AMERICAN DENTAL ASSOCIATION

MINUTES OF THE COUNCIL ON MEMBERSHIP

March 24-25, 2023

CALL TO ORDER

The March 24-25, 2023 Council on Membership (CM or Council) meeting was called to order by Council Chair, Dr. Nipa Thakkar, at 8:01 a.m. CDT in the Boardroom of ADA Headquarters in Chicago, IL.

ROLL CALL

The following members of the Council were present for all or part of the meeting: Drs. Nipa Thakkar, chair; Aruna Rao, vice chair; Ensy Atarod; Wallace Bellamy; Renuka Bijoor; Nathaniel Kunzman; Janis Moriarty; Robin Nguyen; Cate Nelson; Meenal Patel; Mehrdad Safavian; Susan Sergie; Kerri Simpson; Thomas Sniscak; Rhoda Sword; Terri Tiersky

Dr. Linda Edgar, ADA President-Elect and Dr. Michele Tulak-Gorecki, Board of Trustees’ liaison to the Council were also in attendance.

Members not present for the meeting: Drs. Giancarlo Ghisalberti, new dentist member; Keith Jones; Ms. Justina Anigbo, ASDA Consultant

Council staff members present: Ms. Sandy Eitel, senior director, Council on Membership; Ms. Nicole Subick, manager, Council on Membership; Wendy J. Wils, Esq., deputy general counsel, Division of Legal Affairs

Staff members present for all or part of the meeting were: Dr. Ray Cohlmia, executive director, Dr. Betsy Shapiro, chief of governance and strategy management; Ms. April Kates-Ellison, chief client services & tripartite relations officer, Member & Client Services; Ms. Cathy Albrecht, senior associate general counsel, Division of Legal Affairs; Ms. Nicole Anderson, manager, Social Media and Influencer Strategy; Ms. Val Eyssen, manager, Dental Society Outreach; Ms. Susana Galvan, senior manager, Membership Diversity, Equity, & Inclusion, and Analytics; Ms. Cathy Haibach, senior manager, Dental Service Organization & Group Practice Membership; Mr. Steve Horne, senior manager, Research Insight; Ms. Jeanine Pekkarinen, senior manager, Dental Society Outreach; Mr. Matt Zielinski, manager, Operations & Chapter Engagement

PRELIMINARY

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

Adoption of Agenda and Consent Calendar: 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. The Consent Calendar was also approved as presented.

1/2023. Resolved, that the Council on Membership approve the agenda for its November 2022 meeting as presented.

2/2023. Resolved, that the following informational reports be filed and the following resolution contained on the consent calendar be approved:

ITEM 3: ADA PROFESSIONAL CONDUCT POLICY AND PROHIBITION AGAINST HARASSMENT

ITEM 16: NEW DENTIST COMMITTEE REPORT

Approval of the November 2022 Council on Membership Meeting Minutes:

3/2023. Resolved, that the Council approve the November 2022 meeting minutes.
OPENING REPORTS

Council Chair: Dr. Nipa Thakkar welcomed the Council and provided an overview of the purpose of the meeting. She also reiterated the collaborative and communicative culture of the Council, ensuring all members feel included and represented.

ADA President-Elect: Dr. Linda Edgar, addressed the Council and provided opening remarks, sharing updates from the Board of Trustees.

Board Liaison: Dr. Michele Tulak-Gorecki greeted the Council and thanked them for their efforts and hard work.

Executive Director: Dr. Ray Cohlmia discussed the changing dental landscape and how the ADA can’t continue to do things the way they’ve always been done.

Chief Client Services & Tripartite Relations Officer, Member and Client Services: Ms. April Kates-Ellison updated the Council on the priorities of the Direct to the Tripartite (D2T) and key dental groups.

STRATEGIC DISCUSSION

Strategic Forecasting: Dr. Betsy Shapiro, Chief of Governance and Strategy Management, provided an overview of strategic forecasting, how the Strategic Forecasting Committee (SFC) will operate, what’s been accomplished to date, and next steps.

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.

District Lightning Round: Prior to the meeting, 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 in response to their proposed questions.

SUBCOMMITTEE AND JOINT ACTION TEAM REPORTS

Subcommittee on Grants and Member Benefits: Dr. Janis Moriarty, Chair of the Subcommittee on Grants and Member Benefits, led discussions and provided updates on the initiatives being led by the subcommittee, including the ARC Grant Program and exploration of new volunteer opportunities to positively impact recruitment and retention. To address the decline in new dentist membership and future sustainability of ADA membership, the Council worked in small groups to develop new recruitment and retention strategies grounded in provided research and data. The ideas were presented to the full Council and will be shared with Subcommittees for further discussion.

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. Dr. Simpson also informed the Council on the work of the ADA Task Force on DSO Engagement, of which she is a member. She 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.

Faculty Joint Action Team: Dr. Nipa Thakkar, Chair, provided an updated on the JAT’s recent kickoff meeting and next steps with exploring more consistent pathways to membership for foreign-trained dentists who teach and/or conduct research at U.S. dental schools.
INFORMATIONAL REPORTS

ADA Social Media Influencer Strategy: Ms. Joan Podrazik and Ms. Nicole Anderson, with ADA’s Integrated Marketing and Communication team, addressed the Council and presented the ADA’s newly proposed social media influencer strategy. Part of the strategy includes a Joint Advisory Team, which will include Council on Membership representation.

Diversity and Inclusion Committee: Dr. Susan Sergie, D&I Committee Consultant, provided an updated of her recent engagement with the Diversity and Inclusion Committee.

NEW BUSINESS

New Business: No new business was presented to the Council at the March 2023 meeting.

ADJOURNMENT

Adjournment: The Council adjourned its meeting at 11:58 a.m. CDT.