

**AMERICAN DENTAL ASSOCIATION
MINUTES OF THE COUNCIL ON COMMUNICATIONS
August 14, 2020**

CALL TO ORDER

The virtual meeting of the Council on Communications was called to order by chair, Dr. Sarah Tevis Poteet, Friday, August 14, 2020, at 9:00 am. CDT.

ROLL CALL

Council members present: Dr. Sarah Tevis Poteet, chair; Dr. Sam Mansour, vice-chair; Dr. Lynse J. Briney; Dr. Kerry K. Carney; Dr. Rebecca J. De La Rosa; Dr. Michael J. Frankman; Dr. Jeannette Peña Hall; Dr. Frank P. Iournio; Dr. Prabha Krishnan; Dr. Thomas J. Lambert; Dr. Amber P. Lawson; Dr. David J. Manzanares; Dr. Angela Noguera; Dr. Stephen M. Pitmon; Dr. Rhett Raum; Dr. Jill Shelton Wagers; Dr. Stephanie B. Weaver; Dr. Kevin Kai, New Dentist Committee.

In addition, Dr. Julio Rodriguez, liaison, ADA Board of Trustees and Dr. Matthew Lee, consultant, American Student Dental Association were in attendance.

Council and other staff: Ms. Sandy Eitel, director, Council on Communications; Ms. Ivy Woods, coordinator, Integrated Marketing and Communications; Ms. Yvonne Lewis, manager, Business and Administrative Services; Ms. Stephanie Moritz, chief marketing and communications officer; Ms. Pamela Von Lehmden, senior director, Integrated Marketing, Brand Strategy & Innovation; Ms. Leslee Williams, senior director, Communications; Ms. Jenn Sutherland, senior director, Digital Marketing; Ms. Samara Schwartz, associate general counsel; Ms. Wendy Wils, deputy general counsel.

Other ADA officers and staff in attendance for parts of the meeting included: Dr. Kathleen O'Loughlin, ADA executive director; Dr. Chad P. Gehani, ADA President; Mr. Jeff Troupe, senior legislative liaison; Dr. Pamela Porembski, director, Council on Dental Practice; Ms. Nicole Stephani, manager, Social Strategy and Engagement, and Ms. Natalie Matthews, senior manager, Communications.

PRELIMINARY

Adoption of the Agenda: The agenda was adopted with the stipulation that the chair may alter the order of the agenda when necessary to expedite Council business.

Recording of Mail Ballot Actions: It was reported that the minutes of the March 13-14, 2020 meeting were approved via electronic ballot on April 15, 2020.

Opening remarks: Remarks were made by the Council chair, Dr. Sarah Poteet; ADA President, Dr. Chad Gehani; Board of Trustees Liaison, Dr. Julio Rodriguez; Chief Marketing and Communications Officer, Ms. Stephanie Moritz; and Council director, Ms. Sandy Eitel.

**COUNCIL PURPOSE
AND ROLES/RESPONSIBILITIES DISCUSSION**

Dr. Poteet presented the final draft of the Council on Communications purpose, roles and responsibilities document, which was developed as a result of discussions that took place during the November 2019 Strategic Planning meeting and March 2020 Council meeting. Dr. Poteet relayed that councils have been encouraged to not have individual council mission statements, and instead frame their purpose in relation to supporting the overall ADA mission. Dr. Poteet added that in refining their roles and responsibilities, Council leadership used the ADA's strategic plan, Common Ground 2025, to establish workgroups within the Council to address initiatives directly related to the goals in the strategic plan. In looking to measure the value of the Council, the Communications Trend Report has been created to help with bi-directional reporting between Council members and their districts, as it

can aid in their long-range strategic communications planning. Discussion surrounding the Council's roles and responsibilities highlighted the need for the Council to identify emerging issues from members and the public, and to increase transparency and communications among the staff, member dentists, and the public alike. Additional discussion took place regarding cross-collaboration between the Council and other councils. After further discussion, it was the consensus of the Council that no additional edits were needed to the document, which will serve as an internal guide to help keep the Council focused on efforts related to Common Ground 2025.

