

**UNOFFICIAL REPORT OF MAJOR ACTIONS
COUNCIL ON COMMUNICATIONS
August 19-21, 2022**

The Council on Communications (CC) met on August 19-21, 2022 in Chicago, Illinois. Following is a summary of major actions taken by the Council.

1. Council Chair Dr. Rebecca De La Rosa highlighted the Council's statement of purpose, as well as duties of responsibility pursuant to the ADA *Bylaws*, to reiterate the Council's charge.
2. Executive Director Dr. Raymond A. Cohlma presented "A New Day: Evolving Governance at the ADA," which outlined the proposed strategic forecasting model that will be before the House of Delegates for consideration in October. Strategic forecasting empowers the ADA to continually assess our environment and make changes to business strategies based on current context. Under the proposal, the House of Delegates determines the ADA's long-range vision and also votes annually to approve modifications to the strategic forecast, which is proposed based on member needs and events as they have evolved during the year. Strategic forecasting is designed to help the ADA continue to be the voice of dentistry while more nimbly keeping pace with current and future needs of the profession.
3. The Council participated in an all-day design-thinking workshop, with the goal of ideating to create a culture of inclusion for all dentists, especially D3/4 students, new dentists, and dentists of all practice modalities so they feel accepted and a sense of belonging at the ADA, and become or remain a member throughout their dental career. The Council will share their recommendations on a theme, story and communications priorities to collaborate with other stakeholders of the ADA with strategic oversight of membership and diversity & inclusion efforts across the ADA.
4. The Council engaged in discussion and shared feedback around overarching guiding principles for future ADA communications in times of crisis; as applicable to each unique situation, the ADA team will leverage this strategic guidance when engaging in tactical communications.
5. The Council heard reports from each of its workgroups regarding their efforts in support of the ADA Strategic Plan: Common Ground 2025.
 - **Membership Goal** (The ADA will have sufficient members to be the premier voice for oral health.)

Integrated Marketing Workgroup, Dr. Angela Noguera, chair

The workgroup provides the ADA Team with strategic guidance to apply tactical implementation in future outreach for the ADA's integrated marketing campaigns. The current focus is on finding ways to increase awareness of ADA resources to provide better value for emerging segments of early career dentists. The group leveraged the Early Career Marketing Exploration Brief & Exercise to explore and develop marketing propositions for the five priority topic areas (finance, career path support, wellness support, community, and clinical training) to provide strategic guidance geared toward engaging early career dentists. This framework and discussion provided the ADA team with strategic guidance to apply to tactical implementation in future outreach.

Communications Effectiveness Workgroup, Dr. Lynse Briney, chair

The workgroup scans ADA publications and various communications channels to provide more real-time feedback from the dentist's perspective in an effort to improve ADA communications. The workgroup also determines needs for quick pulse surveys and resulting data, which helps activate a more real-time response for identified gaps in coverage and topics. The workgroup provided tailored feedback to ADA communications and publications, which increased visibility of relevant topics. In collaborating with other councils, the group also analyzed the awareness

of ADA's member-only dental insurance tools, support and solutions offered by the ADA—as well advocacy-related coverage—to understand what has been successful and where opportunity remains for communications and member value purposes.

- **Public Goal** (The ADA will support the advancement of the health of the public AND the success of the profession.)

Strategic Communications Workgroup, Dr. Jill Wagers, chair

The workgroup helps to develop, interpret, present and distribute the annual ADA Communications Trend Report. This is the third year of the report, which helps surface trends and issues of priority to the profession and to public health and aids in longer-term strategic communications planning. The 2022 ADA Communications Trend Report utilized five different member and non-member dentist surveys and one targeted just to U.S. dental consumers. Results are nationally representative of ADA membership and the U.S. population with a margin of error of +/- 3%, which is industry standard. The report focused on three main issues—dental team staffing shortages, dental utilization and insurance issues, and the tangible value of ADA membership and the intersection with dentists' personal values. The workgroup members presented findings from the Report, seeking feedback from the Council prior to distribution this fall. A communications plan has been developed to share the 2022 Communications Trend Report with all levels of the Tripartite.

