WE ARE THE WDA.

MEMBER BENEFITS FOR EVERY STAGE OF YOUR CAREER
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. Established in 1870, the WDA is affiliated with the American Dental Association – the largest and oldest national dental association in the world. The goal of the ADA, the WDA and its 26 local dental societies throughout Wisconsin is to help all members succeed by delivering valuable programs, services and advocacy at every level.

WELCOME TO THE WDA

Which WDA member benefit do you find valuable in your professional or personal life?

I really appreciate the tripartite membership – allowing me to have membership in the ADA, WDA and my local dental society. It helps me to easily stay connected on important issues at all three levels. As a busy member, the electronic updates are valuable to keep me aware of concerns or news stories involving dentistry. I also appreciate the combined opportunity to network with my colleagues and earn CE. 

Dr. Kristina Bath
Cedarburg

The WDA has many benefits that members can take advantage of and utilize in our profession. Of the many benefits we as members have, the one benefit I find most valuable is the WDA’s advocacy efforts. Our constituents and members actively work with staff and lobbyists to improve oral health concerns in Wisconsin and our patients and protect our profession. As a dentist, I am grateful for the tireless efforts of our elected leaders to represent dentists in Wisconsin.

Dr. Jay Banez
Zion, Ill.
The WDA is the primary voice for dentistry among 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.

**WDA LEGISLATIVE ACTION CENTER**
Visit http://cqrcengage.com/dentalwi/home?0 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 annual 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 COMMUNICATIONS**
The WDA Healthy Choices E-Lert is sent periodically to legislators, policymakers and other subscribers with information about important oral health initiatives being discussed in Madison.

**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.

**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.

**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.

**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.

**WDA SOURCEBOOK**
Annual member directory and practice guide offering helpful resources including frequently asked practice and legal questions.

**WDA INSIDER BLOG**
Members-only blog with tips and comments in twice-weekly posts; twice-a-month summary e-blasts.

**WDA HOT ISSUES/REGULATORY 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 Facebook, Twitter, LinkedIn and Instagram.

**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
Membership in the WDA provides better ways to fulfill CE requirements and increase your personal and practice potential.

WDA ANNUAL CE & NETWORKING EVENT
The WDA’s Annual CE & Networking Event offers six hours of clinical CE delivered by nationally recognized speakers followed by a fun social gathering. 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.

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 special breakfast for their Wisconsin colleagues.

LOCAL DENTAL SOCIETY COURSES
Wisconsin’s 26 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 others – 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 414-276-4520.

PROMOTING ORAL HEALTH TO THE PUBLIC
Statewide public survey results show that 72% of Wisconsin adults have heard of or are familiar with the WDA. That gives your professional association an edge in educating 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 on websites and social media.

FIND-A-DENTIST
Each month, more than 1,200 Wisconsin consumers search for a dentist via WDA.org, bringing more patients to members’ offices. Tripartite membership means our dentists are also included on the ADA’s Find-a-Dentist section at MouthHealthy.org.

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, schedule interviews and highlight issues of importance to the profession, the general public, lawmakers and others.

SOCIAL MEDIA
The WDA uses Facebook, Twitter, Instagram and LinkedIn to communicate important updates and engage with members, the public, news media, lawmakers and health organizations. Check Flickr for photos from WDA events.

PATIENT EDUCATION
Content posted under the Your Oral Health tab 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 download the logo free of charge at WDA.org for use on practice websites and social media profiles, business cards and other display materials.
PRACTICE SUPPORT
Establish a standout practice with the WDA’s wide range of practice resources.

WDA SERVICES SUITE
WDA pools the collective buying power of 3,000+ 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 SupplySource.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. WDASupplySource.com

WDA EquipmentSolutions.com
Powered by Preferred Dental Services
Save 10% or more on panoramic X-rays, digital sensors, patient and doctor chairs, lights, compressors, cabinetry, handpieces, sterilizers, ultrasonic scalers, vacuum, nitrous, amalgam systems and much more. Labor and parts warranties are included and everything is taken care of to ensure a smooth, worry-free installation. WDAEquipmentSolutions.com

WDA ServiceSolutions.com
Powered by Preferred Dental Services
WDA members have access to a statewide network of qualified technicians providing prompt, professional equipment service. Time is billed at a flat rate of $150/hour (billed in 15-minute increments after the first hour) and charges don’t start until the technician arrives. There are no additional trip charges or mileage fees, and same-day service is available for emergencies at no extra cost. 888-213-7300.

MULTIPLE EMPLOYER 401(K) RETIREMENT PLAN
In collaboration with Transamerica, the 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.

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 classified pages on WDA.org and in the WDA Journal. Special rates available for members.

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. Email or call the ADA’s Third Party Payer Concierge™ to speak directly to an expert for advice.

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.

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.

ADA STORE
Located at ebusiness.ada.org, 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.

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 www.adapRACTICEtransitions.org for more.

WDA PRACTICE TRANSITIONS
The Practice Transitions pages at WDA.org offer helpful articles, tips and a toolbox of resources for dentists navigating important career stages. See more at www.wda.org/member-center/do-you-want-to-buy-sell-or-join-a-practice.

CAREERFORWARD JOB BOARD
A valuable service for all Wisconsin dental professionals, this job board is available at WDA.org/jobs. Categories include dentists, dental hygienists, dental assistants, business staff and lab techs. Job-seekers search for free, and members advertise at special rates.

CAREER CONNECTION
A nationwide job board and career center with helpful resources, including reference checking, resume writing and career coaching, is available to all members.

SOFI STUDENT DENTAL LOAN CONSOLIDATION AND REFINANCING
WDA members and their families who qualify can save an immediate interest rate discount of .125% on dental student loan refinancing with SoFi, potentially saving thousands of dollars.