COUNCIL WORKGROUP UPDATES

Each of the eight Council Workgroup chairs provided updates on the work that has been completed in support of the objectives in Common Ground 2025.

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

Digital Member Experience (DMX) Workgroup: Dr. Frank Luorno, chair; Dr. Stephen Pitmon, vice-chair; Dr. Prabha Krishnan; Dr. Rhett Raum; Mr. Matthew Lee; and Ms. Jenn Sutherland (staff liaison)

Dr. Frank Luorno explained that the Workgroup provides feedback on milestones in the development of the new ADA.org user experience. The timeline of proposed events and launches, including a new "MyADA" and "ADA.org" has been postponed approximately six months due to COVID-19 efforts. The official re-launch of ADA.org is estimated to take place in Q3-Q4 2021. However, with the work that has taken place thus far (significant site clean-up, promotion of COVID-19 content, etc.), the site has seen unprecedented traffic. A brief recap of the success of COVID-19 content performance (Feb-July 2020) was also reported:

- 15.5MM page views on ADA.org (82% increase over 2019)
- 6.2MM page views of COVID-19 content
- 3.8MM page views of ADA News content
- 390K COVID-19 YouTube video views

Dr. Luorno advised that the ADA Connect platform is not currently included in the digital transformation initiative, but is something that may be considered in the future. He went on to provide detail on the future and timeline of the DMX project and explained that additional funding is needed for this project to continue on in a way that would provide the most benefit to members. An investment of \$7M for 2020 was approved by the Board of Trustees in February to support this initiative. Staff will provide a refined project plan and report on the 2020 Digital Transformation strategy results to the ADA Board of Trustees at its first meeting in 2021, with a recommendation for additional investment required to continue the Digital Transformation initiative.

Jenn Sutherland, director, Digital Marketing, provided a brief update on the status of the Resolution 67H-2016 Utilization Campaign/Find-A-Dentist initiative. She mentioned that the program is doing well and that new key words have helped the team to take a solid look at the technology that drives the tool. Many search engine optimization (SEO) updates behind the tool are functioning seamlessly, and the tool has seen an 11% increase in page views as compared to this time last year.

Integrated Marketing Workgroup: Dr. Rebecca De La Rosa, chair; Dr. Amber Lawson; Dr. Thomas Lambert; Dr. David Manzanares; Ms. Pamela Von Lehmden (staff liaison)

Dr. Rebecca De La Rosa explained that the purpose of the Workgroup is to provide strategic guidance to the ADA's integrated marketing campaigns for dentists and the public. In Q1, the Workgroup provided input on member messaging for the new dues simplification rollout in 2021. In Q2, the Workgroup's priorities shifted to conduct brainstorming sessions to address COVID-19 content and promotional tactics, and ways to leverage COVID-19 content in the ADA's recruitment and retention campaigns. Launched earlier this year, the Patient Return Resource Center, based on the Return to Work Interim Guidance Toolkit, offers a suite of customizable communication tools for dentists and their teams to use when communicating with their patients about what to expect when returning for nonemergency care. The Member Value COVID-19 Content Campaign is under development and is expected to launch in September 2020.

Research Workgroup: Dr. Kerry Carney, chair; Dr. Michael Frankman, vice-chair; Dr. Angela Noguera; Dr. Rhett Raum; Ms. Sandy Eitel (staff liaison)

Dr. Carney explained that the purpose of this Workgroup is to provide strategic guidance on the ADA's membership and communications related research initiatives with the profession and the public. In Q2, the Workgroup worked in conjunction with the Strategic Communications Plan Workgroup, and is currently overseeing the development of dentist and consumer surveys now in the field. Topics focus on emerging issues and communications gaps between the ADA and members, and the ADA and the public. Results from the surveys will be published in the forthcoming Communications Trend Report.

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

Volunteer Engagement Program (VEP) Workgroup: Dr. David Manzanares, chair; Dr. Mike Frankman; Dr. Angela Noguera; Dr. Lynse Briney; Dr. Kevin Kai; Ms. Natalie Matthews (staff liaison)

Dr. Manzanares provided an update on how this Workgroup is helping to engage ADA supporters involved in dentist-only social media groups. The workgroup helps to dispel myths (most recently, misinformation about the ADA's response to the COVID-19 pandemic) and to proactively share positive information about ADA resources. The Workgroup's priority for 2020 was to collaborate with staff to bring together ADA supporters engaged in closed groups online to create a community of information-sharing and best practices. In spring 2020, it expanded from a workgroup of the Council to now include over 80 participants from other ADA councils.

