## AMERICAN DENTAL ASSOCIATION MINUTES OF THE BOARD OF TRUSTEES CHICAGO, ILLINOIS February 5-7, 2023

5 **Call to Order:** The third regular meeting of the Board of Trustees of the American Dental Association was 6 called to order by Dr. George R. Shepley, president, on Sunday, February 5, 2023, at 8:04 a.m. (Central 7 Dendicity Control of the Decent of the ADA Handward and Decent of the ADA Handward and Decent of the Decent of the ADA Handward and Decent of the ADA Handw

7 Daylight Savings Time) in the Board Room of the ADA Headquarters Building, Chicago.

8 Roll Call: Officers and members of the Board of Trustees: George R. Shepley, Linda J. Edgar, Mark E.

9 Bronson, David J. Manzanares, W. Mark Donald, Ted Sherwin, Raymond A. Cohlmia, Craig S.

10 Armstrong, James M. Boyle, Brendan Dowd, Terry Fiddler, Frank J. Graham, John E. Hisel, Jr., Karin

11 Irani, Brett Kessler, James E. Lee, Chad R. Leighty, Rudolph T. Liddell, Randall C. Markarian, Michael D.

12 Medovic, Scott L. Morrison, Gary D. Oyster, Richard J. Rosato, and Michele M. Tulak-Gorecki.

13 Dr. Marshall H. Mann participated by teleconference.

14 Following the roll call, Dr. Donald announced that a quorum was present.

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16 As permitted by the Organization and Rules of the Board of Trustees, Dr. Susan Becker Doroshow,

17 Illinois, candidate for ADA president-elect, was present for non-confidential portions of the meeting.

18 The following ADA staff were in attendance for all or portions of the meeting at the invitation of the

19 president: Marcelo Araujo, chief science officer; Krishna Aravamudhan, senior vice president, Practice

20 Institute; Jordan Baugh, chief technology officer; Judith Fleeks, chief human resources officer; Scott W.

21 Fowkes, general counsel; Tony Frankos, vice president, Sales Strategy and Product Development;

James Goodman, chief business strategy and product portfolio; Michael A. Graham, senior vice

23 president, Government and Public Affairs; Michelle Hoffman, vice president, Publishing; April Kates-

Ellison, chief client services and tripartite relations officer; Catherine H. Mills, vice president, Conferences
 and Continuing Education; Stephanie Moritz, chief customer innovation officer; David Preble, chief

and Continuing Education; Stephanie Moritz, chief customer innovation officer; David Preble, chief
 strategy officer; Robert Quashie, chief operating officer; Betsy Shapiro, chief of governance and strategy

27 management; Paul Sholty, chief financial officer; Marko Vujicic, chief economist and vice president,

Health Policy Institute; Pamela Von Lehmden, vice president, Integrated Marketing Brand Experience;

Leslee Williams, vice president, Public and Professional Communications; and Anthony Ziebert, senior

30 vice president, Education/Professional Affairs.

Guests in attendance for a portion of the meeting included Dr. Ron Lemmo, chair, Strategic ForecastCommittee.

33 Others in attendance for all or portions of the meeting were: Jodi Baldwin, manager, Board and House

34 Matters; Deborah Doherty, chief executive officer, ADABEI; Thomas C. Elliott, Jr., deputy general

35 counsel; Kelly Ganski, news director, ADA News; Michelle Kruse, director, Administrative Services; Kyle

36 Smith, manager, House of Delegates; and Wendy J. Wils, deputy general counsel. Other ADA staff

37 members were in attendance for specific agenda items.

38 Before consideration of business Dr. Shepley called attention to the ADA Confidentiality Statement and

39 the ADA Disclosure Policy included on the meeting agenda and the requirement to disclose any conflicts

40 of interest. No conflicts were disclosed at this time.

#### 1 Preliminary

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#### 2 Approval of Agenda and Consent Items

*Approval of Agenda.* Before requesting approval of the agenda, Dr. Shepley asked if there were any
 items of new business. No items of new business were proposed. On vote, the Board adopted the
 agenda.

