April 2023-B Page 1
April Meeting Minutes
BOARD OF TRUSTEES

1 AMERICAN DENTAL ASSOCIATION 2 MINUTES OF THE BOARD OF TRUSTEES 3 CHICAGO, ILLINOIS 4 April 2-4, 2023 5 Call to Order: The fourth regular meeting of the Board of Trustees of the American Dental Association was called to order by Dr. George R. Shepley, president, on Sunday, April 2, 2023, at 10:28 a.m. (Central 6 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, Marshall H. Mann, Randall C. 12 Markarian, Michael D. Medovic, Scott L. Morrison, Gary D. Oyster, Richard J. Rosato, and Michele M. 13 Tulak-Gorecki. 14 Following the roll call, Dr. Donald announced that a quorum was present. 15 As permitted by the Organization and Rules of the Board of Trustees, Dr. Susan Becker Doroshow, 16 Illinois, candidate for ADA president-elect, was present for non-confidential portions of the meeting. 17 The following ADA staff were in attendance for all or portions of the meeting at the invitation of the 18 president: Marcelo Araujo, chief science officer; Krishna Aravamudhan, senior vice president, Practice 19 Institute; Jordan Baugh, chief technology officer; Judith Fleeks, chief human resources officer; Scott W. 20 Fowkes, general counsel; Tony Frankos, vice president, Sales Strategy and Product Development; 21 Michael A. Graham, senior vice president, Government and Public Affairs; Michelle Hoffman, vice 22 president, Publishing; April Kates-Ellison, chief client services and tripartite relations officer; Catherine H. 23 Mills, vice president, Conferences and Continuing Education; Stephanie Moritz, chief customer innovation 24 officer; David Preble, chief strategy officer; Robert Quashie, chief operating officer; Betsy Shapiro, chief of 25 governance and strategy management; Paul Sholty, chief financial officer; Marko Vujicic, chief economist 26 and vice president, Health Policy Institute; Pamela Von Lehmden, vice president, Integrated Marketing 27 Brand Experience; Leslee Williams, vice president, Public and Professional Communications; and 28 Anthony Ziebert, senior vice president, Education/Professional Affairs. 29 Guests in attendance for a portion of the meeting included Dr. Sulman Ahmed, founder, DECA Dental: 30 Patrick Baur, president and chief executive officer, Heartland Dental; Dr. Robert Brody, chief clinical 31 officer, Great Expressions Dental Centers; Gary Pickard, senior director, Pacific Dental Services; Andrew 32 Smith, executive director, Association of Dental Support Organizations; and Dr. Rick Workman, executive 33 chairman, Heartland Dental. 34 Others in attendance for all or portions of the meeting were: Jodi Baldwin, manager, Board and House 35 Matters; Christopher Castaneda, coordinator, Administrative Services; Deborah Doherty, chief executive 36 officer, ADABEI; Thomas C. Elliott, Jr., deputy general counsel; Kelly Ganski, news director, ADA News; 37 Michelle Kruse, director, Administrative Services; Kyle Smith, manager, House of Delegates; and Wendy 38 J. Wils, deputy general counsel. Other ADA staff members were in attendance for specific agenda items. 39 Before consideration of business Dr. Shepley called attention to the ADA Confidentiality Statement and 40 the ADA Disclosure Policy included on the meeting agenda and the requirement to disclose any conflicts 41 of interest. No conflicts were disclosed at this time.