Strategic Communications Plan Workgroup: Dr. Stephen Pitmon, chair; Dr. Rebecca De La Rosa; Dr. Jeannette Peña Hall; Dr. Prabha Krishnan; Dr. Amber Lawson; Ms. Leslee Williams (staff liaison); Ms. Sandy Eitel (staff liaison)

Dr. Stephen Pitmon explained that this Workgroup identifies, recommends and maintains strategic communications plans for the ADA. It is leading the development of the new Communications Trend Report, which will help identify emerging issues from dentists and the public that may impact the reputation of the profession and serve as an additional input to national, state and local dental society decision-makers engaged in long-range reputation management and communications planning. As a first step in the process, the Workgroup created a survey for ADA delegates and alternates, seeking insight on what issues and challenges are being faced by the profession and the public. Results from the survey were shared with the Research Workgroup to follow up with quantitative research to identify emerging issues and communications gaps. The Communications Trend Report is currently in the research phase. By the end of Q3, it is expected to be completed and shared with the Council for review and discussion. Following final review by the Council, it will also be shared with ADA national, state and local leadership. The Workgroup is also overseeing the development of a new Crisis Communications Toolkit, leveraging learnings from the COVID-19 crisis. The toolkit is targeted for completion in Q4. After discussion of the value of the Communications Trend Report to the tripartite, the Council adopted the following resolution:

Resolved, that the Council on Communications recommends that the Communications Trend Report be produced and distributed to the tripartite and appropriate stakeholders on an annual basis.

ADA Spokesperson Review Workgroup: Dr. Rhett Raum, chair; Dr. Kerry Carney, vice-chair; Dr. Thomas Lambert; Dr. Stephanie Weaver; Ms. Natalie Matthews (staff liaison)

Dr. Raum updated the Council that the roster of 13 consumer advisors and 31 expert spokespersons have helped to meet the significant volume of COVID-19 related media inquiries, resulting in over 4,000 news stories and 6 billion in media reach. He advised that the following spokespersons have resigned:

- Dr. Jeffrey Cole, Wilmington, DE (Business of Dentistry)
- Dr. Anthony Iacopino, Winnipeg, Manitoba (Eldercare)

The Workgroup is currently seeking a new spokesperson for the topic of Medicaid. The future focus of the Workgroup is new media, virtual interview training, and strengthening the spokespersons' use of social media.

Oral Health is Health Workgroup (OHIH): Dr. Jeannette Peña Hall, chair; Dr. Stephanie Weaver, vice-chair; Dr. Lynse Briney; Ms. Leslee Williams (staff liaison)

Dr. Hall explained that the purpose of the Workgroup is to provide strategic guidance on the Oral Health is Health campaign, which targets DC-based national opinion leaders such as legislators and staff, media and health influencers through a paid social media campaign. OHIH is a campaign to raise awareness about the connection between oral health and overall health as well as “white hat” storytelling. It targets policymakers, health care influencers and the media with digital advertising.

Dr. Hall advised that Q2 tactics shifted from their original plan to a new focus on COVID-19 content, with messaging centered on keeping dental emergencies out of hospital emergency departments and new protocols to safely reopen dental offices. ADA's position as an oral health influencer among the target audience is now #1 on this topic as a result of the campaign.

State Public Affairs (SPA): Dr. Frank Luorno, chair; Mr. Jeff Troupe (staff liaison); Ms. Katherine Merullo (staff liaison)

Dr. Frank Luorno, along with Mr. Jeff Troupe, provided an update on the State Public Affairs (SPA) Program Oversight Workgroup. After thirteen years of operation, SPA continues to support Action for Dental Health; Native American initiatives; Third Party Payer issues with "FIIST" Fight Insurance Interference Strategic Task Force; and workforce scope of practice issues. Mr. Troupe indicated that the program currently provides grants to thirty-two state dental societies to support this spectrum of advocacy efforts. The SPA Workgroup continues to support the advocacy efforts of state dental societies who are facing workforce bills. The Workgroup will also assist state dental societies in applying for federal Action for Dental Health grants.

