AMERICAN DENTAL ASSOCIATION

MINUTES OF THE COUNCIL ON MEMBERSHIP

January 13, 2021 Meeting

CALL TO ORDER

The January 2021 Council on Membership (CM or Council) meeting was called to order by Council Chair, Dr. Jeff Kahl, on Wednesday, January 13th at 6:32 p.m. CST via video conference call.

ROLL CALL

The following members of the Council were present: Drs. Jeff Kahl, chair; Kyle Bogan, vice chair; Wallace Bellamy; Tamara Berg; Bryan Blew; Michael Eggnatz; Janis Moriarty; Mark Mutschler; Cate Nelson; Meenal Patel; Aruna Rao; Kerri Simpson; Jay Skolnick; Thomas Sniscak; Rhoda Sword; Nipa Thakkar; Ben Youel, new dentist member.

Dr. Vincent Rapini, ADA First Vice President and Board of Trustees’ liaison to the Council; Ms. Jillian Stacey, ASDA Consultant

Council member(s) not present for the meeting: Dr. Summer Ketron

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

Staff members present for all or part of the meeting were: Ms. Marisol Barajas, senior manager, Member Data, Analytics and Reporting Team; Ms. Bridget Baxter, senior manager, Client Services; Ms. Chris Chico, director, Ms. Val Eyssen, manager, Client Services; Ms. Susie Galvan, manager, Diversity and Inclusion and Direct Member Outreach; Ms. Cathy Haibach, senior manager, Large Group and Specialty Membership; Ms. Tracy Hollenbach, senior manager, Office of Student Affairs; Ms. April Kate-Ellison, vice president, Member and Client Services; Ms. Cheryl Mezydlo, senior manager, Membership Operations and Project Enablement.

Guest: None

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.

1/2021. Resolved, that the Council on Membership approved the agenda for its January 2021 meeting as presented.

OPENING REPORTS

Council Chair: Dr. Jeff Kahl welcomed the Council and informed the Council that ADA staff will be looking into other information sharing platforms other than ADA Connect to better exchange information and engage in continuous Council discussions.

Board of Trustees Liaison: Dr. Rapini advised the Council that the Board will be meeting in two weeks. Due to COVID, essential business was prioritized. The February meeting has a comprehensive agenda and he will report back to the Council at its next meeting.

INFORMATIONAL REPORTS

End of Year Membership Results: Ms. April Kate-Ellison and Ms. Marisol Barajas provided an update on the 2020 year-end membership results. Ms. Barajas informed the Council that 2020 ended with 127,360 members, totaling 2,197 less than year-end 2019. She advised the Council that 21 states have a positive net membership variance, with 32 states having a negative net variance.
New Dentist Member Update: Dr. Ben Youel presented the report of the New Dentist Member. He provided an update on the ADA Success program, the 10 Under 10 Award, and an update on the P&G grant provided to the ADA for programming targeted toward new dentists as recovery aid from COVID-19.

ASDA Update: Ms. Jillian Stacey provided an update on ASDA. She informed the Council that ASDA ended the 2019-2020 year with 23,079 members. She informed the Council that there are currently 66 chapters, 46 of which are auto-enrolled. She advised the Council that ASDA held its first virtual Leadership Conference, which had an attendance of over 770 students.

Subcommittee and Workgroup Reports

Subcommittee on Membership Policy and Trends: Dr. Bryan Blew, chair, Subcommittee on Membership Policy and Trends informed the Council that the Subcommittee met in November 2020 to discuss and make a recommendation to the Board on updates to the Strategic Incentive Program, which included membership efforts targeting ethnic groups, women, recently lapsed members, and top lagging states. He informed the Council that the Subcommittee’s recommendations were approved by the Board. He advised the Council that the Subcommittee will meet again to discuss policies related to membership.

Subcommittee on Grants and Member Benefits: Dr. Jay Skolnick, chair, Subcommittee on Grants and Member Benefits provided an update on the Acquisition, Retention, and Conversion grant program (the ARC Program). He advised the Council that state and local dental societies were able to submit up to three grant requests between October and December 2020. He informed the Council that the Subcommittee will meet again on January 27th to make its selections on the 2021 ARC program grants.

Ad Hoc Workgroup: Puerto Rico Membership: Dr. Meenal Patel, chair, Ad Hoc Workgroup: Puerto Rico informed the Council that the Workgroup will meet to discuss the current membership model in Puerto Rico and to explore potential future membership models.

Ad Hoc Workgroup: Life Member Value: Dr. Michael Eggnatz, vice chair, Ad Hoc Workgroup: Life Member Value informed the Council that the Workgroup will meet to continue the discussion on potential life member recognition opportunities.

Ad Hoc Workgroup: Faculty and GPR/Resident Value: Dr. Mark Mutschler, chair, Ad Hoc Workgroup: Faculty and GPR/Resident Value informed the Council that the Workgroup will meet in February 2021 to discuss opportunities to engage faculty and residents.

Ad Hoc Workgroup: DSO: Dr. Tamara Berg, chair, Ad Hoc Workgroup: DSO informed the Council that the Workgroup will meet to discuss member value to DSO dentists and to explore possible future tripartite membership models for DSO dentists. She also informed the Council that the Workgroup would be addressing Resolution 40-2020, which was referred to the Council by the 2020 House of Delegates via the Special Referral Consent Calendar:

40. Resolved, that the American Dental Association direct its appropriate agency to explore a new tripartite membership dues structure that more accurately reflects evolving practice models, and be it further

Resolved, that their findings be reported to the 2021 ADA House of Delegates.

