

Advancing Equity: Strategies to Overcome Implicit Bias in Dental Practices

February 19, 2025



Housekeeping

- We will keep all lines muted to avoid background noise.
- We will send a copy of the slides and a link to the recording via email after the live program.
- We'll also make the slides and recording available on carequest.org.

To Receive CE Credits:

- Look for the evaluation form, which we'll send via email within 24 hours.
- Complete the evaluation by **Friday, February 28**.
- Eligible participants will receive a certificate soon after via email.

We appreciate your feedback to help us improve future programs!



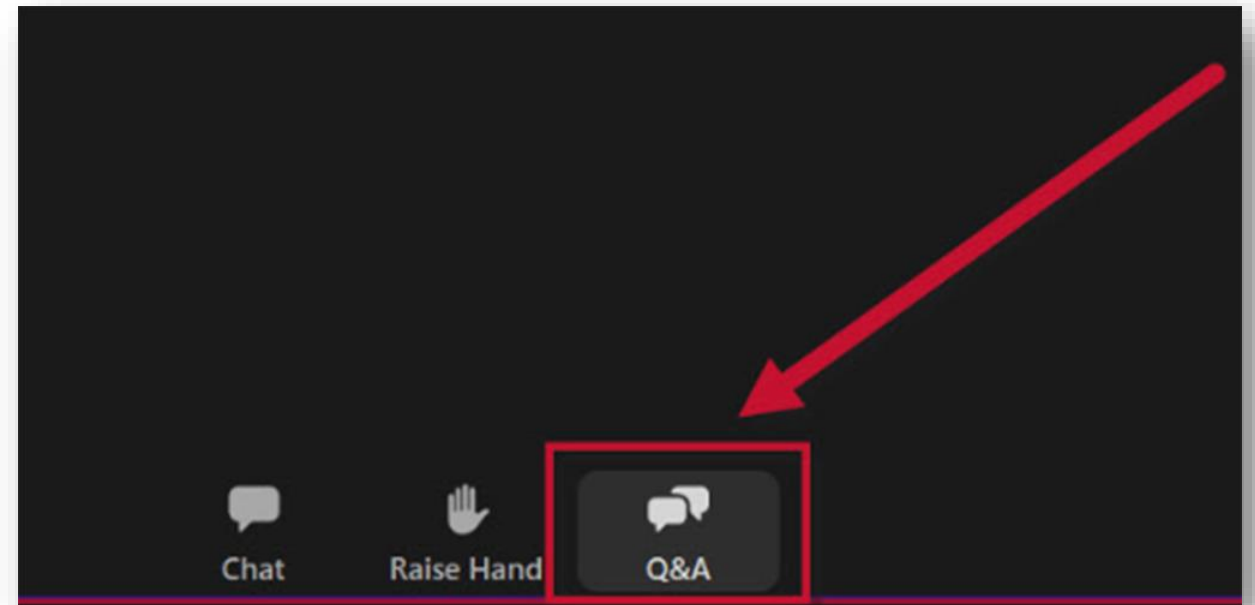
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*Full disclosures available upon request



Question & Answer Logistics

- Feel free to enter your questions into the **Question & Answer box** throughout the presentations.
- We will turn to your questions and comments toward the end of the hour.



Thank You





Webinar

Advancing Equity:

Strategies to Overcome
Implicit Bias in
Dental Practices

Wednesday, February 19, 2025

7-8 p.m. ET

ADA CERP Credits: 1



Moderator & Presenter

Cheryle Baptiste Hill, DDS, FICD
101st President,
National Dental Association



Presenter

Fadie T. Coleman, PhD
Assistant Dean of Diversity, Equity,
Inclusion, and Belonging (former),
Harvard School of Dental Medicine

Learning Objectives

- Identify historical biases in health care and dentistry, and how those biases perpetuate health disparities.
- Recognize how implicit bias can manifest in clinical settings, and how it can influence patient care and communication.
- Evaluate strategies for addressing unconscious bias in patient interactions.
- Implement actionable approaches and receive additional resources that foster equity and inclusivity in a care setting.



