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## The Unstoppable Forces Changing Dentistry and Dental Practice

**Marc B Cooper**

The DEO Dental Group LLC, USA

There are numerous strong forces reshaping dentistry and the delivery of dental care. These forces are hurricane-like in power, growing in intensity, forcefully exerting their impact on reshaping dentistry. The eye of the hurricane is the profound shift in context, from small business to big business. The eye-wall of the hurricane consists of the tremendous influx of venture capital and consolidators. The rain-bands of the hurricane are horizontal integration, vertical integration, artificial intelligence, robotics, cloud computing, Big Data, and genomics. Other rain-bands of the hurricane are lack of access, connection to systemic diseases, a shift in reimbursement from the fee-for-service model to the pay-for-performance model, all driven by the seemingly uncontrollable increase in spending on healthcare combined with increasing populations.

This presentation will address how these forces impact dentistry and dental delivery. This hurricane has reached a Level 4 intensity, quickly moving to a Level 5. It has reached the shore, bringing heavy winds and rain. Expect tremendous damage to occur.

### Biography:

Dr. Marc B Cooper professional career includes private practice Periodontics, academician, researcher, teacher, practice management consultant, corporate consultant, trainer, seminar director, board director, author, entrepreneur, and inventor. In his career, Dr. Cooper has worked with Silicon Valley start-ups, hospitals, and hospital systems, insurance companies, biotechnical companies, insurance companies, as well as several Fortune 500 companies. Dr. Cooper has worked with dental clients in the U.S., U.K., Australia, Cambodia, Canada, Chile, Portugal, Italy, Greece, Dubai, Abu Dhabi, Oman, Brazil, Singapore, New Zealand and Israel. Dr. Cooper's current work focuses on consulting managed group practice in North America and the Far East.