

ADA Conference Week

REIMAGINING
OUR TOMORROW
NATIONAL • STATE • LOCAL

Sponsored by:



Welcome Remarks

Dr. Linda Edgar
ADA President-Elect



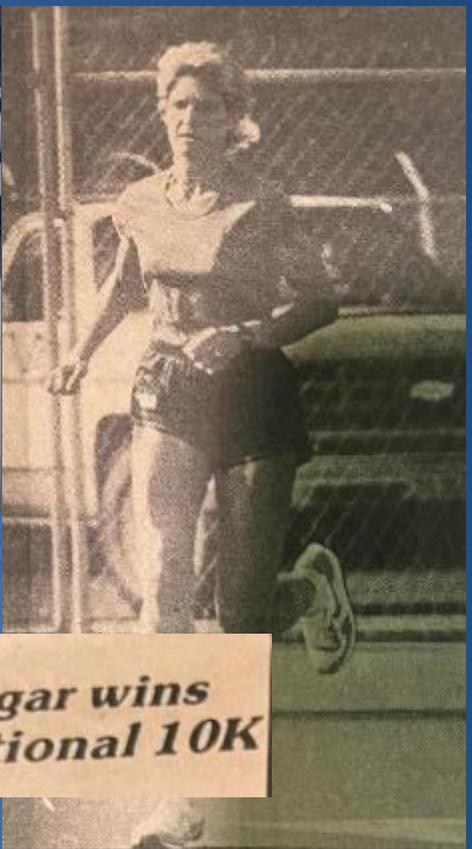
REIMAGINING

OUR TOMORROW

NATIONAL • STATE • LOCAL

A low-angle, rear view of several runners on a red track, focusing on their legs and feet. The runners are in motion, with their legs and feet visible. The track is red with white lane markings. The text "The Leadership Race" is overlaid in a white, serif font, underlined with a white brushstroke.

The Leadership Race



Edgar wins national 10K



As a World-Class Runner...

- 1978-1988: Competed in 45 marathons, several in under 2:50
- 1981: Set a new course record in the Seattle marathon (2:43)
- 1982: Set a new world record in the 50k (3:21)
- 1984: Qualified for first woman's Olympic Marathon Trials (2:47)
- 1994-1995: Completed 2 Ironman races (12:30, 12:36)



Completed two Ironman Triathlons
1994 & 1995

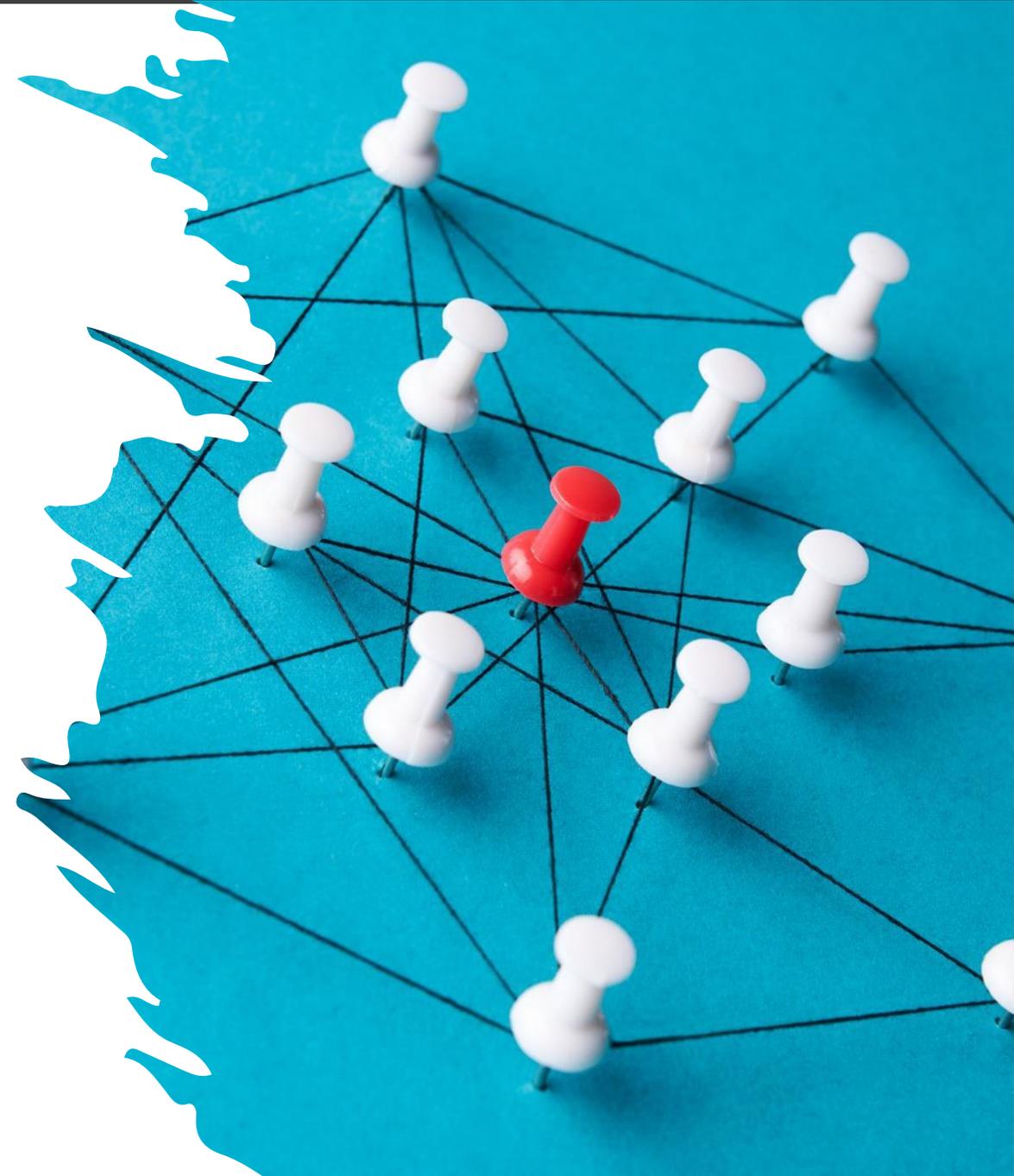
Leadership requires...

