

1 **AMERICAN DENTAL ASSOCIATION**
2 **MINUTES OF THE COUNCIL ON MEMBERSHIP**

3 **April 29, 2022 Meeting**

4 **CALL TO ORDER**

5 The April 29, 2022 Council on Membership (CM or Council) meeting was called to order by Council Chair,
6 Dr. Kyle Bogan, at 10:00 a.m. CST via video conference call.

7 **ROLL CALL**

8 **The following members of the Council were present for all or part of the meeting:** Drs. Kyle Bogan,
9 chair; Dr. Meenal Patel, vice chair; Ensy Atarod; Renuka Bijoor; Tamara Berg; Michael Eggatz;
10 Nathaniel Kunzman; Janis Moriarty; Mark Mutschler; Cate Nelson; Aruna Rao; Kerri Simpson; Thomas
11 Sniscak; Rhoda Sword; Nipa Thakkar; Terri Tiersky; Ben Youel, new dentist member

12 Dr. Richard Rosato, Board of Trustees' liaison to the Council; Ms. Michelle Skelton, ASDA Consultant
13 were also in attendance.

14 **Members not present for the meeting:** Dr. Wallace Bellamy

15 **Council staff members present:** Ms. Sandy Eitel, senior director; Ms. Melissa McManigle, manager,
16 Volunteer Engagement; Wendy J. Wils, Esq. deputy general counsel, Division of Legal Affairs

17 **Staff members present for all or part of the meeting were:** Dr. Ray Cohlma, executive director, ADA;
18 Ms. April Kates-Ellison, vice president, Member and Client services; Ms. Val Eyssen, manager, Client
19 Services; Ms. Susie Galvan, senior manager, Membership Diversity, Equity, & Inclusion, and Analytics;
20 Ms. Cathy Haibach, senior manager, Large Group and Specialty Membership; Ms. Tracy Hollenbach,
21 senior manager, Office of Student Affairs; Ms. Cheryl Mezydlo, senior manager, Membership Operations
22 and Project Enablement; Dr. Dave Preble, Senior Vice President of the Practice Institute; Dr. Marko
23 Vujicic, ADA Chief Economist; Mr. Matt Warren, senior manager, Forecasting & Membership Analytics.

24 **PRELIMINARY**

25 The Chair referenced the ADA Disclosure Policy printed in the agenda and asked for disclosures at the
26 appropriate time. No disclosures were made.

27 **Adoption of Agenda and Consent Agenda:** The Council approved the agenda as presented, with the
28 stipulation that the chair could change the order of the agenda to expedite the business of the Council.
29 The Consent Calendar was also approved as presented.

30 **4/2022. Resolved,** that the Council on Membership approve the agenda for its April 2022
31 meeting as presented.

32 **5/2022. Resolved,** that the following informational reports be filed and the following resolution
33 contain on the consent calendar be approved:

34 **ITEM 2: FEBRUARY 2022 CM MEETING MINUTES**

35 **ITEM 14: NEW DENTIST COMMITTEE REPORT**

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37 **OPENING REPORTS**

38 **Council Chair:** Dr. Kyle Bogan welcomed the Council and provided an overview of the purpose of the
39 meeting. He thanked the Subcommittee and Workgroups for their work in advance of the Council
40 meeting.

41 **Board Liaison Report:** Dr. Richard Rosato welcomed the Council and provided an overview of the work
42 being done by the Board.

43 **Executive Director:** Dr. Ray Cohlmiia presented the report of the Executive Director and he, along with
44 Dr. Marko Vujicic, ADA Chief Economist, and Dr. Dave Preble, Senior Vice President of the Practice
45 Institute, led a discussion on the future of the ADA and the dental procession.

46 **Vice President, Member and Client Services:** Ms. April Kates-Ellison addressed the Council and
47 provided an update on communications between the ADA and state societies. She informed the Council
48 that dues streamlining has generated an increase in revenue, but a decline in membership.

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SUBCOMMITTEE AND WORKGROUP REPORTS

51 **Subcommittee on Membership Policy and Trends:** Dr. Tamara Berg, chair, Subcommittee on
52 Membership Policy and Trends, updated the Council on its exploration of dental team membership, which
53 could include dental hygienists, dental assistants, and office managers. The Subcommittee has
54 requested that staff survey dental team members about their opinions and receptivity to ADA
55 membership, as well as solicit feedback from state societies about this potential new membership
56 offering. The Council will be presented with the survey results at its June 2022 meeting.

