

**UNOFFICIAL REPORT OF MAJOR ACTIONS  
COUNCIL ON MEMBERSHIP  
March 24-25, 2023**

The Council on Membership met March 24-25, 2023 in Chicago. Below is a summary of major actions taken by the Council.

**Opening Remarks**

- Dr. Linda Edgar, ADA President-Elect, addressed the Council and provided opening remarks.
- Dr. Ray Cohlmia, ADA Executive Director, discussed the changing dental landscape and how the ADA can't continue to do things the way they've always been done.
- Ms. April Kates-Ellison, Chief Client Services & Tripartite Relations Officer, updated the Council on the priorities of the Direct to the Tripartite (D2T) and key dental groups.

**Redefining Relevancy**

Through conversation in small breakouts, groups addressed how the Council on Membership could support the ADA's relevancy. Responses were collected and discussed as a full Council.

**Subcommittee on Grants and Member Benefits**

Dr. Janis Moriarty, Chair of the Subcommittee on Grants and Member Benefits, led discussions on the following initiatives being led by the subcommittee this year:

- **Acquisition, Retention, Conversion (ARC) Program**
  - 2022 ARC Highlights
    - The 2022 ARC program proved to be successful with several well-attended events, positive engagement, multiple new members acquired, and the highest fund utilization seen in recent years. 114 programs were completed across state and local societies. The final report can be found in [Appendix I](#).
  - 2023 ARC Updates
    - To build greater awareness of ADA value and improve membership conversion, two new "in a box" program concepts were introduced for 2023 to focus on students and new graduates. Similar to previous years, societies still had the option to request funding for new and innovative engagement through original idea submissions.
    - The 2023 ARC Program received a total of 121 applications and 97 were approved – 27 for the Student "Ask me Anything" Program, 53 for the New Grad "Ask me Anything" Program, and 17 original ideas.
- **Recruitment and Retention Strategies**
  - To address the decline in new dentist membership and future sustainability of ADA membership, the Council developed new recruitment and retention strategies grounded in research and data.
- **Member Benefits Discussion: Volunteerism Opportunities**
  - Dr. Moriarty updated the Council that under its scope of overseeing member benefits, the subcommittee decided to explore the impact volunteer opportunities could have on member recruitment and retention, especially among the ADA's target groups: new, diverse and women dentists. Sandy Eitel, Senior Director of Research, Analytics and Member Growth, provided an update on research conducted with ADA members about their interest in volunteering in late February 2023. Some of the highlights include:
    - 93% of members surveyed said it's "very important" or "somewhat important" for the ADA to provide opportunities for members to give back to the community.

New and women dentists responded with much higher “very important” responses than men and established dentists.

- Despite a much higher interest in volunteering, there is much lower awareness among new dentists than established dentists of the ADA’s existing volunteer opportunities.
- Of all the choices provided, members have the strongest interest in doing pro bono in office work, in their local community, and as a one-time engagement.
- There was equal interest in doing non-dental volunteer work, and including their team, family and colleagues.
- The subcommittee will conduct a more thorough review of the research over the next couple months and report back to the Council for further discussion at its June meeting.

### **Subcommittee on Membership Policy and Trends**

Dr. Kerri Simpson, Chair of the Subcommittee on Membership Policy and Trends, explained that the focus of the Subcommittee this year would be on membership trends and ADA engagement with “large groups” – including DSOs/multi-site practices, as well as large social groups, such as Dental Nachos, Mommy Dentists in Business, etc.

- **DSO Membership Strategy**

- Dr. Simpson updated the Council on the work of the ADA Task Force on DSO Engagement, of which she is a member. Its purpose is to study the relationship, strategy, and potential for expansion of the engagement between DSO, DSO dentists and the ADA. The Task Force will develop a better understanding of the DSO landscape including opportunities to provide better value, and will explore collaboration opportunities, to ensure that the ADA remains the association for all dentists. Since its inception at the beginning of 2023, the Task Force has met three times and invited DSO subject matter experts to share their opinions and recommendations.
- Dr. Simpson and Cathy Haibach, Senior Manager of DSO and Group Practice Membership, updated the Council on the ADA’s DSO strategy, including the Council’s work over the past two years exploring five potential DSO/group membership models. Through careful consideration of multiple factors, the Council determined that none of the concepts it explored so far have strong enough benefits to outweigh the potential risks for the ADA and Tripartite. At the beginning of 2023, the ADA hired a consulting firm specializing in association recruitment and retention strategy to support the Council’s continued work in identifying a viable membership model solution for the Tripartite and DSOs.

- **Social Media/Influencer Strategy**

- Dr. Simpson updated the Council on the Subcommittee’s previous discussions regarding collaboration with closed social group leaders and dental influencers, and the shift in focus after learning other ADA entities are pursuing parallel efforts.
- ADA staff members, Ms. Joan Podrazik, Senior Manager of Communications & Analysis and Ms. Nicole Anderson, Manager of Social Media & Influencer Strategy presented the ADA’s Social Media Strategy.

### **Faculty Joint Action Team**

Dr. Thakkar updated the Council on a new Joint Action Team (JAT) that was created this year to identify ways the ADA can provide better value and an easier pathway to ADA membership for dental school faculty, who are the #1 influencer of students. The JAT is composed of two members from the Council on Scientific Affairs, Council on Dental Education and Licensure, and Council on Membership, including Dr. Thakkar, who is serving as Chair of the JAT. The JAT met in March to align on its scope of responsibilities and develop a list of data and resources it needs to fulfill its objectives. The JAT plans to meet again in Q2, and Dr. Thakkar will report on its progress at the Council’s June meeting.

