

Council on Members Insurance and Retirement Programs

Sokolowski, Joseph E., 2024, Missouri, chair
 Grossman, Richard R., 2025, Pennsylvania, vice chair
 Ganter, Stephanie R., 2024, Texas*
 Ghareeb, Sami M., 2026, West Virginia
 Herre, Craig W., 2026, Kansas
 Jacob, Hubert J., 2024, Ohio
 Male, James R., 2026, Ohio
 McNeill, Robert G., 2025, Texas**
 Williams, David S., 2025, Delaware
 Wood, III, C. Rieger, 2024, Oklahoma

Tiernan, Rita, senior manager

The Council's 2023–24 liaisons include: Dr. Jonathan Knapp (Board of Trustees, First District) and Dr. Chase Perkins (American Student Dental Association).

Areas of Responsibility as Set Forth in the *Bylaws or Governance and Organizational Manual of the American Dental Association*

As listed in Chapter VIII, Section K.8. of the *ADA Governance and Organizational Manual*, the areas of subject matter responsibility of the Council on Members Insurance and Retirement Programs ("CMIRP") shall be:

- a. Insurance and retirement plan products and resources; and
- b. Risk management education programs and resources.

Key Accomplishments and Outcomes: Agency Programs, Projects, Results and Success Measures

Initiative/Program: The ADA members insurance and retirement programs are uniquely designed to enhance the value of membership across all market segments in support of ADA member recruitment and retention and financial goals. The programs include the ADA Members Group Insurance Plans, issued by Protective Life ("Protective"); ADA Members Retirement Programs, administered by Equitable ("Equitable"); Equitable Financial Advisor services; ADA Health Insurance Exchange web portal resource, powered by JLBG Health, Inc., and development of insurance and financial risk management educational resources to help members succeed in managing their exposures to risk.

Success Measure: Increase member engagement and utilization of the ADA members insurance and retirement programs and risk management resources as measured by growth in plan participation, total assets under management, royalties, and service income. In addition, benchmarking reviews are conducted to validate the competitiveness and financial stability of the member's insurance and retirement plans.

Target: The 2024 Council budget is estimated to generate an approximate combined total of \$5.5 million from all budgeted sources including insurance plans royalties, service income and CMIRP expense budget reimbursement in support of the ADA financial goals.

*New Dentist Member

**Replaced Dr. Richard A. Huot, 2025, Florida

Range: An estimated \$5-\$5.5 million in combined total non-dues revenue from all budgeted sources which include: 1) royalties from the ADA Members Insurance Plans issued by Protective; 2) service income from the ADA Members Retirement Program, the ADA-endorsed Equitable IRA's, fixed and variable annuity products, and Equitable Financial Advisor services; 3) royalties from the ADA-endorsed Health Insurance Exchange web portal resource administered by JLBG Health, Inc.; and 4) CMIRP budget expense reimbursement including ADA overhead cost allocation.

Outcome: As of May 31, 2024, the actual combined total non-dues revenue received was \$5.3 million from insurance plans royalties, Q1-2024 service income from Equitable and Q1-2024 CMIRP budget expense reimbursement.

ADA Members Group Insurance Plans: The ADA Members Insurance Plans ("ADA Plans") products portfolio consists of nine group plans underwritten and administered by Protective which include the 1) Annually Renewable Term Life, 2) Level Term Life, 3) Universal Life, 4) Student Life, 5) Disability Income Protection, 6) Student Disability, 7) Office Overhead Expense (disability), 8) Hospital Indemnity with an optional Extended Care Rider and 9) Critical Illness. The ADA Student Members Life and Disability Insurance Plans ("ADA Student Plans") provide coverage on a guaranteed issue and non-contributory basis to ADA student members while completing their dental school education D1-D4 years and post-doctoral residency.

Table 1. ADA Members Group Insurance Plans total participation at year-end December 31, 2023.

Participation is defined as the total number of certificates of insurance issued (by plan) to dentist members and dental student members, and the number of certificate riders issued covering spouses and/or dependent children. Members insured in more than one plan hold multiple certificates.

