



DATE: OCTOBER 1, 2015

TO: WISCONSIN STATE LEGISLATURE

FROM: STEVE BAAS, SENIOR VP FOR GOVERNMENT AFFAIRS
METROPOLITAN MILWAUKEE ASSOCIATION OF COMMERCE

RE: AB 368

On behalf of the Metropolitan Milwaukee association of Commerce (MMAC), I am writing to express our concern over and opposition to AB 368, expanding the Wisconsin Dental Examining Board's authority to regulate Wisconsin's Dental Service Organizations (DSO).

MMAC represents nearly 1800 member companies employing over 300,000 workers in the metro Milwaukee region. Our stated vision is to support policies that help make our region globally competitive in an innovation economy. The work that DSOs do contracting with dentists supports that vision by creating a flexible and cost-competitive business alternative for dentists who would like to concentrate their efforts on providing top quality dental care services rather than navigating the increasingly complex universe of insurance and billing administration.

By creating a third party alternative to handle these non-clinical duties of managing a dental practice, DSOs allow dentists and hygienists to focus on patient care rather than back office administrative services. The service alternative provided by DSOs gives dental professionals the flexibility to reduce office overhead costs, serve their patients more cost effectively, and expand access to dental care into communities where patient demographics might otherwise make providing in-house administrative services cost prohibitive.

DSOs provide the kind of innovative shared service business option that is on the cutting edge of our rapidly changing economy. Government should be encouraging the entrance of players like DSO into the state's business marketplace rather than constructing regulatory barriers to their operation. AB 368 creates an unnecessary regulatory burden to the development and operation of these businesses and will result in a Wisconsin dental care landscape that is narrower, more expensive, and less nimble to changing demographics and a changing health care marketplace.

We urge you to join us in opposing this unnecessary expansion of government regulation in the marketplace.

Thank you for your consideration of these concerns.

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