### **Cabinet/District Lightning Round**

Council members were asked to create informal membership district cabinets of personal contacts that could be tapped throughout the year, asking to provide input and insight on discussion topics. During a lightning round, Council members shared responses they received from the cabinets on the following questions:

1. What is your biggest pain point, in your opinion, for membership for the ADA?
2. What if the ADA went away? What would be the source of your biggest feeling of loss?
3. What is something you look to the ADA FIRST to do/have done for you? When is the ADA your #1 resource?

### **Council Members:**

Dr. Nipa Thakkar, chair, PA  
Dr. Aruna Rao, vice chair, MN  
Dr. Ensy Atarod, TX  
Dr. Wallace Bellamy, CA  
Dr. Renuka Bijoor, NY  
Dr. Keith Jones, AR  
Dr. Nate Kunzman, CO  
Dr. Janis Moriarty, MA  
Dr. Cate Nelson, MI  
Dr. Robin Nguyen, FL  
Dr. Meenal Patel, NC  
Dr. Mehrdad Safavian, OH  
Dr. Susan Sergie, AK  
Dr. Kerri Simpson, WV  
Dr. Thomas Sniscak, NJ  
Dr. Rhoda Sword, GA  
Dr. Terri Tiersky, IL  
Dr. Giancarlo Ghisalberty, new dentist member, NJ

### **Liaisons:**

Dr. Michele Tulak-Gorecki, ADA Board of Trustees, Ninth District  
Ms. Justina Anigbo, ASDA

## APPENDIX I

### ADA Council on Membership – ARC Program 2022 Final Report

The 2022 ARC Program provided opportunities for state and local dental societies to submit original ideas for member and non-member engagement. Overall, the ARC Program proved to be successful with several well-attended events, positive engagement, and multiple new members acquired.

#### COMPLETED PROGRAMS

##### **CE/Study Club/Webinar**

- **Greater Cleveland Dental Society (Q2)** (Ohio local) held three events for new dentist to encourage New Dentists to meet and engage with GCDS members. Each event included social time, Continuing Education and information on the importance of organized dentistry. ADA new dentist members and non-members were both invited to attend these events at no charge with 40 total participants and two members having joined because of the event.
- **Snohomish County Dental Society (Q2)** (Washington local) hosted a member dinner meeting with a focus on traumatology featuring 3 panelists. 73 dentists attended the event, including 6 dental students and at least 1 early career dentist. Tips for success: conduct more detailed tracking of attendees' demographics and work closely with the local dental schools.
- **Hartford Dental Society (Q2)** (Connecticut local) hosted a CE program where the presenter covered the evolution of guided implant surgery and its transition to robot assisted implant surgery. The event also included networking time and an update from the CSDA Executive Director. 17 people attended this event, including 6 students and 2 residents. Tips for success: Ongoing communication with the State Association is important to ensure that the local component society is aware of student/resident membership applications that are submitted.
- **Santa Fe District Dental Society (Q3)** (New Mexico local) held a CE event, including dinner for 27 dentists at a local restaurant. Tips for success: Keep online registration open through the day of the event.
- **Eastern New Mexico District Dental Society (Q3)** (New Mexico local) held a one-CE presentation at a local restaurant (Clovis, NM) and open-ended Q&A afterwards. Tips for success: Good exchanges during the Q&A session.
- **Tulare Kings Dental Society (Q4)** (California local) held a CE class on California Dental Practice Act/OSHA/Infection Control/Domestic Violence Awareness geared at new providers, first year residents, and female providers. There were 110 participants at this class. Tips for success: Direct your marketing toward institutions with new residents/students.
- **Philadelphia County Dental Society (Q4)** (Pennsylvania local) hosted a dinner and CE event for 35 participants where a panel of Specialists and our members asked questions of the specialists with respect to how to build a healthy relationship for good communication for our patients' oral health needs. Tips for success: Allow more time for your guests to ask questions of the Specialists. Offer small group discussions with the specialists.

##### **Networking/Social Programs**

- **Massachusetts Dental Society (Q2)** provided a networking event for new dentists to learn about different career pathways in dentistry. 83 people participated in a panel discussion with speakers on different career paths and what they've learned over the years.
- **Ninth District Dental Association (Q2)** (New York local) hosted "Frills and Drills", an event to celebrate women in dentistry. 51 people participated, with three non-members having joined. The event recognized and celebrated women in dentistry and provided an opportunity for women colleagues to meet and discuss their practice, family and network.
- **Greater St. Louis Dental Society (Q2)** (Missouri local) held a New Dentist Heritage event that celebrated each attendee's countries of heritage. Both members and non-members were invited, with

incentives being provided to members who brought non-member guests. Each attendee was able to submit up to three countries of heritage and were provided flag stickers for each attendee to wear to represent their countries. 39 people participated in the event, with one non-member joining because of the event.