ADA MEMBERS GROUP INSURANCE PLANS	EOY 2023
Term Life (Members)	30,992
Spouses	9,672
Dependent Children ¹	3,900
Student Members Term Life	13,465
Universal Life	876
Level Term Life (Members)	1,517
Spouses	345
Dependent Children ¹	158
Disability Income Protection	11,767
Student Members Disability	11,840
Office Overhead Expense (disability)	5,269
MedCASH (Members & Dependents)	2,943
Hospital Indemnity (Members & Dependents)	554
Critical Illness (Members & Dependents)	514

**Total Number of In-Force Certificates of
Insurance and Dependent Riders (All Plans) 93,812**

¹ Members with dependent child coverage; not the total number of insured children.

As reported by Protective, total participation across all the ADA Plans for year-ending December 31, 2023, decreased by approximately 5.9% largely attributable to persistent declines in membership and aging trends coupled with a lack of sustained growth to offset the number of non-renews and voluntary lapses. More specifically, the Term Life Plan first introduced in 1934 illustrates the compounded effect of these membership trends which largely accounts for the total decrease in participation across all plans or 3,272 insured members and 1,352 covered spouses

and/or dependent children. Additionally, the number of dentists retiring from active practice with a lesser need for term life and disability products is reflected in the lower participation totals.

In 2023, there were a total of 13,465 ADA student members participating in the non-contributory term life plan and 11,840 in the non-contributory disability income plan. Aggregate participation in the ADA Student Plans remains relatively consistent year over year with some fluctuation based upon the size of the incoming freshmen class which helps, in part, offset the number of graduates. Eligible student members can register to enroll directly online through the ADA Student Plans-Protective [website](#) or through their dental school if it has contracted with Protective for insurance auto-enrollment of its ADA student members (D1-D4 and post-doctoral residents).

Protective's field representatives promote the ADA non-contributory student life and disability coverage available to D1-D4 students and residents by hosting webinars and lunch and learn events on-campus, and robust customized marketing and digital communications throughout the academic year. Protective also collaborates with ADA and ASDA leaders on opportunities to exhibit and present at local district meetings and new dentist conferences to engage with student and new dentist members and heighten visibility of the ADA group insurance benefits of membership.

Additionally, one of the most significant ongoing initiatives which contributes to student engagement and retention is the Dental School Insurance Auto-Enrollment Program. This program facilitates the auto-enrollment of all eligible registered dental students (D1-D4 and residents) to participate in the ADA Student Members Life and Disability Plans. There being no insurance cost to the students or dental schools who enroll in Protective's auto-enrollment program underscores the value of ADA student membership and the opportunity to foster new and strengthen existing relationships with dental school leaders.

The ADA Student Plans provide the foundation for the next generation of active members and future growth of the ADA Plans. As of year-end 2023, Protective reported conversion of 437 new dentists following graduation which evidences the challenges with membership retention.

On a positive note, Protective reports that broader expansion of digital advertising and marketing campaigns focused on attracting new and early career dentists continues to drive higher response rates and visits to the recently enhanced ADA Plans [website](#) which features a more contemporary design, ease of navigation, expanded content, tools and resources to optimize the member's digital experience.

As of December 31, 2023, Protective reported 645 new organic sales to first-time buyers of one or more of the ADA Plans, including 243 new applications generated from the ADA new member incentive offer. This promotion provides eligible dentists who newly join the ADA with a guaranteed-issue term life benefit at no-cost for six months which can then be continued at the member group rates.

In summary, the ADA Plans remain strong and well positioned financially and offer a competitive value proposition when compared to individual policy options in the retail market. Protective reports that the ADA Plans currently help protect the lives of more than 66,000 members and their families, inclusive of active, life, retired, federal, student, graduate and faculty members, their spouses, and dependent children. The Council proudly recognizes the importance and financial significance of the ADA Plans in support of the ADA strategic goals for future growth.

ADA-endorsed Members Retirement Program: The ADA-endorsed Members Retirement Program ("ADA Program"), administered by Equitable Insurance Company, offers competitive retirement plan design options for dentist practice owners through various retirement products. These plan design types are 401(k) plans (i.e., Safe Harbor, Traditional, Simple and Owners only), New Comparability Plans, defined contribution pension and profit-sharing plans, as well as Defined Benefit plans and Cash Balanced plans that offer managed accounts. Safe Harbor is the most often requested plan design.

