

AMERICAN DENTAL HYGIENISTS' ASSOCIATION

STRATEGIC PLAN 2026–2028

VISION

Elevating Care. Inspiring Change. Shaping Healthier Communities.

MISSION

Advancing Dental Hygiene as an autonomous, prevention-driven profession
that transforms healthcare.

Workforce

GOAL

Dental hygienists thrive in safe, positive, and sustainable work environments that support long-term career fulfillment and well-being.

Workplace Culture & Safety

Advance initiatives and partnerships that promote professional, equitable, safe, and respectful work environments.

Well-Being & Resilience

Support programs addressing the physical, mental, emotional, and occupational wellness of dental hygienists.

Career Pathways

Develop and promote diverse career pathways, including clinical, educational, research, entrepreneurial, public health, law, and emerging roles.

Recruitment & Pipeline Development

Strengthen recruitment initiatives, including partnership programs such as the Delta Dental Foundation *Hygienist Inspired* Campaign.

Professional Autonomy

GOAL

Dental hygienists practice to the full extent of their education, training, and experience in every state and practice setting.

Protective Advocacy

Maintain strong political, policy, and communication structures that safeguard the profession.

Proactive Advocacy

Advance legislative and policy reforms that expand scope, mobility, and autonomy for dental hygienists.

Licensure Portability & Practice Alignment

Collaborate with national and state partners to align practice acts with educational preparation and promote license portability.

Advanced Education Pathways

Strengthen advanced and doctoral-level education models that support expanded roles, clinical authority, and leadership opportunities.

Accreditation Innovation

Explore innovative accreditation models that promote flexibility, quality, and professional autonomy.

Clinical Excellence & Professional Achievement

GOAL

Dental hygienists deliver high-quality, evidence-based, prevention-focused healthcare across all settings.

Education Leadership

Deliver accessible, relevant, and continuous learning that prepares dental hygienists for current and future roles.

Interprofessional Collaboration

Develop and expand collaborative programs and educational opportunities with academic, healthcare, and community partners.

Evidence-Based Practice

Promote research, clinical guidelines, and resources that support evidence-based care delivery.

Professional Recognition, Visibility & Influence

GOAL

Dental hygienists are recognized as essential healthcare providers and leaders in preventive oral health.

Policy Leadership

Engage proactively in national and state policy discussions that shape preventive oral health and workforce innovation.

Stakeholder Awareness

Strengthen awareness among policymakers, dental teams, healthcare systems, and the public regarding the value and impact of dental hygiene.

Professional Orientation

Provide tailored education and messaging for students, dental hygiene professionals, dentists, and decision-makers that reinforce the scope, role, and contributions of dental hygienists.

Community & Membership Engagement

GOAL

Build a diverse, connected, and engaged community that supports the personal and professional goals of their colleagues.

Engagement Pathways

Create flexible, inclusive engagement and leadership pathways that welcome dental hygienists at all stages of their careers.

Modern Member Value

Develop a customized, data-informed value proposition that reflects the diverse needs, identities, and interests of today's dental hygienists.

Unity and Belonging

Foster a culture of inclusion, representation, and mutual support across all components of the dental hygiene community.

Foundational Capacity

GOAL

ADHA secures the modern infrastructure, financial strength, and governance needed to support the evolving dental hygiene profession.

Financial Stewardship

Strengthen long-term financial sustainability through responsible management of member and organizational resources.

Governance Modernization

Align governance structures and decision-making processes with contemporary association best practices.

Operational Excellence

Invest in systems, technology, staffing, and processes that enhance organizational agility and responsiveness.

AMERICAN DENTAL HYGIENISTS' ASSOCIATION



444 N. MICHIGAN AVE.
SUITE 400
CHICAGO, ILLINOIS 60611

WWW.ADHA.ORG