

BUILDING MOMENTUM

ANNUAL REPORT

FY2026

July 2025 – June 2026

Our Vision

Elevating Care. Inspiring Change.
Shaping Healthier Communities.

Our Mission

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

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Messages from Leadership

A year of momentum, told by those who led it.



Lancette VanGuilder

BS, RDH, PHEDH, CEAS, FADHA

ADHA President, 2025–2026

When I became your president, I set out to turn ripples of change into waves, and this year, we did. Dental hygienists secured hard-won advocacy victories, advanced model autonomy legislation, and restored our federal presence in Washington. We are not just reacting to challenges. We are building long-term solutions. To every member who raised their voice this year: you proved that we are ready, we are capable, and we are leading.



Jessica August

MSDH, RDH, CDA, FADHA

ADHA President Elect, 2025–2026

Stepping into this role, I am energized by where we're headed and the opportunities ahead. Our new 2026–2028 Strategic Plan provides a bold, member-centered roadmap grounded in professional autonomy, workforce well-being, and clinical excellence. The groundwork laid this year positions us to move faster and reach further than ever before. As I prepare to serve as your 100th president, my commitment is simple: to continue building a profession that recognizes, advances, and reflects the full value of every dental hygienist.



Jennifer Hill

ADHA Chief Executive Officer

This year tested our capacity to change, and we rose to it. We retired a century-old governance structure and built one that lets every member shape policy year-round, adopting new member-submitted policies in its very first months. Behind that agility is disciplined stewardship: a stable budget and sound management that let us invest boldly in our mission. In my first year as your CEO, I've never been more confident in where this association is headed, together.

COMMUNITY

ADHA's vibrant community unites, supports, and represents dental hygienists at every career stage. This year we grew our reach through new membership pathways, digital engagement, and programs that bring members into the work.



635K

website active users, up 13.4%

148K

social followers across three platforms

42

Hygienist Hub articles published

New members, new programs, new ways to belong.

Membership: Renewal

Strategic cross-channel outreach to nurture retention and engagement across all membership categories.

COMPREHENSIVE OUTREACH: OCTOBER-FEBRUARY

72%

Renewal Rate

- Renew-a-palooza launches renewal season at ADHA25
- Segmented self-mailer to Professionals and New Professionals
- Robust national email campaign segmented by audience
- Complementary toolkit for state-level renewal initiatives
- Paid digital advertising



We're stronger
together.

YOUR MEMBERSHIP EXPIRES
NEXT MONTH!

RENEW FOR 2026 >



YEAR TWO:
NEW PROFESSIONAL
MEMBERSHIP SUCCESS

1,326

members qualify for 35%
dues savings for two years
after graduation

adha AMERICAN
DENTAL HYGIENISTS'
ASSOCIATION

RENEW BY NOV. 15 FOR A CHANCE TO WIN!

RENEW
LIKE A PRO

SAVE 35%
AS AN ADHA NEW PROFESSIONAL



Membership: Recruitment

Always-on recruitment initiatives infused with seasonal special offer promotions.

WELCOME TO
ADHA!

2,745

New Members
Joined ADHA
in FY26

ADHA ALL THE WAY

Improving access and
scope of practice.

adha™
all the
way

Oral health advocacy in action.

JOIN
NOW

50+ free dental hygiene
CE at your fingertips.

adha™
all the
way

Members get all the perks.

JOIN
NOW

For those obsessed
with dental hygiene.

adha™
all the
way

Join your professional community.

SEASONAL PROMOTIONS

HEY
RDH

Savings Are in Bloom!

adha™ AMERICAN
DENTAL HYGIENISTS'
ASSOCIATION™

Save 20% for the rest of '26

ADVOCACY CAMPAIGNS STRENGTHEN OUR POSITION + MESSAGING

Evidence-based
care deserves
evidence-based
credentials.

Join the association that
won't compromise.

adha™ all the way

OPA
legislation isn't
going away.

NEITHER ARE WE.

adha™ all the way

Replacing
professionals
isn't progress.

Standing united
with fellow RDH is.

adha™ all the way

If we don't
protect
standards,
Who will?

Patient care starts with membership.

adha™ all the way

Nevada Hygienists!

Say no to
substandard care.

Join us & defend our expertise.

adha™ all the way

Student Membership

Engaging the next generation of dental hygienists

Diversified student membership options to bundle with our National Board Review (NBR) course:

- One-year student membership
- **New in 2025:** One-year membership +NBR course bundle
- Two-year student membership
- Two-year membership + NBR course bundle – \$235

10,851

Student members

310

Dental Hygiene programs across the U.S.

