CDA offers significant savings on supplies through e-commerce site

Online marketplace created for CDA member dentists

- The California Dental Association is pleased to announce its offering of online dental supply shopping through its subsidiary, The Dentists Service Company. TDSC offers a group buying program through its e-commerce marketplace — an easy-to-use online shopping site that leverages the buying power of CDA’s 27,000 members to secure significant savings on dental supplies and helps dentists lower the overall cost of providing care to their patients.

As a benefit of CDA membership,

*see SAVINGS, page 4

Let’s get started

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Stop by this booth for some show specials you won’t want to miss (and also some cool products). >page 16

It’s a little later in the year than the past few years, but the wait is finally over.
CDA Presents The Art and Science of Dentistry is here, and during the next three days, you’ll be accompanied by more than 27,000 dentists, dental professionals and students from across the United States as you go about attending any of the numerous educational courses and exploring the 135,000 square feet of exhibit space where 575 exhibitors will demonstrate new techniques as well as innovative products and services.

Of course, the question, like always, is where to start? Fortunately, we have a few highlights.

* see READY, page 4

Attendees enter the Anaheim Convention Center during the 2017 CDA Presents The Art and Science of Dentistry. (Photo/today Staff file photo)
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SAVINGS

dentists licensed in California can shop the TDSC Marketplace to take advantage of negotiated low pricing and discounts based on aggregate volume. CDA members enjoy free shipping and save an average of 20 percent off the manufacturers’ list price on more than 25,000 dental supplies. Through trusted, authorized distributors, the marketplace offers supplies from major manufacturers, including Dentsply Sirona, 3M, KaVo Kerr and GC.

“Dental supply purchasing has long been dominated by large corporate suppliers. Through the marketplace, we’re providing significant savings on dental supplies and reduced overhead,” said CDA President Natasha Lee, DDS. “The discounts allow our members to remain competitive with large dental service organizations that cut special deals with dental suppliers.”

As e-commerce has become the norm, shopper feedback has been overwhelmingly positive, with exponential month-over-month growth. After a phased launch, 1,200 CDA members had already saved more than a half-million dollars, allowing them to provide more cost-efficient services to their patients.

“Our entry into e-commerce may be unprecedented for a state dental association, but the move is timely as the $10 billion dental products industry undergoes a disruption in the way dentists purchase supplies for their practices,” Lee said. “We’re in a position to offer lower costs to our members, including those in rural areas who have adopted the marketplace as a trusted source for dental supply purchasing.”

The TDSC Marketplace is now in a position to expand to other states, starting in the West and Northwest regions, giving dentists another option for purchasing some or all of their supplies.

“There’s really no organization better positioned to offer this member service than a dental association whose best interests are with dentists and the patients they serve,” Lee said.

(Source: California Dental Association)