

Common Ground 2025: ADA Strategic Plan

Mission Statement: Help dentists succeed and support the advancement of the health of the public.

Vision: Empowering the dental profession to achieve optimal health for all.

Core Values:

- Commitment to members
- Integrity
- Excellence
- Commitment to the improvement of oral health
- Science/Evidence-based
- Diversity
- Inclusion

MEMBERSHIP GOAL: The ADA will have sufficient members to be the premier voice for oral health.

Objective 1: Increase membership market share of lagging demographics by 2% per year.

Objective 2: Maintain a net-positive gain in membership recruitment of all dentists within 70% or more of constituents.

Objective 3: Maintain an overall retention rate of 94%.

Objective 4: Increase overall average rates of conversion across membership categories by 1% per year.

FINANCE GOAL: The ADA will be financially sustainable.

Objective 5: Total revenue, including dues and non-dues, will increase by 2-4% annually.

Objective 6: Total unrestricted reserves will be targeted at no less than 50% of annual operating expenses.

ORGANIZATIONAL GOAL: All levels of the ADA will have sufficient organizational capacity necessary to achieve the goals of the strategic plan.

Objective 7: Improve overall organizational effectiveness at the national and state levels.

- 75% of constituents perform at least adequately (3 out of a scale of 5) in each capacity area.
- 75% of constituents have an average performance of more than adequate (4 out of a scale of 5) across all capacity areas.
- ADA will accomplish 80-90% of the operating plan on an annual basis.

Objective 8: Support organizational effectiveness and alignment of ADA subsidiaries.

- Subsidiary mission statements support ADA mission.
- Sufficient resources provided by ADA annually to assure 85% completion of subsidiary annual operating plans.
- Subsidiary service agreement performance measures are met by ADA.

PUBLIC GOAL: The ADA will support the advancement of the health of the public and the success of the profession.

Objective 9: The ADA will be the preeminent driver of trusted oral health information for the public and profession.

- Improve ADA's ranking as a trusted source of information for the public and key stakeholders.

Objective 10: Dental benefit programs will be sufficiently funded and efficiently administered.

- Increase of legislative and regulatory activity in the states related to both public and private Third Party Payers by 30% in SPA states.

- Increase dentist participation in standardized industry solutions by 10% that lower administrative burden when participating with third party dental benefit programs.