

Changing Relationship between Dental Schools and Industry

November 15, 2010

San Diego, CA

Ronald L. Rupp, D.M.D.
Senior Director

ADEA Dental Deans and Industry Survey



American Dental Education Association

□ 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

American Dental Education Association

- 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***

Most common partnerships

Enhance Professional Development



American Dental Education Association

Deans

- 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

American Dental Education Association

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

American Dental Education Association

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

American Dental Education Association

Deans

- ***Financial support***
- ***Research opportunities***
- ***New technologies and Techniques***

Industry

- ***Access to students***
- ***Community outreach***
- ***Research Collaboration***

Both value each other a great deal

Top Challenges

American Dental Education Association

Deans

- ***Constrained Relationships with Industry***
- ***Fewer Supplemental Educational Opportunities Faculty/Students***
- ***Constrained Relationships with University***

Industry

- ***Less contact with Students***
- ***Less contact with Faculty***
- ***Decrease in Collaboration around New Products***

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



American Dental Education Association

- 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