#### **Preliminary** 1

35

36

2	Approval of Agenda and Consent Items
3 4 5	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.
6 7 8	<b>B-14-2023. Resolved</b> , 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 10	Approval of Consent Calendar. Dr. Shepley reviewed the list of proposed consent items; the following report was removed from consent.
11 12	<ul> <li>Proposed Amendments to the 2024 Board of Trustees Meeting Dates (Dr. Edgar)</li> </ul>
13 14 15	At the request of Dr. Liddell, and without any objection, the Report of the Council on Advocacy for Access and Prevention: Culture of Safety in Dentistry (Resolution B-27) was withdrawn. On vote, the consent calendar was adopted, as amended, by the Board of Trustees.
16 17	<b>B-13-2023. Resolved</b> , that the resolutions contained on the Consent Calendar for Board of Trustees consideration be approved, as amended, and reports be filed.
18	Approval of Minutes of Previous Sessions
19 20	Minutes of the February 5-7, 2023, meeting of the Board of Trustees. The following resolution was adopted (consent calendar action).
21 22	<b>B-30-2023.</b> Resolved, that the minutes of the February 5-7, 2023, meeting of the Board of Trustees be approved.
23	Reports of Standing Committees of the Board of Trustees
24 25 26	<b>Report of the Audit Committee:</b> On behalf of the Committee, Dr. Brett Kessler, chair, presented the report of the Audit Committee's April 1, 2023, meeting. The report identified major topics discussed, reports received, and actions taken.
27 28 29	<b>Report of the Budget and Finance Committee:</b> On behalf of the Committee, Dr. Craig Armstrong, chair, presented the report of the Budget and Finance Committee's April 1, 2023, meeting. The report identified major topics discussed, reports received, and actions taken.
30 31 32	Activating a Culture of Change Communications Plan. On behalf of the Committee, Dr. Armstrong moved Resolution B-21 as amended by Committee with the recommendation to adopt. On vote, Resolution B-21, as amended, was adopted by the Board of Trustees.
33 34	<b>B-21-2023. Resolved</b> , that the following appropriation be made from the 2023 Contingent Fund to operationalize and activate a 2023 Culture of Change communications plan.

(Cost Center: 124-0200-000 090-1240-000)

Communications Consultant and DE&I Speaker – Up to \$50,000

34

35

36

37 38

39

40 41

42 43

44

45 46

**BOARD OF TRUSTEES** 1 Report on Piloting Anniversary Date Dues Collection (Versus Calendar Year) with the California Dental 2 Association. On behalf of the Committee, Dr. Armstrong moved Resolution B-28 with the recommendation 3 to adopt. On vote, Resolution B-28 was adopted by the Board of Trustees. 4 B-28-2023. Resolved, that the ADA Board of Trustees authorizes a three-year pilot program to 5 evaluate an anniversary date dues collection process in partnership with the California Dental 6 Association. 7 Funding Request: Report of the Division of Technology, Test Administration/E-Business System 8 Replacement of Aptify to Salesforce. On behalf of the Committee, Dr. Armstrong moved Resolution B-23 9 with a recommendation to adopt. On vote, Resolution B-23 was adopted by the Board of Trustees. 10 B-23-2023. Resolved, the following appropriation be made from Reserves Funding and be 11 allocated to line items in the stated cost center in accordance with the terms of the supplemental 12 appropriation request to cover the costs to purchase the appropriate licensing, secure outside 13 consultants and retain other resources as necessary to execute the DTS Replacement of Aptify to 14 Salesforce project. Division of Technology (020-1450-000) 15 DTS Replacement of Aptify to Salesforce – up to \$3,300,000 16 17 Report of the Compensation Committee: On behalf of the Committee, Dr. Richard Rosato, chair, 18 presented the report of the Compensation Committee's March 29, 2023, meeting. The report identified major topics discussed and reports received. 19 20 21 Report of the Diversity and Inclusion Committee: On behalf of the Committee, Dr. Brett Kessler, chair, 22 presented a report of the Diversity and Inclusion Committee's March 29, 2023, meeting. The report 23 identified major topics discussed, reports received, and actions taken. On behalf of the Committee, Dr. 24 Kessler moved Resolution B-32 with a recommendation to adopt. On vote, Resolution B-32 was adopted 25 as editorially amended by the Board of Trustees. 26 27 B-32-2023. Resolved, that in response to the proposed legislation in various states that would 28 29 as mandatory diversity training and the use of diversity statements in hiring and promotion and 30 using race, sex, color, ethnicity, or national origin in admissions or employment, the Board's 31 Standing Committee on Diversity and Inclusion develop a statement opposing the proposed 32 33

prohibit colleges and universities from engaging in diversity, equity, and inclusion initiatives, such legislation, noting to the extent any law restricts or bans DEI via blocking initiatives and programs efforts, such proposals are in direct conflict with the ADA's core values, which include but are not limited to, "Diversity" which we are committed to across all business segments for recruiting, hiring, and promoting and "Inclusion" that we strive to incorporate into our everyday decisions and

**Resolved.** that the Committee on Diversity and Inclusion present the draft statement to the Board for its approval prior to the close of its April Board meeting, and be it further

**Resolved**, that a statement be posted on ADA.org upon Board approval.

Later in the meeting, the Board of Trustees considered Resolution 34. On vote, Resolution 34 was adopted by the Board of Trustees.