New Business

New Business: No new business was presented at the January 2021 Council on Membership Meeting.

Adjournment

Adjournment: The Council adjourned its meetings at 8:32 p.m. CST.
The February 2021 Council on Membership (CM or Council) meeting was called to order by Council Chair, Dr. Jeff Kahl, on Wednesday, February 17th at 6:30 p.m. CST via video conference call.

ROLL CALL

The following members of the Council were present: Drs. Jeff Kahl, chair; Kyle Bogan, vice chair; Wallace Bellamy; Tamara Berg; Bryan Blew; Michael Eggnatz; Janis Moriarty; Mark Mutschler; Meenal Patel; Jay Skolnick; Thomas Sniscak; Rhoda Sword; Nipa Thakkar; Ben Youel, new dentist member. Dr. Vincent Rapini, ADA First Vice President and Board of Trustees’ liaison to the Council; Ms. Jillian Stacey, ASDA Consultant.

Council member(s) not present for the meeting: Drs. Summer Ketron; Cate Nelson; Aruna Rao; Kerri Simpson.

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

Staff members present for all or part of the meeting were: Ms. Bridget Baxter, senior manager, Client Services; Ms. Chris Chico, director, Ms. Val Eyssen, manager, Client Services; Ms. Susie Galvan, manager, Diversity and Inclusion and Direct Member Outreach; Ms. Cathy Haibach, senior manager, Large Group and Specialty Membership; Ms. Tracy Hollenbach, senior manager, Office of Student Affairs; Ms. April Kates-Ellison, vice president, Member and Client Services; Ms. Cheryl Mezydlo, senior manager, Membership Operations and Project Enablement.

Guest: None

PRELIMINARY

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

Adoption of Agenda and Consent 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.

2/2021. Resolved, that the Council on Membership approve the agenda for its February 2021 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:

3/2020. Resolved, that the following informational reports be filed and the following resolution contained on the consent calendar be approved:

ITEM 2: APPROVAL OF JANUARY 2021 MEETING MINUTES

OPENING REPORTS

Council Chair: Dr. Jeff Kahl welcomed the Council and thanked the Subcommittees and Workgroups for their work that was conducted between Council meetings.

Board of Trustees Liaison: Dr. Vincent Rapini provided an update on the February 5-7th Board meeting. He advised the Council that the Board met to discuss the ADA Transitions Program and agreed to continue their support for the ADA Business Innovation Group. He provided an update on the changes within the ADA Foundation and informed the Council that the Board participated in a membership discussion surrounding ways to recruit and attract DSO dentists to ADA membership.
Vice President, Member and Client Services: Ms. April Kates-Ellison provided an update on membership results. She informed the Council that membership was down 2,187 members at year-end 2020 compared to 2019. She updated the Council on the national marketing and communications plan and the national membership and outreach initiatives that will be implemented to put the ADA on a path of recovery and growth in 2021. She also reported 2021 membership totals as of mid-February, and advised the Council that February totals are at about 88% compared to February 2020. While this total is trending lower than the past couple years, she explained that there are several states not on Aptify that have not fully reported their 2021 dues payments that are impacting the total.

INFORMATIONAL REPORTS

Update on Client Services: Ms. Chris Chico provided an update on Client Services' goals and initiatives for 2021, which include: building organization capacity, building community, and fostering member growth.

Ms. Tracy Hollenbach provided an update on the Office of Student Affairs (OSA). She informed the Council that the OSA will begin building relationships with dental students as early as their first year of dental school. She informed the Council of the qualitative research that was done in 2020, and that the ADA will now begin building content for the students based on the learnings from the survey results.

Ms. April Kates-Ellison provided an overview of Diversity and Inclusion and advised the Council that states have requested more resources surrounding Diversity and Inclusion than in previous years.

ADA Conference Week Update: Ms. Bridget Baxter provided an update on the ADA Conference Week. She provided a recap of the 2020 ADA Conference week, which went virtual due to COVID-19. She explained that within four months, the ADA hosted 15 webinars for approximately 75 state and local attendees per webinar. She informed the Council that the conference will be virtual in 2021 and will kick-off by the end of quarter one.

Diversity and Inclusion Committee Report: Dr. Nipa Thakkar provided an update on the Diversity and Inclusion Committee. She informed the Council that the Committee discussed creating a joint workgroup between the D&I Committee, the Council’s Diversity and Inclusion Ad Hoc Workgroup, and members of the New Dentist Committee in order to work collaboratively together on efforts.

15 for 12 Pilot Update: Ms. Janine Pekkarinen provided an update on the 15 for 12 Pilot, which included five states: Florida, Minnesota, Missouri, North Carolina, and Oregon. She reported results of the pilot, which included 134 conversions, with a 98.5% retention rate (132) in January 2021 (compared to 2019’s Rate 8 retention rate of 35% overall and 48.4% in the pilot states). She also added another benefit of the campaign was a new and improved joining experience for members, as a result of a new application and streamlined process for states to accept applications. Following the report, the Council approved the following resolution:

5/2021 Resolved, that the Council on Membership recommends that the Board approve the expansion of the joining and renewal enhancements for the Quarter-Year Dues Campaign pilot program to states who are willing and have the current capability to participate.