176

Registered Student Chapters

\$8,000

awarded to student chapter winners of the Annual Video competition and Outstanding Student Chapter Awards

16%

Student membership growth since launching a 2-year option in 2020

Student Proud Week, ADHA's week-long digital campaign presented by Heartland Dental, recognized and celebrated dental hygiene students and Student Chapters. The "Ready. Set. RDH!" campaign delivered a week of student engagement through daily challenges, giveaways, Instagram takeovers, and career-focused content.



Growing Involvement

New pathways that bring members into ADHA's work and leadership pipeline.

ADHA CHAMPIONS

Social Media Ambassadors

6

Inaugural
Champions

Launched summer 2025, ADHA Champions engages students and early-career professionals as social ambassadors. The inaugural cohort ranged from DH students to recent master's graduates.

- The Champions joined ADHA on-site at ADHA25 in Long Beach
- Covered and promoted ADHA programs and initiatives all year

adha.org/Champions



VOLUNTEER DEVELOPMENT PROJECT

Year 2 of a three-year initiative

Now in its second year, the project continues to strengthen ADHA's volunteer pipeline and expand pathways to serve.

- Held a "Get Involved" session at ADHA25 in Long Beach
- Hosted a webinar on serving as an ADHA board member and officer, driving new applications

adha.org/GetInvolved

Supporting the Pipeline

Resources for new professionals and recognition for the profession’s leaders.

STUDENTS

My DH Life

Launched summer 2025, My DH Life is a web-based resource hub supporting students throughout their path to licensure, with resources from ADHA and its Industry Relations Council partners.

- Includes the monthly My DH Life newsletter
- Separate editions for student members and new professional members
- Sponsored by the ADHA Industry Relations Council

adha.org/MyDHLife



ADHA PROFESSIONAL FELLOWS (FADHA)

The third class of ADHA Fellows

94

New Fellows in the 2025 class

349

ADHA Fellows in the Program

Announced at ADHA25, the 2025 class brings the total to 349. Fellows continue to add exceptional value, contributing articles, research, on-demand courses, paid content and expertise across the association.

adha.org/Fellows



Digital Media Growth

ADHA’s website and social media channels grew in reach and engagement in FY26

WEBSITE

635,516

Active Users
+13.4%

2.3M

Page Views
+2.7%

948,435

Sessions

40.1% of sessions come from organic search. Homepage, member portal, and "Become a Dental Hygienist" pages led all traffic.

adha.org



SOCIAL MEDIA

148,311

Total Followers

+9,200

New Followers

Channel	Followers	New	Engagement
Facebook	91,584	1,395	10.8M views
Instagram	24,561	3,662	2.54% rate
LinkedIn	32,156	4,105	5.72% rate

Across three platforms, content earned ~13.8M views. LinkedIn engagement runs about 3x the industry average.

@YourADHA

Content and Reach

ADHA channels that keep you informed and engaged all year.

HYGIENIST HUB

ADHA’s online magazine

42

Articles Published
In FY26

FY26 volunteer-generated content spanned clinical practice, autonomy and advocacy, professional development, and member and student stories.

adha.org/HygienistHub

EMAIL NEWSLETTERS

Reaching hygienists’ inboxes

Delivering news, articles, education, CE to your fingertips

149,000

ADHA Education News reach

20,000

ADHA Update reach

adha.org/Publications

ADHA WORKING FOR YOU

What is ADHA working on?

One webpage pulls together the association’s work, events, articles, courses, meetings, advocacy activity, and news at a glance.

adha.org/WorkingForYou

NEWSROOM

Making headlines

24 announcements published with 60+ media pickups, including national coverage. Featured in the New York Times and NBC.

adha.org/Newsroom



EDUCATION & RESEARCH

ADHA delivered record education this year, from a catalog topping 200 courses to entering the *Journal of Dental Hygiene* centennial, alongside new research partnerships that strengthen the evidence base of the profession.

200+

Courses on
CE Smart

24

Live education
events

100

Years of the
Journal of Dental Hygiene

Learning, scholarship, and the evidence behind them.

CE Smart: Record Content Usage & Reach

ADHA channels that keep you informed and engaged all year.