- **Central Florida District Dental Association (Q1)** (Florida local) hosted a panel discussion with Central Florida District Dental Association members that are specialists, followed by a social event, with 29 dentists participating.
- **Third District Dental Society (Q1)** (New York local) 8 dentists attended “Cooking with Colleagues” – a cooking lesson via Zoom. Dr. Chris Salerno presented on the topic “What Your Practice and Your Favorite Restaurant Have in Common”, specifically addressing creating a business model for your practice.
- **Indianapolis District Dental Society (Q1)** (Indiana local) held a Women in Dentistry event and spent the evening celebrating 41 women in the dental profession and their accomplishments.
- **Nebraska Dental Association-Lincoln District Dental Society (Q2)** (Nebraska local) hosted a wine tasting with female dentists in the Lincoln District. 12 women dentists attended – 100% of the target audience. Tips for success: The event was great, we just didn't get the participation that we had hoped.
- **San Diego County Dental Society (Q2)** (California local) hosted a beach bonfire for new dentists who are and are not currently members. 22 new dentists attended the event. SDCDS also held a social event for 25 new dentists in Q4 where 1 non-member joined as a result. Tips for success: Be sure to plan and promote early! Encourage members to bring friends (non-members) in often. Be sure to make a list and double check you have all of your supplies.
- **West Virginia Dental Association (Q2)** held a happy hour after ADA signing event for new dentists and current dentists. 40 dentists participated in this event, 75% of which were early career dentists. 44 non-members joined as a result. Tips for success: Recognize the current practicing dentists and their locations, so students could connect with them if the student was interested in their location of practice.
- **New Hampshire Dental Association (Q2)** hosted an informal reception (You Are Not Alone!) designed to bring together newer dentists and more career-established dentists to network and connect. 20 new dentists participated in this event. Tips for success: It is a challenge to offer a networking event for newer dentists because they have difficulty making the time during the week (because of work scheduled).
- **Harbor Dental Society (Q2)** (California local) hosted a reception – an in-person experience for our new dentists, offering career support, mentoring and tripartite resources to elevate them. 14 dentists participated in this event – 50% of the target audience. Harbor also hosted President's Reception for New Dentists for 32 attendees in Q4. Tips for success: Small, intimate in-person social networking attracts the new dentists with inviting mentors to make them feel comfortable to socialize and establish connections with peers and mentors.
- **Fort Worth District Dental Society (Q2)** (Texas local) held a recruitment Meet and Greet with a small group of established dentists and those entering the profession, as well as a retention Meet and Greet for members and those who have not renewed for 2022. 69 participated in the recruitment event. 16 dentists participated in the retention event. Tips for success: Have a structured follow up program for continued contact
- **Fort Worth District Dental Society (Q2)** (Texas local) held a second recruitment Meet and Greet for those who have not renewed for 2022. 16 dentists participated in the recruitment event. Tips for success: Have a structured follow up program for continued contact. The second event was scheduled too close to a holiday and resulted in poor attendance.
- **San Mateo County Dental Society (Q2)** (California local) held a new dentist gathering for bowling, food and networking where dental society leadership attended to answer questions and mingle with new dentists and a few students. 3 non-members joined as a result. Tips for success: Bring a microphone for those speaking to the audience. Name tags were a wonderful asset.
- **Greater Baton Rouge Dental Association (Q3)** (Louisiana local) held a catered crawfish boil for 40 dentists in the Greater Baton Rouge area were invited, regardless of their membership status. This was a social event to raise interest in joining GBRDA. 2 participants joined as a result. Tips for success: Have door prizes. Hold the event on week night, instead of a weekend for better attendance.
- **Washtenaw District Dental Society (Q3)** (Michigan local) held a social and networking mixer for mentor dentists along with fourth-year dental students and new dentists in the area. 32 attendees

participated in the event, of which 1 non-member joined as a result. Tips for success: Curate a good mix between mentors, new dentists, and students. Avoid summer months to gain better attendance.

