

**PDA is committed to improving your profession while saving YOU money, time and resources.**

Did you know that membership in organized dentistry is a wise investment? On average, a dental office annually spends more than \$15,700 on advertising and professional expenses. PDA can help you save money on these everyday practice overhead costs. Membership in organized dentistry is all about great savings for you.

## With Membership

**Placement Service** - Complimentary online enrollment in PDA's job placement service. The Placement Service directly connects dentists who have available job opportunities or practices for sale with dentists seeking employment or to purchase a practice.

**Legislative Advocacy** - a voice in protecting the profession and contributing to its future.

**Members receive complimentary Red Flag Compliance information** including "ADA Guide for Compliance with the New Red Flags Rule" and a "Sample Identity Theft Detection and Response Policy." These documents were drafted by the ADA legal department.

**Lending Library** - Includes more than 400 informational brochures, manuals, posters, videotapes and slide presentations available to members for a minimal shipping and handling fee.

- Use library materials to conduct dental hygiene presentations.
- Borrow books and videos to learn more about practice management and professional development.
- Reduce professional development costs by borrowing EFDA training manuals including *Dentistry for the Restorative Expanded Function Dental Assistant* and *Delmar's Dental Assisting: A Comprehensive Approach*.

### Advertising

- Classified advertisements in the *Pennsylvania Dental Journal* - This award-winning publication is distributed to 5,000 dentists statewide. The average cost for a member to place a classified advertisement is \$45.
- Complimentary posting of online classified advertisements at [www.padental.org](http://www.padental.org) with every classified advertisement in the *Pennsylvania Dental Journal*.

**Assistance with third-party payer and regulatory compliance issues**

## Without Membership

Headhunter fee minimum = **\$10,000**

Private representation before the legislature - cost prohibitive.

The Federal Trade Commission calculated average cost for a dental office to comply with the Red Flag Rules = **\$600\***

Only membs can borrow items from the lending library.

Purchase patient education materials = **\$80\* to \$100\***

Practice management books or videos purchased from ADA = **\$60\* to \$135\***

Purchase these EFDA training manuals = **\$40\* to \$112\***

Classified advertisement in an area newspaper for Sunday placement = **\$200\***

Employment ads on Monster.com or Careerbuilder.com = **\$300/advertisement\***

Telephone assistance on insurance and regulatory compliance issues = **\$100/hr.\***

\*Dollar figures are cost approximations based on comparable service and fees available outside PDA.