57 **Subcommittee on Grants and Member Benefits:** The Subcommittee on Grants and Member Benefits'
58 chair, Dr. Mark Mutschler, provided an update on the 2022 Acquisition, Retention, and Conversion (ARC)
59 grant program. The Subcommittee reported that to date, 9 programs have been completed out of 73
60 scheduled programs for Q1 and Q2, totaling over \$13,000 in spent funds. ADA staff continue to work with
61 state and local dental societies on completing their final reports for Q1 and Q2 programs.

62 **Ad Hoc Workgroup on Membership Models:** Dr. Michael Eggnatz, chair, Ad Hoc Workgroup on
63 Membership Models, reported on the Workgroup's work to address Resolution 40H-2020, which was
64 referred to the Council by the House of Delegates to explore a new dues structure reflecting evolving
65 dental practice models. The Workgroup plans to continue exploring value and pricing models and report
66 back to the Council at its June meeting.

67 **Ad Hoc Workgroup on Large Group Practice:** Dr. Tom Sniscak, chair, Ad Hoc Workgroup on Large
68 Group Practice, updated the Council on its discussion of ways in which the ADA could increase
69 engagement and member market share among dentists working in large group practices (LGPs) including
70 DSOs, a market segment with significant opportunity for growth. The Workgroup recommended the
71 development of a toolkit for states and locals to help support these efforts,

72 **Joint Action Team on Diversity and Inclusion:** The Council received an update from Dr. Nipa Thakkar,
73 chair of the Joint Action Team (JAT) on Diversity and Inclusion, which is comprised of members from the
74 Council on Membership, the Diversity and Inclusion Committee, the New Dentist Committee, and the
75 Council on Communications. The JAT discussed how to effectively build on the success of the D&I Policy
76 that was approved by the HOD in 2021 and discussed the need for alignment on why diversity in
77 leadership is an important extension of this work. Following its discussion, the JAT asked staff to develop
78 best practices to help the ADA achieve greater diversity in all three levels of leadership.

79 **Joint Action Team on Member Value Innovation:** Dr. Tamara Berg, chair of the Joint Action Team
80 (JAT) on Member Value Innovation, which is comprised of members from the Council on
81 Communications, the Council on Dental Practice, the New Dentist Committee and the Council on
82 Membership, provided an update on its work in regards to Mentorship and Preparedness concepts for
83 early career dentists. A survey was deployed to new dentists on March 29 to help the ADA understand
84 how to better address their career and job search needs. The JAT will meet again in May to discuss the
85 survey results and report back to the Council at its June meeting.

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INFORMATIONAL REPORTS

88 **ASDA Update:** The Council received an update from its ASDA consultant, Ms. Michelle Skelton. She
89 reported that during the 2020-2021 membership year, ASDA had 22,429 members. She reported that
90 ASDA continues its efforts on supporting dental students during their transition into practice by hosting
91 webinars that provide tools on hiring processes and has hosted an "Ask Me Anything" webinar, which

92 allowed a panel of new dentists to provide insight to students on post-graduate life. She also informed the
93 Council that ASDA's 2022-2023 national councils and committees met in April and that in addition to
94 conducting their Council business, attendees also received training on essential leadership skills, tips to
95 improve writing and communication, and information on diversity, equity & inclusion in the context of their
96 leadership tenure.

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STRATEGIC DISCUSSION

98 **Value/Values Survey Results Council Discussion:** Ms. April Kates-Ellison and Ms. Sandy Eitel
99 presented research results highlighting the importance dentists place on Value, the tangible products and
100 services members receive in exchange for their dues, and Values, the personal and professional
101 principles and beliefs that guide decision making and actions, when considering ADA membership.

102 **Faculty Engagement:** The Council discussed faculty membership and engagement at the ADA. .

103 **Lightning Round:** The Council received an update on the work being done within other ADA Councils
104 and Committees from their chairs and vice chairs.

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NEW BUSINESS

107 **New Business:** No new business was presented to the Council at its April meeting.

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ADJOURNMENT

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110 **Adjournment:** The Council adjourned its meeting at 4:43 p.m. CDT.