Leadership Connections Workgroup, Dr. Amber Lawson, chair

The workgroup collaborates with ADA Information Technology (IT) to improve ADA Connect for leader engagement and information sharing across councils, and to serve as beta testers of the new MyADA app, features of which were highlighted and presented to the Council. The group has developed a central place within ADA Connect where all information is kept and shared between council members who can report back to their districts about key priorities. Additionally, the group is developing a strategy to identify and engage additional influential member voices in dentist-only social media groups to help correct misinformation among member and non-member dentists via a group of "social media all-star" member dentists. As the workgroup is also responsible for vetting ADA spokesperson candidates for the Council's recommendation to the Board of Trustees (BOT), the group approved Dr. Chelsea Fosse to move forward in the spokesperson approval process to handle a variety of media inquiries, including those concerning Medicaid and Health Policy Institute data. Dr. Fosse was approved by the BOT in August to serve as an official national spokesperson.

6. The Council heard reports from each of its representatives on two Joint Action Teams and the State Public Affairs Oversight Workgroup regarding their respective efforts in support of the Strategic Plan: Common Ground 2025.

- **Membership Goal** (The ADA will have sufficient members to be the premier voice for oral health.)

Member Innovation Pipeline Joint Action Team, Drs. Rebecca De La Rosa and Angela Noguera, Council on Communications Representatives

This Joint Action Team (JAT) provides oversight and advice on new member value opportunities that address the needs of membership segments the ADA needs to grow. Segments include early career, women, and diverse dentists, as well as those practicing in large groups. The team oversees a member value innovation pipeline that evaluates, refines and develops ADA member value assets that support recruitment and retention. The team evaluated criteria for vetting new ideas and identified two new ideas for further exploration: preparedness modules and a national mentorship program.

Diversity & Inclusion Joint Action Team, Drs. Ann Hammi Blue and Prabha Krishnan, Council on Communications Representatives

This Joint Action Team (JAT) identifies strategies that ladder up to the ADA's new D&I Policy to ensure accountability across the entire organization, including national, state and local initiatives. The team provides an advisory role in overseeing the research, development and implementation of programs, initiatives and additional policies. The team also communicates and advocates for support of new initiatives and/or policies with JAT members' councils and committees. The team recommended to the BOT that the DE&I lens be shared with all councils and committees to integrate inclusive practices in their respective activities. The DEI Lens will enhance discussions about inclusion and belonging across the organization and ensure that we are reflecting and supporting the diversity of our membership and of the communities we serve. This easy-to-use tool can help Council and Committee members think about opportunities from a new perspective, identify unintended and unconscious biases, and be intentional about creating welcoming spaces.

- **Public Goal** (The ADA will support the advancement of the health of the public AND the success of the profession.)

State Public Affairs (SPA) Oversight Workgroup, Dr. Rhett Raum, Council on Communications representative

SPA continues to support the following: Action for Dental Health; Native American initiatives, including increased involvement with the Society of American Indian Dentists and partnership with Native News Online; Third Party Payer issues with "FIIST", the Fight Insurance Interference Strategic Task Force; and workforce issues, including states experiencing shortages of auxiliaries or dealing with dental therapy legislation. Per the written report submitted by Dr Raum and Chad Olson, Director, State Government Affairs, SPA has also supported ADA's relationship with the Consumer Choice Center and the Progressive Policy Institute, which provided support for dental insurance reform campaigns. These relationships have produced independent commentary lauding the value to patients of Medical/Dental Loss Ratio laws, which would require dental insurers to either report the percentage of revenue invested in actual care or actually meet a percentage standard and provide a rebate to subscribers if they do not.

7. The Council elected Dr. Prabha Krishnan as chair and elected Dr. Laura Schott as vice chair for the 2022-2023 term.

Council on Communications members:

Dr. Rebecca De La Rosa, chair, IN
Dr. Prabha Krishnan, vice chair, NY
Dr. Carol A. Baker, SC
Dr. Wade M. Banner, CA
Dr. Ann Hammi Blue, AZ
Dr. Lynse J. Briney, IL
Dr. Michael J. Frankman, SD
Dr. T. Stotts Isbell, AR
Dr. Lindsey D. Jackson, NH
Dr. Amber P. Lawson, GA
Dr. Rachel L. Lewin, PA
Dr. Mark A. Limosani, FL
Dr. Angela P. Noguera, DC



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Dr. Rhett E. Raum, TN
Dr. Riley A. Schaff, MI
Dr. Laura J. Schott, TX
Dr. Jill Shelton Wagers, ID
Dr. Tanya Sue Maestas, New Dentist Committee, TX

Liaisons:

Dr. Brett Kessler, Fourteenth District Trustee, Board Liaison
Ms. Justina Anigbo, American Student Dental Association, IN

Next Council on Communications meeting:

TBD by incoming chair, Dr. Prabha Krishnan, with information from the ADA team.