

1 Report of the HDA Direct to Consumer Task Force – 2023

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3 **Strategic Plan Goal #3 – Government Affairs:** To be recognized as the leading
4 advocate for dentistry, oral health of the public, and strong public health policy.

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6 Dr. Shelli Kawamoto and I were tasked to co-chair the HDA Direct to Consumer Task
7 Force as we saw corporate groups enter Hawaii and offer direct to consumer dental
8 services in clear violation to the dental practice act of Hawaii. As reported by our Task
9 Force, many initiatives on the mainland have reduced some of the momentum with
10 companies such as Smile Direct Club. Due to the litigious nature of these companies, the
11 HDA and the Hawaii Dental Board have deferred on any action.

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13 To my knowledge a location still exists on Restaurant Row in Honolulu. Other direct to
14 consumer services are also available online and on social media like SmileSnap Veneers,
15 etc. Their impact on Hawaii is not clear. Perhaps the market will serve us the biggest
16 help as companies such as Smile Direct Club have lost a lot of investor momentum and
17 confidence losing tremendous shareholder value. Hopefully they realize dentistry
18 requires a doctor in diagnosis and treatment monitoring to be successful.

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20 In the past few years, no further steps have been required from the HDA Direct to
21 Consumer Task Force, and due to inactivity, we recommend we sunset the Task Force,
22 which could be resurrected if any new developments arise. At its September 2023
23 meeting, the Board accepted this recommendation and approved to sunset this Task
24 Force.

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27 Respectfully Submitted,

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30 Sean Holliday, DDS, MS
31 Co-Chair

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36 **Recommendation of the HOD Reference Task Force on the Report of the HDA**
37 **Direct to Consumer Task Force:** The HOD Reference Task Force recommends the
38 Report of the HDA Direct to Consumer Task Force be accepted.

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41 **Action taken by the House:**