200+

Courses on CE Smart
online course catalog

24

Live events: 20 webinars,
1 virtual event, 3 conference
livestreams

16

Sponsored events; 2 more
with external partners
(AAOM, AGD)

A record year for live education

- 20 webinars, 1 virtual event, and 3 conference livestreams, the most live education ADHA has ever delivered in a year
- Course purchases reached an all-time high (excluding National Board Review, which set its own record)
- Livestreamed ADHA25 sessions now available on demand, sponsored by Colgate and Listerine
- Educational Methodologies added 15 new faculty-focused courses (see spotlight)

adha.org/CEsmart

SPOTLIGHT

Educational Methodologies

The profession's first subject-specific methodology training built for dental hygiene faculty, delivering education theory, practical strategies, and ready-to-use classroom and clinic resources.

15

Courses Posted

20

By end of 2026

500+ courses taken & completed in
under one year

adha.org/EduMethods

Journal of Dental Hygiene: 100 Years

A centennial milestone for the profession’s only peer-reviewed scientific journal

100 years

The Journal of Dental Hygiene marks its 100-year publishing milestone in 2026, opening with a February anniversary issue featuring a guest editorial and published congratulations from multiple partner organizations.

A year-long celebration tied to key observances: oral cancer awareness, student research, corporate clinical research, an NDHM retrospective, and a December capstone on research in the age of misinformation — with invited guest voices throughout.



STRENGTHENING THE EVIDENCE BASE

ADHA joined two national research studies this year — one on dental hygiene educator membership, another analyzing the theoretical models and conceptual frameworks used in DH education programs.

adha.org/JDH

ADHA25 Annual Conference

Long Beach, California – Dental Hygiene Dreamin’

adha25
ANNUAL CONFERENCE
OCTOBER 4–6 / LONG BEACH, CA

1,523

Attendees and exhibitors
in Long Beach

- The only association conference dedicated specifically to dental hygienists
- An energizing space for hygienists, students, educators, and partners to learn around shared priorities
- Practical ideas and career-relevant CE attendees carried back to workplaces, patients, and communities
- Strengthened belonging through peer connection, mentoring, and leadership engagement
- An exhibit hall showcasing innovations that support high-quality care



New Events: Whole-Person Care

Two programs that expanded ADHA’s role in oral-systemic and member well-being

INTEGRATED CARE SUMMIT

Inaugural – a national convener

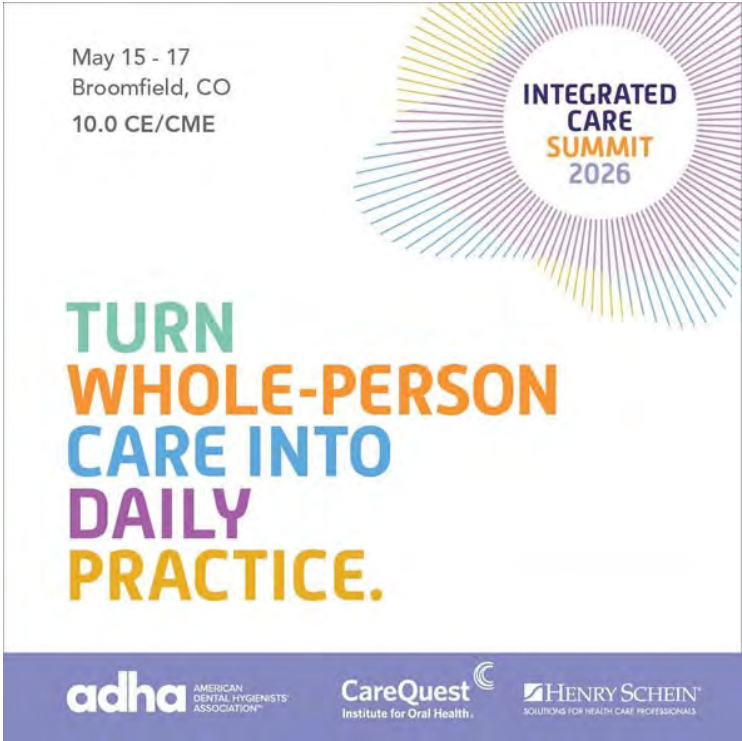
158

Attendees across medical professions

A bold new gathering on the connection between oral health and whole-person care, bringing together dental hygiene, medical, behavioral health, public health, and education leaders.

Headliner sponsors CareQuest and Henry Schein, with supporting sponsors, brought the inaugural Summit to life.

adha.org/ics



THE INAUGURAL EVENT

Held May 15–17 in Broomfield, Colorado, the Summit paired hands-on workshops with cross-disciplinary sessions and a plenary panel on how oral and systemic care connect in everyday practice.