- B-2-2023. Resolved, that the agenda be approved as the official order of business for the current
   meeting of the Board of Trustees except that the President may alter the order of the agenda
   when necessary to expedite business.
- 9 *Approval of Consent Calendar.* Dr. Shepley reviewed the list of proposed consent items; the following 10 report was removed from consent.
- Council on Advocacy for Access and Prevention Liaison Report (Dr. Liddell)
- 13 On vote, the consent calendar was adopted, as amended, by the Board of Trustees.
- B-1-2023. Resolved, that the resolutions contained on the Consent Calendar for Board of
   Trustees consideration be approved, as amended, and reports be filed.

#### 16 Approval of Minutes of Previous Sessions

- 17 *Minutes of the December 12, 2022, meeting of the Board of Trustees.* The following resolution was 18 adopted (consent calendar action).
- B-5-2023. Resolved, that the minutes of the December 12, 2022, meeting of the Board of
   Trustees be approved.
- 21 *Minutes of the December 21, 2022, special teleconference meeting of the Board of trustees.* The 22 following resolution was adopted (consent calendar action).
- B-6-2023. Resolved, that the minutes of the December 21, 2022, special teleconference meeting
   of the Board of Trustees be approved.

#### 25 **Reports of Standing Committees of the Board of Trustees**

- Report of the Audit Committee: On behalf of the Committee, Dr. Brett Kessler, chair, presented the
   report of the Audit Committee's January 25, 2023, meeting. The report identified major topics discussed,
   reports received, and actions taken.
- Report of the Budget and Finance Committee: On behalf of the Committee, Dr. Craig Armstrong, chair, presented the report of the Budget and Finance Committee's February 4, 2023, meeting. The report identified major topics discussed, reports received, and actions taken. Without objection, Resolution B-8 was adopted by the Board of Trustees.
- B-8-2023. Resolved, that the following appropriation be made from Reserves and be allocated to
   line items in the separately stated cost center in accordance with the terms of the supplemental
   appropriation request for ASDA Dental School Strategy funds that were not be spent in their
   entirety in 2022.

#### 1 (020-1300800 ASDA Dental School Strategy)

#### 2 ASDA Dental School Strategy funds not spent in 2022 – up to \$128,278

- Later in the meeting, a motion was made to allow staff to move forward with the sale of the Washington,
   DC property at 1111 14<sup>th</sup> Street NW. On vote, Resolution B-11 was adopted by the Board of Trustees.
- B-11-2023. Resolved, that ADA staff are directed to engage the appropriate real estate
   brokerage resources to market the ADA's Washington, DC, building at 1111 14<sup>th</sup> Street NW and
- 7 negotiate a sale, and be it further
- 8 **Resolved,** that in compliance with the ADA Bylaws, in the event that the ADA receives an 9 acceptable offer to sell the building, a report with details and a request to approve the sale
- 10 transaction shall be presented to the Board of Trustees.
- Report of the Compensation Committee: On behalf of the Committee, Dr. Richard Rosato, chair,
   presented the report of the Compensation Committee's February 1, 2023, meeting. The report identified
   major topics discussed, reports received, and actions taken.
- Report of the Diversity and Inclusion Committee: On behalf of the Committee, Dr. Brett Kessler, chair,
   presented a report of the Diversity and Inclusion Committee's February 4, 2023, meeting. The report
   identified major topics discussed, reports received, and actions taken.
- Report of the Governance Committee: On behalf of the Committee, Dr. Terry Fiddler, chair, presented
   the report of the Governance Committee's January 17, 2023, meeting. The report identified major topics
   discussed, reports received, and actions taken.
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21 Report of the Innovation Advisory Committee: On behalf of the Committee, Dr. Rosato presented 22 the confidential report of the Innovation Advisory Committee's February 3, 2023, meeting. The report 23 identified major topics discussed and actions taken.

Report of the Pension Committee: On behalf of the Committee, Dr. Ted Sherwin, chair, presented
 the report of the Pension Committee's January 30, 2023, meeting. The report identified major topics
 discussed, and actions taken.

#### 27 Direct-to-Dentist

28 Customer Group Presentation: Ms. Stephanie Moritz shared an update on the Direct-to-Dentist (D2D) 29 Customer Portfolio strategies and priorities for 2023. The Direct-to-Dentist (D2D) Customer Portfolio is 30 focused on direct and indirect value and support for all dentists across all practice modes. This includes: 31 dental students and early/mid/late career dentist across all practice types, dental teams and the dental 32 industry. In Q1, D2D is focused on expanding Digital Connections through the My ADA Mobile App with 33 new career content and career assessment, evolving Dental Experiences by creating a more engaging 34 SmileCon, and innovating with our D1-D3, D4-Y4 and Early Career customers to identify opportunities to 35 optimize our current D2D portfolio as well as develop new value.