**B-34-2023. Resolved,** that the following statement be approved.

interactions, and be it further

 **ADA Remains Committed to Diversity & Inclusion** 

**CHICAGO** (April 5, 2023) – The American Dental Association's (ADA) strong commitment to advancing diversity and inclusion is outlined in its core values and diversity, equity and inclusion policies. The core values and policies are at the heart of its mission to help dentists succeed and support the advancement of the health of the public.

Engaging our professional community, including dental students, on all our seven core values is critical as we drive oral health forward and promote health equity in our nation.

Considering recent attempts to reduce support and funding for diversity, equity and inclusion-based educational programs and activities, the ADA continues to stand strongly in support of diversity and inclusion.

Additional information on the ADA's diversity and inclusion activities may be found at: <a href="https://www.ada.org/about/principles/diversity-and-inclusion">https://www.ada.org/about/principles/diversity-and-inclusion</a>.

**Report of the Governance Committee:** On behalf of the Committee, Dr. Terry Fiddler, chair, presented the report of the Governance Committee's March 21, 2023, meeting. The report identified major topics discussed, reports received, and actions taken. On behalf of the Committee, Dr. Fiddler moved Resolution B-31 with a recommendation to adopt. On vote, Resolution B-31 was adopted the Board of Trustees.

**B-31-2023. Resolved**, that the section entitled "Personal Car Use" contained in Appendix 1 of the *Organization and Rules of the Board of Trustees* be amended as follows (additions <u>underscored</u>; deletions <u>stricken through</u>):

2. If a private personal auto is used for personal reasons ADA-funded business when flying would have been more economical, Department Director approval is required. The Association will reimburse the cost of the lowest available economy/coach airfare (as determined by Pat Murphy, Travel Manager) unless there are extenuating circumstances. The calculation for costs associated with airfares should include a rough estimate of the full costs of flying, including transport to/from airport, parking costs at airport, etc. The calculation for costs associated with using personal vehicle should include a rough estimate of the full costs of driving, including parking costs.

and be it further

**Resolved**, that the section entitled "Taxis, Airport Limousines and Other Ground Transportation" contained in Appendix 1 of the *Organization and Rules of the Board of Trustees* be amended as follows (additions <u>underscored</u>; deletions <u>stricken through</u>):

- 1. Travelers will be reimbursed for taxis, airport shuttles, buses, etc., used for local transportation necessary for Association business activities. Original receipts are required for all amounts of \$50 or more. Receipts for lesser amounts should be provided if available. If a traveler opts to share ground transportation with others, then the individual must list all riders on the expense report. If the costs of the shared ride total less or equal to about what each rider's cab would cost, the expense will be covered. If the shared ride is still more than the average cab cost times number of shared riders, they will be reimbursed for the multiplied amount, with the remainder being unreimbursed.
- It is expected that each traveler use the best means of travel to and from airports, taking into consideration cost, time, and availability. For travel to and from airport(s) actual costs will be reimbursed.

1	
2	
3	

4

5

6

7

- 3. Reasonable costs will be reimbursed. If the cost of one-way ground transportation for a single, solo traveler, is greater than \$90 then the traveler will be required to provide documentation showing the cost to be reasonable based on similar cab fares. If no such documentation is provided, the The-ADA will reimburse the lower amount- indicated indicated by using www.TaxiFareFinder.com is as a recommended source to determine reasonable ground transportation costs.
- Report of the Innovation Advisory Committee: On behalf of the Committee, Dr. Rosato presented the confidential report of the Innovation Advisory Committee's March 28, 2023, meeting. The report 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 March 22, 2023, meeting. The report identified major topics
- 13 discussed and actions taken.

