

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

3 **April 14, 2021 Meeting**

4 **CALL TO ORDER**

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

7 **ROLL CALL**

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

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

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

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:** Ms. Val Eyssen, manager, Client Services;
18 Ms. Chris Chico, director, Ms. Cathy Haibach, senior manager, Large Group and Specialty Membership;
19 Ms. Tracy Hollenbach, senior manager, Office of Student Affairs; Ms. April Kates-Ellison, vice president,
20 Member and Client Services; Dr. Kathy O'Loughlin, executive director, ADA; Mr. Matt Warren, senior
21 manager, Forecasting and Membership Analytics.

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

23 **PRELIMINARY**

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

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

28 **8/2021. Resolved,** that the Council on Membership approve the agenda for its April 2021
29 meeting as presented.

30 **Approval of the March 2021 Council on Membership Meeting Minutes:**

31 **9/2021. Resolved,** that the Council approve the March 2021 meeting minutes.

32
33 **OPENING REPORTS**

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

36 **Board Liaison Report:** Dr. Vincent Rapini, ADA First Vice President, provided an update on the April
37 2021 Board of Trustees meeting. He informed the Council that the Board reviewed the ADA's budget and
38 met alongside the New Dentist Committee to discuss generational difference among ADA's membership.

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

44

45

INFORMATIONAL REPORTS

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

52

53

SUBCOMMITTEE AND WORKGROUP REPORTS

54 **Subcommittee on Grants and Member Benefits:** The Council received a status update on the ADA
55 Acquisition, Retention, and Conversion (ARC) grant program from the Subcommittee on Grant and
56 Member Benefits' chair, Dr. Jay Skolnick. The Subcommittee approved 100 of the 106 applications
57 received for the 2021 grant cycle. As of April 14th, four of the 106 programs have been completed, totaling
58 \$4,500 in grant dollars spent to date.

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

64 **Ad Hoc Workgroup: DSO:** The Council received an update from Dr. Tamara Berg, chair, Ad Hoc
65 Workgroup: DSO on its March 2021 meeting. The Workgroup met to discuss a response to Resolution
66 40-2020, which requested the Council investigate a membership dues structure that more accurately
67 reflects evolving practice models. The Council received a presentation on membership market share from
68 a standpoint of dental practice size and projected growth trends over the next 10 years. The Council
69 agreed to have the Workgroup continue to explore value propositions to DSO dentists and to explore a
70 possible dues structure for DSO dentists.

71

NEW BUSINESS

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

76

ADJOURNMENT

77

78 **Adjournment:** The Council adjourned its meetings at 8:31 p.m. CST.