The National Dental Association promotes oral health equity among people of color by harnessing the collective power of its members, advocating for the needs of and mentoring dental students of color, and raising the profile of the profession in our communities.

Major Programs

- Annual Convention and Scientific Session
- Eddie G. Smith, Jr. Leadership Institute™
- Interprofessional Oral Health Training™
- Interprofessional Student Leaders Colloquium and Summit™
- NDA Business Operations Assistance Program (*launching soon*)
- NDA Day on the Hill
- NDA-HEALTH NOW®
- S.M.I.L.E. Healthcare Pathways Program

Philosophy

Health care is a civil right for ALL, not a privilege for a chosen few.

The National Dental Association is dedicated to elevating the health status of the underserved by serving as advocates in the public arena and private sector to increase their access to care, and to partner with other groups to improve the oral health of all people.

Connect With Us!

- Join the NDA
- Register for our convention
- Learn more about our programs
- Donate
- Read our magazine

Join us in Kansas City!
July 10- 13, 2025





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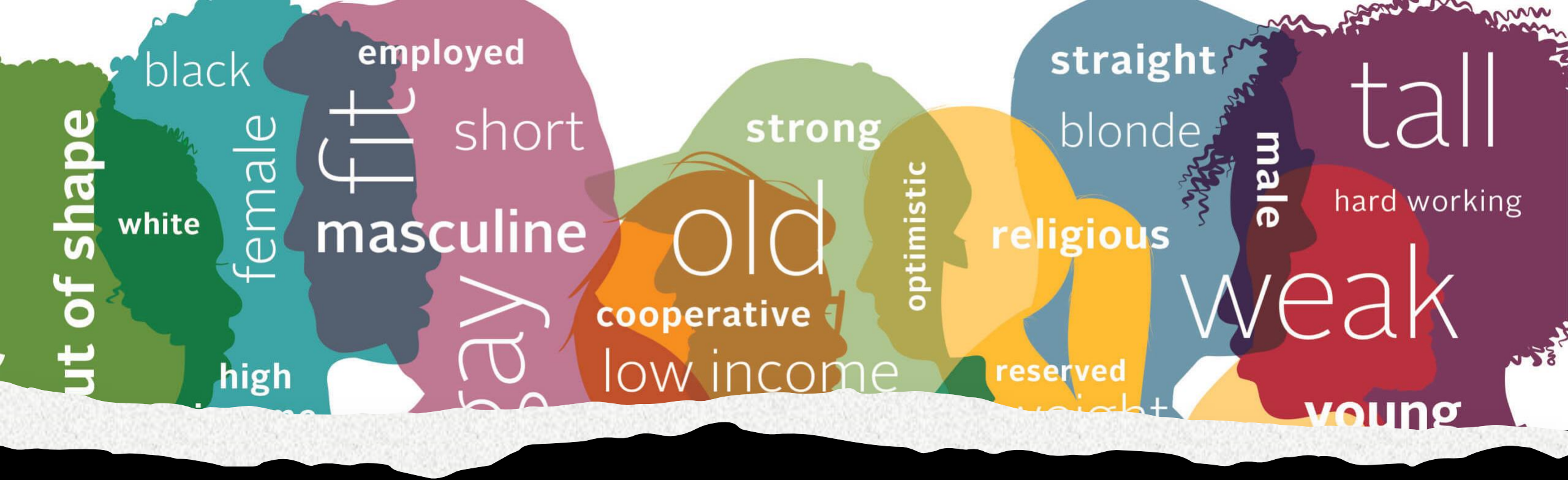


Image: Texas Medical Center News

Unconscious bias can influence clinical decisions, and treatment plans. For example, implicit bias can cause one to provide care based on assumptions about a patient's level of understanding about their symptoms, behaviors, or risk for a particular disease. Decisions influenced by unconscious bias about individuals, or a group of people could be discriminatory, unlawful as per the Equality Act 2010,¹ and lead to inequity in care.

—Briggs, L. Being aware of unconscious bias in dentistry. *BDJ Team* 10, 17 (2023).

