauchard Academy and the WDA – helps dental students connect with practicing professionals. Learn more [online](#).

PYRAMID OF PRIDE AWARDS

This annual recognition program is a special way to thank and recognize colleagues, members and friends of the dental community for their contributions to improving oral health care. Nominations are accepted for the [Pyramid of Pride Awards](#) year-round.

WDA HOUSE OF DELEGATES

Be part of WDA governance where it happens and learn how the WDA operates. Each local dental society has a delegate seat, contact your local dental society leadership if interested.



PATIENT COMMUNICATIONS AND ETHICS

WDA PATIENT LINE

This free and voluntary program connects patients and dentists for an opportunity to resolve differences without the expense of the legal system or going before the state Dentistry Examining Board.

ADA AND WDA CODE OF ETHICS

The ADA Principles of Ethics and Code of Professional Conduct puts patients' health and well-being first. In a nationwide survey, 69% of people said they were more likely to choose a member of organized dentistry the next time they were looking for a dentist. Nearly 75% of patients said that simply knowing that a dentist was a member of the ADA would influence their choice of oral health care provider. See page 27 for copies of the ADA and WDA Code of Ethics.

ADA ETHICS HOTLINE

Call 800-621-8099 to confidentially discuss ethical challenges with experienced practitioners.



WDA FOUNDATION: PEOPLE HELPING PEOPLE

The WDA Foundation is committed to improving the oral health and overall well-being of Wisconsin residents while supporting the needs of the dental community. To learn more about the programs & services operated by the WDA Foundation or to make a donation, please visit the [Foundation website](#).

MISSION OF MERCY (MOM)

The WDA and WDA Foundation host MOM events in communities across the state. At a single event, an estimated 1,000 dental and community volunteers are needed to provide approximately \$1 million in charitable care to more than 700 adults and children. The 11th Mission of Mercy will be held July 24-26 in Weston, Wis. (Wausau area).

DONATED DENTAL SERVICES

Since 1998, DDS has delivered over \$13 million in free, needed oral health care to more than 4,200 disabled, elderly and medically compromised patients in Wisconsin. We are always looking for dentists to participate! Additionally, we encourage dentists with a current patient they are interested in donating treatment for to contact the DDS Lead Coordinator with help facilitating the patient's application process.

CHARITABLE ASSISTANCE FUND (FORMERLY THE RELIEF FUND)

The Charitable Assistance Fund helps dentists or their surviving dependents meet daily living expenses after extended illness, physical disability or other emergency situation. Grants are intended to help cover temporary basic needs, and confidentiality is maintained at all times.

ANNUAL GRANT AND SMILE PROGRAMS

These application-only programs provide financial grants and oral health supplies to assist non-profit organizations & dental clinics with programs and projects that serve low-income residents throughout Wisconsin.

ANNUAL SCHOLARSHIP PROGRAM

Offers competitive scholarships to Wisconsin dental students studying at Marquette University School of Dentistry.

ADA FOUNDATION

The ADA Foundation provides grants, scholarships, awards and facilitated in-kind product donations to programs that align with the organization's efforts to advance oral health, expand access to dental care, and drive game-changing research. As part of these efforts, the ADA Foundation oversees the Give Kids A Smile® program and also oversees the ADA Foundation Research division. Visit ADAFoundation.org.



Executive Office

6737 West Washington Street
Suite 2360
West Allis, Wisconsin 53214
414.276.4520

Legislative Office

5325 Wall Street
Suite 2000
Madison, Wisconsin 53718
608.250.3442