- Focus
- Stamina
- Agility
- Consistency
- Care for yourself and others
- Teamwork



Essentials for the Leadership Race in Dentistry

- Connecting
- Collaborating
- Communicating



Building Connections and Making a Lasting Impact: Reuniting with a former student



Dr. Edgar taught science at Pacific Middle School in Des Moines, Wash., in the 1970s.



Dr. Edgar in the 1970s (left) and today.



Dr. Yoshino in seventh grade (left) and today.

Lives and Learning Intertwined

AGD 2013–2014 President Reunites With Former Student

BY AMANDA JACOBS

The paths of 2013–2014 Academy of General Dentistry (AGD) President Linda Edgar, DDS, MEd, MAGD, and Todd Yoshino, DDS, FAGD, have crisscrossed repeatedly over the past few decades. When Dr. Edgar was a middle school teacher, Dr. Yoshino was one of her students. Years later, the two attended the same dental school.

Education brought them together once again at the AGD 2014 Annual Meeting & Exhibits in Detroit. During the Convocation Ceremony on Saturday, June 28, Dr. Edgar presented Dr. Yoshino with the AGD Fellowship Award, recognizing him for his commitment to lifelong learning.

"It's a huge honor," Dr. Edgar says of presenting the award to her former student. "It means a lot." "It's like we've come full circle," Dr. Yoshino adds. "It's another big step in my life in which Dr. Edgar was there with me."

Teacher and student

In the early 1970s, Dr. Yoshino was a student in one of Dr. Edgar's seventh-grade science classes at Pacific Middle School in Des Moines, Wash. When reflecting on that time, each remembers the other fondly. "Todd was a very hard worker ... one of those students who stood out," Dr. Edgar says.

Dr. Edgar also taught ninth-grade science, and Dr. Yoshino was disappointed when he found out that he wouldn't be in her class twice. "Dr. Edgar made science fun," he says. "I remember her as being very patient, kind, and dedicated. She was an excellent teacher who took the time to explain things. She made sure we learned."

He also recalls Dr. Edgar's willingness to go the extra mile for her students. When his grandmother's leg was amputated due to diabetes complications, he says, Dr. Edgar spent an hour after school with him to help him understand

why the amputation was necessary and using a frog they dissected in class to explain the anatomy of the leg.

After learning about dentistry at his father's dental practice, Dr. Yoshino decided that he wanted to become a dentist, too. "I thought, 'This is really interesting,'" he says. "This is just amazing, that people can do this."

Dr. Yoshino enrolled at the University of Washington School of Dentistry in Seattle. There, he would again walk the same halls as his former science teacher.

Two students

Dr. Edgar and her husband, Bryan Edgar, DDS, MAGD, both wanted to be dentists, she says, but since a dental education is expensive, she worked as a teacher while he earned his dental degree at the University of Washington. (Coincidentally, while he was a student there, Dr. Yoshino's father, Keith Yoshino, DDS, was a preclinical instructor.) After the Edgars adopted their son, Dr. Edgar decided to continue teaching instead of going to dental school. When their son was 11, however, her husband encouraged her to apply.

At age 37, Dr. Edgar enrolled at the University of Washington, where Todd Yoshino was a fourth-year student. "I

you'll see them again," Dr. Edgar says. Even when they were both students, however, "he still called me 'Mrs. Edgar,'" she says.

Although their paths didn't cross much in dental school, Dr. Edgar was still there for her former student when it mattered. On the night he finished his national board exams, Dr. Yoshino received a call notifying him that his father had suffered a major heart attack. "A couple of days later, I found a beautiful card of encouragement in my dental school mailbox from Dr. Edgar," Dr. Yoshino says. "That thoughtfulness has always remained in my mind."

Two colleagues

After earning his dental degree in 1989, Dr. Yoshino went into practice in Federal Way, Wash. Dr. Edgar received her degree in 1992 and joined her husband in practice, also in Federal Way.

Dr. Edgar joined the AGD when her husband, already a member, encouraged her to do so. She eventually volunteered to be a leader and became president in June 2013.