SUBCOMMITTEE AND WORKGROUP REPORTS

Subcommittee on Grants and Member Benefits: Dr. Jay Skolnick, chair, Subcommittee on Grants and Member Benefits provided an update on the Acquisition, Retention, and Conversion grant program (the ARC Program). He advised the Council that the Subcommittee met in January to review 106 ADA ARC program applications that were submitted for the 2021 cycle. He informed the Council that the Subcommittee approved 100 of the applications, totaling $250,000.00 in grant funds spent. The Subcommittee plans to meet again mid-year to review and reallocate any unspent funds.

Subcommittee on Membership Policy and Trends: Dr. Bryan Blew, chair, Subcommittee on Membership Policy and Trends informed the Council that the Subcommittee met in February to discuss a
possible auxiliary membership. During the meeting, the Subcommittee reviewed background information on past ADA House of Delegate resolutions surrounding auxiliary memberships, as well as background information on what has been discussed on auxiliary memberships in Ohio. As a next step, the Subcommittee requested ADA staff to survey state societies on what they offer in regards to auxiliary membership.

**Ad Hoc Workgroup: DSO:** Dr. Tamara Berg, chair, Ad Hoc Workgroup: DSO informed the Council that the Workgroup met in February to discuss Resolution 40, as well as opportunities to engage DSO dentists. Follow up requests from the Workgroup to ADA staff included: a ranking of dental schools by their rate of dentists moving into a DSO practice setting following graduation, potential DSO dues structure models, and examples of how other organizations outside of dentistry handle large group practice membership. The Workgroup is scheduled to meet again in March to discuss those outcomes.

**Ad Hoc Workgroup: Life Member Value:** Dr. Michael Eggnatz, vice chair, Ad Hoc Workgroup: Life Member Value informed the Council that the Workgroup met in February to discuss the 2020 life member value initiatives and brainstorm other opportunities to recognize life members moving forward.

**Ad Hoc Workgroup: Diversity and Inclusion:** Dr. Nipa Thakkar, chair, Ad Hoc Workgroup: Diversity and Inclusion informed the Council that the Workgroup met in February to discuss the Workgroup’s mission, structure, and goals. She advised the Council that the Workgroup expressed a desire to collaborate with the Diversity and Inclusion Committee and the New Dentist Committee on efforts. The Workgroup also discussed Resolution 101, which involved new dentist representation at the ADA House of Delegates. Follow up requests for staff included: development of a survey to state and local societies to identify which are excelling in Diversity and Inclusion efforts, development of survey of House of Delegate members to provide their perspective on Diversity and Inclusion in the ADA House, and research to learn what other organizations are doing relating to their Diversity and Inclusion efforts.

**Ad Hoc Workgroup: Puerto Rico Membership:** Dr. Meenal Patel, chair, Ad Hoc Workgroup: Puerto Rico informed the Council that the Workgroup met in February to address the unique economic and environmental challenges faced by Puerto Rico dentists. The Workgroup discussed several scenarios to address the extremely low market share, and ultimately agreed to recommend to the Council that the ADA explore member value opportunities to dentists in Puerto Rico rather than create a new discounted dues structure.

### NEW BUSINESS

**New Business:** No new business was presented at the February 2021 Council on Membership Meeting.

### ADJOURNMENT

**Adjournment:** The Council adjourned its meetings at 9:42 p.m. CST.
AMERICAN DENTAL ASSOCIATION

MINUTES OF THE COUNCIL ON MEMBERSHIP

March 16, 2021 Meeting

CALL TO ORDER

The March 2021 Council on Membership (CM or Council) meeting was called to order by Council Chair, Dr. Jeff Kahl, on Tuesday, March 16th at 6:31 p.m. CST via video conference call.

ROLL CALL

The following members of the Council were present: Drs. Jeff Kahl, chair; Kyle Bogan, vice chair; Wallace Bellamy; Tamara Berg; Bryan Blew; Michael Eggnotz; Summer Ketron; Janis Moriarty; Mark Mutschler; Cate Nelson; Meenal Patel; Jay Skolnick; Thomas Sniscak; Rhoda Sword; Nipa Thakkar; Ben Youel, new dentist member.

Dr. Vincent Rapini, ADA First Vice President and Board of Trustees’ liaison to the Council; Ms. Jillian Stacey, ASDA Consultant.

Council member(s) not present for the meeting: Drs. Aruna Rao and Kerri Simpson.

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

Staff members present for all or part of the meeting were: Ms. Bridget Baxter, senior manager, Client Services; Ms. Chris Chico, director, Ms. Cathy Haibach, senior manager, Large Group and Specialty Membership; Ms. Tracy Hollenbach, senior manager, Office of Student Affairs; Ms. April Kates-Ellison, vice president, Member and Client Services; Dr. Kathy O’Loughlin, executive director, ADA; Mr. Matt Warren, senior manager, Forecasting and Membership Analytics.

Guest: Mr. Bill Robinson, president and CEO, ADABIG

PRELIMINARY

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

Adoption of Agenda and Consent 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.

6/2021. Resolved, that the Council on Membership approve the agenda for its March 2021 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:

7/2021. Resolved, that the following informational reports be filed and the following resolution contained on the consent calendar be approved:

ITEM 2: APPROVAL OF FEBRUARY 2021 MEETING MINUTES

OPENING REPORTS

Council Chair: Dr. Jeff Kahl welcomed the Council and thanked the Subcommittees and Workgroups for their work that was conducted between Council meetings.