- **New York State Dental Association (Q3)** with Bronx County Dental hosted a mix and mingle with all residency programs in the Bronx for 75 participants. Tips for success: Make sure you invite resident directors and attendings. They encourage their residents to attend and sign up for membership.
- **Illinois State Dental Association (Q3)** hosted a New Dentist Baseball Game for 40 participants. This was a family friendly, new dentist event geared towards retention. Tips for success: There were over 90 registrants, but only 40 people attended the event.
- **Illinois State Dental Association (Q3)** held a CDS event where ADA, ISDS, and CDS were all represented at a photo booth activity. ISDS purchased a step and repeat banner and customized scrub caps that were used and can be used at future events to represent the tripartite.
- **Oregon Dental Association (Q3)** with member Dr. Dowsett, hosted a 1-hour Sports Dentistry CE and social watching the Portland Thorns FC vs. San Diego Waves FC - women's professional soccer. Tips for success: Charge something for the event to get a commitment of attendance. Be flexible regarding the registrants outside of target audience – work with ASDA president to gain attendees.
- **San Francisco Dental Society (Q3)** (California local) held an outdoor social event for 57 participants to connect/reconnect with early career and women dentists. Tips for success: Offer hourly drawings for \$100 gift cards. Reduce the duration of the event to 2 hours (vs. 4 hours).
- **North Dakota Dental Association (Q3)** held a New Dentist Social at NDDA Annual Session for 32 participants, 86% of which were the target audience, early career dentists. Tips for success: Backyard games were played and given away as prizes.
- **Fifth District Dental Society of NYS (Q4)** (New York local) held a fun social event for 30 participants that allowed residents and new dentists to meet and have a short interview with all members dentists in the component looking to hire an associate. 7 non-members joined as a result. Tips for success: Time is limited – keep people moving with timers or proctors.
- **Eighth District Dental Society (Q4)** (New York local) held a new dentist bowling social meet and greet for 25 attendees to bring in members to engage them in updates and outreach in their society programs and services. Tips for success: Finding a common time, place and event rationale for new dentists is challenging.
- **North Carolina Dental Society (Q4)** created a series of touch points informational and personal - both informational and personal – with marketing pieces to 3,000 recipients and small events for 16 attendees to date – and to help new to NC dentists get connected. Tips for success: Briefing books were created on all of the new to NC dentists - members or non-members to help the established members/hosts connect with the new folks.
- **Wisconsin Dental Association (Q4)** hosted an extra happy hour for early career dentists (member and nonmembers) where they could meet component officers and WDA officers and staff – and a special happy hour prior to a CE program. Early career dentists were given swag bags at each event. 71 people participated in these two events. Tips for success: It's good to have staff there interacting with members to have a familiar name they can go to for questions.
- **Macomb Dental Society (Q4)** (Michigan local) held a social networking event at a minor league baseball stadium for young dentists from both the Oakland and Macomb Dental Societies, as well as non-members. 48 people participated at this event. Tips for success: The young dentists want to include their children for social events.
- **Isaac Knapp District Dental Society (Q4)** (Indiana local) held a Member/Non-Member Social Event at unique dining venue (Joseph Decuis Beef Waygu farmstead) for 130 participants. Tips for success: Hand-delivering invitations with logo'd cookies to the dentists practicing in DSOs received positive feedback.
- **Isaac Knapp District Dental Society (Q4)** (New York local) held an exclusive New Dentist and Resident event at an upscale steakhouse. The 49 participants included society leadership, new Dentists and residents and their colleagues, 70% of which were the target audience of new dentists. Tips for success: Get personal emails (new dentists and residents like to provide school email addresses but those have limited life).
- **Colorado Springs Dental Society (Q4)** (Colorado local) held a social golf event for new dentists, along with some board members. 57 participants enjoyed golf, food and beverages. Tips for success: Hold more events of this type. Attendees requested that this event be repeated.

## School/Student Engagement

- **Greater Houston Dental Society (Q3) (Texas local)** held a three events for Early Career Dentists: (1) "Life After Dental School" presentation for 35 attendees on avoiding litigation and reviewed benefits offered by organized dentistry. Attendees received presentations which informed the students of the benefits provided by the Judicial and Peer Review Committees and what TSBDE steps to follow. The presenters also addressed the ethical conduct standards required by a dentist that is a member of organized dentistry and by the Texas State Board of Dental Examiners; (2) GHDS ASDA Advocacy Week Student Luncheon: "The importance of being a member of Organized Dentistry" for 75 attendees; (3) UTSD Minority Students Meet & Greet with GHDS Diversity & Inclusion Committee for "Discussion with Diverse Houston Dentist."
- **Massachusetts Dental Society (Q2)** held a "Dental Student District Outreach Day" where students in Boston traveled to the Berkshires to meet with local dentists and hear about job opportunities following dental school in areas where there is a dental shortage. 15 students and 17 dentists participated and received presentations, toured local dental offices, and attended a luncheon.
- **Utah Dental Association (Q2)** held a National Signing Day with the ADA at both dental schools in Utah. These events promoted organized dentistry and encouraged transitioning students from student membership to ADA membership. 91 students participated which totaled 94% of their target audience.
- **West Virginia Dental Association (Q2)** held an ADA Signing Day lunch & learn at which new dentists heard from Westbanco representatives about private money management. 50 dentists participated in this event, 88% of which were early career dentists. 44 non-members joined as a result. Tips for success: Multiple individuals made the presentation and did not stick to limited time, so encourage emphasis on speaker time management.
- **Kentucky Dental Association (Q2)** hosted National Signing Day events at UKCD and ULSD. They did not participate in ASDA Day Vendor Fairs due to Covid-19. 68 dental students participated in this event, 100% of which were the target audience. 68 non-members joined as a result. Tips for success: The off-campus event proved to be well-attended and well-received by 4th year students. There was a great turn out for the ULSD National Signing Day event. This was more successful than the on-campus lunch and learn held at UKCD.
- **New York State Dental Association (Q2)** held Signing Day events at five dental schools (NYU, Buffalo, Touro, Columbia and Stony Brook). They engaged with ASDA leaders at each school to determine how they wanted to celebrate their graduation with NYSDA. Buffalo offered a tiered gift cards. Stony Brook, Columbia and Touro offered an in-person events with member dentists in attendance. Dr. Vera Tang at NYU walked the clinical floors to collect applications and show them the Chairside Instructor. 260 students participated and joined as a result. Tips for success: This has been the most successful approach with NYU so far. Emails were also sent out, and many filled out the application online.
- **Tennessee Dental Association (Q2)** held an in person National Signing Day event at both Dental Schools and hosted a Student and Early Career Dentist reception at our Annual Session. 135 New Dentists attended the event – 100% of the target audience. 2 non-members joined as a result. Tips for success: Working with both a professor at each school and the ASDA presidents to promote and market the event contributed to the success. Being back in person was also a big help.
- **Nassau County Dental Society (Q2)** (New York local) hosted a job fair with 61 participants which brought together graduating residents, hygienists and dental assistants with prospective local employers.
- **Florida Dental Association (Q1)** coordinated a "LEAD: Leaders Emerging Among Dentistry" event which provided tips on developing personal leadership skills and understanding attendee's personalities and leadership styles. The attendees also received a presentation on understanding the insurance landscape, which included information on third-party payers and dental insurance topics. Lastly, attendees received a presentation on having an online presence for your dental practice and basic networking etiquette. Attendees then received a tour of the Florida Dental Association's office and received information on organized dentistry. 115 non-members joined as a result.
- **Florida Dental Association (Q1)** hosted a breakfast on the morning of Nova National Signing Day in partnership with ADA/FDA member-dentists, faculty, components (ACDDA and SFDDA) and DSO representatives. 250 students attended, including 115 who joined as a result. Tips for success: Have a host (member-dentist and staff) at each table and consider an IG takeover by dental influencer.