The ADA Members Retirement Program design includes Equitable's comprehensive service platform, provided through various retirement products, which provides full recordkeeping and plan administration services to dentist employer and employee participants at competitive fees. The broad range of services include maintaining the tax-qualified status of the IRS-approved plan offerings, discrimination testing, 5500 form filings, transaction processing and contemporary web tools and resources to manage plan participant contributions and allocation of funds.

Equitable's Investment Management Group manages the investment fund portfolios under the ADA Members Retirement Program. ADA retains an outside consultant to annually review the Program structure, fees and fund performance as measured against applicable benchmarks and industry trends. This helps ensure that ADA's endorsement of the Equitable brand products and service platform continues to offer a market competitive option for members and employees who elect to participate.

With the evolution of time and the ADA Program's aging trends, there is an increased number of dentist employers who have claimed their retirement benefits as reflected in the decreased number of *active* employer-sponsored plans. More specifically, Equitable reports that as of December 31, 2023, there were 1,898 employer-sponsored 401(k) plans in the ADA Program representing 9,634 dentist employers and their employee participants with approximately \$1.49 billion in total assets under management. Financial market performance continued to improve in early 2024 having a positive impact on asset growth.

The ADA-endorsement of Equitable retirement products broadly includes a comprehensive suite of fixed indexed and customizable variable annuities including the 1) Structured Capital Strategies, 2) Retirement Cornerstone and 3) Investment Edge. These product options help address the needs of dentist employer and employee participants in the ADA Program who are at or approaching retirement age and have maximized their contributions and need distribution solutions. In addition, ADA endorses Equitable's Retirement Gateway Association ("RGA") product which is designed to attract large retirement plans with assets over \$500,000.

In recent years, Equitable's marketing efforts to promote the RGA's competitive pricing and customizable features has helped attract new plan participants. The RGA continues to add value to the broader ADA-endorsed portfolio of options for members and help conserve existing retirement accounts with higher assets. As of year-end 2023, Equitable reports there are 32 participants in the RGA and approximately \$43.4 million in assets under management.

The Structured Capital Strategies, Retirement Cornerstone and Investment Edge individual annuity products are important to Equitable's overall marketing strategy for future growth and diversification of the ADA-endorsed portfolio to attract and retain dentist participants. Equitable Financial Advisors help promote the availability of these options when consulting with dentists. As of December 31, 2023, Equitable reports there are eighteen accounts with approximately \$5.89 million in total assets under management.

The ADA Program, RGA and endorsed suite of annuity products represent approximately \$1.62 billion in total assets and approximately \$500,000 in service income per year in support of the ADA strategic plan financial goals.

Individual Retirement Accounts: ADA endorses the Equitable 300+ Series Individual Retirement Account although it is no longer available to new account participants. Since 2021, Equitable has offered the Equivest Individual Retirement Account products, including SEP (Simplified Employee Pension) and SIMPLE (Savings Incentive Match Plan for Employees) IRA plan types. As of year-end 2023, Equitable reports there are 1,813 IRA plan participants and approximately \$87 million in total assets under management.

Equitable Financial Advisor Services: Last year, Equitable continued to successfully expand their local Financial Advisors presence and promote their services to dentist members which

strongly complements the ADA Members Retirement Program and other ADA-endorsed product options. Equitable Financial Advisors uses a holistic consultative approach to providing financial and retirement planning, and wealth management services to dentists and their employees. Equitable's [website](#) features the financial advisor services and dentists can sign up for a complimentary initial consultation which includes a written financial plan.

ADA-endorsed Health Insurance Exchange Web Portal Resource: The ADA-endorsed JLBG Health, Inc. web portal ([ADAHealthExchange.com](https://www.ADAHealthExchange.com)) is an online resource for members, their employees and families looking to navigate the health insurance exchange marketplace and plan options in each state. Royalty revenue generated for ADA's endorsement of the web portal is minimal per year and totaled approximately \$12,582 from policy sales during the 2023-24 Health Insurance Open Enrollment period.

Emerging Issues and Trends

The Council is not aware of any new, significant trends or emerging issues not already being addressed by the Council.

Responses to House of Delegates Resolutions

There were no House of Delegates resolutions directed to the Council in 2023.

Self-Assessment

The Council is next scheduled to conduct a self-assessment in 2026.

Council Minutes

For more information on recent activities, see the Council's [minutes](#) on ADA.org.