Physicians, dentists, periodontists and public-health leaders joined dental hygienists to move integrated care from concept to action, establishing ADHA as a national convener in oral-systemic health.

- Dental hygiene
- Medical
- Behavioral health
- Public health
- Education

New Events: Whole-Person Care

Two programs that expanded ADHA’s role in oral-systemic and member well-being

WELLNESS IN PRACTICE

Health & well-being workshop

200+ Participants

Evolved into a comprehensive whole-person wellness experience — broadening beyond mental wellness to psychological well-being, physical sustainability, career longevity, and self-care.

Sponsored by Heartland Dental, centered on resilience, professional fulfillment, and sustainable careers.



Here’s what you said...

WELLNESS IN PRACTICE

“ This workshop has been soul-rejuvenating. ”

“ Made me feel I am not alone. ”

“ The best continuing ed I have taken since I became a hygienist in 1979! ”

adha AMERICAN DENTAL HYGIENISTS’ ASSOCIATION™ HEARTLAND DENTAL



SPOTLIGHT

Well-being Webpage

Debuted during Mental Health Awareness Month, adha.org/wellbeing brings together evidence-based tools to help hygienists recognize, address, and navigate the profession's unique mental health challenges — from burnout and occupational stress to crisis support and workplace wellness.

PARTNERSHIPS

ADHA strengthened strategic alliances this year through industry partnerships and corporate collaborations that expanded education, enhanced member resources, and advanced the profession.



12

Industry
Relations Council
members

50

States reached
by Hygienist
Inspired

4

Flagship
Partner
Programs

Collaborations that expand reach and resources

National Dental Hygiene Month: "The Power of Us"

Celebrating the collective impact of dental hygienists, sponsored by Colgate.

A celebration launched at ADHA25

ADHA launched NDHM 2025 under the theme "The Power of Us," celebrating the collective impact of hygienists, members, partners, and the oral health community. It kicked off at ADHA25 in Long Beach, aligning the annual conference with a national celebration of the profession.

- Weekly themed content through October: The Power of You, The Power of Your Practice, The Power of Partnership, The Power of Our Profession
- Colgate co-sponsorship supporting education, innovation, and practice excellence
- Resources, CE, social content, and engagement prompts for practice, online, and community
- Extended value year-round with Colgate-supported education

adha.org/NDHM



Elevated member pride, visibility, and engagement while reinforcing hygienists' role in prevention, education, advocacy, and community health.



Hygienist Inspired, Year 2: Reach

A national chairside recruitment movement, sponsored by Delta Dental Foundation

Sponsored by the Foundations of
DELTA DENTAL

8,550

Individuals reached (2025)

1,000+

Allies across all 50 states

170K+

Consumer visits to
Become a Hygienist webpage

1,561

Volunteer hours (2025)

From pilot to national movement, Hygienist Inspired turns trusted patient conversations into career exploration and mentorship — strengthening the workforce pipeline through Ambassador outreach, Ally engagement, and digital conversion tools.