After joining the AGD as a student, Dr. Yoshino let his membership lapse for a few years before rejoining at the suggestion of his brother-in-law Gary

has motivated him to continue actively pursuing continuing education (CE).

"I've always felt that the number of credits a state requires for relicensure is really quite inadequate," he says. "Being a member of the AGD helps me go beyond the basic requirements."

Of course, Dr. Edgar also appreciates the AGD's focus on lifelong learning. "When you're doing dentistry you're treating the whole person, and you really need to be educated for life," she says. "The more you know, the better you're able to treat your patients. The AGD's mission and vision is to strive for excellence, and that's a continual process."

As a member of the AGD, Dr. Edgar has made many personal connections, and the connection she made with one of her former students still endures today. When Dr. Yoshino realized that he was close to earning the AGD Fellowship Award, his sister, Cynthia Hevly, urged him to apply for the award, so he could receive the award from Dr. Edgar. He did.

"There are some teachers out there who have made a difference in your life," Dr. Yoshino says.

**Caring
Connections
Create
Commitment**



Welcome.
Included.
Valued.
Connected.

Collaboration





WORKING TOGETHER
to support our members & the profession

Linda's blisters slow her down, just a little

Continued from C1
"I don't even feel as if I've run," she said Monday morning from her home. "I must be in pretty good shape. If it weren't for my feet I'd feel great."
Edgar was unable to explain

the personal record she set in winning the Seattle Marathon prior to her injuries. Her 2:42:55 still stands as the course record.
"Maybe some day," she sighed. "Right now I think I'm going to take a rest. I'm so relieved that it's all over. I feel so lucky to

have had it all work out for me." Edgar explained that the group of runners had the feeling of a family, rather than that of competitors.
"All the women were very supportive of each other," she said. "That was so neat to see."



LINDA EDGAR was relieved when the marathon was over... and so were her blistered feet. —photo by Robert [unclear]

Edgar places 92nd at Olympic Trials

By MIKE WESTBY
Linda Edgar can't make it out to the mall box today.
But Saturday she covered 26.2 miles swiftly enough to be the 92nd runner across the finish line at the Women's Olympic Marathon Trials.
Edgar realized her goal of finishing in the top 100 of the prestigious field, though painful blisters hampered her effort from the 6-mile mark on.
"I was really strong this time," said the Federal Way runner, who pranced to the finish with her knees high. "I felt very good. GREAT."
Except for her feet, which

resembled lobsters after the race was over.
"A lot of the women complained about blisters," she said. "I think the pace was pretty fast starting out."
Edgar kept a fast pace throughout, running a 2:44:12. "That's about what I wanted to run, and I did," she explained. "So I'm pretty happy about that."
Edgar is also happy that the injuries which slowed her training this last year did not bother her.
"That's a really good sign," she said. "My schilles tendon feels fine, and my legs feel great."
Continued from C1

After the 1984 Women's Olympic Trials



**Remember to lift
as you climb.**



Be **Kind**

Communication



ADA. | What has ADA done for (me)mbers lately?



For Dentists

Keeping You Connected to Our Community

ADA support and resources in the palm of your hand via the reimagined ADA member app, plus the new Dental Sound Bites Podcast offering real talk on dentistry's daily wins and sticky situations.

Programming for New Dentists

Zoom Town Halls, "Ask me Anything," SmileCon® New Dentist Lounge, Real Talk Series, and the

Wellness Ambassador Program offer ways to learn, connect, and heal for early-career professionals.

Having Your Back Along the Career Journey

Resources for every stage of your career, such as contract review, one-on-one dental insurance support, debt management tools, financial planning, group insurance programs, wellness support, as well as **ADA Practice Transitions™ (ADAPT)** for buying, selling, or joining a dental practice.

Advancing Clinical Decision Making

- **Scientific findings** from the ADA Science and Research Institute (ADASRI), JADA, PracticeUpdate, plus evidence-based clinical guidelines give members access to cutting-edge research and expert commentary.
- **ADACEOnline.org** offers 300+ continuing education courses for continued learning.

For the Public and Profession

Empowering Dentists to Practice Anywhere

Increased licensure portability makes it easier for dentists to move across state lines.

Leading Dentistry Through the Pandemic

Enhanced infection-control protocols at the beginning of COVID-19 and low infection rates among dental staff resulted in dental practices remaining open through subsequent waves of the pandemic and dentistry solidifying itself as an essential health service.

Setting the Bar on Safety

The FDA uses 81 **ADA Standards** to assess the safety and efficacy of dental products, while the **ADA Seal** has been the leading mark of dental product safety for over 90 years.

Protecting Dentistry Through Advocacy

- ADA efforts secured increased funding for oral health research/

training, Indian dental health, along with over \$5M to support community programs, and extended funding for the Children's Health Insurance Program through 2029.

- Successfully partnered with 10 state dental societies to **reform their Medicaid programs**, making it easier for dentists to participate.
- Relieved the burden of educational debt by protecting the student loan interest deduction and supporting regulation to eliminate loans subject to interest capitalizations, plus ongoing advocacy to help dentists manage their student debt.
- Invested \$5.5M to help win the **Medical Loss Ratio** bill in Massachusetts in 2022, setting the stage for dental insurance reform across the country.
- As dental insurance remains a pain point for many, the ADA is working on the state and federal levels to create a better benefits system for dentists and patients.

