Also been a good friend and a great help to me not to let him down. Suresh has sure on me to match his standard so I could perform 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 highlights point to a considerable degree of change—on 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 predicts future changes will move at a considerably different pace. Today, more than 80% 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 lack of regulatory factors continuing to emerge, it seems reasonable to expect a future marked by additional—and 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 factors 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; and demographics will interact with capacity issues. All together, whether gradual or radical, change is certain. Both providers and the industry as a whole can influence this evolution by encouraging new service choices, practice models, technologies, access points, and staffing concepts.

The ADTA report predicts a very optimistic future. The College can serve its members well and is a truly useful umbrella organization of this region. Its annual congresses are leading events in the region attracting both the industry and delegates. The College has continued to evolve with a number of continuing dental education programmes being conducted in the region. It maintains high standards in the scientific programmes of the Asia Pacific congresses.

From a beginning of 52 dentists from 8 countries today Asia Pacific Dental Federation/Asia Pacific Regional Organisation and its educational component ICCDE officially represents 27 countries with annual congresses attracting thousands of dentists each time it is held. There are no lack of hosts and countries’ invitations extended to 5 consecutive years ahead of time.

Both the APDF/APRO and its educational component ICCDE are well structured organisations. They are truly the voice of dentistry and dental health and continuing dental education in this region.