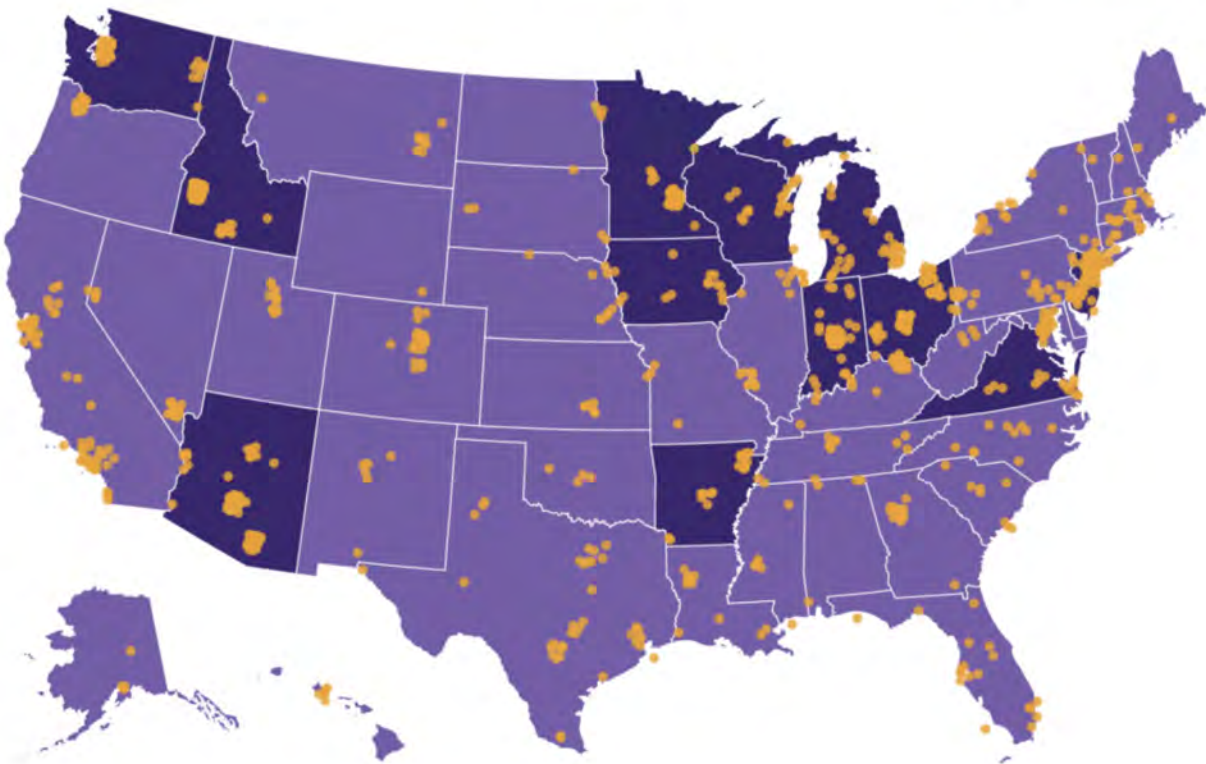
- High-school students remain the largest outreach segment; adults and career-changers a strong workforce audience
- The RDH Ready Checklist captures high-intent leads and Ambassador connection requests
- Opens pathways for students, first-gen prospects, career changers, and underrepresented communities

adha.org/HygienistInspired

1,000+ Allies
in all 50 States

12
Program States

33 Ambassadors
Connected with
8,550 Consumers



● Allies ■ Ambassador States

Hygienist Inspired, Year 2: Momentum

Q1 FY26 growth and new-state expansion built on a strong foundation

Sponsored by the Foundations of
DELTA DENTAL

YEAR 2

- Returning and new Ambassadors, expanding into New Jersey, Virginia, and Washington
- In-person training on outreach skills, audience-specific messaging, and workforce impact
- First program presence at ADHA25 — a dedicated booth securing 200 new Ally pledges
- First-ever Lunch & Learn on using chairside conversations to inspire DH careers



Q1 FY26 MOMENTUM

31

Ambassadors trained

2,053

Individuals reached

307

New RDH Ready
Checklist respondents

+152

Allies added

*200 of the 307 checklist respondents requested
a direct Ambassador connection.*



Rinse Resource Center

A centralized education destination, in partnership with Kenvue / LISTERINE®

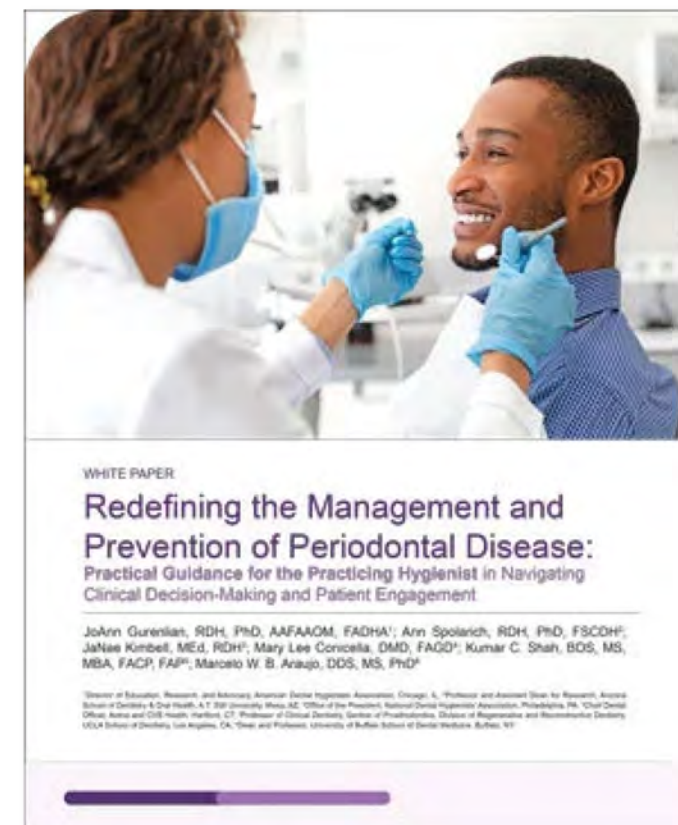
Evidence-based education for chairside prevention

A centralized hub to help dental hygienists strengthen prevention conversations and patient engagement around therapeutic mouthrinse use.