#### 36 Tripartite Clients

- 37 Customer Group Presentation: Ms. April Kates Ellison provided an informative report on the activities of
- the Direct to Tripartite Customer Group. Foundational principles that are guiding this group were co-
- 39 developed by participants from all three areas of the tripartite. Those principles are as follows: transparent
- 40 communications, inclusive culture, equity in partnership, unified member experience, innovative

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- 1 technology and data, learning and sharing community and intentional infrastructure. Ms. Kates Ellison
- also shared a bit about the state ED meeting that was held in January 2023. The AMS transition, app
- 3 progress, multi-state large group practices, SFC and changing governance strategies were amongst the
- 4 topics covered. Lastly, the document "Guiding Principles of Partnership Across the Tripartite" was shared
- 5 and may also be found on ADA Connect. Ms. Kates-Ellison further noted that a number of offerings are
- 6 available to the tripartite and key dental groups, such as strategic consulting, operational consulting,
- 7 alliance building and turnkey enablement.

## 8 Professional / Public

9 Customer Group Presentation: Dr. Dave Preble described the scope of the Professional/Public 10 customer group and its focus on impact rather than activity. He noted that while there were several 11 significant projects underway, the group will bring to the Board only the most significant programs that 12 need input from the Board. For this meeting, the two topics were the emerging issue regarding Medicare 13 as well as ongoing work on ERISA reform.

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15 Dr. Krishna Aravamudhan provided an update on the outreach from the Medicare Administrative

- 16 Contractors seeking guidance on claim forms, coding and coverage determinations relating to the 2022
- 17 Centers for Medicare & Medicaid Services (CMS) rule that provides coverage for dental services to a
- 18 targeted population of individuals with medically compromised conditions like organ transplants, head and
- 19 neck cancer, cardiac valve replacement and valvuloplasty. She noted that the rule was implemented
- 20 January 1, 2023, and that the Medicare Administrator Contractors had several questions including
- 21 valuation of dental procedures reported using CDT codes. On vote, Resolution B-9 was adopted by the
- 22 Board of Trustees.
- B-9-2023. Resolved, that the ADA Board of Trustees supports providing guidance to the Centers
   for Medicare & Medicaid Services and their contractors who requested guidance regarding
   administrative claims processing and related matters for dental procedures included in the 2022
   CMS regulations on dental care for medically compromised individuals.

Report of the Council on Dental Benefit Programs 2022-2023 Consultants: This informational report
 notified the Board of the appointed consultants for CDBP to serve until the close of the 2023 House of

29 Delegates (consent calendar item).

Report of the Council on Dental Practice: Update on Subcommittees: This informational report
 notified the Board of the subcommittees the Council had established for 2023 and identified each
 subcommittee's purpose and members (consent calendar item).

Report of the Council on Dental Practice: 2022-2023 Consultants: This informational report notified
 the Board of the appointed consultants for CDP to serve until the close of the 2023 House of Delegates
 (consent calendar item).

## 36 Enterprise Customers

37 **Customer Group Presentation:** The Enterprise Customer Group update was presented by Mr. Jordan

38 Baugh. A number of areas of responsibility fall under this customer group, including all shared services

- both to internal groups and subsidiaries. This includes such diverse areas as HR working on change
- 40 management, legal contracting for various IT services and IT considerations in other ADA contracts,
- 41 finance (such initiatives such as quarterly reporting and audits), Agile support teamwork, data
- 42 governance, robotic process automation (RPA) and MS Office 365.
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- 1 Report of the Division of Legal Affairs: Summary of Litigation and Other Matters: This confidential
- 2 report was presented in an attorney-client session with the Board.

#### 3 Subsidiaries and Affiliate Entities

4 **Report of ADA Business Enterprises (ADABEI):** This informational report provided an update on ADABEI activities (consent calendar item).