Vice President, Member and Client Services: Ms. April Kates-Ellison provided an update on membership results. She informed the Council that membership was performing at about 95% compared to March 2020. She advised the Council that as the year continues, membership will compared results from 2019 as 2020 membership results differed greatly from March to December due to COVID-19. She also informed the Council that ADA staff will be exploring opportunities to support a high renewal rate using auto-renew and will report back to the Council at a future meeting.
INFORMATIONAL REPORTS

Update on ADA Practice Transitions (ADAPT): Mr. Bill Robinson, president and CEO, ADA Business Innovation Group, provided an update on the ADA Practice Transitions. The Council was updated on ADAPT’s goals, which include supporting and protecting independent dentistry, supporting the ADA strategic plan, and to providing an alternative to the current dental transition market. He also advised the Council that ADAPT was expanded nationally in December 2020 and will be explore expanding the program to specialist in the future.

STRATEGIC DISCUSSIONS

Strategic Discussion Puerto Rico Membership: Dr. Jeff Kahl led the discussion on Puerto Rico Membership. The Council reviewed Puerto Rico’s current membership model, its economic challenges, and the ADA’s value to dentists in Puerto Rico. The Council also discussed how dues discount offers within the past 10 years have not generated long-term growth, and they agreed that a new dues structure would not solve the underlying challenge of a more relevant value proposition. Instead, the Council agreed with the Ad Hoc Workgroup: Puerto Rico’s recommendation to prioritize its focus on enhancing ADA value to dentists in Puerto Rico.

SUBCOMMITTEE AND WORKGROUP REPORTS

Ad Hoc Workgroup: DSO: Dr. Mark Mutschler, chair, Ad Hoc Workgroup: Faculty and GPR/Residents provided an update on the Workgroup’s March 2021 meeting. During its meeting, the Workgroup received an update on the 2020 research with dental school deans and member/nonmember faculty. Following the presentation, the Workgroup discussed opportunities to further engage with faculty and enhance their ADA membership. The Workgroup also discussed exploring an ambassador program, which would be comprised of faculty and Deans to serve as advocates for the ADA and increase awareness of ADA benefits for dental students.

NEW BUSINESS

New Business: No new business was presented to the Council at its March meeting.

ADJOURNMENT

Adjournment: The Council adjourned its meetings at 8:06 p.m. CST.
THE AMERICAN DENTAL ASSOCIATION

MINUTES OF THE COUNCIL ON MEMBERSHIP

April 14, 2021 Meeting

CALL TO ORDER

The April 14, 2021 Council on Membership (CM or Council) meeting was called to order by Council Chair, Dr. Jeff Kahl, at 6:31 p.m. CST via video conference call.

ROLL CALL

The following members of the Council were present: Drs. Jeff Kahl, chair; Kyle Bogan, vice chair; Wallace Bellamy; Tamara Berg; Bryan Blew; Michael Eggnatz; Summer Ketron; Janis Moriarty; Mark Mutschler; Meenal Patel; Aruna Rao; Kerri Simpson; Jay Skolnick; Thomas Sniscak; Rhoda Sword; Nipa Thakkar; Ben Youel, new dentist member.

Dr. Vincent Rapini, ADA First Vice President and Board of Trustees' liaison to the Council; Ms. Jillian Stacey, ASDA Consultant.

Council member(s) not present for the meeting: Dr. Cate Nelson.

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

Staff members present for all or part of the meeting were: Ms. Val Eyssen, manager, Client Services; Ms. Chris Chico, director, Ms. Cathy Haibach, senior manager, Large Group and Specialty Membership; Ms. Tracy Hollenbach, senior manager, Office of Student Affairs; Ms. April Kates-Ellison, vice president, Member and Client Services; Dr. Kathy O’Loughlin, executive director, ADA; Mr. Matt Warren, senior manager, Forecasting and Membership Analytics.

Guest: No guests were present for the April 2021 meeting.

PRELIMINARY

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

Adoption of Agenda and Consent 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.

8/2021. Resolved, that the Council on Membership approve the agenda for its April 2021 meeting as presented.

Approval of the March 2021 Council on Membership Meeting Minutes:

9/2021. Resolved, that the Council approve the March 2021 meeting minutes.

OPENING REPORTS

Council Chair: Dr. Jeff Kahl welcomed the Council and thanked the Subcommittees and Workgroups for the work that was conducted between Council meetings.

Board Liaison Report: Dr. Vincent Rapini, ADA First Vice President, provided an update on the April 2021 Board of Trustees meeting. He informed the Council that the Board reviewed the ADA’s budget and met alongside the New Dentist Committee to discuss generational difference among ADA’s membership.

Vice President, Member and Client Services: Ms. April Kates-Ellison provided an update on membership results as of March 31, 2021. March membership totals were down about 1,300 members from end of March 2020, but saw increases in acquisition, retention, and conversion. She informed the Council that due to the dues streamlining changes being implemented this year, there was also an increase in full-dues paying members.
INFORMATIONAL REPORTS

Diversity and Inclusion Committee Liaison Report: Dr. Nipa Thakkar, liaison to the Board’s Diversity and Inclusion Committee, reported on the Diversity and Inclusion Committee’s March 2021 meeting. The Committee met with the Diversity Summit Presidents Group and discussed ways to collaborate on diversity and inclusion efforts and agreed to work together to offer joint educational trainings. The Committee also discussed health equity and ways to provide care to individuals in under-served communities.

