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**INFORMATIONAL REPORTS**

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

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**STRATEGIC DISCUSSIONS**

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

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**SUBCOMMITTEE AND WORKGROUP REPORTS**

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

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**NEW BUSINESS**

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

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**ADJOURNMENT**

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