**Creating a healthier world
means first seeing the world as it
is and understanding that the
forces that shape health can be
obscured by our biases.**



Image: Texas Medical Center News

Implicit Bias

“a kind of distorting lens that’s a product of both the architecture of our brain and the disparities in our society.”

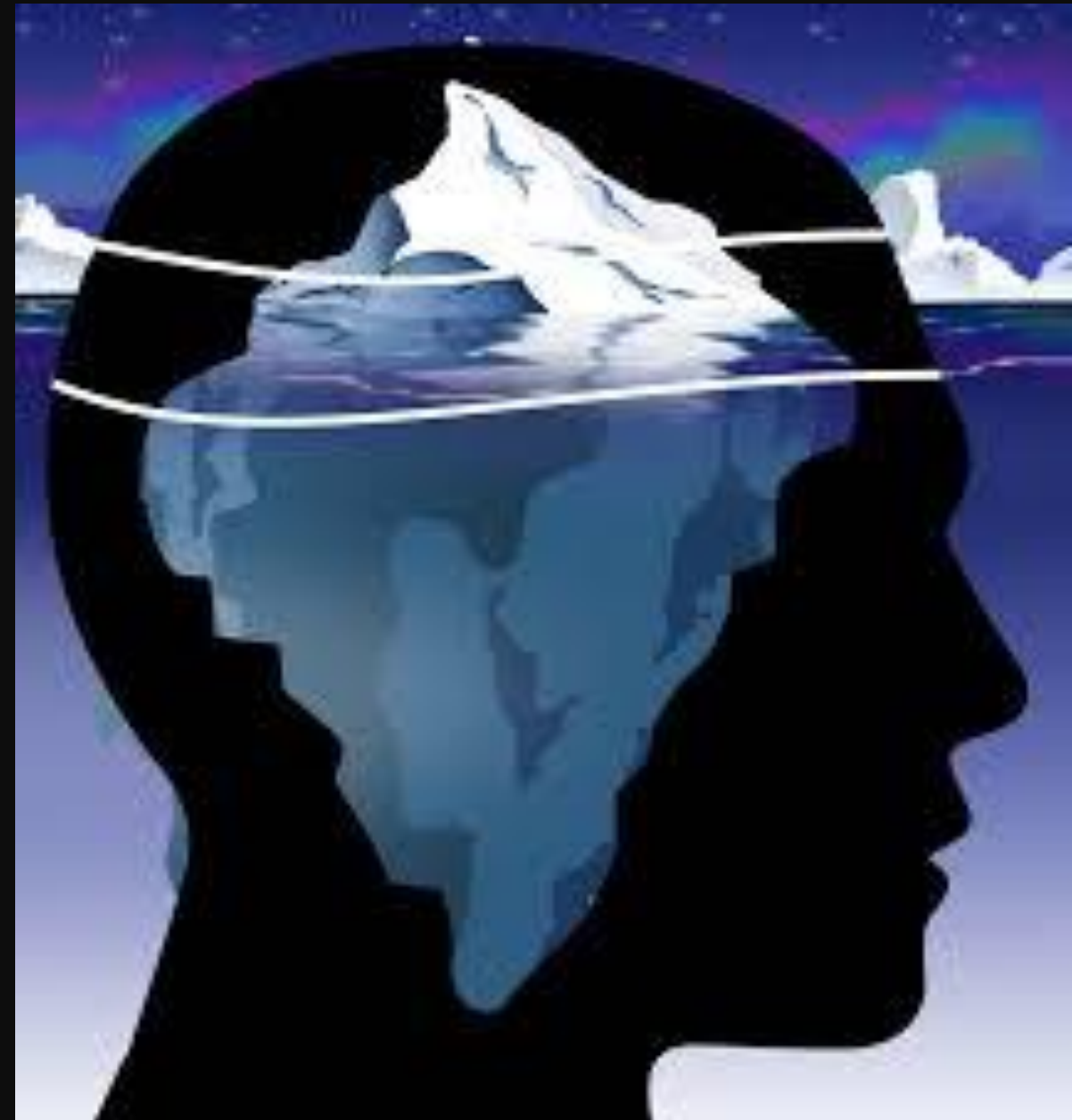
— Dr. Jennifer L. Eberhardt, *Biased: Uncovering the Hidden Prejudice That Shapes What We see, Think, and Do* (2019)



Image: NonprofitReady.org

“Only 2% of our emotional cognition is conscious; the remainder lives in our unconscious networks, where implicit racial and other biases reside.”

