

Report on ComplyBetter  
To: House of Delegates  
September 2025

## **Background**

Since its January 2025 launch, ComplyBetter has achieved 133 subscriptions, serving 1,243 total users and generating \$75,393 in revenue. With nearly all subscribers as WSDA members and strong engagement across key demographics, the platform continues to expand its role as a core compliance resource for Washington dental practices.

Current pricing is reflective of a discounted early adopter incentive for both WSDA members and non-members. Starting October 1, standard pricing will be in effect for members and non-members.

ComplyBetter, WSDA's online compliance management platform, was developed in partnership with ErnWest to provide an integrated solution for OSHA, HIPAA, and other regulatory training and documentation needs. Version 1.0 focused on delivering a stable, user-friendly product supported by ComplyBetter's software development team, Racoon Gang. Enhancements implemented in 2025 include:

- **Administrative Controls** – Expanded WSDA staff capabilities to provide direct user support, improving response times and operational efficiency. Simplified user roles and permissions to make account setup and management easier for both WSDA staff and platform administrators.
- **User Experience** – Enhanced company management tools with improved navigation features, streamlined workflows to reduce set-up errors, and added documentation duplication tools for multi-office efficiency. Upgraded training reports and integrated automated training and documentation reminders to help users stay in compliance.
- **Expanded Functionality** – Introduced standardized federal OSHA compliance documentation to support broader association partnerships and implemented automatic enrollment for new members, ensuring immediate access to essential platform training materials and compliance resources.

ComplyBetter has quickly evolved beyond a basic compliance tool into a dynamic platform that blends regulatory guidance with practical, easily accessible solutions for dental practices. It centralizes documentation management and record retention, delivers customizable training, and automates critical compliance tasks, offering an efficiency advantage members cannot find elsewhere.

Looking ahead, we will build on this foundation by expanding content and advancing automation. We will prioritize strategic partnerships that create opportunities to serve

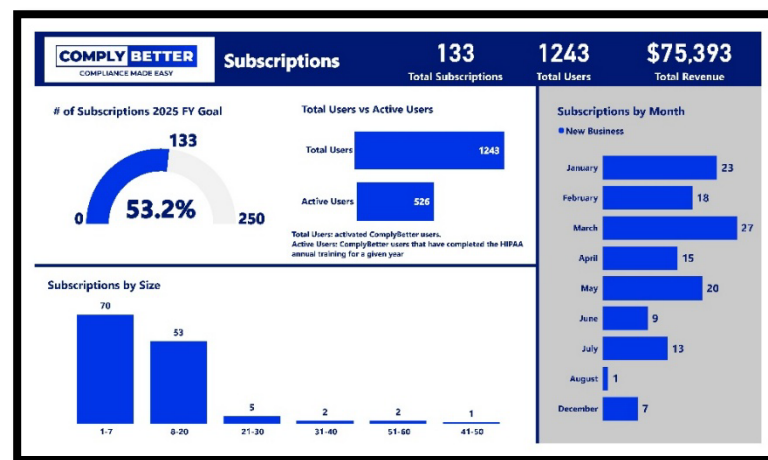
practices in other states and across industries, positioning ComplyBetter as a leader in accessible, adaptable, and efficient compliance management.

## Data Overview

The following dashboards provide a detailed look at current adoption and engagement:

### Subscriptions

- 133 total subscriptions to date; 526 active users are those who have completed HIPAA annual training.
- Most subscriptions (92%) serve practices with 1–20 unique users.
- New business peaked in March (27 subscriptions) and January (23 subscriptions).



### Account Holders

- 99.25% of subscribers are tripartite members. The largest subscriber age group is 41–50 years.
- 124 subscribers are members 6+ years out of school, 104 participate in the WSDA Retro program, and 79 are WDIA policyholders.
- Subscribers are concentrated in Seattle-King (49), Snohomish County (21), and multiple other local dental societies statewide.