ADA CENTER FOR PROFESSIONAL SUCCESS
This interactive web resource offers members relevant and effective solutions you can use every day to manage your career, expand your knowledge and balance your life.

PROTECTING YOUR LIVELIHOOD
WDA INSURANCE AND SERVICES CORP. (WDAISC), a for-profit subsidiary of the WDA, offers a variety of programs to help member dentists protect their livelihoods at all stages of their careers.

PROFESSIONAL INSURANCE PROGRAMS (PIP)
Professional Insurance Programs has been providing insurance to Wisconsin dentists and dental practices for more than 30 years. Contact PIP at 800-637-4676, info@profinsprog.com or visit www.insuranceformembers.com.

- Malpractice insurance
- Custom property insurance
- Worker’s compensation programs, including unique needle stick reimbursement
- Exclusive WDA Association Health Plan
- 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
- Human Resources support
- Homeowners’, automobile and personal umbrella insurance
- Cyber insurance
- Disability insurance
- Life insurance
- Travel insurance
- Identity Restoration
- Individual health
- Medicare supplements

PROFESSIONAL SERVICES (PS)
Professional Services is your resource for digital work flow and business optimization solutions that are HIPAA-compliant and enhance dental practices’ profitability. Contact the PS team at 800-243-4675 to learn more about these valuable solutions:

- HIPAA-compliant computer backup systems, with 3-tier data backup
- Electronic insurance claims processing
- HIPAA-compliant, secure email
- Paperless patient records with digital signature patient registration
LEADERSHIP DEVELOPMENT AND 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 COMMITTEES
Service on a WDA committee helps you give back to the profession and contribute your ideas and expertise. Committee opportunities include, but are not limited to, the following:

- Communications Committee
- WDA Journal Editorial Advisory board
- Legislative Advocacy Committee
- Membership Development Committee
- Practice Transitions Committee
- Mission of Mercy Committee

WDA LEADERSHIP ACADEMY
Member dentists interested in helping lead their professional association into the future are encouraged to apply for the two-day WDA Leadership Academy, held in even-numbered years.

LOCAL COMPONENTS
The 26 local dental societies affiliated with the WDA provide opportunities to connect socially and professionally with your peers, volunteer in the community and get valuable CE close to home.

MENTOR PROGRAM
This award-winning program – a partnership between the WDA, Marquette University School of Dentistry and the Pierre Fauchard Academy – helps dental students connect with practicing professionals.

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.

WDA HOUSE OF DElegates
Be part of WDA governance where it happens. Each local dental society has positions; apply with your local component.

MEDIATION SERVICES AND ETHICS

WDA MEDIATION SERVICES
This free, voluntary and confidential program offers patients and dentists an opportunity to resolve differences without the expense of the legal system or going before the state Dentistry Examining Board. Trained volunteer dentists (generalists and specialists) base their decisions and recommendations on a careful, fair and objective review of evidence provided.

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. Copies of the ADA and WDA Code of Ethics appear in the annual WDA Sourcebook.

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

DISCOUNTS ON 35+ ENDORSED PRODUCTS AND SERVICES
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. Many of these endorsements generate royalties for the WDA based on member participation, creating more non-dues income to fund the vital programs and benefits members enjoy. See the latest offerings at www.wda.org/dental-professionals/endorsed-products-programs-services.
WDA FOUNDATION: GIVING BACK
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.

MISSION OF MERCY
The WDA and WDA Foundation hosts Mission of Mercy events in even-numbered years in communities across the state. An estimated 1,000 dental and community volunteers are needed to provide approximately $1 million in charitable care to some 2,000 adults and children.

DONATED DENTAL SERVICES
Since 1998, DDS has delivered more than $11.7 million in free, needed oral health care to nearly 4,000 disabled, elderly and medically compromised patients in Wisconsin.

DENTISTS CONCERNED FOR DENTISTS
This program helps dentists who are struggling with alcohol or chemical dependency, depression, infectious diseases and other well-being issues. Based on the premise that dentists are best diagnosed and treated by trained professionals while being supported by their peers, this program provides encouragement and support from someone who understands. All calls are confidential.

WDA FOUNDATION CHARITABLE ASSISTANCE GRANT FUND (FORMERLY THE RELIEF FUND)
The Charitable Assistance Grant 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.

WDA FOUNDATION ANNUAL GRANT AND SMILE PROGRAMS
Application-only programs that provide financial grants and oral supply grants to assist non-profit dental clinics and projects throughout Wisconsin.

WDA FOUNDATION ANNUAL SCHOLARSHIP PROGRAM
Offers competitive scholarships to Wisconsin dental and dental hygiene students studying at Marquette University and select in-state technical colleges.

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.

Which WDA member benefit do you find valuable in your professional or personal life?

I moved to Wisconsin (my wife’s home state) this summer after serving in the U.S. Air Force. The WDA has been a great way for me to connect with other dentists in the area and in my community! When involved in organized dentistry, you’re involved with helping shape the field, supporting the positive parts about it and protecting it from moving in the wrong direction. That alone is a good reason to join. But another great reason is the opportunity to build community with other dentists. The local dental societies, especially, are a good place for continued learning, accountability, and local professional support.

Dr. Rob Wetzel
Kenosha

Which WDA member benefit do you find valuable in your professional or personal life?

I value the professional relationships I have developed through the WDA Leadership Academy and serving on the Membership Development Committee. As a public health dentist in northern Wisconsin, being part of the WDA has helped me build camaraderie and connection with colleagues throughout the state. I have used the WDA regulatory hotline to get clarification on state statutes, and our family has benefitted from great customer service provided by the WDA Sponsored Professional Insurance Programs.

Dr. Kelly Plote
Hayward