#### 6 Liaison Reports

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Report of Dr. Craig Armstrong, Liaison to the American Dental Association Political Action
 Committee (ADPAC): The Board received a written informational report summarizing the January 27-29,
 2023, ADPAC meeting. During the meeting, Dr. Armstrong addressed questions raised about term and

- 11 tenure of current ADPAC members as they apply to the ADPAC charter.
- 12 On vote, Resolution B-10 was adopted by the Board of Trustees.
- 13 B-10-2023. Resolved, that the ADA Board of Trustees directs the Governance Committee to
- 14 review the current ADPAC charter as adopted in August 2022, only as it applies to the current
- 15 ADPAC members' terms and tenures, and provide a report back to the April 2023 Board meeting
- 16 on any findings regarding ADPAC members' eligibility to serve.
- Report of Dr. Gary Oyster, Liaison to the Council on Government Affairs: This informational report
   summarized the January 19-21, 2023, CGA meeting (consent calendar item).
- 19 Report of Dr. Rudy Liddell, Liaison to the Council on Advocacy for Access and Prevention: The
- 20 Board received a written informational report summarizing the December 2022, CAAP meeting. During
- the meeting, Dr. Liddell updated the Board of Trustees on Council discussions regarding a future funding
- request that would be submitted for the Council's continued work on safety in dentistry.

#### 23 Organizational/Other

- 24 **Report of the New Dentist Committee:** On behalf of the New Dentist Committee, Dr. James Lee
- 25 presented his report to the Board of Trustees. Dr. Lee addressed the Committee's willingness and
- 26 excitement amongst the new dentists to help build bridges between the next generation of dentists and
- 27 longer-standing ADA members.

#### Approval of Amended 2023 Board of Trustees Meeting Dates: On vote, Resolution B-3 was adopted by the Board of Trustees.

- B-3-2023. Resolved, that the following 2023 Board of Trustees meeting dates, as amended, be
   approved:
- 32 February 5-7 (Sunday Tuesday)
- 33 April 2-4 (Sunday Tuesday)
- 34 June 11-13 (Sunday Tuesday)
- 35 July 30-August 1 (Sunday Tuesday)
- 36 New Board of Trustees Meeting (October 11)
- 37 <u>November 15 (Wednesday)</u>
- 38 December 2-4 (Saturday Monday) (Retreat and Board meeting Location TBD)
- 39 December 1-3 (Friday Sunday) (Retreat and Board meeting—Location TBD)

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**Resolved**, that Resolution B-123-2022, approving the previous 2023 meeting dates, be
 rescinded.

Report of the Strategic Forecasting Committee to the ADA Board of Trustees: Dr. Betsy Shapiro
presented this report to the Board of Trustees. Invited guest, Dr. Ron Lemmo, chair, Strategic Forecasting
Committee, participated in this discussion via teleconference. Prior to the presentation, Dr. Boyle, on
behalf of the Committee, made a motion to withdraw Resolution B-7. Without objection, Resolution B-7
was withdrawn.

#### 10 **B-7.** (Withdrawn)

11 Dr. Shapiro provided an overview of the activities of the recent past, as well as an overview of the work to 12 come leading up to the 2023 House. The Board was provided with a draft of an operational guidance manual that, once revised to reflect the discussion during the meeting, will be sent to all stakeholders. 13 14 This material, as well as planned individual meetings for each of the North, East, West and South 15 geographic regional groups, will combine to help execute on the establishment and operational plans for 16 each of these regions as they work to bring forward nominees for the various levels of volunteer input 17 outlined in the entity's structure. The overarching goal of the SFC is to deliver a report to the 2023 House 18 of Delegates that contains recommendations not only for any further refinement of the SFC structure and 19 operation, but at least a high-level review and considerations for the House regarding the mission and 20 vision of the ADA, as well as delivering some assessment of several topical areas of concern under the 21 strategic forecast. It is important to note that a communications plan is also drafted and will begin to 22 deliver audience-appropriate updates to all communities of interest.