### 14 Direct-to-Dentist

Customer Group Presentation: Ms. Stephanie Moritz shared an update on the Direct-to-Dentist (D2D)
Customer Portfolio strategies and priorities for 2023. Direct-to-Dentist has established agile teams to
expand digital connections, reimagine dental experiences, and create an ADA Career Center to provide
real-world resources and experience.

19 20

21

22

23

24

The ADA Member App is one channel in the omni-channel digital strategy. It is an endpoint to receive content and experiences that drives value for our members. Upon launch in late 2022, this has been the ADA's Minimal Viable Product (MVP) version of the app – which means as an MVP, it is continually evolved, improved upon as we test new functions and gain user feedback. The information that has been gained will be very crucial the next evolutionary developments of the ADA member app.

### 25 Tripartite Clients

- 26 Customer Group Presentation: Ms. April Kates Ellison provided a report on the activities of the
- 27 Tripartite Client Customer Group. The report began with a reminder of the mission to build an aligned,
- 28 forward-thinking, and equitable partnership that maximizes the value and importance of each level of the
- 29 tripartite to better serve ADA members and improve oral health. Highlights were given across 5 key
- 30 priorities: 1) State/Local Conversion Programming 2) Advancing a Culture of Change Across the Tripartite
- 3) Tripartite Structure Alignment 4) 5 Point DSO strategy and 5) Modernized Operations and Bylaws.
- 32 Report of the Office of Student Affairs Approval of ASDA Consultant Report: Guidelines
- 33 Amendment Request to Add a New ASDA Consultant (By Participating and New Agencies): The
- 34 Board of Trustees adopted the following resolution (consent calendar action).
- 35 **B-24-2023. Resolved**, that the ASDA Consultant Guidelines be amended by addition of a new section titled "Request to Add a New ASDA Consultant" as follows:
- Request to Add a New ASDA Consultant As noted above, ASDA consultant appointments are approved annually by the ADA Board of Trustees. Therefore, all new requests for an ASDA consultant must go through the proper approval channels. In the rare case, after the annual appointment process is completed that a request to add a new consultant is received, the agency must submit a written request with specific details and budget implications for an

April 2023-B Page 6
April Meeting Minutes

BOARD OF TRUSTEES

ASDA consultant to the Office of Student Affairs. Once all the required documentation is 1 2 submitted, the request will be sent to the ADA President for review and a final decision. 3 ASDA District Engagement Strategy: This informational report provided an update on peer-to-peer and face-to-face strategies that support the Association's membership goal, specifically, the objective to 4 5 convert students into membership and subsequently full dues paying status. 6 **Professional / Public** 7 Customer Group Presentation: During this presentation, led by Dr. Dave Preble, the Board was asked 8 to discuss what legislative priorities specific to advocacy plans it would like to see the Workgroup on 9 Strategic Plan (Long Term Vision for Oral Health in America) focus on. This direction will greatly assist the 10 Professional / Public team prioritize their current workload, as well as identify future policy needs. Report of the Council on Scientific Affairs: Update on Subcommittees: This informational report 11 12 notified the Board of the subcommittees the Council had established for 2023 (consent calendar item). 13 Report of the Division of Education and Professional Affairs: Update on the Dentist and Dental 14 Hygienist Licensure Compact: This informational report provided and update on recent activity on 15 compact development (consent calendar item). 16 Report of the Division of Education and Professional Affairs: Update on the Coalition for 17 Modernizing Dental Licensure: This informational report provided an update on Coalition activities 18 (consent calendar item). 19 Report of the Council on Dental Benefit Programs 2022-2023 Consultants: This informational report 20 notified the Board of the appointed consultants for CDBP to serve until the close of the 2023 House of 21 Delegates (consent calendar item). 22 Report of the Council on Dental Practice: Update on Subcommittees: This informational report 23 notified the Board of the subcommittees the Council had established for 2023 and identified each 24 subcommittee's purpose and members (consent calendar item). 25 Report of the Council on Dental Practice: 2022-2023 Consultants: This informational report notified 26 the Board of the appointed consultants for CDP to serve until the close of the 2023 House of Delegates 27 (consent calendar item). 28 **Enterprise Customers** 29 Customer Group Presentation: The Enterprise Customer Group update was presented by Mr. Jordan 30 Baugh. This group is very focused on infrastructure and shared services, all of which have highly visible and necessary work in progress. Office 365, Fonteva and Salesforce establishment and deployment 31 32 continue to occupy time and resources, each with aggressive timelines. Report of the Division of Legal Affairs: Summary of Litigation and Other Matters: This confidential 33 34 report was presented in an attorney-client session with the Board.