SUBCOMMITTEE AND WORKGROUP REPORTS

Subcommittee on Grants and Member Benefits: The Council received a status update on the ADA Acquisition, Retention, and Conversion (ARC) grant program from the Subcommittee on Grant and Member Benefits’ chair, Dr. Jay Skolnick. The Subcommittee approved 100 of the 106 applications received for the 2021 grant cycle. As of April 14th, four of the 106 programs have been completed, totaling $4,500 in grant dollars spent to date.

Ad Hoc Workgroup: Faculty and GPR/Resident Value: Dr. Mark Mutschler, chair, Ad Hoc Workgroup: Faculty and GPR/Residents, provided an update on the Workgroup’s March 24th 2021 meeting. During its meeting, the Workgroup discussed ways to capture information on individuals currently in a residency program. The Workgroup also discussed utilizing program directors to obtain resident information in order to provide residents with valuable content and continuing education.

Ad Hoc Workgroup: DSO: The Council received an update from Dr. Tamara Berg, chair, Ad Hoc Workgroup: DSO on its March 2021 meeting. The Workgroup met to discuss a response to Resolution 40-2020, which requested the Council investigate a membership dues structure that more accurately reflects evolving practice models. The Council received a presentation on membership market share from a standpoint of dental practice size and projected growth trends over the next 10 years. The Council agreed to have the Workgroup continue to explore value propositions to DSO dentists and to explore a possible dues structure for DSO dentists.

NEW BUSINESS

New Business: The Council discussed possible changes to dental school requirements and current struggles dental students may be experiencing due to COVID-19. The Council requested ADA staff explore opportunities to assist dental students in continuing education and other educational opportunities.

ADJOURNMENT

Adjournment: The Council adjourned its meetings at 8:31 p.m. CST.
AMERICAN DENTAL ASSOCIATION
MINUTES OF THE COUNCIL ON MEMBERSHIP
May 12, 2021 Meeting

CALL TO ORDER

The May 12, 2021 Council on Membership (CM or Council) meeting was called to order by Council Chair, Dr. Jeff Kahl, at 6:31 p.m. CDST via video conference call.

ROLL CALL

The following members of the Council were present: Drs. Jeff Kahl, chair; Kyle Bogan, vice chair; Wallace Bellamy; Tamara Berg; Michael Eggnatz; Summer Ketron; Janis Moriarty; Mark Mutschler; Cate Nelson; Meenal Patel; Aruna Rao; Kerri Simpson; Jay Skolnick; Thomas Sniscak; Rhoda Sword; Nipa Thakkar; Ben Youel, new dentist member.

Dr. Vincent Rapini, ADA First Vice President and Board of Trustees’ liaison to the Council; Ms. Jillian Stacey, ASDA Consultant.

Council member(s) not present for the meeting: Dr. Bryan Blew.

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

Staff members present for all or part of the meeting were: Ms. Chris Chico, director, Ms. Cathy Haibach, senior manager, Large Group and Specialty Membership; Mr. Steve Horne, senior manager, Research Insight; Ms. April Kates-Ellison, vice president, Member and Client Services; Ms. Cheryl Mezydlo, senior manager, Membership Operations and Project Enablement; Dr. Kathy O’Loughlin, executive director, ADA; Ms. Janine Pekkarinen, senior manager, Client Services;

Guests: Dr. Daniel Klemmedson, ADA president; Dr. Cesar Sabates, ADA president-elect

PRELIMINARY

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

Adoption of Agenda and Consent 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.

11/2021. Resolved, that the Council on Membership approve the agenda for its May 2021 meeting as presented.

Approval of the April 2021 Council on Membership Meeting Minutes:

12/2021. Resolved, that the Council approve the April 2021 meeting minutes.

OPENING REPORTS

Council Chair: Dr. Jeff Kahl welcomed the Council and thanked the Subcommittees and Workgroups for the work that was conducted between Council meetings.

President, President-elect, and Executive Director Reports: The Council was joined by Dr. Klemmedson, ADA President, Dr. Cesar Sabates, ADA President-Elect, and Dr. Kathy O’Loughlin, ADA Executive Director. Each of them stressed the importance of the Council’s work and encouraged the Council to move forward in its efforts supporting diversity and inclusion and large group practice dentists.

Board Liaison Report: Dr. Vincent Rapini, ADA First Vice President, greeted the Council and thanked them for their efforts and hard work.

Vice President, Member and Client Services: Ms. April Kates-Ellison provided a status update on membership numbers as of April 30, 2021. Membership totals for April 2021 were up in market share and
new members. She also reported that the active licensed member retention rate was up by 2.6% as compared to April 2019 and informed the Council of the top five target segments for growth through the remainder of the year, which include lagging segments (early career, women, ethnically diverse, and dentists in large group practice settings), active life renewals, mid-career renewals and reinstatements, and lagging states.

Ms. Chris Chico, director, Client Services, provided an overview of state recovery. She advised the Council that 20 states have matched or exceeded April 2019 membership totals, and 30 states have matched or exceeded April 2020 totals.