- **Missouri Dental Association (Q2)** hosted a seminar designed to help 2022 grads launch their career and make key connections at MDA's annual CE event. 5 dental students participated in the event. Tips for success: Dental students - especially new grads – aren't always able to keep their commitments, especially when their finances and calendars are so unstable.
- **California Dental Association (Q2)** provided students with headshots from a professional photographer at CDA presents Anaheim. 80 students participated in the event. Tips for success: Accurately determine the number of students interested, so that you can reserve enough time for the photographer to get photos of everyone.
- **Kentucky Dental Association (Q3)** hosted a networking and mentoring social event “Late Night Pizza Party” after their annual meeting for 60 participants – dental students, new dentists and KDA/ADA leadership. Tips for success: Hold the event a little earlier in the evening.
- **Nevada Dental Association (Q3)** hosted 3 UNLV/ASDA events for recruitment, including an NDA-sponsored lunch and raffle, vendor fair and UNLV dental student fall orientation. There were 280 participants among the 3 events. Tips for success: Vendor Fairs don't give enough one on one time. Target dental student early in their programs.
- **New York County Dental Society (Q4)** (New York Local) hosted four breakfasts and lunches at resident programs to introduce them to organize dentistry and sign them up as resident members. There were 36 students at the four events, 32 of which joined as a result. Tips for success: Recruit a few champions who have connections into the resident programs. Food is a draw.
- **Oregon Dental Association (Q4)** expanded the mentor program this year by incorporating two all program events and allowing a stipend per mentor pod for meetings. There were 65 participants at these events. Tips for success: In-person casual meet-ups are ideal for students. Decide on the next meeting's topic at the end of each meeting.
- **Michigan Dental Association (Q4)** hosted a Joint Dental School CE Event with a New Dentist Panel for 81 participants. Tips for success: Make sure your panel is diverse and relatable. Plan for at least a 20% no show rate when students are involved.
- **Pennsylvania Dental Association (Q4)** hosted a three-part virtual series for Dental Students and Residents to provide practical career planning advice and ADA and PDA resources as they transition to life after dental school. There were 127 participants at these events. Tips for success: Feature engaging speakers, including career-dentists and new dentists.
- **Eastern District Dental Society (Q4)** (Georgia local) held a “Benefits of organized dentistry” Lunch n Learn and Engagement event followed by a baseball game at SRP Park in North Augusta, SC. There were 150 participants where 50 non-members joined as a result. Tips for success: Make sure to work with the students to get the word out.
- **California Dental Association (Q4)** offered complimentary headshots to 99 CDA Student members who attended Lounge event at their biannual convention. Tips for success: Pair this activity with another action such as completing membership application.

### Membership Marketing

- **Southwestern Michigan District Dental Society (Q2)** (Michigan local) held a new dentist meeting. 10 member dentists less than five years from graduation received a presentation on financial management and support available.
- **Los Angeles Dental Society (Q2)** (California local) hosted a new professionals mixer which included a total of 45 graduating senior dental students who are planning to stay in Los Angeles after graduation and members of the Los Angeles Dental Society (LADS) Board of Directors. The event lasted for three hours with appetizers and drink served to the guests. The Mixer was an opportunity to recruit younger dentists in order to get them to join and get involved in their local dental society.
- **Mississippi Dental Association (Q2)** hosted a woman's “Ask Me Anything” panel which allowed women dentists have an open discussion in a small group setting. 40 individuals participated, with one dentists joining as a result of the program.
- **Queens County Dental Society (Q2)** (New York local) coordinated an Evening with Women Dentists event. Invitations were sent to 631 women dentists working in Queens County, with 50 dentists participating in the event. This was a meet and greet/CE event with refreshments, wine and dinner. Four of the attendees applied for ADA membership and all attendees were reminded of the benefits of the ADA membership.

