United Concordia Dental Names New President



CAMP HILL, Pa. (April 28, 2022) – Edward Shellard, DMD, has joined United Concordia Dental as its next president this week.

“With more than 30 years of clinical and leadership experience in the dental industry, Dr. Shellard brings extensive knowledge and expertise to United Concordia and is well-positioned to lead Highmark’s national dental solutions subsidiary,” said Deborah Rice-Johnson, CEO of Diversified Businesses, Highmark Inc., and chief growth officer. “His background in general dentistry and passion for oral health will help ensure we’re delivering on our mission to provide remarkable health experiences to our customers.”

This appointment follows the planned retirement of United Concordia President and CEO Timothy J. Constantine at the end of 2022.

“I am thrilled to welcome an industry leader of Dr. Shellard’s caliber as United Concordia’s next president,” said Constantine. “As a dentist, his qualifications and unique perspective will play an important role in helping United Concordia meet the oral and overall health needs of the companies, members and communities we serve.”

Dr. Shellard most recently served as chief dental officer for Carestream Dental where he led the company’s advanced research, regulatory affairs, quality assurance and environmental health and safety efforts. During his 14-year tenure with the company, he held several key roles, including chief commercial officer and chief marketing officer, overseeing global sales, marketing and business development efforts. He has also served as president and CEO of Dental Technologies Inc., and held various senior management positions, including president, at Kerr Corporation.

Dr. Shellard began his career as a general dentist and ran a practice from 1987 to 1994 in Rochester, N.Y. He also served as an adjunct associate professor at the Loma Linda University School of Dentistry in California from 1996 to 2002.

He holds a Bachelor of Arts from Ohio Wesleyan University, a Doctor of Medicine in Dentistry from Case Western University and a Master of Business Administration from Pepperdine University.

Additionally, Dr. Shellard is a member of several professional organizations, including the American Dental Association, International Association for Dental Research, American Association for Dental Research (AADR), Academy of Dental Materials and Academy of General Dentistry, and served as the president of the Dental Materials Group of the AADR.

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