- On-demand CE, recorded conference education, podcasts, research links, and rinse-selection resources
- "What's Your Rinse Type?" interactive quiz that unlocks a \$3 LISTERINE coupon
- ADHA25 Lunch & Learn now on-demand CE, sponsored by LISTERINE
- New white paper "Redefining the Management and Prevention of Periodontal Disease" and chairside guide on redefining periodontal disease management

adha.org/Rinse

Packages current science into practice-ready education — building clinical confidence and giving patients clearer at-home guidance for better periodontal outcomes.



REAL ABOUT RINSE



Industry Relations Council

Now in its third year – an exclusive corporate membership advancing the profession

The Industry Relations Council (IRC) fosters two-way dialogue between ADHA leadership and key industry partners, meeting for a full-day fall and half-day summer session to align on trends, market intelligence, and shared commitments to support hygienists practicing at the top of their scope.

PREMIER LEVEL



ASSOCIATE LEVEL



adha.org/IRC

LEADERSHIP

ADHA strengthened strategic alliances this year through industry partnerships and corporate collaborations that expanded education, enhanced member resources, and advanced the profession.

47

Policies adopted
by the Board

6

Strategic goals
for 2026-2028

1st

Board application
process implemented

A new era of governance takes shape.

A New Era of Governance

ADHA retired the century-old House of Delegates and built a faster, member-driven model.

Year-round, member-driven policy

In July 2025, ADHA transitioned away from the House of Delegates, streamlining decision-making so any member can submit policy proposals year-round for faster organizational response.

10

Policies submitted directly by ADHA members

Ideas from dental hygienists nationwide now reach decision-makers faster and become policy sooner.

47

Total policies adopted in the fiscal year

The 2025-2026 Board of Directors served as the district-elected group under the prior structure.

adha.org/Policies

A NEW WAY TO SELECT THE BOARD

New Governance Committee

Chaired by ADHA Past President Erin Haley-Hitz, the Governance Committee defined the skills, competencies, and qualifications needed for future board members — strengthening the leadership pipeline and supporting a board aligned with the organization's strategic priorities.

- Partnered with Association Management Company (AMC) consultants to guide the framework
- Launched the call for volunteers under the new model on March 2
- Developed candidate materials, evaluation tools, and a consistent review process
- Supported by the Volunteer Development Project to build a sustainable pipeline
- Candidates were scored on a rubric across a multi-day interview process, then a recommended slate advanced to the Board for approval.

adha.org/Committees

2026-2028 Strategic Plan

A new mission and six goals that reflect priorities to guide the profession through 2028.

OUR NEW MISSION

Advancing dental hygiene as an autonomous, prevention-driven profession that transforms healthcare.

- 1

Workforce

Workplace safety, well-being, career development, and recruitment
- 2

Professional Autonomy

Advancing full practice authority across settings
- 3

Clinical Excellence & Achievement

Standards, credential, and professional growth
- 4

Recognition, Visibility & Influence

Awareness among policymakers, health systems, and the public
- 5

Community & Membership Engagement

Member value and broad participation
- 6

Foundational Capacity

Governance, financial sustainability, and operations

The full and detailed 2026-2028 Strategic Plan is available at adha.org/StrategicPlan

2025-2026 Board of Directors

Advocating for you – governance, strategy, and stewardship in ADHA’s 103rd year.



OFFICERS

President
Lancette VanGuilder
BS, RDH, PHEDH, CEAS, FADHA

Vice President
Christina Emmert
RDH, PHDH, PRP, FADHA

Chief Executive Officer
Jennifer Hill

President-Elect
Jessica August
MSDH, RDH, CDA, FADHA

Treasurer
Amanda Knutt
MSDH, RDH, CST, FADHA

DISTRICT DIRECTORS

Amanda Berthiaume, District I
Carolynn B. Wahl, District II
Jody Berinato, District III
Renee Spencer, District IV
Elizabeth Monnin, District V

Carrie Fowler, District VI
Jennifer Lehto, District VII
Shawna Greer, District IX
Laura Green, District X
Laura Vanderwerf, District XI

adha.org/BOD

ADVOCACY

ADHA advanced critical policy initiatives this year through strategic partnerships, digital advocacy tools, and federal engagement efforts that strengthen professional practice and expand workforce opportunities.