Promoting Practice Solutions

ADA's Credentialing Service (used by 100K+ dentists) reduces admin burden and allows practices to spend more time on clinical care, while ADA maintenance of CDT codes and the ADA dental claim form allows all dentists to be more efficient with billing and getting paid.

Improving Access to Care

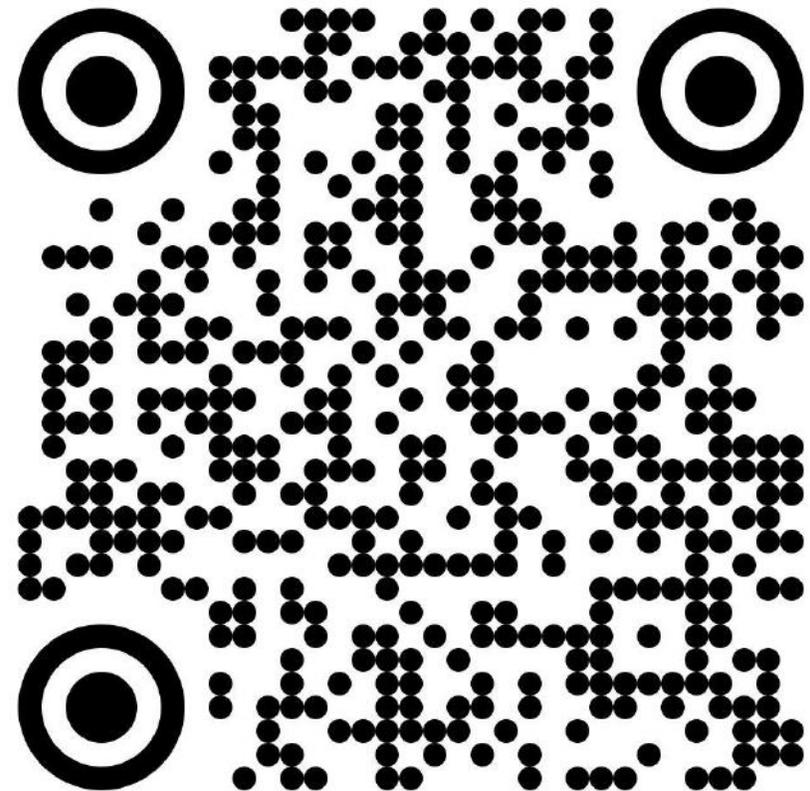
- Seven states added dental coverage **for adults** insured under their state Medicaid program, leading to increased coverage for oral health for low-income adults, reduced hospital ED spending, and lower overall medical costs.
- **Give Kids A Smile®** has provided more than 7M children with oral health services since 2002.

Raising Public Awareness

MouthHealthy.org, social media, and media outreach continue to educate the public on the importance of oral health to overall health. In 2022, coverage citing the ADA resulted in an audience reach of 34.8B.

We love to see you thrive.
Contact us anytime at 312.440.2500 or msc@ada.org

ADA Member Value Sheet





**Supporting our dentists.
Strengthening our profession.**



The advantages of ADA membership extend much further than the many tools, resources and discounts at your disposal. Together we have succeeded in and continue to advance legislation and reforms that matter to you, your patients and the profession.

[ADA.org/memberbenefits](https://ada.org/memberbenefits)

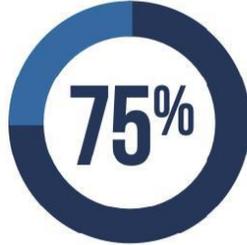
Commitment to Dental Insurance Reform



92

new laws reforming dental insurance enacted nationwide since 2020 achieved through public affairs partnership between state dental societies and the ADA which provided strategic and financial support as requested

Successful repeal of the McCarran-Ferguson Act to improve competition and transparency in the healthcare insurance industry



of your ADA membership dues support advocacy, scientific research & standards and your state & local society

\$3,200*

additional savings on average with a 10-year refinanced loan through ADA's student loan refinancing

*Visit laurelroad.com/ada



108,000+

conversations with dentists who turned to the ADA for personalized support over chat, email and phone in 2022



20,000+

members got 1:1 support with dental benefits, credentialing and coding issues from ADA's Third Party Payer Concierge™

103,000+

dentists have reduced administrative burden through the use of ADA's credentialing service, powered by CAQH®

Cutting-edge Research and Expert Commentary

- **Scientific findings** from the ADA Science and Research Institute (ADASRI), JADA, PracticeUpdate, plus clinical practice guidelines
- **Latest industry trends** from ADA Health Policy Institute
- **\$2,500+ savings** with access to the latest scientific literature, clinical textbooks & scientific journals



9,600+

dentists belong to the ADA Practice Transitions™ (ADAPT) network of dentists who are buying/selling practices, hiring associates, or looking for a job

