ADA redesigns its website

By Fred Michmershuizen, Online Editor

In an effort to make comprehensive oral health information easier to access, the American Dental Association has redesigned its website, located at ADA.org.

The site has many features that are designed for both dental professionals and the general public.

“The new ADA.org represents the collective input from our members and the public and provides enhanced navigation tools for easier access to the wealth of oral health information we have online,” said Dr. Ronald L. Tankersley, ADA president, in a press release announcing the changes.

“This information includes tools needed for practice management and continuing education as well as news about the latest developments in oral health care.”

Highlights of the new ADA website include the following:

• An enhanced “Find-a-Dentist” feature with updated profile information and photos.
• A “Professional Resources” section where ADA members can find tips and tools to help them thrive in challenging economic times.
• “Education and Careers” with information about licensure, education and online C.E. opportunities.
• “Science and Research,” which features evidence-based dentistry resources and dental standards.
• “Advocacy,” which addresses the ADA’s efforts on behalf of the dental profession on Capitol Hill and in state capitols across the country.

The redeveloped site continues to offer news and extensive information for members of the public on hundreds of dental topics, ranging from basic dental care to baby’s first tooth to gum disease to tooth whitening.

According to the ADA, the website redesign is the result of 18 months of research, planning and design.

“Refinements to ADA.org will continue as we build on our efforts to make our general and proprietary oral health information easily attainable for ADA members,” Tankersley said.