Changing Relationship between Dental Schools and Industry

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Objectives

- Understand how new *corporate guidelines, state/federal regulations, and university policies* are affecting the interaction between the dental industry and dental schools
- Evaluate current industry and dental schools’ partnerships
- Assess benefits derived and challenges now seen with new regulations

All recognize: Changing environment presents challenges
What We Value Most: Relationship Between Dental Schools and Industry

- Of those responding, response rates:
  - Deans = 48%
  - Corporate Member = 40%

- Survey assessed four broad categories:
  - Research capacity and quality
  - Professional development
  - Financial support
  - General knowledge and experience

**Survey demonstrates: Deans and Industry want to work together**
# Enhance Research Capacity and Quality

**American Dental Education Association**

## Deans
- **Greater understanding of cutting edge materials, technologies, techniques**
- Opportunities for research
- Opportunities to evaluate products

## Industry
- Enhance general knowledge
- **Greater understanding of cutting edge materials, technologies, techniques**
- Opportunities to evaluate products

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*Most common partnerships*
Enhance Professional Development

- Continuing education for faculty and staff
- Use of technologies and techniques
- Education for students

Industry

- Enhance student and industry interactions
- Education for students
- Vendor relationships

Most common partnerships
Increased Financial Support

Deans

- Support for events
- Support for research
- Support for renovation, construction, equipment

Industry

- Support for events
- Support for research
- Support for renovation, construction, equipment

Most common partnerships – interesting results
Enhance General Knowledge & Experience

**Deans**
- Increase information about dental products
- Community outreach
- Collaboration on issues

**Industry**
- Increase information about future trends
- Community outreach
- Increase information about dental products

*Most common partnerships*
## Most Valuable Partnerships

<table>
<thead>
<tr>
<th>Deans</th>
<th>Industry</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial support</td>
<td>Access to students</td>
</tr>
<tr>
<td>Research opportunities</td>
<td>Community outreach</td>
</tr>
<tr>
<td>New technologies and Techniques</td>
<td>Research Collaboration</td>
</tr>
</tbody>
</table>

Both value each other a great deal
## Top Challenges

<table>
<thead>
<tr>
<th>Deans</th>
<th>Industry</th>
</tr>
</thead>
<tbody>
<tr>
<td>□ Constrained Relationships with Industry</td>
<td>□ Less contact with Students</td>
</tr>
<tr>
<td>□ Fewer Supplemental Educational Opportunities Faculty/Students</td>
<td>□ Less contact with Faculty</td>
</tr>
<tr>
<td>□ Constrained Relationships with University</td>
<td>□ Decrease in Collaboration around New Products</td>
</tr>
</tbody>
</table>

*Motivated to work together*
Conclusions

Many existing partnerships

- Research
- Enhance professional development
- Increased financial assistance

Who values what?

- Deans
  - Enhance research, Financial support
- Industry
  - Access, Product feedback

Agree partnerships are valuable and can meet each others’ goals.

Guidelines, regulations, and policies are here to stay

Challenging, so let’s work together
Discussion: Rapidly changing environment

- **Need:** Are guiding principles needed?
- **Acceptance:** Would the deans and corporations welcome guidelines?
- **Origination:** Where should a set of guiding principles originate?
  - State/federal regulations, university policies, corporate compliance guidelines?
  - Let it happen or do something about it?
- **Role:** Is there any role for ADEA in the process?

Recognize challenges, value each other, motivated to work together