#### **Business Customers**

35

- 36 Business Group Update on the Database Licensing Relaunch Plan: This informational report notified
- 37 the Board on the strategy for the leasing on individuals' email addresses (consent calendar item).

- 1 Report of the Business Group Task Force: This confidential report updated the Board on Task Force
- 2 (established via Resolution B-12-2023) progress.
- 3 Subsidiaries and Affiliate Entities
- 4 Report of ADA Business Enterprises, Inc. (ADABEI): This informational report provided an update on
- 5 ADABEI activities (consent calendar item).
- 6 ADA Business Enterprises, Inc. (ADABEI) Meeting of the Member. The meeting of the Board of
- 7 Trustees was adjourned for the purpose of convening the ADABEI Meeting of the Member. Following the
- 8 adjournment of the Meeting of the Member, the meeting of the Board of Trustees reconvened.
- 9 Liaison Reports
- 10
- 11 Report of Dr. Terry Fiddler, Liaison to the Council on Communications: This informational report
- 12 summarized the February 17-18, 2023, Council on Communications meeting (consent calendar item).
- 13 Report of Dr. Michele Tulak-Gorecki, Liaison to the Council on Membership: This informational
- 14 report summarized the March 24-25, 2023, Council on Membership meeting.
- 15 ERISA Task Force Update:
- 16 Dr. Markarian provided an oral report to the Board of Trustees on the work of the ERISA Task Force.
- 17 Organizational/Other
- 18 Commission on Dental Accreditation: Informational Report on the 2022 Administrative Fund: This
- 19 informational report provided an overview of the CODA Administrative Fund activities since its inception
- via Resolution B-113-2013 by the Board of Trustees as well as provided actual 2022 and estimated 2023
- 21 expenses by activities (consent calendar item).
- 22 Commission on National Dental Examinations: Report on 2022 Research and Development Fund:
- 23 This informational report summarized (January through December) the 2022 Research and Development
- Fund activity and provided estimated expenditures for 2023.
- 25 Report of Nominations to the Council on Scientific Affairs: The Board of Trustees adopted the
- 26 following resolution (consent calendar action).
- B-19-2023. Resolved, that the names and qualifications of the following four individuals be transmitted to the 2023 House of Delegates as nominees for membership on the Council on
- 29 Scientific Affairs for the 2023-2027 term.
- 30 Dr. Tara L. Aghaloo (District 13)
- 31 Dr. Anwar T. Merchant (District 16)
- 32 Dr. Erica C. Teixeira (District 10)
- 33 Dr. Jin Xiao (District 2)
- 34 Report on Nominations for ADA Honorary Membership: The Board of Trustees adopted the following
- resolutions (consent calendar actions).