- Nominations to the Give Veterans A Smile National Advisory Committee: The Board of Trustees
   adopted the following resolution (consent calendar action).
- B-4-2023. Resolved, that the following individuals appointed by the President to serve on the
   Give Veterans A Smile National Advisory Committee be approved:
- 28 Dr. Mark Vitale (chair)
- 29 Dr. Gary Oyster (ADA Trustee)
- 30 Dr. Karin Irani (ADA Trustee)
- 31 Dr. Ray Miller (Council on Governmental Affairs)
- 32 Dr. Brad Barnes (general member)
- 33 Dr. Keith Nguyen (new dentist)
- 34 Ms. Linda Tarrson (interprofessional member)
- 35 Dr. Timothy Ricks (Public Health Service dentist)
- 36 Mr. Adam Yang (American Student Dental Association member)
- 37 Dr. Maria Maranga (general member)

#### 38 Report of Resolutions of the Board of Trustees No Longer Confidential or Embargoed: This

informational report notified the Board that the previously embargoed resolutions listed below are no
 longer embargoed (consent calendar item).

41 Note: The text of the resolutions presented in this report appear on page 9 in Appendix 1.

# Report of the President: Dr. Shepley reported on activities as President since the October 19, 2022, meeting of the Board of Trustees.

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- 1 **Report of the President-elect:** Dr. Edgar reported on activities of the President-elect since the October
- 2 19, 2022, meeting of the Board of Trustees.
- 3 **Report of the Executive Director:** Dr. Raymond Cohlmia presented his report in closed session.

**Report of the Chief Operating Officer:** Mr. Robert Quashie presented an update on Current State Year End 2022 to the Board of Trustees. During his report, Mr. Quashie reported that preliminary end of year financial performance numbers are positive against the budget plan and forecast. Overall, dues revenue is up, but nevertheless has underperformed against expectations as dental school conversion numbers are stagnant and the movement of members into the active life category is accelerating. Internally, a great deal of work is being done to transition to a customer group-based focus when assessing value delivery. This involves a thoughtful consideration of each product/program/initiative in evaluating each items time criticality, risk reduction and opportunity enablement. Alignment of the Association's goals calls for linking

- criticality, risk reduction and opportunity enablement. Alignment of the Association's goals calls objectives with the supporting deliverables as well as prioritizing the timeline for such delivery.
- 13 Governance in Action Presentation: Mr. Scott Fowkes and Ms. Wendy Wils facilitated a brief
- 14 governance training activity for the Board.

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- 16 NSF Grant for a Dental Technology Innovation Engine: Ms. Michelle Hoffman presented a brief
- 17 update on the NSF grant, letting the Board know that the grant application had been submitted.
- 18 Special Orders of Business/Special Appearances
- 19

20 Business Innovation Update and Opportunities: This confidential report was presented by Mr. Jim

- 21 Goodman during a closed session of the Board of Trustees and contained one resolution (B-12). The text
- 22 of Resolution B-12-2023 was adopted in closed session and is temporarily embargoed.
- 23 BCP Training: Mr. Jordan Baugh provided the Board with the annual overview of the status on and
- 24 updates to the ADA's Business Continuity Plan.
- 25
- 26 Office 365 Upgrade: Mr. Chris Maag, senior director, Enterprise Services and Technology Architecture,
- 27 provided the Board with the status of Office 265 Upgrade.

## Reports and Resolutions to the House of Delegates

- 28 Reports and Resolutions to Reference Committee D
- 29 (Legislative, Health, Governance and Related Matters)
- 30
- 31 Board of Trustees Resolution 501: Bylaws Amendment to Clarify Non-Voting Members of the
- 32 **House of Delegates.** The Board of Trustees voted to transmit Resolution 501 to the House of Delegates
- 33 with a recommendation to vote yes. (Vote: Unanimous)

#### 34 Closed Session

- Closed sessions were held at various times during the February 5-7, 2023, meeting of the Board of
- 36 Trustees. The detailed minutes of the closed session are separately recorded; however, any non-
- 37 confidential actions taken by the Board are reflected in the minutes of the regular sessions of the meeting.
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- Report of the Executive Director
- Business Innovation Updates and Opportunities

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#### 1 Attorney-Client Session

2 An attorney-client session of the Board of Trustees was held on Sunday, February 5, 2023.

## 3 Adjournment

- 4 Without objection, the meeting of the Board of Trustees adjourned *sine die* on Tuesday, February 7,
- 5 2023, at 11:18 a.m. (CDST).