INFORMATIONAL REPORTS

**Update on the Diversity and Inclusion Survey and Policy Development:** Mr. Steve Horne, senior manager, Research Insight, provided a report on the preliminary results of a survey to the ADA’s Advisory Circle research panel, commissioned by the Ad Hoc Workgroup: Diversity and Inclusion. He reported on questions that asked the panel their opinion on the importance of ADA leadership reflecting the age, gender, ethnic and practice setting diversity of their state, and its impact on their motivation to retain membership. The final survey results will be provided to the Council’s Ad Hoc Workgroup: Diversity and Inclusion for further discussion.

Dr. Nipa Thakkar informed the Council that members from the Board’s Diversity and Inclusion Committee, the Council’s Ad Hoc Workgroup: Diversity and Inclusion, and the New Dentist Committee have created a joint workgroup to develop a policy that elevates the ADA’s support of diversity and inclusion. She advised the Council that the joint workgroup will meet in the coming weeks and present the draft policy to the Council for its consideration in June, and then submit it to the 2021 House of Delegates.

**SUBCOMMITTEE AND WORKGROUP REPORTS**

**Ad Hoc Workgroup: DSO:** Ms. Cathy Haibach, senior manager, Large Group Membership, provided an overview of three potential membership models for multi-state large group practices. The Council discussed the merits and challenges for each model. Following its discussion, the Council adopted the following resolution to be submitted to the Board of Trustees at its July 2021 meeting:

13/2021. Resolved, that the Board of Trustees be urged to authorize the development and implementation of a pilot program of up to three years in duration, to explore efficiencies and interest in a dues collection process which allows the ADA to offer multi-state large group practices the option to pay an average flat-rate dues amount for its employed and affiliated dentists, which amount will be calculated by the ADA annually, and be it further

Resolved, that as part of this pilot program the ADA work with interested state and local dental societies to:

- coordinate the processes for collecting tripartite dues from large group practices on behalf of the dentists in said practices,
- distribute the appropriate mandatory dues to the state and local societies choosing to participate in the pilot program, and
- coordinate the processes for tripartite member value, engagement, and retention, and be it further

Resolved, if approved, that pilot program be assessed and reports be provided to the Board of Trustees annually after it has been implemented.

**NEW BUSINESS**
**New Business:** The Council discussed a potential in-person/virtual hybrid House of Delegates meeting, and ways to assist qualified individuals to move forward with a dental career who would likely choose not to as they may not be as financially stable.

**ADJOURNMENT**

**Adjournment:** The Council adjourned its meetings at 8:30 p.m. CDST.
AMERICAN DENTAL ASSOCIATION

MINUTES OF THE COUNCIL ON MEMBERSHIP

June 23, 2021 Meeting

CALL TO ORDER

The June 23, 2021 Council on Membership (CM or Council) meeting was called to order by Council Chair, Dr. Jeff Kahl, at 6:30 p.m. CDST via video conference call.

ROLL CALL

The following members of the Council were present: Drs. Jeff Kahl, chair; Kyle Bogan, vice chair; Wallace Bellamy; Tamara Berg; Bryan Blew; Michael Eggnatz; Summer Ketron; Janis Moriarty; Mark Mutschler; Cate Nelson; Aruna Rao; Kerri Simpson; Jay Skolnick; Thomas Sniscak; Rhoda Sword; Nipa Thakkar; Ben Youel, new dentist member.

Dr. Vincent Rapini, ADA First Vice President and Board of Trustees’ liaison to the Council; Dr. Jillian Stacey, ASDA Consultant.

Council member(s) not present for the meeting: Dr. Meenal Patel.

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

Staff members present for all or part of the meeting were: Ms. Chris Chico, director, Ms. Cathy Haibach, senior manager, Large Group and Specialty Membership; Ms. April Kates-Ellison, vice president, Member and Client Services; Ms. Val Eyssen, manager, Client Services; Ms. Cheryl Mezydlo, senior manager, Membership Operations and Project Enablement; Dr. Kathy O’Loughlin, executive director, ADA; Ms. Janine Pekkarinen, senior manager, Client Services; Nicole Subick, manager, Client Services.

Guests: Dr. Meredith Bailey, vice chair, CEBJA; Dr. Duke Ho, chair, CDP; Dr. Jim Hoddick, vice chair, CDP; Dr. Sam Mansour, vice chair, CC; Dr. Randall Markarian, chair, CDBP; Dr. Jessica Meeske, chair, CAAP; Dr. Ana Bedran-Russo, chair, CSA; Dr. Jacqueline Plemons, chair, CDEL; Dr. Donna Thomas-Moses, vice chair, CDEL; Dr. Mark Vitale, vice chair, CGA; Dr. David White, chair, CGA; Dr. Robert Wilson Jr., chair, CEBJA.

PRELIMINARY

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

Adoption of Agenda and Consent 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.

15/2021. Resolved, that the Council on Membership approve the agenda for its June 2021 meeting as presented.

Approval of the May 2021 Council on Membership Meeting Minutes:

16/2021. Resolved, that the Council approve the May 2021 meeting minutes.

OPENING REPORTS

Council Chair: Dr. Jeff Kahl welcomed the Council and provided an overview of the purpose of the meeting.

Board Liaison Report: Dr. Vincent Rapini, ADA First Vice President, greeted the Council and thanked them for their efforts and hard work.

