

**UNOFFICIAL REPORT OF MAJOR ACTIONS  
COUNCIL ON COMMUNICATIONS  
March 1-2, 2024**

The Council on Communications (CC) met on March 1-2, 2024 in Chicago, Illinois. The following is a summary of major actions taken by the Council.

1. Council Chair Dr. Laura Schott highlighted the Council's statement of purpose, as well as duties of responsibility pursuant to the ADA *Bylaws*, to reiterate the Council's charge.
2. Executive Director Dr. Raymond A. Cohlmiya presented "Creating New Value: How the ADA is Defining New Deliverables with ADA Forsyth and Financial Services" that provided context for the ADA's New Membership & Engagement Model. The ADA is in the process of implementing tools and resources that will provide a personalized experience for members. This new model aims to sustain membership and position the ADA to remain the voice of the dental profession. Dr. Cohlmiya also shared an overview of the ADA Forsyth Institute and the ADA's upcoming activities regarding financial services, and how these initiatives are anticipated to benefit members and enhance the ADA's reputation within the U.S. and even on an international scale.
3. The Council was presented with an overview of the new Proactive and Responsive Communications Process, which promote the collaboration that is essential to improving connections with the public and the profession. Drs. Amir Kazim and Andrew Zucker have been appointed by the chair and will work alongside Drs. Laura Schott (chair) and T. Stotts Isbell (vice-chair) to address responsive communication needs as they arise. Ad hoc workgroups will be tapped as needed for proactive communication strategy needs such as ongoing dental benefits issues and the New Membership & Engagement Model.
4. Ms. Christine Chico, senior director, Tripartite Strategic Relations & Development and Ms. Michele Reeder, consultant, Membership Model Initiative introduced the framework of the ADA's New Membership & Engagement Model, which intends to promote a more significant impact on engagement and growing membership, with potential to also drive revenue for the Tripartite. The Council discussed the model framework and how it may bring value in developing the communications strategy. These discussions will continue in light of the ongoing work to refine this model, which is expected to be finalized in the near future.
5. Dr. Krishna Aravamudhan, senior vice-president, Practice Institute provided an overview of medically necessary dental procedures and current Medicare regulations related to dentistry. This informational session was geared toward equipping the Council to support future strategic communications messaging and planning on this complex topic.
6. On behalf of the Council's Member Value Marketing Workgroup, Dr. Rhett Raum led a Member Value session where Council members convened in small groups to brainstorm ideas that will be used to help the ADA amplify tangible and relevant stories about the value of ADA membership.
7. Dr. Jill Wagers introduced the ADA Leader Reader pilot, which launches in March 2024 and will be used to promote leader-to-leader communication and collaboration across volunteer leadership bodies. This will be a quarterly publication that highlights initiatives from each volunteer body that impact member value on behalf of the Tripartite and that leaders can share throughout their districts to enhance awareness.
8. ADA News Editor-in-Chief Kelly Ganski facilitated an interactive brainstorming session where Council members shared insights regarding topics of focus for sections of ADA News: government, education,

practice, viewpoint, science, access to care, and other relevant subject matter areas pertaining to the ADA.

9. The Council participated in an exercise to begin their self-assessment, which takes place every 5 years. Feedback will be included in the Council's annual report and shared with the 2024 House of Delegates.
10. Council members met with their respective workgroups (Communications Innovation, Member Value Marketing, and Strategic Communications) to discuss quarterly milestone planning for the remainder of the Council year.
11. The Council participated in a lightning round, discussing positive feedback from their districts regarding efforts across the Tripartite that are being received well or making an impact on the profession.
12. Dr. Laura Schott shared an update regarding the Council's collaboration with the New Dentist Committee and the Council on Membership in relation to the Council's current priorities.

**Council on Communications members:**

Dr. Laura J. Schott, chair, TX  
Dr. T. Stotts Isbell, vice chair, AR  
Dr. Samantha L. Arnold, IL  
Dr. Carol A. Baker, SC  
Dr. Ann Hammi Blue, AZ  
Dr. Amber D. Cziok, MN  
Dr. Alexandra J. Fitzgerald, MD  
Dr. Lindsey D. Jackson, NH  
Dr. Amir E. Kazim, CA  
Dr. Rachel L. Lewin, PA  
Dr. Mark A. Limosani, FL  
Dr. James J. Phillips, Jr., AL  
Dr. Tricia K. Quartey-Sagaille, NY  
Dr. Rhett E. Raum, TN  
Dr. Riley A. Schaff, MI  
Dr. Jill Shelton Wagers, ID  
Dr. Andrew W. Zucker, OH  
Dr. Mary Jocelyn Elyse Nisnisan, Designated New Dentist Member, TX

**Liaisons:**

Dr. Karin Z. Irani, Thirteenth District Trustee, Board Liaison  
Ms. Roslyn Joseph, American Student Dental Association, MA

**Next Council on Communications meeting:**

August 2-3, 2024