— Professor John A. Powell, University of California at Berkeley



“Hidden biases can plant *mind-bugs*, or *ingrained habits of thought* that lead to errors in how we perceive, remember, reason, and make decisions.”

— Mahzarin R. Banaji & Anthony G. Greenwald (2013)



Source: CNN Racism without racists? (2015) 01:18

“We absorb bias in the same way we breathe in smog—involuntarily and usually without any awareness of it.”

— Beverly Daniel Tatum, Ph.D.



Source: Aperian Global

How Implicit Bias Can Negatively Inform Patient Care

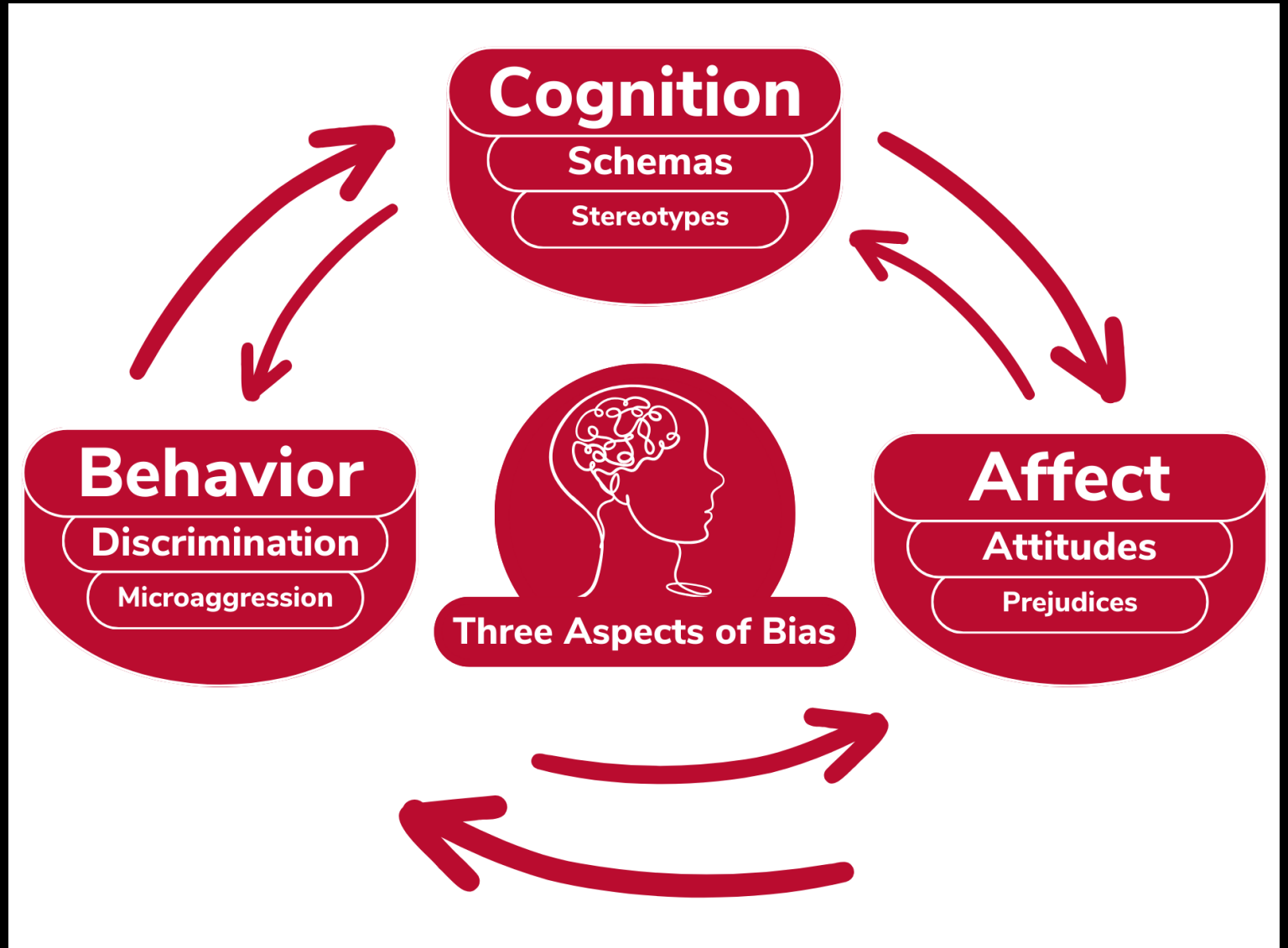