Vice President, Member and Client Services: Ms. April Kates-Ellison provided a status update on membership numbers as of May 31, 2021. Membership totals for May 2021 were down by less than 200
from May 2020, but about 3,400 members from May 2019 – the pre-COVID-19 benchmark for recovery. She also reported that the retention rate was up by 1.9%. She advised the Council that the impact of the dues streamlining is trending slightly better than projected for active life members, but double the projected impact for early career dentists. An internal team is convening to develop a mitigation strategy, along with implementation of a survey to those who have not renewed yet to further understand their reasons.

SPECIAL REPORTS

Update on Health Equity and Medicaid Reform: Dr. Jessica Meeske, chair, Council on Advocacy to Access and Prevention provided an overview of the Health Equity and Medicaid Reform resolution being put forward to the 2021 House of Delegates.

Council Chair Lightening Round: The Council received an oral update from Council chairs and vice chairs on the work currently being done on those Councils.

INFORMATIONAL REPORTS

Update on Diversity and Inclusion Policy: Dr. Nipa Thakkar provided an overview of the diversity and inclusion resolution talking points. She informed the Council that these talking points may be used in discussion with the Council member’s districts and pre-House meetings.

Update on DSO Policy: Dr. Jeff Kahl provided an overview of the large group practice pilot program talking points. He informed the Council that these talking points may be used in discussion with the Council member’s respective Board members prior to the Board’s July 2021 meeting.

NEW BUSINESS

New Business: No new business was presented to the Council at the June 2021 meeting.

ADJOURNMENT

Adjournment: The Council adjourned its meetings at 9:10 p.m. CDST.
AMERICAN DENTAL ASSOCIATION

MINUTES OF THE COUNCIL ON MEMBERSHIP

July 21, 2021 Meeting

CALL TO ORDER

The July 21, 2021 Council on Membership (CM or Council) meeting was called to order by Council Chair, Dr. Jeff Kahl, at 6:30 p.m. CDST via video conference call.

ROLL CALL

The following members of the Council were present: Drs. Jeff Kahl, chair; Kyle Bogan, vice chair; Wallace Bellamy; Tamara Berg; Michael Eggnatz; Janis Moriarty; Mark Mutschler; Cate Nelson; Meenal Patel; Kerri Simpson; Jay Skolnick; Thomas Sniscak; Rhoda Sword; Ben Youel, new dentist member; Dr. Vincent Rapini, ADA First Vice President and Board of Trustees’ liaison to the Council; Dr. Jillian Stacey, ASDA Consultant.

Council member(s) not present for the meeting: Dr. Bryan Blew; Summer Ketron; Aruna Rao; Nipa Thakkar

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

Staff members present for all or part of the meeting were: Ms. Chris Chico, director, Ms. Cathy Haibach, senior manager, Large Group and Specialty Membership; Ms. April Kates-Ellison, vice president, Member and Client Services; Ms. Val Eyssen, manager, Client Services; Ms. Cheryl Mezydlo, senior manager, Membership Operations and Project Enablement; Dr. Kathy O’Loughlin, executive director, ADA; Ms. Janine Pekkarinen, senior manager, Client Services; Nicole Subick, manager, Client Services.

Guests: Dr. Cesar Sabates, ADA President-Elect

PRELIMINARY

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

Adoption of Agenda and Consent 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.

16/2021. Resolved, that the Council on Membership approve the agenda for its July 2021 meeting as presented.

Approval of the June 9, 2021 Council on Membership Meeting Minutes:

17/2021. Resolved, that the Council approve the June 9, 2021 meeting minutes.

Approval of the June 23, 2021 Council on Membership Meeting Minutes:

18/2021. Resolved, that the Council approve the June 23, 2021 meeting minutes.

Election of 2021-2022 Chair and Vice Chair: The Council elected Dr. Kyle Bogan as its chair for the 2021-2022 term and Dr. Meenal Patel as its vice chair for the 2021-2022 term. Their terms will start following the adjournment of the 2021 House of Delegates.

OPENING REPORTS
Council Chair: Dr. Jeff Kahl welcomed the Council and provided an overview of the purpose of the meeting.

Board Liaison Report: Dr. Vincent Rapini, ADA First Vice President, provided an update on the July 2021 Board of Trustees meeting. He informed the Council that the Board discussed and was in support of the Diversity and Inclusion policy and the Large Group Practice pilot program put forward by the Council.

Vice President, Member and Client Services: Ms. April Kates-Ellison provided a status update on membership numbers as of June 30, 2021. Membership totals for June 2021 were down by 828 from June 2020 and about 2,469 members from June 2019 – the pre-COVID-19 benchmark for recovery. She also reported that while new dentist members were down by 94, that ethnically diverse members were up by about 920 members and women members were up by about 659 members.

SPECIAL REPORTS

New Dentist 2021/2022 Mitigation: Ms. April Kates-Ellison provided an overview of the goals of the New Dentist 2021/2022 Mitigation. The goals include mitigating early career revenue losses to not cancel out revenue gains from dues streamlining and mandatory 1.5% dues increase, as well as to mitigate early career membership losses to not compromise membership market share.

INFORMATIONAL REPORTS

New Dentist Member Report: Dr. Ben Youel provided a report from the New Dentist Committee. The Committee met in July and discussed a possible mentorship program. He also informed the Council that the Committee discussed the Diversity and Inclusion policy and Large Group Practice Pilot program put forward to the Board by the Council. He informed the Council that the Committee was in support of both efforts. He also provided a status update of the Proctor and Gamble grant, which supports programming focused on wellness and mental health.

