

OMAM Fact Sheet

Office Management Appreciation Month (OMAM)

OMAM is a month-long celebration each September created to recognize the significant contribution of dental office management professionals to the health of the patients and practices.

In 2018, CareCredit partnered with American Association of Dental Management (AADOM) to expand and promote OMAM across the industry.

This year, the celebration is going to be bigger and better ever.

First, **companies, consultants, educators, publications and Associations** who serve dental practices are encouraged to participate. For ideas on how to participate and digital assets go to <https://omampartners.carecreditvirtual.com>.

On August 1, 2025, dentists and teams can also access ideas on how to celebrate their Office Managers and digital assets they can use on their website and social media sites at <https://omam.carecreditvirtual.com>.

And on **September 1, 2025**, OMAM will go live at <https://omam.carecreditvirtual.com> where **Office Managers can access month-long festivities** and new content throughout September and explore a virtual experience with games, inspiration and encouragement.

About CareCredit

For over 35 years CareCredit, a Synchrony solution (NYSE: SYF), has helped millions of people pay for needed and desired care and health expenses. CareCredit is a health, wellness and personal care credit card accepted through a national network of more than 270,000 healthcare provider and select health-focused retail locations. For more information on CareCredit, call 800-300-3046 or visit www.carecredit.com. For more information about Synchrony Financial visit www.synchrony.com.

About AADOM

The American Association of Dental Office Management (AADOM) is an organization of professional office managers, practice administrators, patient coordinators, insurance and financial coordinators, and treatment coordinators of general and specialized dental practices. AADOM is the nation's largest educational and networking association dedicated to serving dental practice management professionals. For more information, please call 732-842-9977 or visit www.dentalmanagers.com