SOCIAL MEDIA TRAINING SESSION

Dr. Manzanares, chair of the Volunteer Engagement Program (VEP) Workgroup, Ms. Jenn Sutherland, senior director of digital transformation, and Ms. Nicole Stephani, manager of social media, led a session on social media best practices, including tips for members to use in response to negative comments, how to use ADA resources to craft responses, and how to develop a quick elevator pitch to convey the benefits of ADA membership. He mentioned that since implementation, the VEP Workgroup has been able to address many controversial comments, shifting conversations from negative to positive. As compared to the previous six month timeframe, there has been a significant increase in social media engagement by members. The Workgroup is currently looking to find ways to be more proactive in their approach and to show more authenticity in their efforts moving forward. Ms. Sutherland noted that showing the benefit of the interlock with the tripartite illustrates how dues are being put to use and helps others to see the value of ADA membership. Having an individual in their area or their state society to share their personal experience with the ADA has proven to be helpful. The VEP Workgroup is looking to ramp up the use of Basecamp a bit more to ensure that all volunteers have the resources needed for success. Ms. Stephani wrapped up the session with a few additional notes regarding ethical community management within various social media channels.

ADA ADVISORY TASKFORCE UPDATE

Dr. Poteet presented background on the ADA Advisory Task Force on Dental Practice Recovery appointed by Dr. Gehani. Through the efforts of this taskforce, significant resources designed to assist member dentists in returning to work, workplace safety, and understanding risk assessment were developed and launched: specifically, a Return to Work toolkit and hazard assessment launched in May and the Patient Return Resource Center launched in July. Engagement has been significant. The ADA was able to capture data on over 18,000 non-member from downloads of the Return to Work toolkit, which is being used for recruitment and retention campaigns, as well as non-dues product promotions.

COVID-19 TASKFORCE UPDATE

Ms. Leslee Williams, senior director, Communications, and co-lead of the ADA's interdivisional COVID-19 staff team, presented highlights stemming from recent COVID-19 crisis communications efforts. The ADA COVID-19 resurgence strategy, which has recently been implemented, is a four-pillar strategy that will aid state dental societies in advocating their governors to include dentistry in the definition of “essential services” in order to keep dental offices open for the full range of dental services during the pandemic. The four pillars being pursued under the resurgence strategy are:

Board/Officer Action, Advocacy, Economic, Science & Practice. The ad interim policy “Dentistry is Essential Health Care” and an advocacy toolkit for state dental societies are key components of the resurgence strategy. Additionally, an ADA response to the recent World Health Organization (WHO) recommendation was developed and distributed. Ms. Williams shared metrics related to the number of resultant news stories and audience reach, including a television broadcast segment on ABC’s Good Morning America. From February 2020 to date, there have been more than 5,000 news stories on COVID-19 which cite ADA information with a cumulative audience reach of 6.7 billion. There has also been significant year over year increases in social media metrics attributable to ADA’s social media posts on COVID-19.

Dr. Pamela Porembski, director, Council on Dental Practice, and co-lead of the ADA’s interdivisional COVID-19 staff team, fielded questions from Council members related to COVID-19.

Ms. Williams noted that after discussion with Drs. Poteet, Mansour and Pitmon, it was determined that dental societies might benefit from a toolkit on crisis communications. The toolkit would not be specific to COVID-19 but rather draw upon general principles of crisis communications to serve as a resource for dental societies that may not have crisis communications experts on staff or resources to engage an agency. Ms. Williams shared an outline for the toolkit and noted that the Strategic Communications Plan Workgroup will oversee its development.

MEMBER JOURNEY RESEARCH REPORT - PROJECT M.I.X.

