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March 2021-CM

Minutes

1	AMERICAN DENTAL ASSOCIATION
2	MINUTES OF THE COUNCIL ON MEMBERSHIP
3	March 16, 2021 Meeting
4	CALL TO ORDER
5 6	The March 2021 Council on Membership (CM or Council) meeting was called to order by Council Chair, Dr. Jeff Kahl, on Tuesday, March 16 th at 6:31 p.m. CST via video conference call.
7	ROLL CALL
8 9 10 11	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; Meenal Patel; Jay Skolnick; Thomas Sniscak; Rhoda Sword; Nipa Thakkar; Ben Youel, new dentist member.
12 13	Dr. Vincent Rapini, ADA First Vice President and Board of Trustees' liaison to the Council; Ms. Jillian Stacey, ASDA Consultant.
14	Council member(s) not present for the meeting: Drs. Aruna Rao and Kerri Simpson.
15 16	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
17 18 19 20 21	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.
22	Guest: Mr. Bill Robinson, president and CEO, ADABIG
23	PRELIMINARY
24 25	The Chair referenced the ADA Disclosure Policy printed in the agenda and asked for disclosures at the appropriate time. No disclosures were made.
26 27	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.
28 29	6/2021 . Resolved , that the Council on Membership approve the agenda for its March 2021 meeting as presented.
30 31 32	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:
33 34	7/2021. Resolved, that the following informational reports be filed and the following resolution contained on the consent calendar be approved:
35	ITEM 2: APPROVAL OF FEBRUARY 2021 MEETING MINUTES
36	OPENING REPORTS
37 38	Council Chair: Dr. Jeff Kahl welcomed the Council and thanked the Subcommittees and Workgroups for their work that was conducted between Council meetings.
39 40 41 42 43 44	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.

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46 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.

SUBCOMMITEE 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

73 Adjournment: The Council adjourned its meetings at 8:06 p.m. CST.