1	Appendix 1: Report of Resolutions of the Board of Trustees No Longer Confidential or Embargoed
2 3 4	December 10, 2020, Board of Trustees: Report of the Advisory Committee on Annual Meetings: Annual Meeting and House of Delegates Scheduling Recommendation.
5 6	<b>B-146-2020. Resolved,</b> that the 2021 House of Delegates schedule be changed from October 12-15 to October 13-16, and be it further
7 8 9	<b>Resolved,</b> the staff are directed to explore and report back future House of Delegates meeting dates to take place immediately prior to SmileCon as reflected in Option #2 of the December 2020 CAM Report.
10 11	April 11-13, 2021, Meeting of the Board of Trustees: Report of the Executive Director Search Committee.
12 13 14 15	<b>B-42-2021. Resolved,</b> that the Board of Trustees consider Dr. Raymond Cohlmia, the recommended candidate from the Executive Director Search Committee, to be approved for the Executive Director position.
16 17	July 16-18, 2021, Meeting of the Board of Trustees: Report of the Advisory Committee on Annual Meetings: 2023 Annual Meeting Site Relocation Recommendation.
18 19 20	<b>B-78-2021. Resolved</b> , that the ADA Board of Trustees approve Orlando, Florida as the location for 2023 SmileCon conference.
21 22 23	September 12-14, 2021, Meeting of the Board of Trustees: Report of the Council on Members Insurance and Retirement Programs: Protective Life Recommendations on ADA Members Insurance Plans 2022 Premium Credits and Royalties.
24 25 26	<b>B-103-2021. Resolved</b> , that the following <u>premium credits</u> under the ADA Members Insurance Plans, as recommended by the Protective Life Insurance Company, are hereby approved:
27 28 29 30 31 32	<ul> <li>a 33% premium credit effective January 1, 2022 for the Life Plans,</li> <li>a 34% premium credit effective May 1, 2022 for the Disability Income Protection Plan,</li> <li>a 45% premium credit effective February 1, 2022 for the Office Overhead Expense Plan, and</li> <li>a 45% premium credit effective April 1, 2022 for the Supplemental Medical Plans (MedCASH Plan, Hospital Indemnity and Critical Illness Plans.)</li> </ul>
33 34 35	<b>B-104-2021. Resolved</b> , that the following <u>estimated ADA royalties</u> under the ADA Members Insurance Plans, as recommended by the Protective Life Insurance Company are hereby approved for payment to ADA in Q1-2022:
36 37 38 39 40 41 42	<ul> <li>an estimated \$4.5 million from the Life Plans,</li> <li>an estimated \$1.0 million from the Office Overhead Expense Insurance Plan, and</li> <li>an estimated \$125,000 from the Supplemental Medical Plans (i.e., MedCASH Plan, Hospital Indemnity w/Extended Care Rider and Critical Illness Plans.)</li> <li>no royalty from the Disability Income Protection Insurance Plan</li> </ul>

- 1 November 30, 2021, Meeting of the Board of Trustees: Confidential Council on Members
- 2 Insurance and Retirement Programs: ADA Members Insurance Plans, Protective Life State
- 3 Regulatory Filings.

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- 4 B-119-2021. Resolved, that ADA consent to the replacement of the Great-West Life and Annuity 5 Insurance Company ("GWL&A") Group Master Policies and Certificates of Insurance with new 6 Group Master Policies and Certificates of Insurance issued by Protective Life Insurance Company 7 and Protective Life and Annuity Insurance Company (collectively, "Protective") (the "Replacement 8 Transaction"), and be it further
- 9 **Resolved**, that ADA agree to the substitution of Protective as parties to the Administrative Services Agreements (for all Plans) in place of GWL&A ("Substitution"), and be it further 10
- 11 **Resolved**, that the ADA President and Executive Director be authorized, with advice of counsel, 12 to execute all such documents and agreements and undertake any other actions necessary or 13 appropriate to effectuate the Replacement Transaction and the Substitution.
- 15 December 13, 2021, Meeting of the Board of Trustees: Report of the Standing Committee on 16 Budget and Finance: Proposal to Restore 401(k) Plan Match.
- 17 B-127-2021. Resolved, that spending be approved to fund the cost of a 4% employer matching contribution to the 401(k) accounts of ADA 2021 employees, and be it further 18
- 19 Resolved, that 4% matching contribution payments be made for employees of ADA subsidiaries 20 to ensure consistent employee benefits in compliance with plan rules.
- 21 22 December 13, 2021, Meeting of the Board of Trustees: Confidential Report: SmileCon
- 23 Registration Revenue Share Policy. Note: B-113-2021 was amended by the Board at its April 10-12, 2022, meeting. See Resolution B-29-2022 below.
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- 25 B-113-2021. Resolved, that the ADA Board of Trustees approve the following SmileCon 26 Revenue Profit Share Policy to begin in 2023: 27