The ADA has hired PinPoint Collective, LLC, a design thinking agency, to engage in a deep dive into the member experience and define user journeys for several target dentist segments in an effort help improve the ADA’s recruitment and retention success. Through their research, PinPoint identified value opportunities for dentists in different stages of their careers, beginning with post-graduate students through the first ten years of practice. Representatives of PinPoint, Faith Hurley and Stacy Callighan, presented data collected from the recently completed research, which addressed topics ranging from work/life balance to advocacy. The survey was conducted over a period of 8 weeks, interviewing 48 dentists across 3 different cities. PinPoint representatives asked the Council members to adopt the perspective of an individual 3-7 years out of dental school and rate concepts based on how valuable the concepts would have been to them at that point in their careers. Having the Council’s input will add great value to the prioritization of the concepts presented. PinPoint will narrow the results down to ten concepts to take back to the surveyed member dentists to help co-create and develop a platform for ADA to use in its recruitment and retention campaigns.

ADAUPDATE

Dr. Kathleen O’Loughlin, executive director, reviewed the ADA’s strategic plan, Common Ground 2025. She explained the adverse impact of COVID-19 on revenue sources and reserves, but noted that the ADA may still finish the year strong. All initiatives that support the key strategies surrounding Common Ground 2025 are still running as planned for the most part; however, public initiatives have shifted significantly to COVID-19. As the ADA has faced many challenges this year due to COVID-19, various staff teams have been implemented to address the risks and mitigation efforts needed to improve and sustain support to members, as well as to state and local dental societies. A significant amount of communication has taken place to address concerns surrounding their personal and business needs. She went on to mention that as a result of the strong support provided by the ADA throughout COVID-19, there has been a rebounding of membership.

LEGAL UPDATE

Ms. Wendy Wils, ADA Deputy General Counsel, presented an informational update on legal issues relating to dentistry, including litigation filed against the EPA by advocacy groups opposed to community water.

NEW DENTIST COMMITTEE (NDC)

Dr. Kevin Kai, New Dentist Committee, provided an update on NDC current activities. He advised that the “10 Under 10” award has been released online, but won’t be shared at the NDC Conference, as it has been canceled. The NDC continues to collaborate with the Diversity & Inclusion Committee on fostering a welcoming and inclusive association for all dentists and to increase new dentists in

leadership, which is underrepresented at the ADA. Dr. Kai advised that Dr. James Lee, member of the Diversity & Inclusion Committee has agreed to include NDC input in their committee matters. The NDC also has strategic oversight of ADA Success, which is a program to help dental students prepare for life as a dentist. There are nearly 50 volunteer dentists who serve as ADA Success speakers, plus 2 ADA attorneys who present the Understanding Employment Agreements module. Unfortunately, due to COVID-19, the program is seeing engagement at a lesser rate because schools have been closed and not as many opportunities have been available.

The NDC recently launched a Guidelines for Practice Success module for managing pregnancy, which is unique to the NDC. It helps to advise pregnant dentists and staff on topics such as navigating time off and insurance. Dr. Kai advised that recent guidelines for pregnant dentists, developed under the Council on Dental Practice, will be a part of the ADA's up-and-coming Accelerator Program.

AMERICAN STUDENT DENTAL ASSOCIATION (ASDA)

Dr. Matthew Lee, consultant, American Student Dental Association, advised that ASDA has begun meeting virtually and partnering with various organizations to send letters to Congress regarding licensure requirements during COVID-19. With the help of individual chapter presidents, letters have gone to each state dental board. The Association has also hosted a number of webinar series for its members on topics such as wellness and personal finances. A town hall meeting took place in July to assist new ASDA members in becoming engaged and to learn more about their membership. The upcoming National Leadership Conference has been canceled, but the Board of Trustees is developing a virtual conference that will focus on similar topics. Additionally, ASDA will be celebrating its 50th anniversary in February 2021. It will be open to ASDA alumni, current members and supporting teams/individuals.

NOMINATION OF CHAIR/ELECTION OF VICE CHAIR

The Council elected Dr. Sam Mansour, D.D.S., Third District, as chair for the 2020-2021 term, and Dr. Rebecca De La Rosa, D.D.S., Seventh District, as vice chair for the 2020-2021 term.

NEW BUSINESS

No new business to address.

ADJOURNMENT

The Council on Communications adjourned at 5:00PM CDT on August 14.