Image adapted from: Hu, X., & Hancock, A. M. (2024). State of the science: Introduction to implicit bias review 2018-2020. The Kirwan Institute for the Study of Race and Ethnicity.

“If we’re really trying to use education as a force for positive change, then we have to be constantly shifting and challenging ourselves to see the things we do that exclude or marginalize or devalue others.”

— David Wick, Middlebury Institute of International Studies at Monterey

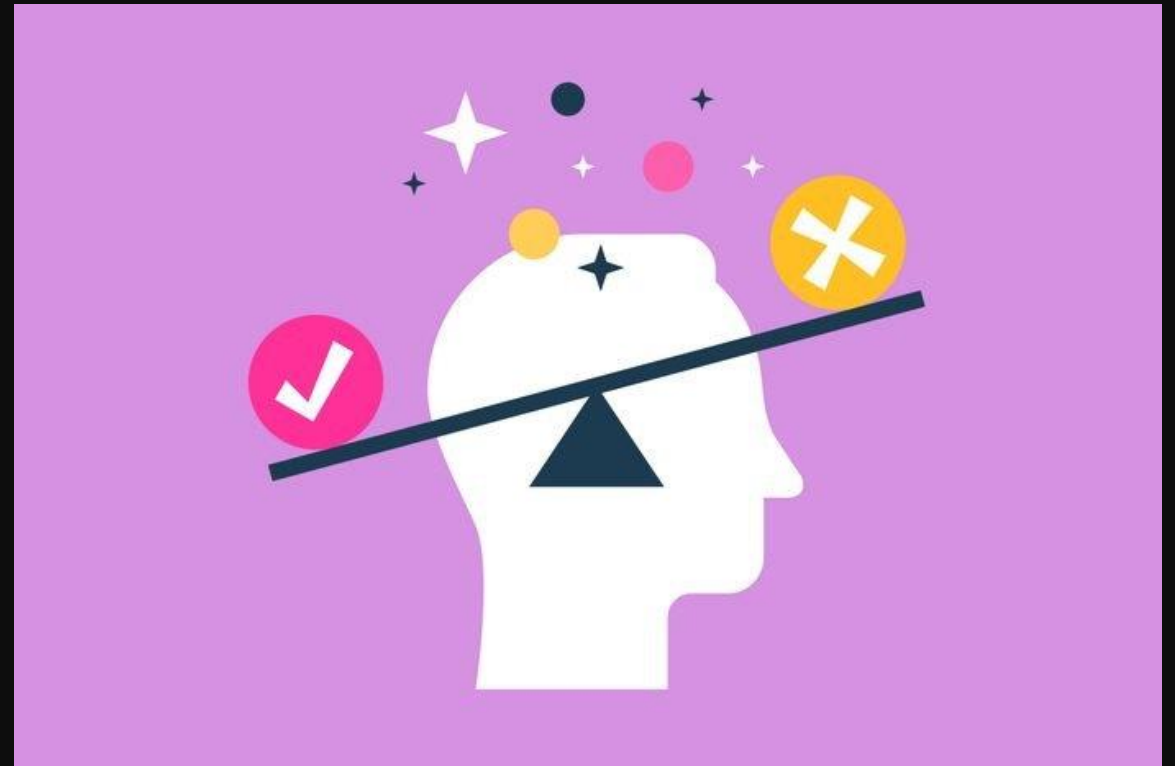


Image:Reader's Digest

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- Psychologist estimate that our brains are capable of processing approximately 11 million bits of information every second.

