FOR IMMEDIATE RELEASE



The American Academy of Implant Dentistry Recognized with Brandon Hall Group™ Gold HCM Excellence® Award in Learning and Development

CHICAGO, August 17, 2026 – The American Academy of Implant Dentistry (AAID), a leader in innovative learning and development, has won a Brandon Hall Group™ Gold award for excellence. AAID received Gold in the Best Learning Team category for its entry, "Creating Lasting Capability for Onboarding." This marks AAID's fifth Brandon Hall Group™ Excellence® Award. AAID previously was awarded two Gold awards in 2025 and two Silver awards in 2024 for Learning Excellence.

The HCM Excellence Awards® recognize organizations that successfully develop and deploy programs, strategies, technologies, and solutions that deliver measurable business results and advance excellence in Human Capital Management.

"Receiving Gold recognition for Best Learning Team is especially meaningful because it reflects not just what our team produces, but how we work," said Jonathan Sprague, AAID's Director of Education and Credentialing. "We have focused on building a learning function that is scalable, sustainable, and connected to measurable organizational outcomes. By embedding learning into everyday work, leveraging the expertise of our team and partners, and continually improving our systems, we are building lasting capability that strengthens both AAID and the educational experience we provide to our members."

Entries were evaluated by a panel of independent senior industry experts, Brandon Hall Group analysts, and executives on alignment with business needs, learning approaches, delivery, and measurable impact.

Building Lasting Learning Capability

AAID's award-winning initiative focused on transforming onboarding into a sustainable model for building organizational capability. In collaboration with Simply Innovative Consulting LLC (SIC), AAID developed an approach integrating structured learning, hands-on application, reusable templates, and knowledge transfer into everyday work.

The Embedded Capability Model reduced onboarding from a 20-week program (approximately 80 hours of instruction) to 40 hours, while supporting immediate ownership of learning management system administration and instructional design. The initiative also improved platform engagement and strengthened the organization's ability to maintain continuity through staffing transitions.

During the project period, monthly active users on the AAID Implant Institute platform increased by 543%, while sales increased by 95% compared with the first quarter of 2025. The transition toward digital certificates is also projected to save approximately $25,000 annually. These results demonstrate the connection between staff capability, improved learning operations, and organizational performance.

AAID Implant Institute

Launched in 2024 with SIC, the AAID Implant Institute offers online education spanning foundational to advanced implant dentistry. The platform is central to AAID's broader strategy to expand flexible continuing education, improve the learner experience, and support sustainable educational growth.

A Continuing Partnership

AAID and SIC continue to collaborate on knowledge transfer, instructional design practices, learning technology, and sustainable internal capabilities. Their work emphasizes retaining institutional expertise within AAID while leveraging specialized consulting support.

About the American Academy of Implant Dentistry (AAID)

Founded in 1951, AAID is a professional organization dedicated to advancing the science and practice of implant dentistry. Its membership includes general dentists, oral and maxillofacial surgeons, periodontists, prosthodontists, and other dental professionals. Visit www.aaid.com or contact info@aaid.com.

About Simply Innovative Consulting LLC

Simply Innovative Consulting LLC (SIC) specializes in strategic planning, educational innovation, and technology implementation to help organizations achieve their goals.

About Brandon Hall Group™

Brandon Hall Group™ provides research, insights, professional development, and recognition for organizations in human capital management. Its HCM Excellence Awards® honor measurable achievements in learning, talent, and organizational performance.

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