7M+

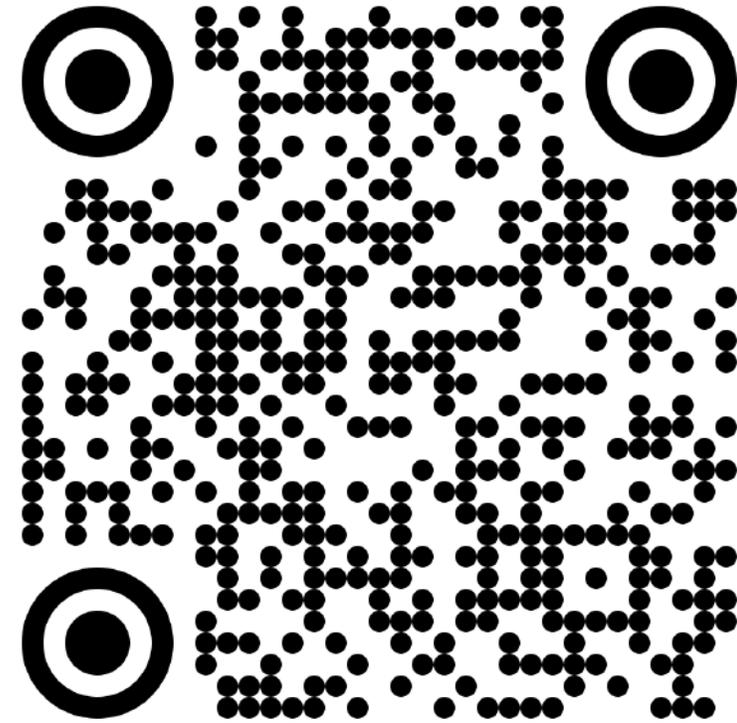
children have received oral health services since 2002 through Give Kids A Smile®



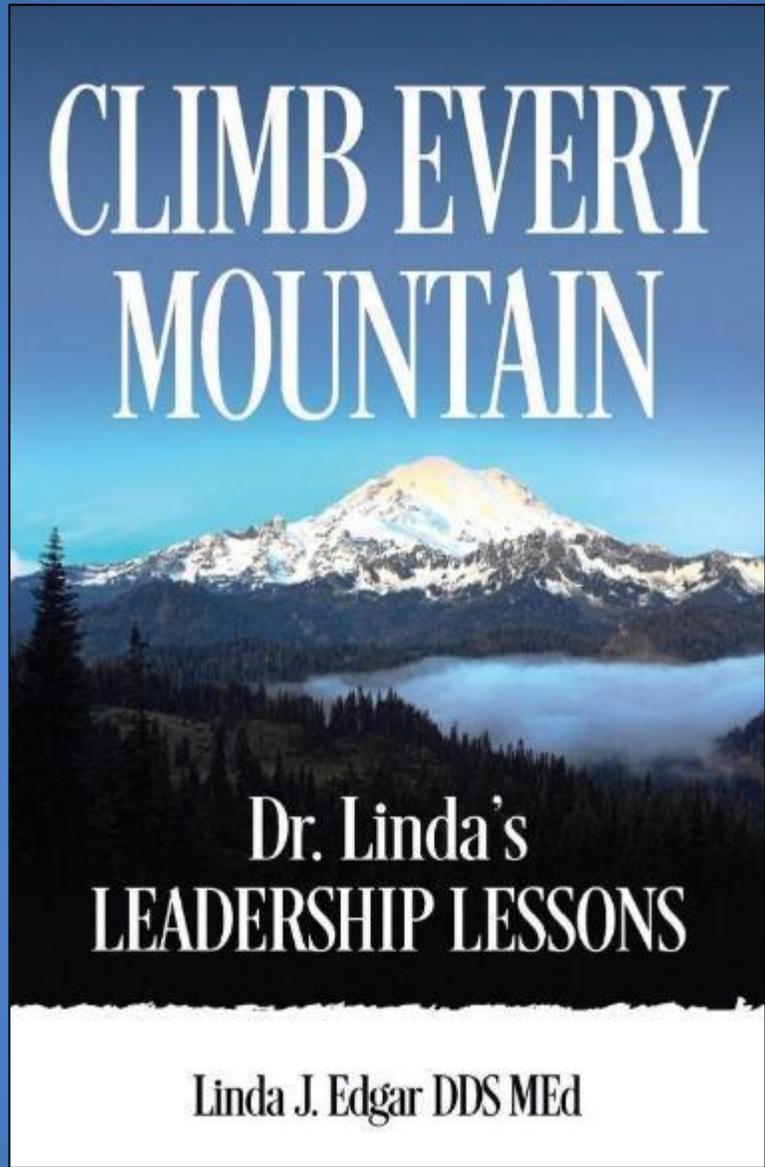
\$5M

secured in federal funding strengthening community programs for FY2023

ADA Member Value by the Numbers



Leadership is **action**,
not position.



My latest book, published 2022



“A little less conversation,
a little more action.”

Elvis Presley

Anticipatory Organization: Using Hard Trends to Unlock Accelerated Collaboration, Innovation and Growth

Daniel Burrus

CEO Burrus Research, Inc.