April 2023-B Page 8

April Meeting Minutes BOARD OF TRUSTEES

1 B-15-2023. Resolved, that Honorary Membership to the American Dental Association be 2 awarded to Mr. Randy Grove. 3 4 B-16-2023. Resolved, that Honorary Membership to the American Dental Association be 5 awarded to Ms. Kathleen Moore. 6 B-17-2023. Resolved, that Honorary Membership to the American Dental Association be 7 awarded to Professor Ihsane Ben Yahya. 8 Report of Nomination for ADA Distinguished Service Award: The Board of Trustees adopted the 9 following resolution (consent calendar action). 10 B-22-2023. Resolved, that the 2023 Distinguished Service Award be presented to Dr. John D.B. 11 Featherstone. 12 Report of the Strategic Forecasting Committee (SFC) to the ADA Board of Trustees: This informational report provided an update on activities and actions of the SFC since the February 2023 13 14 Board of Trustee meeting. Report of the New Dentist Committee: On behalf of the New Dentist Committee, Dr. James Lee 15 presented his report to the Board of Trustees. Dr. Lee addressed the Committee's willingness and 16 17 excitement amongst the new dentists to help build bridges between the next generation of dentists and longer-standing ADA members. Dr. Lee moved Resolution B-20 for the Board's consideration. On vote, 18 19 Resolution B-20 was adopted by the Board of Trustees. 20 B-20-2023. Resolved, that Dr. Gabriel Holdwick, Michigan, be appointed to serve as Chair of the 21 New Dentist Committee for the 2023-24 term. 22 Joint Report of Council on Communications and New Dentist Committee on Closed Social Media 23 Group Strategy: This report provided the Board with perspective from the Council on Communications 24 and New Dentist Committee regarding ongoing challenges posed to ADA's reputation from negative 25 comments posted in closed (dentist only) social media groups. 26 27 Dr. Lee moved Resolution B-25 for consideration. The Board discussed the merit of supporting a closed group social media engagement strategy. Dr. Cohlmia informed the Board that the ADA, through its 28 Direct-to-Dentist Customer Group under the direction of Ms. Stephanie Moritz, is already taking proactive 29 30 action on creating content as well as correcting misinformation on social media. Following discussion, and 31 at the request of Dr. Lee, Resolution B-25 was withdrawn without objection. 32 B-25. Resolved, that the President be authorized to appoint an advisory group on closed group social media engagement to provide input as needed to ADA staff engaged in executing the 33 34 closed, dentist-only social media influencer strategy, and be it further 35 Resolved, that the President consider an advisory group composition with one individual each from the Council on Communications, New Dentist Committee, Council on Membership, a student 36 member and Board of Trustees member, and be it further 37 38 Resolved, that staff submit a report to the Board at its August 2023 meeting on the progress on the Influencer Strategy initiatives outlined in this report. 39 40 Later in the meeting, Dr. Lee moved the following resolution for the Board's consideration. On vote, the 41 Board of Trustees adopted Resolution B-33.

April 2023-B Page 9
April Meeting Minutes

BOARD OF TRUSTEES

1 2 3	engagement strategy to address the reputational concerns and impact on new dentist membership, and be it further
4 5 6	Resolved, that the following initiatives be executed within existing budget:
7 8 9 10 11 12 13	<ul> <li>Provide virtual or in-person social media communication training to volunteer leaders on councils and committees in 2023;</li> <li>Offer an in-person training session for the ADA social media ambassadors (All Stars);</li> <li>Identify 2-4 closed groups and/or influencers with whom the ADA will seek to enter into collaboration agreements by end of 2023; and</li> <li>Explore hosting an in-person summit with additional outside leaders of closed groups to be held no later than at SmileCon 2024.</li> </ul>
14 15	<b>Proposed Amendments to the 2024 and January 2025 Board of Trustees Meeting Dates:</b> The Board of Trustees adopted the following resolution.
16 17	<b>B-18-2023. Resolved,</b> that the following 2024 and January 2025 Board of Trustees meeting dates, as amended, be approved:
18 19 20 21 22 23 24 25	February 9-11 (Friday – Sunday)  April 12-14 (Friday — Sunday)  May 17 – 19 (Friday – Sunday)  June 21-23 (Friday — Sunday)  August 23-25 (Friday – Sunday)  October 23 (New Board of Trustees Meeting)  November 20 – 22 (Wednesday – Friday)  December 7-9 (Saturday – Monday) (Retreat and Board Meeting — Location TBD)
<ul><li>26</li><li>27</li></ul>	January 11 – 13 (Saturday – Monday) (Retreat and Board Meeting—Location TBD) and be it further
28	Resolved, that Resolution B-95-2021, approving the previous 2024 meeting dates, be rescinded.
29 30	Report of the FDI World Dentist Federation Update: The Board of Trustees adopted the following resolution.
31 32 33 34	<b>B-26-2023.</b> Resolved, in accordance with the <i>Organization and Rules of the Board of Trustees</i> , that the ADA President be encouraged to appoint the ADA Executive Director and the ADA Chief Science Officer, or alternatively, any ADA Representatives serving on FDI Committees as ADA delegates to the 2023 FDI General Assembly, and be it further
35	Resolved, that the ADA shall run no candidates in the 2023 FDI elections.
36 37	<b>Report of the President:</b> Dr. Shepley reported on activities as President since the February 5-7, 2023, meeting of the Board of Trustees.
38 39	<b>Report of the President-elect:</b> Dr. Edgar reported on activities of the President-elect since the February 5-7, 2023, meeting of the Board of Trustees.
40	Report of the Executive Director: Dr. Raymond Cohlmia presented his report in closed session.