#### AMERICAN DENTAL ASSOCIATION SMILECON<sup>™</sup>REGISTRATION REVENUE SHARE POLICY

- 30 I. A share of the state dental professional registration revenue of the ADA annual meeting 31 (SmileCon) to Constituent / State Members of the ADA Tripartite, will be considered by 32 the Board of Trustees on an individual basis. The calculation will be based on registration 33 revenues of all dentists and dental team attendees from that state. However, the ADA 34 must at the very least break even after meeting expenses are paid including the payment 35 to the state. This could potentially result in a lower payment to the state than the 36 maximum calculated formula.
  - II. A Registration Revenue Share is appropriate in those instances when: 1. the state nominates a chair to the Committee on Local Arrangements (CLA)
    - through the Advisory Committee on Annual Meetings (CAM) to serve for two years on CAM; and 2. the state assists in marketing SmileCon to their state members: and
      - 3. the ADA is able and succeeds in holding an in person meeting; and
      - 4. the payment to the state does not result in a net income loss to the ADA.

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1 III. The Registration Revenue share will be based on the registration fees from the dental 2 professionals that attend from that state only. The formula is to be calculated on the 3 number of dentists and dental team members that register and attend SmileCon 4 multiplied by the average\* spend per package purchased (Dental Central, Smile Pass or 5 Platinum Package). Ten percent of the total state's attendee registration fees will be 6 shared with the state when all conditions are met. 7 Example of Registration Revenue Share Calculation: 8 Total # of Dentists from State x Average Registration Package Spend + Total # of Dental 9 Team from State x Average Registration Package Spend x 10%= Total \$ Registration 10 **Revenue Share** 11 \*Average =spend per package of early, advance and onsite registration rates. 12 and be it further, 13 **Resolved**, that the ADA reserves the right to review and change this policy on an annual basis. 14 February 6-8, 2022, Meeting of the Board of Trustees: Report of the Budget and Finance Committee. **B-8-2022.** Resolved, that the ADA explore improvements to overall planning processes, 15 including the proposed long-term, high-level strategic forecasting process and the annual 16 financial budget process, and be it further 17 18 Resolved, that the ADA Board of Trustees ("ADA BOT") direct such exploration be conducted 19 virtually by a Board Workgroup to be appointed by the President of the ADA, and appointees 20 should include 17 members of the ADA House of Delegates representing each of the districts 21 plus a Workgroup Chair from the House, and be it further 22 **Resolved**, that the ADA President also appoint non-voting consultants to the Board Workgroup 23 that would include, but not be limited to, the Treasurer, the Executive Director, the President, the 24 President-elect, and the Chair of the Budget and Finance Committee, and be it further 25 **Resolved**, that the Workgroup Chair present a report to the Budget and Finance Committee for 26 its review and approval prior to the April 10-12, 2022 ADA BOT meeting, and be it further 27 **Resolved**, that the Budget and Finance Committee report its recommendation regarding such improvements to the ADA BOT no later than the Board's April 10-12, 2022 meeting, and be it 28 29 further 30 **Resolved.** that the Resolution be embargoed until April 12, 2022. 31 April 10-12, 2022, Meeting of the Board of Trustees: SmileCon State Registration Revenue Share 32 Policy. 33 B-29-2022. Resolved, that the ADA Board of Trustees approve the following amendments to the SmileCon Registration Revenue Share Policy. 34 **AMERICAN DENTAL ASSOCIATION** 35 SMILECON<sup>™</sup>REGISTRATION REVENUE SHARE POLICY 36 37 The following policy was adopted by the ADA Board of Trustees December 2021 to begin 38 in 2023. The ADA reserves the right to review and change this policy on an annual basis.