Norretranders, T. *The User Illusion: Cutting Consciousness Down to Size*. New York: Penguin, 1999

- The human brain is constantly engaging in both conscious and unconscious mental processing.

Kahneman, D. *Thinking, Fast and Slow*. New York: Farrar, Straus, and Giroux, 2011

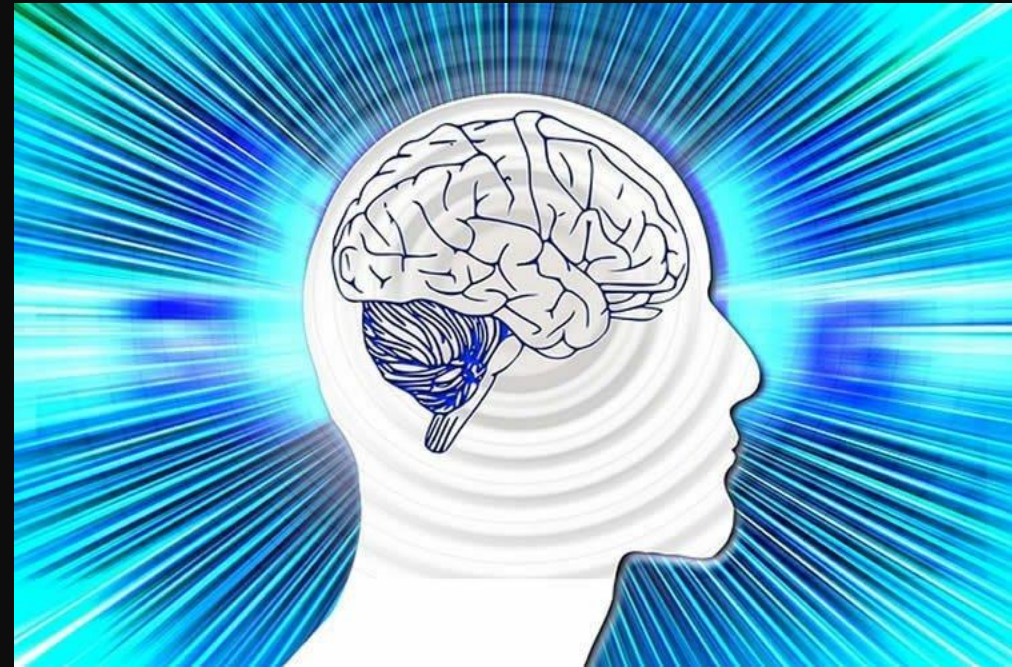


Image: NeuroscienceNews.com

Challenge yourself by asking—what about my dental office, clinic, or practice, says, “you belong”?

- Identifying what makes one uncomfortable, can bring one a step closer to identifying what could create an environment of division, othering, or discrimination for someone else.



Image: Wikimedia Commons

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- Bias is actually a neutral term.
 - It simply identifies a preference.
 - Bias itself is not good or bad. It's how we allow it to influence our thinking and actions that can introduce harm, and can make it more difficult for us to live up to our values of equity or fairness.
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Image credit: Getty Images

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- Actions and decisions resulting from our implicit biases can create real-world barriers to access, opportunity, and equity.
 - it is important to learn about implicit bias, particularly those biases that don't align with your intentions or explicit beliefs
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Image credit: Getty Images

Poll Questions

1. Have you ever had conversations about recognizing and addressing implicit bias in your clinical practice or workplace interactions?

- Yes, frequently
- Yes, occasionally
- Yes, but only in training sessions
- No, but I would like to
- No, I have not

2. What do you think is the biggest challenge in addressing implicit bias in dental care?

- Lack of awareness or education about implicit bias.
- Fear of saying or doing the wrong thing.
- Time constraints in a clinical setting.
- Resistance to change within the workplace.

Fireside Chat

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Question and Answer

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Webinar Evaluation

Complete the evaluation by **Friday, February 28** to receive CE credit. You will receive a link to the survey within 24 hours.

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Navigating DEA Compliance: Expert Tips for Managing Medications in Dental Settings on **March 13 at 7 p.m. ET**

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