- **Virginia Dental Association (Q1)** coordinated an Early Auto-renew Incentive Pilot which offered PPE gift kits as an incentive for members to renew their membership through auto-renew. 172 individuals participated in the pilot, 4 being non-members.
- **Wisconsin Dental Association (Q1)** coordinated an Instagram ad for a 2022 R&R Campaign. This ad targeted 53,728 dentists to join/renew their Wisconsin Dental Association membership.
- **Missouri Dental Association (Q1)** coordinated an Early Career Non-Renew Calling Party where 22 volunteer leaders and staff called non-renews to encourage them to renew their membership.
- **Bronx County Dental Society (Q2)** (New York local) held a job fair for young dentists and dental residents in their 5 borough hospitals. They brought in young dentists together with companies offering employment opportunities. It gave them a chance to talk to them about the benefits of membership in the ADA. 100 people attended, including 65% of the target audience of early career dentists. 2 non-members joined as a result. Tips for success: The timing of the event is difficult. April 29 may be too late in the year and many residents may already have jobs planned upon graduation.
- **Omaha Dental Association (Q2)** (Nebraska local) held an event at Ax Throwing in Omaha on March 31st. 50 people attended, including 4 non-member dentists. Tips for success: Allow more time from advertisement and the date of the program. Many said they would come if they had known earlier.
- **South Plains District Dental Society (Q3)** (Texas local) held a Wine and Cheese Membership and Mentoring Event. 20 dentists attended the event, 3 non-members joined as a result. Tips for success: Contact the "no replies" and get updated emails and contact info., especially so that the recent grads can connect with their local society.
- **New York State Dental Association (Q3)** promoted a short promo membership video on LinkedIn and Facebook to convert a target group into members. There were 142 participants, 100% of which joined as a result. Tips for success: Use more UTMs to track various target areas. One for digital, both platforms, on email and social.
- **GV Black Dental Society (Q3)** (Illinois local) Sent goody bags to 50 non-member dentists. The bags contained chocolates from a local candy shop, a 2022-2023 calendar of events and a welcome letter. The letter highlighted membership benefits and offered a free first evening dinner and CE lecture to all new members. Tips for success: Plan ahead to research the non-member list.
- **Utah Dental Association (Q3)** mailed a "Successful Dentist" Booklet to 220 new member dentists in Utah. This booklet included information on UT licensing requirements and state regulations and stories on legislative successes, along with membership benefits in the ADA and UDA. Tips for success: This was a great resource to new dentists in UT. Allow enough time to research and plan for this type of print & mail project.
- **New York State Dental Association (Q4)** mailed a postcard to 2500 eligible nonmembers, sent emails, and created a 12 second digital campaign video. The video was posted on LinkedIn and will be live until November 30. The postcard was mailed in early September. Two emails have been sent and more to follow in the coming weeks. 22 non-member have joined so far, and more are anticipated to join. Tips for success: Test marketing text to ensure optimal conversions.
- **Texas Dental Association (Q4)** conducted a variety of marketing campaigns supporting member retention and conversion and held a webinar which included different types of practice, including large group practices. 7,200 people were reached in these efforts. Tips for success: Use real photos of members and a third-party landing page for marketing campaigns.
- **Indiana Dental Association (Q4)** hosted a series of three events for 55 member and non-member women dentists. 100% of the target audience (women) attended the event, including 2 non-members who joined as a result. Tips for success: Do not get discouraged on how many actually attend.

### Unique Engagement

- **Idaho State Dental Association (Q1)** invited all member and non-member women dentists and specialist within 100 miles to a Women in Dentistry event. 25 women dentists participated in the event, with 2 non-members signing up for membership. This event allowed women dentists to meet other women dentists, reconnect with past colleagues, and provided an opportunity to give back to the community by having the attendees create "thank you" gift bags for medical doctors at the local hospital.
- **Monterey Bay Dental Society (Q3)** (California local) held a "Summer Beach Party ' S'mores' and More" on July 9<sup>th</sup> to introduce potential new dentist to the benefits of the tripartite and local society benefits in

a relaxed and fun setting. 45 dentists participated in this event. 3 dentists joined as a result with possibly 2 more pending. Tips for success: Encourage family to join the event.

- **Minnesota Dental Association (Q2)** hosted the Ideas Exchange luncheon on April 30<sup>th</sup> – free for all new dentists. Topics discussed were clinical dentistry, marketing, materials and methods, scheduling, wellness issues, organized dentistry, and the kind of support they want from the MDA, ADA, district levels. There were 45 participants of which 2 joined – 1 non-member and 1 transfer from SD. Tips for success: Have a committee member at the door to greet everyone, and assign committee members to tables to start the discussion. Reach out personally – include a free lunch.
- **Oklahoma Dental Association (Q3)** Hosted two Bike and Brews tours Ride through Oklahoma City. This three-hour tour allowed 25 dentists a chance to discover new places and mingle with colleagues. 2 dentists joined as a result. Tips for success: This program was fun and well-received but on the pricier side for the number of people who participated.
- **Albuquerque District Dental Society (Q3)** (New Mexico local) held two different events: a “shred event in January 2022 and a baseball game in August 2022. 26 people participated between the two events. Tips for success: The shred event was a good for socializing and a useful service for members. The baseball game was limited to 25 people – with spouses it wasn't as effective reaching our target audience.
- **Lane County District Dental Society (Q3)** (Oregon local) printed and mailed out 290 Bi-monthly Newsletters. 4 dentists joined as a result of this effort. Tips for success: Maintain consistency of publications, produce and share publications virtually and develop content about members.
- **Mount Baker District Society (Q3)** (Washington local) hosted a chartered sunset cruise event for early career member and non-member dentists and their partners for the purpose of promoting society membership and involvement. There were 14 participants, of which 1 non-member joined as a result. Tips for success: Have officers make personal contact with our targeted invitees. Provide a time and space to meet peers and hear more about the society in an intentional social welcoming environment.
- **Illinois State Dental Association (Q4)** hosted a wellness/breathe work webinar by Dr. Pavel, a 2015 Midwestern COD graduate. There were 50 attendees, including dental students, new dentists, and general members. Tips for success: Possibly have a hybrid event next time.
- **Northwest District Dental Society (Q4)** (New Mexico local) held a series of events targeting new dentists, including a discussion about products, a CE event on three specialties with a roundtable and a social event with the Mission of Mercy. There were 28 participants in the three events. Tips for success: Offer free food and CE and keep the events under 2 hours.
- **Vermont State Dental Society (Q3)** sponsored attendance for 4 dental students around the Vermont State Dental Conference. The students were taken to dinner by 2 former VSIDS board members and attended an additional social mixer for Early Career Dentists. Tips for success: This was an excellent opportunity for dental students to get an early idea of what being a part of a dental society is about.
- **Vermont State Dental Society (Q4)** facilitated early career dentist meet-ups virtually and in-person to develop professional relationships and supportive networking. Tips for success: Involve non-members if possible to show membership benefits.
- **Arkansas Dental Association (Q4)** invited 75 New Dentists (members and non-members) to spend the weekend in Little Rock for CE and camaraderie. Arkansas special funds were used to pay for a free night's stay. CE and social events were provided. Tips for success: This event was successful because ASDA paid the majority of the expenses for attendees to attend.
- **Northern District Dental Society (Q4)** (Georgia local) held a CE event with dinner and drinks to engage 75 non-members and members. Staff and leaders were present to discuss benefits of ADA/GDA while engaging attendees. 2 dentists joined as a result. Tips for success: Find a fun venue easily accessible to the majority of potential attendees.