I. 1 A share of the state dental professional registration revenue of the ADA annual meeting 2 (SmileCon) to Constituent / State Members of the ADA Tripartite, will be considered by 3 the Board of Trustees on an individual basis. The calculation will be based on registration 4 revenues of all dentists and dental team attendees from that state. However, the ADA 5 must at the very least break even after meeting expenses are paid including the payment 6 to the state. This could potentially result in a lower payment to the state than the 7 maximum calculated formula. 8 II. A Registration Revenue Share is appropriate in those instances when: 9 5. the state nominates a chair to the Committee on Local Arrangements (CLA) 10 through the Advisory Committee on Annual Meetings (CAM) to serve for two vears on CAM; and 11 6. the state assists in marketing SmileCon to their state members; and 12 7. the ADA is able and succeeds in holding an in person meeting; and 13 14 8. the payment to the state does not result in a net income loss to the ADA. 15 III. The Registration Revenue share will be based on the registration fees from the dental 16 professionals that attend from that state only. The formula is to be calculated on the 17 number of dentists and dental team members that register and attend SmileCon 18 multiplied by the average\* actual spend per package purchased (Dental Central, Smile Pass or Platinum Package). Ten percent of the total state's attendee registration fees will 19 be shared with the state when all conditions are met. 20 Example of Maximum Registration Revenue Share Calculation: 21 22 Total # of Dentists from State's x Average Actual Registration Package Spend + Total # 23 of Dental Team from State's x Average Actual Registration Package Spend x 10%= Total 24 Maximum \$ Registration Revenue Share 25 \*Average =spend per package of early, advance and onsite registration rates. 26 27 April 10-12, 2022, Meeting of the Board of Trustees: Report of the Budget and Finance Committee. 28 B-40-2022. Resolved, that the Budget and Finance Committee's recommendation of the Strategic Forecast concept as presented to the ADA Board of Trustees ("ADA BOT") by the ADA 29 30 Executive Director on April 11, 2022 be approved, and be it further 31 Resolved, that the Strategic Forecast Task Force ("Task Force"), as appointed by Resolution B-32 8-2022, be authorized to continue its work, and be it further 33 Resolved, that the President is authorized to add additional members, and be it further 34 **Resolved**, that no later than the June 2022 ADA BOT meeting, the Task Force report on any revisions and provide House resolution(s) that would contain any and all governance changes 35 necessary to implement the resolution(s), and be it further 36 37 **Resolved**, that the Task Force is required to develop a communication plan for communicating such recommendations to critical stakeholders, and be it further 38 39 Resolved, that this Resolution, as well as Resolution B-8-2022, be embargoed with the exception 40 of the Council on Ethics, Bylaws and Judicial Affairs until the resolution(s) received from the Task 41 Force are approved by the ADA BOT.

- 1 October 19, 2022, Meeting of the Board of Trustees: Confidential Report of Council on Members
- 2 Insurance and Retirement Programs.

3 B-114-2022. Resolved, that the following premium credits under the ADA Members Insurance 4 Plans, as recommended by Protective Insurance Company, are hereby approved: 5 a 32% premium credit effective January 1, 2023 for the Life Plans, 6 a 31% premium credit effective May 1, 2023 for the Disability Income Protection Plan. • 7 a 45% premium credit effective February 1, 2023 for the Office Overhead • 8 Expense Plan, and 9 a 45% premium credit effective April 1, 2023 for the Supplemental Medical Plans • 10 (MedCASH, Hospital Indemnity w/Extended Care Rider and Critical Illness Plans) 11 and be it further 12 **Resolved**, that this Resolution be embargoed until December 15, 2022. B-115-2022. Resolved, that the following estimated ADA royalties under the ADA Members 13 Insurance Plans, as recommended by Protective Insurance Company, are hereby approved 14 15 for payment to ADA in Q1-2023: an estimated \$4.2 million from the Life Plans, 16 17 an estimated \$1.0 million from the Office Overhead Expense Insurance Plan, 18 . an estimated \$120,000 from the Supplemental Medical Plans (MedCASH, Hospital Indemnity w/Extended Care Rider and Critical Illness Plans), and 19 20 no royalty from the Disability Income Protection Insurance Plan 21 and be it further 22 **Resolved**, that this Resolution be embargoed until December 15, 2022.