ASDA Report: The Council received an update from its ASDA liaison, Dr. Jillian Stacey. She reported that during 2019-2020, ASDA had 23,079 members. She informed the Council that ASDA continues its advocacy efforts, which includes sending letters to Congress on issues ranging from COVID relief to student loan refinancing.

SUBCOMMITTEE AND WORKGROUP REPORTS

New Dentist Member Report: Dr. Tamra Berg, vice chair, Subcommittee on Membership Policy and Trends presented the proposed recommendations to four policies reviewed Subcommittee. Following her presentation, the Council approved the following changes to the policies below that will be submitted to the Board at its August 2021 meeting:

Status of General Practice (Trans.1973:725), be deferred until 2022

Four-Year Recent Graduate Reduced Dues Program (Trans.2008:482), be amended as follows (additions underscored; deletions stricken):

Two Four-Year Recent Graduate Reduced Dues Program

Resolved, that the ADA urges constituent and component societies to adopt the ADA two four-year reduced dues structure for recent dental school graduates.

Membership Requirement for Continuing Dental Education Speakers (Trans.1992:620), from the Council on Membership’s assigned policy review list and transferred to the appropriate ADA agency.

NEW BUSINESS

New Business: The Council discussed the Board’s statement surrounding ADPAC giving and future contributions and the importance of making decisions that support the ADA’s core values. The Council agreed to provide a statement to the Board of the Council’s support in the Board’s statement.

ADJOURNMENT

Adjournment: The Council adjourned its meetings at 7:54 p.m. CDT.
AMERICAN DENTAL ASSOCIATION

MINUTES OF THE COUNCIL ON MEMBERSHIP

August 18, 2021 Meeting

CALL TO ORDER

The August 18, 2021 Council on Membership (CM or Council) meeting was called to order by Council Chair, Dr. Jeff Kahl, at 6:30 p.m. CDST via video conference call.

ROLL CALL

The following members of the Council were present: Drs. Jeff Kahl, chair; Kyle Bogan, vice chair; Wallace Bellamy; Tamara Berg; Michael Eggnatz; Summer Ketron; Janis Moriarty; Mark Mutschler; Cate Nelson; Meenal Patel; Aruna Rao; Kerri Simpson; Thomas Sniscak; Rhoda Sword; Nipa Thakkar; Ben Youel, new dentist member; Dr. Vincent Rapini, ADA First Vice President and Board of Trustees’ liaison to the Council; Council member(s) not present for the meeting: Dr. Bryan Blew; Dr. Kerri Simpson; Dr. Jay Skolnick; Dr. Jillian Stacey, ASDA Consultant was also unable to attend.

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

Staff members present for all or part of the meeting were: Ms. Cathy Haibach, senior manager, Large Group and Specialty Membership; Ms. April Kates-Ellison, vice president, Member and Client Services; Dr. Kathy O’Loughlin, executive director, ADA.

PRELIMINARY

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

Adoption of Agenda and Consent 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.

19/2021. Resolved, that the Council on Membership approve the agenda for its August 2021 meeting as presented.

Approval of the July 21, 2021 Council on Membership Meeting Minutes:

20/2021. Resolved, that the Council approve the July 21, 2021 meeting minutes.

OPENING REPORTS

Council Chair: Dr. Jeff Kahl welcomed the Council and provided an overview of the purpose of the meeting. He informed the Council that in support of the diversity and inclusion resolution being put forward to the 2021 House of Delegates by the Council, an event called Smile Tank was created to give attendees an opportunity to present ideas on how the ADA could create a culture of diversity and inclusion in the dental profession. He asked the Council members to support the event by promoting submissions to their friends and colleagues and participating in the live event at SmileCon on October 12.

Council Vice Chair: Dr. Kyle Bogan provided an overview of a new joint action team being formed in 2021-22 that will be comprised of members from the Council on Membership, the Council on Dental Practice, the Council on Communications, and the New Dentist Committee to provide oversight on new member value opportunities that help the ADA respond more effectively to the needs of the growing segments (early career, racially/ethnically diverse, women, and dentists practicing in large group practice settings.)
Board Liaison Report: Dr. Vincent Rapini advised the Council that the Board will meet in September and following its meeting, he will provide the Council with an update.

Vice President, Member and Client Services: Ms. April Kates-Ellison provided a status update on membership numbers as of July 31, 2021. Membership totals for July 2021 were down by approximately 2,000 members from July 2019 – the pre-COVID-19 benchmark for recovery. She also reported that targeted mitigation efforts are underway with early career dentists who were impacted by dues streamlining, including a calling campaign targeted to non-renewing members moving from rate A to C. In addition, she updated the Council that the ADA has been conducting discovery calls with Pacific Dental Services and other large group practices to explore membership opportunities for their dentists.

SPECIAL REPORTS

Lightning Round – District Resolutions and Updates: Dr. Kahl led a lightning round where Council members were able to provide updates on possible resolutions that may be put forward by their districts to the 2021 House of Delegates.

NEW BUSINESS

New Business: There was no new business for the August 18, 2021 Council meeting.

ADJOURNMENT

Adjournment: The Council adjourned its meetings at 7:14 p.m. CDT.