

Our Support of the Dental Industry

HSHC and the American Academy of Pediatric Dentistry (AAPD) share a joint audience with the dental industry: Our patients. Dental manufacturing and supply companies provide products that pediatric dentists use to enhance the health of their patients, and that patients use themselves to enhance their own oral health.

Though they represent a specialty, the focus of AAPD members is not narrow, for they deal with the overall oral health of the child at different stages of life from birth through adolescence, including those with special needs. Our members also deal with children's parents and guardians, making our joint audience even bigger. Finally, the readers of AAPD's journals and publications join this combined dental-industrial audience as they read advertisements and corporate profiles about our industry partners.

The AAPD conservatively estimates that its practicing members annually purchase \$185 million in goods and services from various dental manufacturers and suppliers. This breaks down as follows:

Anesthetics	\$ 8,000,000
Disposables	37,000,000
Equipment & Parts	26,000,000
Instruments	9,000,000
Laboratory & X-ray	32,000,000
Materials	28,000,000
Office furniture & décor	8,000,000
Pharmaceuticals	6,000,000
Practice management	<u>31,000,000</u>
	\$ 185,000,000

The AAPD and the dental industry share a common audience and common interests. AAPD and the AAPD Foundation look forward to expanding their relationships with dental manufacturers and suppliers. We feel that this is good business and good corporate citizenship. The 2004 *Cone Corporate Citizenship Study* reported that 80% of respondents say that corporate support of causes wins their trust in a company, a 21 percent increase since 1997. Americans now expect companies to play a more active role in addressing the needs of society.