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Dental Industry Leaders and Management Teams Gather in Chicago for ADSO's 15th Annual Summit

Presented by Henry Schein, Dentistry's Main Event brings leadership teams together to learn, collaborate and prepare for the future of dental care.

CHICAGO (June 16, 2026) — This week in Chicago, [the Association of Dental Support Organizations](#) (ADSO) is convening its [15th Annual Summit](#), bringing together dental industry leaders and management teams from across the country to learn, collaborate and plan for the future of the industry.

Presented by Henry Schein, which has served as the Summit's presenting sponsor since the event's inception 15 years ago, the ADSO Summit has become Dentistry's Main Event and the premier gathering for organizations committed to developing stronger leadership teams and building high-performing businesses.

While most industry conferences are designed around individual attendees, the 2026 ADSO Summit is uniquely structured for entire management teams. Organizations are encouraged to bring leaders from across operations, finance, human resources, technology, marketing and other key functions, creating a shared learning experience that is rare within dentistry. By learning together, leadership teams can align around common goals, tackle challenges from multiple perspectives and return home ready to put new ideas into practice as a unified organization.

"One of the things that sets the ADSO Summit apart is that it recognizes dentistry is a team sport — and so is leadership," said **Andrew Smith, Chief Executive Officer of the ADSO**. "Most conferences are built for individuals. This event is built for organizations. When CEOs, operational leaders, finance executives and other members of the management team learn together, they leave better aligned, better connected and better prepared to lead through change. That's a powerful advantage, and it's one of the reasons this Summit has become such an important event for the industry."

The Summit convenes at a pivotal moment for the dental industry, with organizations navigating workforce challenges, technological transformation, changing patient expectations and an increasingly complex operating environment. Throughout the conference, attendees will explore practical strategies to help their organizations adapt, innovate and grow.

Key highlights of the 2026 ADSO Summit include:

- **Andrew Smith's annual State of the Industry address**, offering a CEO-level perspective on the trends, opportunities and challenges shaping the future of dental care.

- **“The Value of Bringing the Management Team Together,”** a mainstage executive panel featuring CEOs from leading DSOs discussing how aligned leadership teams drive organizational performance, growth and long-term success.
- **A keynote presentation from Jacob Morgan**, one of the world’s most sought-after speakers on leadership, employee experience and the future of work, titled ***The Five Leadership Archetypes that Define the Future of Work***.
- **Interactive breakout sessions designed for management teams to learn and problem-solve together**, covering operations, finance, technology, human resources, marketing, revenue cycle management and other critical business functions.
- **The ADSO Annual Awards Ceremony**, recognizing leaders, organizations and innovators who are advancing the dental industry.
- **A closing keynote from bestselling author and business strategist John Rossman** titled ***How to Build High Performing Teams***. Rossman is widely known for his leadership at Amazon and as the author of *The Amazon Way*.

New this year, the Summit will feature the [Thank You For Flossing podcast studio](#), sponsored by Flossy. Throughout the conference, Smith will interview speakers, industry executives and other prominent attendees for future episodes of ADSO’s industry-leading podcast.

In addition to educational programming, attendees will connect with industry partners and solution providers showcasing the latest innovations, technologies and services supporting DSO growth and operational excellence.

“We know that today’s challenges cannot be solved by individual executives alone. They are solved collectively and executed by aligned management teams. Some of the most valuable conversations at the Summit happen between peers facing similar challenges,” **Smith** added. “This event creates an environment where leaders can learn from one another, strengthen relationships and leave with ideas they can immediately put into practice.”

More information on the Summit and its full agenda can be found [here](#).

About the ADSO

The Association of Dental Support Organizations (ADSO) is a non-profit international trade association whose members support more than 15,000 dentists. ADSO supports its members 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.

Visit www.theadso.org to learn more, and follow ADSO on [LinkedIn](#), [Instagram](#) and [Twitter](#).

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