



AADOM Distinction Survey Key Findings

Background

AADOM worked with DANB and the DALE Foundation to develop a survey for AADOM distinction holders. AADOM sent the survey email invitation to distinction holders on Feb. 15, 2023. The survey was open through March 1, 2023. There were 101 responses.

Key Findings

- Most respondents were fellowship holders (66%), having held fellowship for 3 years or less (62%). Of all distinction holders, 60% have over 20 years of experience; 95% are working full time and 93% are working in a dental practice. A majority (67%), hold the title of Manager.
- Top **personal** benefits of earning AADOM distinction were personal pride (95%), increased knowledge (84%), greater confidence (65%), enhanced career commitment (65%), and deeper connections in the AADOM community (61%).
- Top **professional** benefits of earning AADOM distinction were elevation of the profession (74%), greater credibility at work (72%), and standing out when applying for jobs (61%).
- Since earning AADOM distinction, nearly half of practice managers reported receiving a pay raise (47%), followed by more leadership opportunities (40%), and increased responsibilities (33%).
- Earning AADOM distinction has helped practice managers improve their performance, including enhanced ability to lead and support the team (75%), greater understanding of the business (65%), greater ability to improve work processes (59%), increased productivity and efficiency (53%), and stronger financial management skills (51%).
- Top duties performed include financial management (93%), human resources (92%), training and compliance (92%), marketing/social media/sales (82%), and insurance (81%).
- 85% of AADOM distinction holders are satisfied or very satisfied with their jobs.