

**AMERICAN DENTAL ASSOCIATION
MINUTES OF THE COUNCIL ON MEMBERSHIP
ADA HEADQUARTERS BUILDING, CHICAGO**

June 29-30, 2019

CALL TO ORDER

The meeting was called to order by Council Chair, Dr. Karin Irani, on Saturday, June 29, 2019 at 8:33 a.m. in the Board Room on the 22nd floor of the ADA Headquarters Building, Chicago.

ROLL CALL

The following members of the Council were present: Drs. Tamara Berg, Bryan Blew, Kyle Bogan, Lauren Czerniak (New Dentist Member), Michael Eggatz, Jay I. Freedman (Vice Chair), Mary Jane Hanlon, Karin Irani (Chair), Jeffrey Kahl, Mark I. Kampfe, Mark Mutschler, Meenal Patel, Summer Ketron, Pia Chatterjee Kirk, Danielle Riordan, Jay Skolnick, Stephen Tigani, Alexa Vitek-Hitchcock.

Dr. Julio Rodriguez, Ninth District Trustee and Board of Trustees' liaison to CM and Dr. Kathleen Gonzales, American Student Dental Association Consultant, were also present for the meeting.

Staff members present for all or part of the meeting were: Ms. Marisol Barajas, senior manager, Member Data, Analytics and Reporting Team; Ms. Christine Chico, senior manager, Client Services; Ms. April Kates-Ellison, director, Client Services; Ms. Val Eyssen, manager, Dental Society Outreach; Ms. Alisa Lockhart, manager, Dental School Outreach; Ms. Melissa McManigle, coordinator, Council on Membership; Ms. Cheryl Mezydlo, manager, Membership Project Operations; Ms. Jeanine Pekkarinen, senior manager, Client Services; Mr. Robert Quashie, vice president, Business Operations & Strategy; Pamela VonLehmeden, senior director, Integrated Marketing; Mr. Matt Warren, manager, Forecasting and Member Analytics; Ms. Wendy J. Wils, Esq. deputy general counsel, Division of Legal Affairs; Ms. Autumn Wolfer, manager, Dental Society Outreach.

PRELIMINARY

The chair referenced the ADA Disclosure Policy printed in the agenda and asked for disclosures. No disclosures were made.

Adoption of Agenda: The Council approved the agenda as presented, with the stipulation that the chair could change the order of the agenda to expedite the business of the Council.

5/2019. Resolved, that the Council on Membership approved the agenda for its June 2019 meeting as presented.

Consent Calendar: A consent calendar was prepared to further expedite business of the Council. The chair informed the Council that any report or resolution could be removed from the consent calendar. The Council approved the following consent calendar items as presented via general consent:

6/2019. Resolved, that the following informational reports be filed and the following resolution contained on the consent calendar be approved:

Item 2 Recording of E-Ballots

Mail ballot CM-1-2019 (February 2-3, 2019) requested a vote on approving the Council on Membership minutes from its February 2019 meeting.
Votes were tallied as follows: Approve: 17 Disapprove: Abstain:

Item 13 Council on Membership Annual Report to the House of Delegates

Election of Chair and Vice Chair: The Council on Membership elected Dr. Jay Freedman as Chair of the Council on Membership for the 2019-2020 year and elected Dr. Jeff Kahl as the Vice Chair of the Council on Membership for the 2019-2020 year.

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OPENING REPORTS

48 **Council Chair:** Dr. Karin Irani welcomed the Council and thanked them for all the hard work throughout
49 the year.

50 **Council Vice Chair:** Dr. Jay Freedman welcomed the Council and thanked them for their dedication to
51 the Council. Dr. Freedman thanked the Subcommittee's for their work between Council meetings.

52 **Division Vice President:** Mr. Robert Quashie greeted the Council and informed the Council that
53 membership recruitment and retention numbers are now digital and in real time for the states to access
54 through the National Membership Dashboard.

55 **Board of Trustees Liaison:** Dr. Julio Rodriguez thanked the Council and staff for their hard work. He
56 provided an overview of the June Board of Trustees meeting. He informed the Council that the Chair of
57 the New Dentist Committee highlighted the importance of recognizing different practice settings, and to
58 include different practice models in their Diversity and Inclusion efforts. He informed the Council that the
59 Board reviewed the Dues Streamlining resolution and supported the Council's decision.

60 **Council Senior Manager:** Ms. Liz Bronson greeted the Council and informed them that throughout the
61 meeting they will be discussing Dues Streamlining, receiving updates on membership numbers, and
62 discussing the future of the Council.

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64 **Legal Counsel:** Ms. Wendy Wils welcomed the Council and reported on legal topics of interest to the
65 Council, including the successful completion for the search of a new General Counsel.

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COUNCIL REPORTS

67 **ADA Membership Results and Dashboard Demonstration:** Ms. Marisol Barajas provided an update on
68 the 2019 ADA Membership Results. She advised the Council that there are currently 122,229 active
69 licensed dentist members, with a current marketshare of 58.5%. Ms. Barajas then provided a
70 demonstration of the National Membership Dashboard to the Council.

71 **Update on Client Services:** The Council received an informational overview of the department of Client
72 Services from Ms. April Kates-Ellison, Director of Client Services. She reminded the Council of the goals
73 of Client Services, which include fostering member growth, delivering services, and building community.
74 She informed the Council that the ADA is about 300 members away from their overall goal for the current
75 strategic plan.

