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### **Let Us Introduce Ourselves**

**Who we are.** The Association of Dental Support Organizations (ADSO) is a non-pro-fit organization committed to providing support to its members, allowing affiliated dentists to focus on patients, expand access to quality dental care and improve the oral health of their communities. The ADSO represents Dental Support Organizations (DSOs) before the public, policymakers and the media.

**What we do.** The ADSO supports member companies and their teams through research, education and advocacy; enabling them to foster innovation, collaboration and a vibrant market where DSO-supported dentists can provide quality oral health care to their patients and those in the underserved communities.

**Who we support.** The ADSO supports DSOs who in turn provide business and operational services to dentists and dental clinics so that they can focus on patient care and community outreach. We help all teams within a DSO including executives, clinicians, marketing/communications, IT, and operations.

Website: <https://www.theadso.org/>

# ADSO Code of Ethics

## **PREAMBLE**

America's dental services market is evolving to meet the dental needs of the nation's growing population. Dental Support Organizations (DSOs) help dental care professionals meet those needs by assisting dentists with non-clinical business and administrative functions of operating a dental office. Every year, an increasing number of practicing dentists maximize their professional potential by choosing to be supported by a DSO for non-clinical services, or deciding to work as an associate in a dental practice that has contracted for dental support services, so that they may focus on providing dental care to their patients.

The purpose of the Association of Dental Support Organizations (ADSO) Code of Ethics (the Code) is to serve as a standard of conduct for all member companies. Company compliance with the ADSO Code of Ethics is a requirement for membership in the ADSO. This Code of Ethics embodies ADSO's mission and confirms that member companies shall act with fairness, honesty, and the highest ethical standards in all business activities; for ADSO member companies, upholding the highest ethical standards comes before everything else.

By abiding by the ADSO Code of Ethics, each ADSO member company affirms that its objective is to support dentists so that they may focus on improving the quality of dental care for their patients and the quality of life for themselves and their dental professional colleagues. ADSO member companies have an obligation to act in ways that will merit the trust, confidence, and respect of dental professionals and the general public. By engaging an ADSO member company, dental professionals can be sure they are dealing with an organization committed to providing quality business service and supporting ethical conduct at the highest levels.

## **CODE OF ETHICS**

### **I. PRINCIPLES OF MEMBER COMPANY CONDUCT**

#### **A. ADSO Member Companies Act with Integrity**

ADSO member companies act with honesty, integrity, fairness and respect towards all. It is important for ADSO member companies to act in a manner that supports the dental profession by performing administrative functions with the utmost care while refraining from engaging in activities that damage the credibility of the dental business support services industry. All ADSO member companies must comply in good faith with all material requirements of law in any city, county and state in which they do business. Therefore, this Code does not restate all legal obligations.

#### **B. ADSO Member Companies' Focus on Meeting the Needs of Dentists**

As health professionals who dedicate their careers to meeting patients' oral health needs, dentists play a vital role in society. DSOs exist to provide non-clinical support services which enable dentists to serve their patients and communities as effectively and efficiently as possible and increase access to dental treatment.

### **C. ADSO Member Companies Never Interfere with Dentists' Clinical Decision-Making and Treatment Services**

ADSO member companies recognize and support the clinical autonomy of dentists and respect that only licensed medical professionals should engage in clinical decision-making and the delivery of dental treatment services. DSOs provide administrative support services for providers.

### **D. ADSO Member Companies Employ Qualified Staff and Use Proven Methods to Deliver Effective Support**

ADSO member companies endeavor to employ qualified, dedicated staff and deploy appropriate technologies, administrative methods, and supply-procurement and other processes and skills to enable their dentist-clients to operate supported practices as efficiently as possible.

### **E. ADSO Member Companies Provide a Variety of Business Support Services to meet the Needs of Dentists**

ADSO member companies meet the needs of dentists in a variety of practice settings. As such, ADSO member companies serve dentists operating as solo providers, in small dental groups, and in large dental group practices. ADSO member companies provide a variety of models to meet dentists' unique needs.

### **F. ADSO Member Companies Are Dedicated to Supporting Dentists as They Meet Needs at Home and Abroad**

ADSO member companies are privileged to support dentists who are committed to meeting critical societal needs. From charitable action in their communities, to addressing America's dental care access, to making a difference around the world, dentists play a vital role. ADSO member companies share this commitment and are proud to both support dentists in their charitable endeavors and engage directly in humanitarian action at home and abroad.

## II. MEMBER COMPANY GOVERNANCE

This Code of Ethics is not law, but its obligations require a level of ethical behavior from its member companies. Non-observance of this Code does not create any civil responsibility or liability whatsoever; however, suspension or termination of ADSO membership and the benefits thereto and the cessation of all references to or use of the ADSO name or logo may result.

The Board of Directors of the ADSO shall appoint an Ethics Committee to serve for a fixed term to be set by the Board prior to appointment. The Ethics Committee will be responsible directly and solely to the Board. The Board of Directors will establish all procedures necessary to administer the provisions of this Code.

## III. AMENDMENTS

This Code may be amended by a two-thirds vote of the Board of Directors.