- 1 Report of the Chief Operating Officer: Mr. Robert Quashie presented an update on first quarter
- 2 performance and activities.
- 3 Governance in Action Presentation: Mr. Scott Fowkes and Ms. Wendy Wils facilitated a brief
- 4 governance training activity for the Board.
- 5 **2023 House of Delegates Update:** Dr. Donald updated the Board of Trustees on actions being taken to
- 6 make the 2023 House of Delegates more efficient.

## 7 Special Orders of Business/Special Appearances

- 8 **Discussion with DSO Executives.** As part of the ADA's exploration of how to better engage and build
- 9 member market share among dentists in group practice, while building meaningful collaborations that
- unite the profession in advancing the public's health, the Board of Trustees invited six leaders from multi-
- site group practices to its meeting. Invited guests were Dr. Sulman Ahmed, founder, chairman and CEO,
- 12 DECA Dental, and president, Association of Dental Support Organizations (ADSO); Mr. Patrick Bauer,
- 13 president and CEO, Heartland Dental; Dr. Robert Brody, chief clinical officer, Great Expressions Dental
- 14 Centers; Mr. Gary Pickard, senior director, Government and Industry Affairs, Pacific Dental Services; Mr.
- 15 Andrew Smith, executive director, ADSO; and Dr. Richard Workman, founder, Heartland Dental.
- 16 Discussions centered around how the ADA and DSO's can collaborate to help employee dentists
- succeed and included each guest's vision of the profession of dentistry in five, 10, and 20 years. Topics
- also addressed included how to solve workforce issues, elevating the profession to ensure better overall
- 19 clinical outcomes, and educating the public that dentists are doctors who prevent and treat disease.
- 20 Influencer Strategy Presentation. The ADA Influencer Strategy was introduced and explained by Ms.
- 21 Joan Podrazik, senior manager, Communications and Analysis and Ms. Nicole Anderson, manager,
- 22 Social Media and Influencer Strategy. The 2023 ADA Influencer Strategy will include social listening; the
- 23 launch of the ADA Ambassador program to educate all dentists about the value of the ADA through
- 24 authentic interactions in dentistry groups, including closed, dentist-only social media groups; building
- 25 relationships and identifying possible collaborations with leaders of closed, dentist-only social media
- 26 groups and broader influencer campaigns focused on ADA Customer Group priorities.
- 27 Board Educational Session: Anti-Harassment Training: Ms. Cathryn Albrecht, senior associate
- general counsel, provided the Board with its annual overview on workplace harassment.

### Reports and Resolutions to the House of Delegates

- 29 Reports and Resolutions to Reference Committee D
- 30 (Legislative, Health, Governance and Related Matters)
- 31 Board of Trustees Resolution 502: Amendment of the ADA Governance Manual and Rules of the
- 32 House of Delegates to Revise the Installation Ceremony Schedule. The Board of Trustees voted to
- 33 transmit Resolution 502 to the House of Delegates with a recommendation to vote yes. (Vote:
- 34 Unanimous)

### Closed Session

- 36 The Board convened a closed session on Sunday, April 2, 2023. The following topic was taken up during
- 37 the closed session: Report of the Executive Director. The minutes of the closed session are separately
- 38 recorded.

35

April 2023-B Page 11
April Meeting Minutes
BOARD OF TRUSTEES

1

# 2 Attorney-Client Session

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

# 4 Adjournment

- Without objection, the meeting of the Board of Trustees adjourned sine die on Tuesday, April 4, 2023, at
- 6 10:27 a.m. (CDST).