76 Ms. Kates-Ellison provided an update on dental school outreach. She advised the Council that the ADA
77 currently has 72% of applications for those graduating in 2019.

78 **Update on Membership Initiatives:** Ms. Cheryl Mezydlo provided an overview of the Dental Service
79 Organization (DSO) Pilot. She advised the Council that the goals of the DSO Pilot include identifying
80 opportunities for administrative simplification for state and local dental societies based on new workflows
81 enabled by Aptify, to provide administrative simplification for single employers of dentists in multiple
82 practice locations in multiple geographies, and to provide dentists employed by a large DSO a quick and
83 seamless onboarding to ADA, State and Local membership resulting in immediate access to benefits.
84 She informed the Council that Great Expressions has paid \$405,038.50 in membership dues to the ADA.

85 Ms. Christine Chico provided the Council with an update on the Graduate Pilot. She advised the Council
86 that there are 3,200 total graduates in the ADA database, and that currently we have 2,027 as members.
87 She informed the Council that the pilot is being conducted in the following states: CT, GA, FL, IL, KY, MA,
88 MI, MS, NC, NY, OH, PA, PR, and TX.

89 Ms. Melissa McManigle provided an update on Specialty Outreach. She advised the Council that ADA
90 staff has attended seven specialty meetings since 2018. She informed the Council that during these
91 conferences, ADA has offered \$0 dues for residents. She informed the Council that to date, more than
92 180 member applications for 2019 have been collected. Additionally, more than 200 member records
93 have been updated in Aptify to reflect current contact information. She advised the Council that the ADA

94 plans to build upon this foundation in 2020 and continue to attend specialist meetings and look for
95 additional opportunities to engage in partnerships with these organizations.

96 **Update on Member Engagement Program:** On behalf of the Subcommittee on Grants and Member
97 Benefits, Dr. Stephen Tigani presented the final report of the 2018 Engagement Program and an update
98 on the 2019 ADA Engagement Program. He advised the Council that in 2019, the Subcommittee on
99 Grants and Member Benefits received 123 applications and approved 89 of those applications, totaling
100 \$235,175.00 in grant funds.

101 **Update on Dues Streamlining:** On behalf of the Subcommittee on Membership Policy and Trends, Dr.
102 Alexa Vitek led an open discussion on Dues Streamlining. The Council discussed the feedback they have
103 been receiving in regards to the Dues Streamlining resolution being presented at the 2019 House of
104 Delegates. The Council discussed putting together materials to present at their caucuses to better
105 educate their districts on the plan and the intent of the resolution.

106 SPECIAL REPORTS

107 **American Student Dental Association:** The Council received an update from its American Student
108 Dental Association liaison, Dr. Kathleen Gonzales. She informed the Council that for the 2018-2019 year,
109 ASDA had 24,829 members. She reminded the Council of ASDA's goals for their 2018-2020 strategic
110 plan and that ASDA focuses its efforts on involving students in organized dentistry while they are still in
111 dental school and showing them first-hand how they have the power to guide their profession.

112 **New Dentist Member Report:** The Council received an update from its voting representative of the New
113 Dentist Committee, Dr. Lauren Czerniak. Dr. Czerniak provided the Council with an update on the 10
114 Under 10 Award, the New Dentist Conference, the NDC's efforts on filling the leadership pipeline, and the
115 ADA Success Program. She informed the Council that the New Dentist Committee received an overview
116 of the Dues Streamlining project and that the New Dentist Committee was in support of the resolution.

117 **Update on the Annual ADA Membership Meeting:** Ms. Jeanine Pekkarinen provided an update on the
118 2019 Membership Conference and reviewed the agenda with the Council.

119 **Update on ADA Practice Transitions (ADAPT):** Mr. Bill Robinson provided an update on the ADAPT
120 program. He advised the Council that the pilot deployed in June to Wisconsin and Maine and he provided
121 an overview of the platform of the application process.

122 **Update on Continuing Education Committee:** Dr. Pia Kirk informed the Council about the Committee
123 on Dental Education and Licensure and CE. She advised the Council that this group is presented with CE
124 content, and provides feedback on whether they believe the proposed CE will be appealing to dentists.
125 She informed the Council that she will be rolling off of the Committee at the end of the 2019 year, and
126 they will be looking for a replacement.

127 **2025 Common Ground Strategic Plan Overview and Discussion:** Mr. Robert Quashie presented the
128 Common Ground 2025 strategic plan to the Council. He informed the Council that the goals of the new
129 plan are increase membership, have the ADA be financially sustainable, sufficient organizational capacity
130 at all levels of the ADA to achieve the goals of the strategic plan, and support the advancement of the
131 health of the public and the success of the profession.

132 **Designing the Council and Subcommittee Agendas Using 2025 Common Ground Strategic Plan:**
133 Ms. Liz Bronson tasked the Council with thinking about the Council's role and goals throughout the next
134 couple years. She provided a recap of the meeting and what the Council would like to research moving
135 forward.

136 **New Business:** Dr. Karin Irani presented the Council with new business. She informed the Council that
137 the Council on Scientific Affairs asked the Council on Membership to consider a direct member category.
138 Mr. Quashie informed the Council that the biggest impact with the restructuring of the Bylaws in 2018 was
139 foreign trained dentists and licensed dentists who are in research, but not practicing can no longer be
140 members. The Council agreed add this to their February 2020 meeting agenda.

141 **Adjournment:** The Council adjourned its meeting on Sunday, June 30, 2019 at 11:47 a.m.