

WSDA 2026-2028 Strategic Plan
— Advocacy — Support — Excellence —

MISSION STATEMENT

(Revised June 7, 2025)

To be the leader in advocacy and support for dentists pursuing excellence.

VISION STATEMENT

(Revised June 7, 2025)

Through our members and partners, we achieve healthy communities and the best dental outcomes for all.

STRATEGIC PRIORITIES

(Approved June 7, 2025)

Advocacy: Strengthen the viability of the practice of dentistry and the delivery of care.

Innovation: Further challenge traditional and professional norms by driving innovation.

Support: Maximize the value of membership in organized dentistry.

Achieving Our Vision: Be recognized as the most influential dental entity in Washington.