### Wellness Programs

- **Southern Alameda County Dental Society (Q2)** (California local) coordinated an event called Women, Wisdom & Wine - More Than A Feeling Creating Understanding in the Dental Office. This was a women-only dinner event which was highly interactive course that focused on the understanding of feelings and how to communicate effectively with your team members especially in areas that might prove challenging. Tips for success: Use round tables to facilitate conversation, provide more time for course, as the discussions were lively and questions were plentiful.

- **Oklahoma Dental Association (Q3)** invited 12 members and non-members to participate in two yoga sessions, one in Oklahoma City and one in Tulsa – the largest markets for non-members, including DSO dentists. Tips for success: Survey the target audience on the best dates and times that work best for them.
- **Pennsylvania Dental Association (Q3)** held two different wellness webinars for early career dentists: "Mental Health and Burnout in Dentistry" and "Mind-Body Professionalism". There were 78 participants between the two webinars, including 59% of early career dentists. Tips for success: The post-event resources were a valuable asset to reference in the future.

### Diversity & Inclusion Event

- **Dallas County Dental Society (Q2)** (Texas local) coordinated a retreat hosted by Dallas County Dental Society Diversity Committee. Invited guests included leaders (board, committee chairs) of the local components that comprise the Northeast District of the TDA (7 societies total). 20 people attended, including 13% of the target audience of racially & ethnically diverse dentists. 2 non-members joined as a result. Tips for success: One day of discussion felt just about right on amount of time since our speakers kept things moving along and included with other suggestions for success.
- **Oakland County Dental Society (Q3)** (Michigan local) held a Diversity, Equity and Inclusion Committee Inaugural event including a group of dentists that belong to a group that moved here from India and we opened it to members and non-members, family and staff. 79 dentists participated in the event. Tips for success: More advertising and starting early is necessary to reach more diverse groups of dentists, especially non-members.
- **Metro Denver Dental Society (Q3)** (Colorado local) held two Diversity & Inclusion – a family ice skating event in February 2022 and a Celebrate Diversity Block Party in August 2022. There were 66 participants between both events. Tips for success: Send text message reminders the day before to registrants. The food hall venue provided wide range of food at a low cost.
- **San Antonio District Dental Society (Q3)** (Texas local) hosted a Taste & Tour of Diversity and Technology in Dentistry for 45 people. The event included 3 hours of CE with a focus on technology in dentistry provided by female, ethnically diverse specialists followed by an interactive social event with ethnic, diverse foods and networking. Tips for success: Encourage the speakers to speak about and highlight their culture within their presentation. Saturday programs to allow for more participation.
- **Ohio Dental Society (Q4)** hosted, with the ODA Sub-council on Diversity & Inclusion (SDI), hosted an event for 300 participants during the 2022 ODA Annual Session. The event celebrated cultural diversity by featuring foods from around the world and had a special focus on diversity and inclusion within organized dentistry. Tips for success: Engage your state or local DEI committee.
- **Georgia Dental Association (Q4)** held an event at the National Center for Civil and Human Rights in Atlanta, GA with the goal to help organizations become more diverse, equitable and inclusive. There were 16 participants at this event which focused on a series of conversation modules curated to help workplaces explore issues about race and diversity to catalyze personal, professional, and organizational growth. Tips for success: GDA was fortunate to have the National Center for Civil and Human Rights in our state.
- **North Carolina Association (Q4)** held DEI training for leadership, introducing the business case for diversity, the big eight identities and the most common forms of bias. There were 42 participants at this training – including the North Carolina Dental Society Board of Trustees, District Leaders, Council on Membership, the New Dentist Committee, and the DEI Task Force. Tips for success: It is very important for your speaker to use language that the audience will understand and comprehend.