13

States in the
DDH Compact

50

States now allow
local anesthesia

4

New advocacy
white papers

First formal Capitol Hill lobby day in 20 years.

Advocacy Advisory Committee

A new committee to strengthen ADHA's advocacy at the state and federal levels.

The New Committee

Established this year to support and strengthen ADHA's advocacy efforts, the AAC, chaired by Alyssa Aberle, guides federal and state strategy and has met regularly since October 2025.

Focus areas

- Professional autonomy
- Insurance reimbursement
- Federal policy & legislative tracking
- State-level advocacy support

adha.org/Committees

ADVOCACY DAY ON THE HILL

First formal Capitol Hill lobby day in 20 years

In its first year, the AAC met directly with Congressional staff on April 16 to elevate dental hygiene priorities:

- Community water fluoridation
- Expanded Medicaid reimbursement for hygienists
- HSA/FSA access for oral health products

ADHA's Lobby Day sponsored by CHPA and GoTu.

adha.org/Advocacy

Strategic Direction for the Future

Authoritative documents that give policymakers a framework and the evidence to modernize care.

MODEL AUTONOMY LEGISLATION

The Dental Hygiene Modernization Act

A ready-to-adopt legislative framework for autonomous practice, developed with VDHA President Derik Sven.

AUTONOMY EVIDENCE REPORT

The case, backed by research

Summarizes nearly two dozen evidence-based articles showing autonomous practice improves access to care, workforce utilization, and patient outcomes.

adha.org/AutonomyEvidence

Four white papers published this year
2,300 downloads since Sept 2025



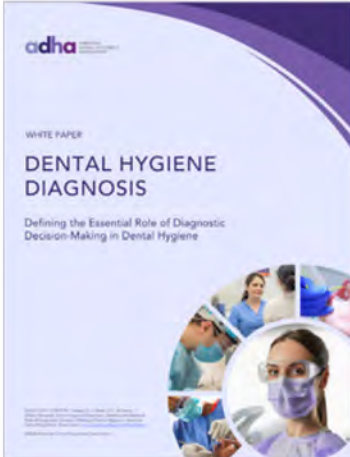
Missed Potential:
Expanding Dental Hygienists' Roles to Bridge Oral Health Gaps

Published Sept 10, 2025



Dental Hygiene Self-Regulation:
Strengthening Public Protection & Access

Published Dec 22, 2025



Dental Hygiene Diagnosis: Defining Diagnostic Decision-Making in DH

Published Feb 10, 2026



Advancing Dental Hygiene Education:
A Framework for Doctoral Pathways

Published June 26, 2026

adha.org/WhitePapers

Building Advocacy Capacity

Coordinated, state-specific support and communication that equips members to act at every level.

Digital Advocacy Tools

VoterVoice campaigns and BillTrack50 deliver targeted, state-specific legislative action and real-time bill tracking across all 50 states.

Regional Advocacy Meetings

Regular virtual sessions align strategy with state presidents and legislative chairs across four regions.

Advocacy Toolkit

A comprehensive toolkit plus concise one-page resources, now housed in the Volunteer Resource Center.

Advocacy in Action

A semi-monthly newsletter, with a full archive, plus a new Advocacy Contribution Page for member support.

adha.org/Publications

For detailed ADHA advocacy resources visit adha.org/Advocacy.

Federal & State Engagement

Direct engagement with policymakers, and real momentum on licensure portability.

Federal engagement

Congress

Advocated for community water fluoridation and expanded dental hygiene scope of practice.

CMS

Met with the Centers for Medicare & Medicaid Services to promote streamlined Medicaid reimbursement for dental hygienists.

FTC

Engaged the Federal Trade Commission on issues affecting the profession.

LICENSURE PORTABILITY

13 States have enacted the DDH Compact

Oklahoma joined this year (SB 540, signed May 12, 2026), and additional states are actively considering compact legislation, signaling growing momentum for multistate practice.

Delaware became the 50th state to permit dental hygienists to administer local anesthesia (SB 131, effective Jan. 1, 2026). New York enacted collaborative practice, allowing care without direct supervision.

[DDHcompact.org](https://ddhcompact.org)

FINANCIAL OVERVIEW

A year of disciplined growth. Revenue is up over the prior year, and non-dues income approaching half of the total.