Daniel Burrus

KEYNOTE HANDOUT

GLOBAL FUTURIST | STRATEGIC ADVISOR | BEST-SELLING AUTHOR



THE BURRUS TAXONOMY OF TECHNOLOGY (First Published in 1983)

- | | | |
|---|--|---------------------------------|
| 1. Digital Electronics (Visual, Mobile, Virtual, Robotic) | 7. Parallel Processing Computers | 14. Advanced Biochemistry |
| 2. Internet and Distributed Computing (Cloud) | 8. Artificial Intelligence | 15. Molecular Designing |
| 3. Optical Data Storage | 9. Flat-Panel & Advanced Video Displays | 16. Advanced Polymers |
| 4. Fiber Optic Networking | 10. Micromechanics MEMS & Nanotechnology | 17. High-Tech Ceramics |
| 5. Microwaves and Wireless Networking | 11. Lasers | 18. Fiber-Reinforced Composites |
| 6. Advanced Communication Satellites | 12. Photovoltaic Cells | 19. Thin-Film Deposition |
| | 13. Genetic Engineering | 20. Superconductors |

Technologies That Are Growing and Transforming Exponentially

1. Artificial Intelligence, Machine Learning, Deep Learning and Cognitive Computing
2. Augmented Thinking and Augmented Movement
3. Semiautonomous and Fully Autonomous Technology
4. Voice Commerce Business Bots, and Voice-Enabled Products
5. AI-Enabled High-Speed Data Analytics
6. Advanced Distributed Cloud Computing Platforms and Services
7. Virtualization of Hardware and Software
8. Virtual Reality (VR), including the Metaverse, Augmented Reality (AR) and Digital Twins
9. Behavior Analytics and Personality Profiles
10. Virtualization for Processes and Services
11. Satellite Mega-Constellations and 5G Wireless
12. Internet of Things (IoT) and Edge Computing
13. Predictive Cybersecurity Systems
14. Multiple Biometrics and Advanced Tokenization
15. Blockchains, Cryptocurrency, Digital Currency and NFTs
16. Wearables with Sensors and Communications
17. 3D Printing
18. Networked Drones
19. Energy Storage, Microgrids, Green Energy and Green Hydrogen
20. Genomics, Gene Editing with CRISPR, mRNA and Synthetic Biology



www.Burrus.com



Download Daniel Burrus' Top 25 Technology Hard Trends Shaping 2023



Defining Terms and Identifying Trends that are Reshaping Dentistry

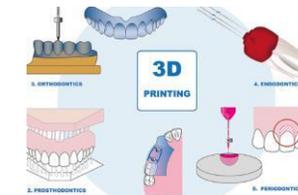
Marko Vujicic, PhD

Chief Economist and Vice President
ADA Health Policy Institute



Looking Ahead – Key Trends

1. Shifting Practice Modality
2. Changing Patient Mindsets
3. Emerging Technology
4. Payment Reform



Where Do We Want to Be?