### Video Series

- **New York State Dental Association (Q3)** offered a multi-part webinar series entitled "Survival Guide Series: Setting You Up for Success" to ensure that members continue to feel connected to NYSDA in 2022. There were 118 participants in this series. The recorded webinars and tip sheets are made available to members online at [www.nysdental.org/survivalguide](http://www.nysdental.org/survivalguide) after each event. Tips for success: Engage with resident directors that helped spread the word to their residents.
- **Alabama Dental Association (Q3)** held a social dinner for the graduating D4 Students from the University of Alabama, School of Dentistry. 115 dentists – 85% of the target audience – participated in the event which offered food and live musical entertainment along with door prizes and games. 50 non-

members joined as a result. Tips for success: States should have at least one social event with the students as it is a good way to introduce them to organized dentistry.

- **New Mexico Dental Association (Q4)** developed video resources promoting diversity and inclusion as a recruitment tool and highlighting member value. Tips for success: It requires a lot of staff time, but it is very much worth the effort.

### Mentorship

- **San Gabriel Valley Dental Society (Q3)** (California local) held CE course/Meal and Panel Discussion of the Benefits of the Tripartite to reach the non-members from the Ethnic Dental Societies in the area. A TDIC representative was on the panel. 155 attendees participated in the event, a third of which were non-members. Tips for success: Market early and through as many avenues as possible. Disperse leadership attendees at the panel.
- **Peoria District Dental Society (Q3)** (Illinois local) held an "Early Career Panel" that was a social hour followed by a Q&A panel of experienced specialists. 16 dentists participated in this event. Tips for success: Use peer to peer invitation instead of traditional email, flyers, etc. Hold the event at a neutral location.
- **Wichita District Dental Society (Q3)** (Kansas local) held a dinner for outgoing president and 47 participants. Tips for success: Assign the residents/new members to tables with specific dentists.
- **Maryland State Dental Association (Q4)** hosted three events (1 virtual and 2 in-person) with New Dentist Committee's mentor circle to bring dental students, early career dentists and mid-late career dentists together for networking and mentorship. There were 150 participants among the three events. Tips for success: Include the dental students/ASDA members as it sets the stage for their involvement after graduation.
- **Colorado Dental Association (Q4)** held a shadow program for new dentists who are struggling in their career and looking for more advice. The 11 participating dentists got to spend a few hours or a full day working alongside a dentist in the practice model of their choice. Tips for success: Make sure to have enough lead time and have dentists participate across the state.
- **Louisville Dental Society (Q4)** (Kentucky local) hosted a Mixer for 40 participants. The event was an opportunity for dentists and students to mingle informally and discuss questions about careers and practice ownership. They also hosted a Lunch for 52 participants. This was a networking and CE lunch expressly for dental professionals who identify as women. Tips for success: Plan for earlier than Thanksgiving week.

### Career Development

- **New Jersey Dental Association (Q3)** held a 6-week practice management series designed for Associate Dentists, Practice Owners, Residents & D4's. This included 6 week nights of virtual instruction followed by an in person Happy Hour/networking event. There were 55 participants of which 1 non-member joined as a result. Tips for success: Start to promote earlier, get topics from dentists and offer recordings.
- **Louisiana Dental Association (Q3)** A networking/panel event for female dental students, residents, members, and non-members. There were 50 participants at this event with one joining as a result. Tips for success: Getting questions ahead of time helped spur more questions from attendees.
- **Seattle King County Dental Society (Q3)** (Washington local) 31 dentists attended a "New Dentist Boot Camp" where attendees received information on business practices. At a second event, 30 people had their professional headshot taken for free, have a drink, and connect with colleagues. Tips for success: Advertise to local dental students to engage them with a unique social opportunity that they can also use after graduation.
- **Connecticut State Dental Association (Q3)** held a Career Planning and Financial Empowerment Panel discussion about the three phases of your career. 10 dentists attended the event. Tips for success: It created great social interaction but mainly drew just new dentists.
- **Ohio Dental Association (Q4)** held a recruitment and retention program for D4 dental students, dental residents and early career dentists and featured a panel discussion with new dentists in different phases of their careers sharing their personal experiences practicing dentistry in the real world. There were a 75 participants of which 3 non-members joined. Tips for success: Engage program directors of residency programs to help drive attendance.

- **Alaska Dental Association (Q4)** Hosted a financial presentation for 11 for Early Career Dentists. This was a “Meet and Greet” networking event. Tips for success: Separate out the event from the regular local meeting.

#### Leadership Event

- **Northern Nevada Dental Society (Q3)** (Nevada local) held an Axe Throwing & Pizza Social event and a Leadership Retreat event for new dentists. There were 41 participants between the two events – 90% of the target audience. 2 non-members joined as a result. Tips for success: Invite vendors to the social event for prize giveaways. Follow up the leadership event with an annual event to continue the momentum of making a difference.
- **New York County Dental Society (Q4)** (New York Local) hosted – for 125 guests at SmileCon – a luncheon, program, and networking event celebrating the strides that women leaders have made in dentistry. Tips for success: The event requires support/resources prior to and at the event.
- **Maryland State Dental Association (Q4)** launched its Leadership Academy to help equip early career dentists and emerging leaders with the skills needed to take leadership positions within organized dentistry. 15 participants will partake in 10-month immersive experience learning about how to run a meeting, public speaking, governance, advocacy, and more. Tips for success: Take your time and a broad group of stakeholders to provide input.