

**UNOFFICIAL REPORT OF MAJOR ACTIONS
COUNCIL ON COMMUNICATIONS
March 11-12, 2022**

The Council on Communications (CC) met on March 11-12, 2022 in Chicago, Illinois. Following is a summary of major actions taken by the Council.

1. Council Chair Dr. Rebecca De La Rosa highlighted the Council's statement of purpose, as well as duties of responsibility pursuant to the ADA *Bylaws*, to ground the Council on its charge and the formation of this year's purpose-driven workgroups, some of which are long-standing, and others that are brand new to meet a strategic communications need.
2. Executive Director Dr. Raymond A. Cohlmiya presented "A New Day at the ADA: Creating Our Future," which included innovative member value propositions and potential technology solutions that position the ADA to become the professional association that dentists of the future want to join.
3. The Council participated in discussion regarding real-time engagement with communication platforms to better understand how member dentists receive ADA messaging; ADA Team will compile notes and share with colleagues for consideration to improve tactical communications plans.
4. The Council heard reports from each of its workgroups regarding their efforts in support of the Strategic Plan: Common Ground 2025.

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

Integrated Marketing Workgroup, Dr. Angela Noguera, chair

The workgroup provides the ADA Team with strategic guidance to apply tactical implementation in future outreach for the ADA's integrated marketing campaigns. The current focus is on finding ways to increase awareness of ADA resources to provide better value for the lagging segment of early career dentists. The group thoroughly reviewed target audience data and focused on finance and career value propositions and resources in early Q1 to enhance tactical marketing efforts.

Communications Effectiveness Workgroup, Dr. Lynse Briney, chair

The workgroup scans ADA publications and channels, sharing the dentist perspective, to provide more real-time feedback that helps to improve ADA communications. The workgroup also determines needs for quick pulse survey data, which helps activate a more real-time response for identified gaps in coverage and topics. The workgroup recently fielded a quick pulse survey about awareness of dental insurance support and solutions from the ADA, per a request from the Council on Dental Benefit Programs, and is analyzing advocacy coverage per a request from the Council on Government Affairs. The group will continue to analyze and leverage outputs related to strategic communications priorities for the ADA.

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

Strategic Communications Workgroup, Dr. Jill Wagers, chair

The workgroup helps to develop, interpret, present and distribute the annual ADA Communications Trend Report. This is the third year of the report, which helps surface trends and issues of priority to the profession and to public health and aids in longer-term strategic communications planning. The report is largely based on two surveys—one to dentists via the ADA Advisory Circle research panel and one to consumers via an external consumer research

firm. The 2021 report included a “scorecard” measuring increases or decreases in member satisfaction regarding ADA resources on key issues. This year’s surveys include questions on staffing levels and newer questions on dental insurance and patient marijuana use. The workgroup will share the findings from the completed 2022 Communications Trend Report to all levels of the tripartite beginning in August.

Leadership Connections Workgroup, Dr. Amber Lawson, chair

The workgroup collaborates with ADA Information Technology (IT) to improve ADA Connect for leader engagement and information sharing across councils. The group is currently working on establishing a central place within ADA Connect where all information is kept and shared between council members who can report back to their districts about key priorities. The workgroup also advises on strategies regarding private, dentist-only social media groups to help correct misinformation among member and non-member dentists via a group of “social media superstar” member dentists who are willing to post ADA information and resources. Additionally, the group is developing a strategy to identify and engage additional influential member voices on social media.

5. The Council heard reports from each of its representatives on two Joint Action Teams and the State Public Affairs Oversight Workgroup regarding their respective efforts in support of the Strategic Plan: Common Ground 2025.

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

Member Innovation Pipeline Joint Action Team, Drs. Rebecca De La Rosa and Angela Noguera, Council on Communications Representatives

This Joint Action Team (JAT) provides oversight and advice on new member value opportunities that address the needs of membership segments the ADA needs to grow. Segments include early career, women, and diverse dentists, as well as those practicing in large groups. The team oversees a member value innovation pipeline that evaluates, refines and develops ADA member value assets that support recruitment and retention.

Diversity & Inclusion Joint Action Team, Drs. Ann Hammi Blue and Prabha Krishnan, Council on Communications Representatives

This Joint Action Team (JAT) identifies strategies that ladder up to the ADA’s new D&I Policy to ensure accountability across the entire organization, including national, state and local initiatives. The team provides an advisory role in overseeing the research, development and implementation of programs, initiatives and additional policies. Additionally, the team communicates and advocates for support of new initiatives and/or policies with JAT members’ councils and committees.

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

State Public Affairs (SPA) Oversight Workgroup, Dr. Rhett Raum, Council on Communications representative

SPA continues to support the following: Action for Dental Health; Native American initiatives (such as the development of the first 10-year oral health program for the Navajo nation); Third Party Payer issues with "FIIST" Fight Insurance Interference Strategic Task Force; and workforce scope of practice issues.

6. Chief Marketing and Communications Officer Ms. Stephanie Moritz and Vice President, Member and Client Services, Ms. April Kates-Ellison provided findings of national research with dentists ranging from current students to Baby Boomers providing insights to help guide the ADA to meet current and future

member needs, as well as shape future membership recruitment and retention strategies. The research explored the intersection between tangible benefits of ADA membership (value) and intangible factors (personal values). The Council engaged in discussion surrounding this topic.

7. Guest chairs from other ADA councils shared their respective councils' main priorities for 2022 and whether they seek any strategic input from the Council on Communications. The following councils were represented:

- Council on Advocacy for Access and Prevention
- Council on Dental Benefit Programs
- Council on Dental Practice
- Council on Government Affairs

Council on Communications members:

Dr. Rebecca De La Rosa, chair, IN
Dr. Prabha Krishnan, vice chair, NY
Dr. Carol A. Baker, SC
Dr. Wade M. Banner, CA
Dr. Ann Hammi Blue, AZ
Dr. Lynse J. Briney, IL
Dr. Michael J. Frankman, SD
Dr. T. Stotts Isbell, AR
Dr. Lindsey D. Jackson, NH
Dr. Amber P. Lawson, GA
Dr. Rachel L. Lewin, PA
Dr. Mark A. Limosani, FL (excused absence)
Dr. Angela P. Noguera, DC
Dr. Rhett E. Raum, TN
Dr. Riley A. Schaff, MI
Dr. Laura J. Schott, TX
Dr. Jill Shelton Wagers, ID
Dr. Tanya Sue Maestas, New Dentist Committee, TX

Liaisons:

Dr. Brett Kessler, Fourteenth District Trustee, Board Liaison
Ms. Justina Anigbo, American Student Dental Association, IN

Next Council on Communications meeting:

August 20-21, 2022