Reactive

Acting after
change happens

Responsive

Acting as change
happens, prepared

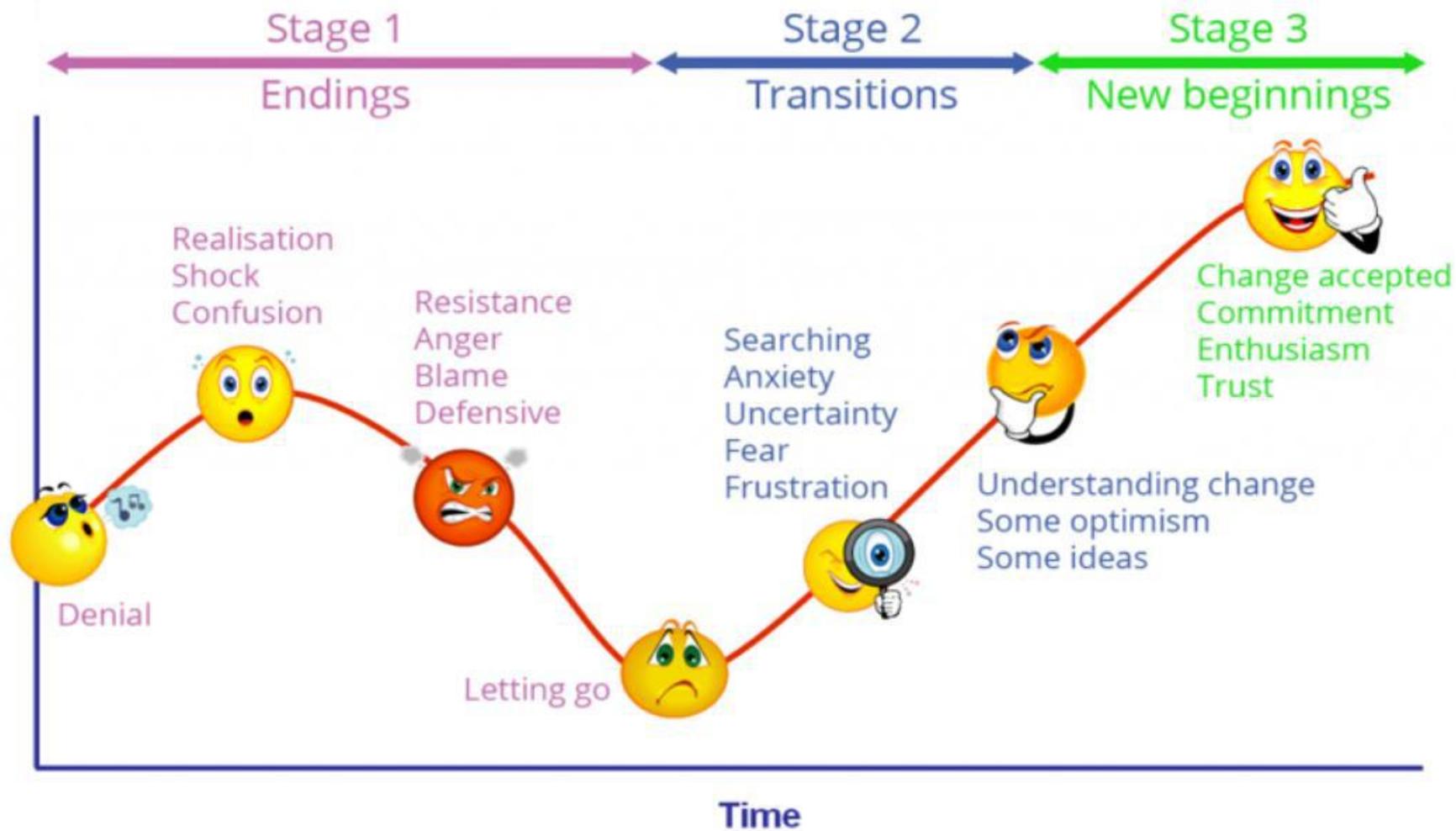
Proactive

Acting to shape
change before and
as it happens

**Less or no
foresight**

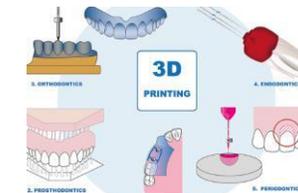
**More
foresight**

The Journey From 'Reactive' to 'Proactive'



Looking Ahead – Key Trends

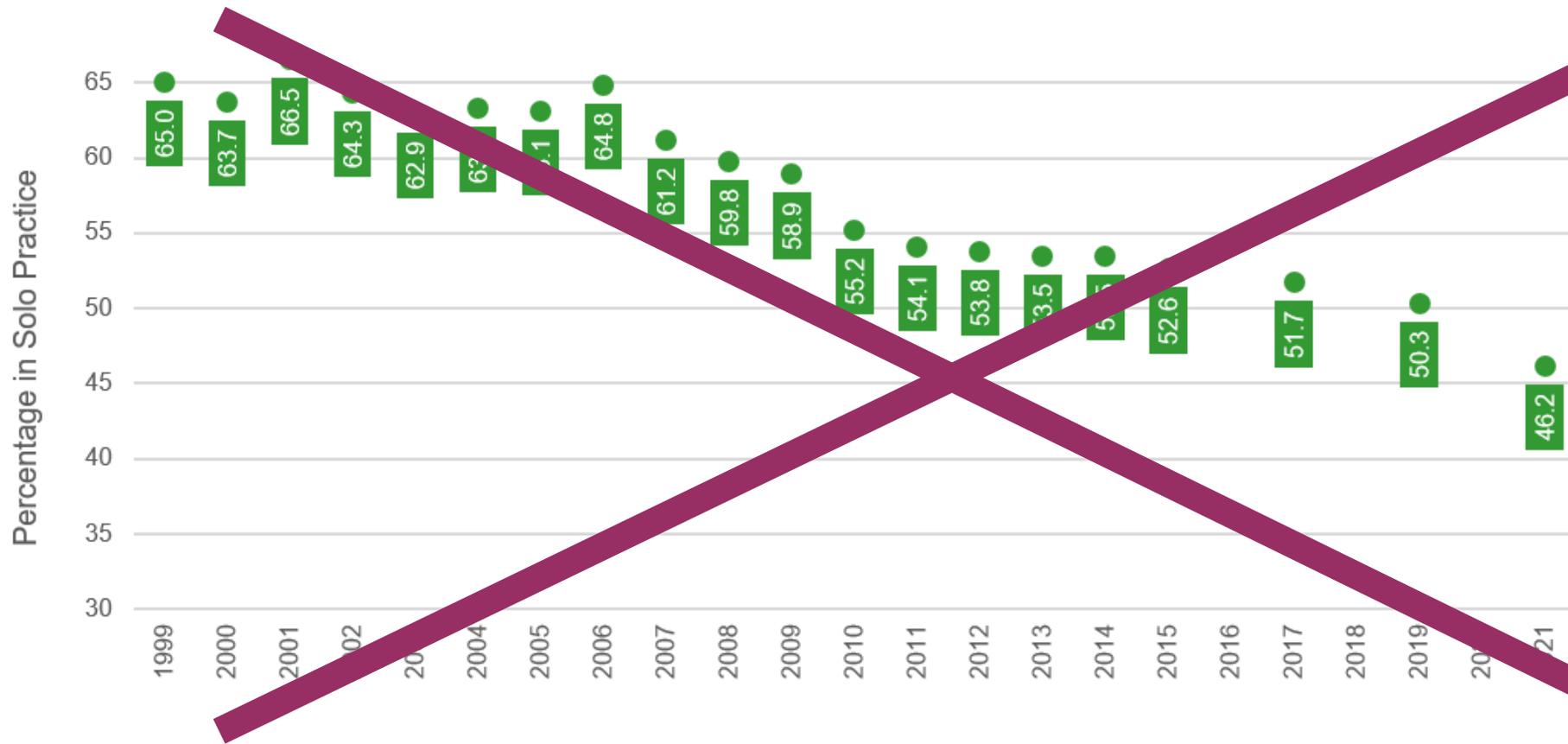
1. Shifting Practice Modality
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New Data for 2022!