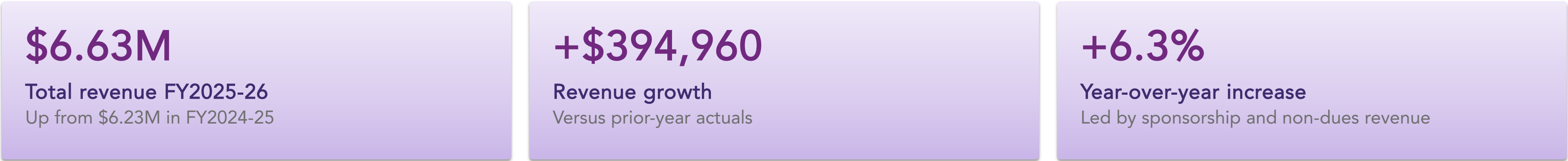
That diversification reduces our reliance on membership dues and gives the association the flexibility to invest in members, respond to their needs, and sustain momentum for the future.



Financial Overview

July 1, 2025 – June 30, 2026 | Unaudited year-end results

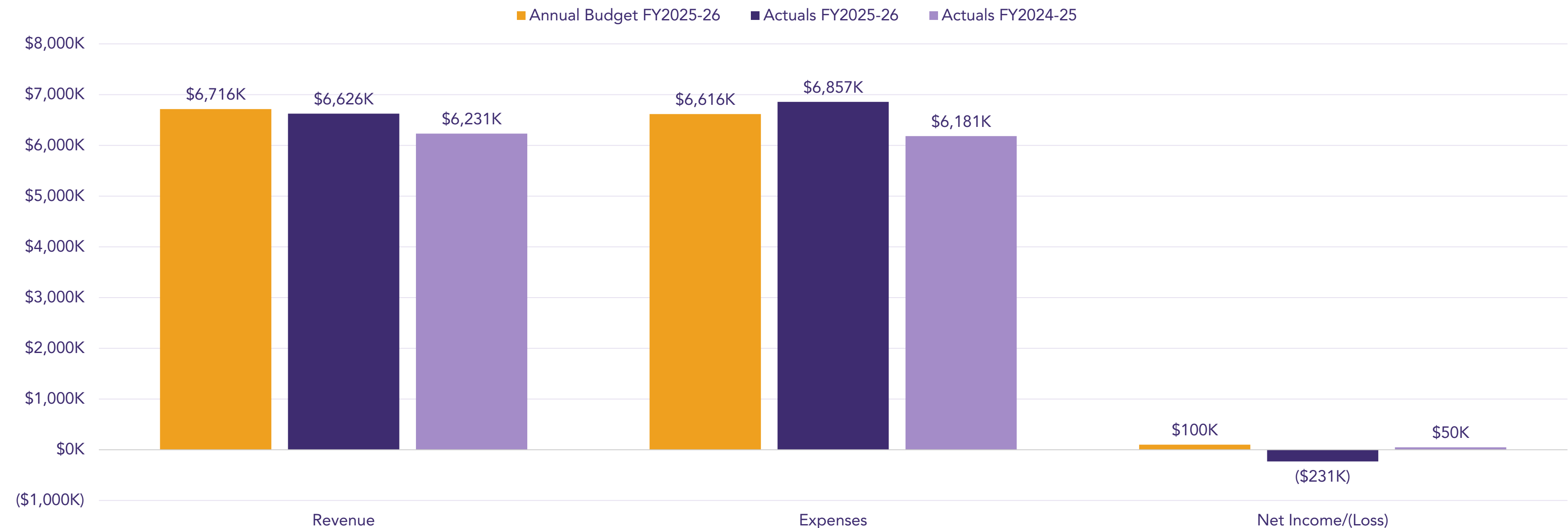
Revenue grew to \$6.63 million in FY2025–2026, up 6.3% over the prior year, with nearly half now coming from sources other than membership dues. Reducing that reliance on dues remains a core strategy, and the gains it produces are being directed toward rebuilding reserves so ADHA can respond faster to what members need.



What drove the growth

Membership dues remained stable at \$3.47 million.
Corporate sponsorship reached \$1.05 million, finishing ahead of budget and above the prior year.
Other non-dues revenue — educational programs, affinity royalties, and foundation support — grew to \$3.16 million, nearly half of all revenue.

Financial Summary



Financial Summary: revenue and expense comparisons as of June 30, 2026 (unaudited).

To every member, leader, volunteer, and partner who built this momentum with us
— thank you.



American Dental Hygienists' Association

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