About Huddle E-Newsletters

ADA's portfolio of Huddle e-newsletters offers members a daily connection to the latest news and trends affecting dentists and the dental profession. The ADA Morning Huddle, distributed every weekday, features concise summaries of stories in leading consumer and dental publications give ADA members them a quick, comprehensive overview of the issues that shape developments in clinical practice, education and continuing education, advocacy, practice management, career and personal development, work–life balance and more. ADA Morning Huddle includes three editions: the Member Edition, the Dental Student Edition and the Office Staff edition.

On Saturday, the Weekend Edition (there is a member version and a student version) provides a wrap-up of the week's top stories and an op-ed from a thought leader.

The Finance & Operations Huddle presents a digest of financial and practice management news and tips to help members focus on the business side of dental practice.

Fast and comprehensive

Morning Huddle profile

Circulation: ~125,000

Frequency: 6x per week / 300 issues a year

Gross Action Rate: 50%

Average Unique Open Rate: 19.5%

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February 14, 2020

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NEWS SECTION 1

Lessons from an unexpected CEO

John Murdock became a first-time CEO after his predecessor died, and he has tried to lead by example on collaboration and transparency. "Even though on any given day I have a million things to attend to, I make time to walk the floor, talk to people and generally let people know I'm available," he writes.
Full Story: Chief Executive online (2/13)

Rethink the individual development plan

Instead of traditional individual development planning, try a collaborative approach that includes co-workers, customers and others who know the employee and are willing to support their growth, writes Julie Winkle Giulioni. "A collaborative development planning approach assumes that more minds will lead to higher-quality plans and greater growth," she writes. **Full Story:** SmartBrief/Leadership (2/13)

NEWS SECTION 2

Empower employees to provide great customer service

Companies such as Zappos and Nordstrom set the bar high for customer service by empowering and training employees and creating a culture around stories, shared vocabulary and a sense of pride, writes Micah Solomon. "Employees are not, in other words, just interchangeable cogs, nor are they serfs to be exploited solely for their labor," he writes.

Nordstrom (Timothy A. Clary/Getty Images)

Full Story: Forbes (2/10)

Provide constant feedback to help employees advance

Replacing annual reviews with a constant feedback loop can give employees the roadmap they need to improve their skills and advance in the organization, writes Chris Lema. He shares a rubric he developed for software engineers that outlines the specific skills they need to develop. **Full Story:** Carey Nieuwhof (2/12)

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MEDIUM RECTANGLE

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300 x 250

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NEWS SECTION 2

Empower employees to provide great customer service

NORDSTROM

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