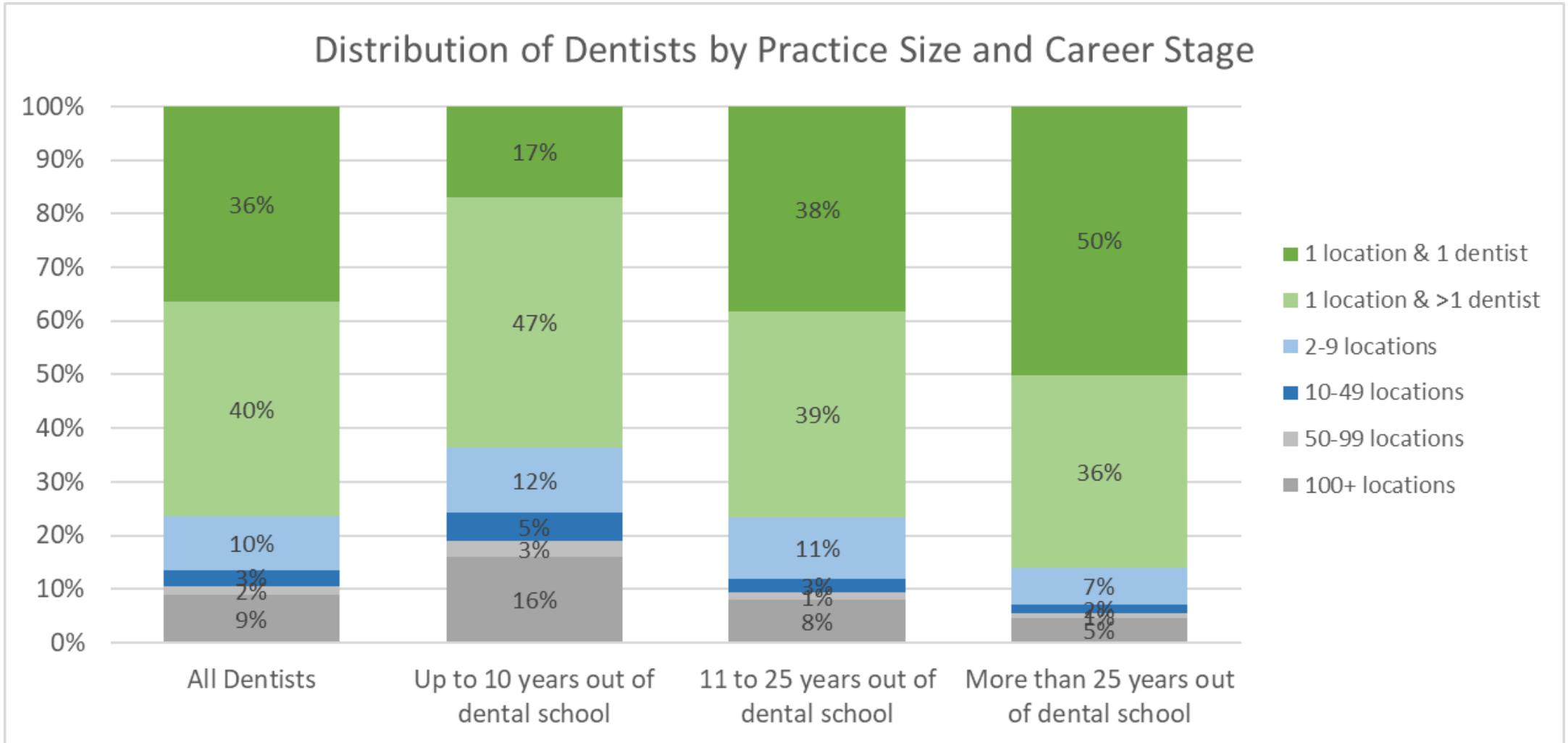
- ***Dental Practice Size***: The number of affiliated locations within a dental practice. This could include locations directly owned and operated by a single business entity, as well as locations affiliated with each other through other arrangements such as a franchise, a parent company, or through a DSO.
- ***Dental Support Organization (DSO) Affiliation***: A practice is considered to be affiliated with a DSO if some outside entity manages some or all of its non-clinical functions such as billing, marketing, human resources, etc. For the purposes of HPI's analysis, a DSO includes any member of ADSO as well as other entities judged to be DSOs based on extensive HPI primary research.

Old Data from HPI

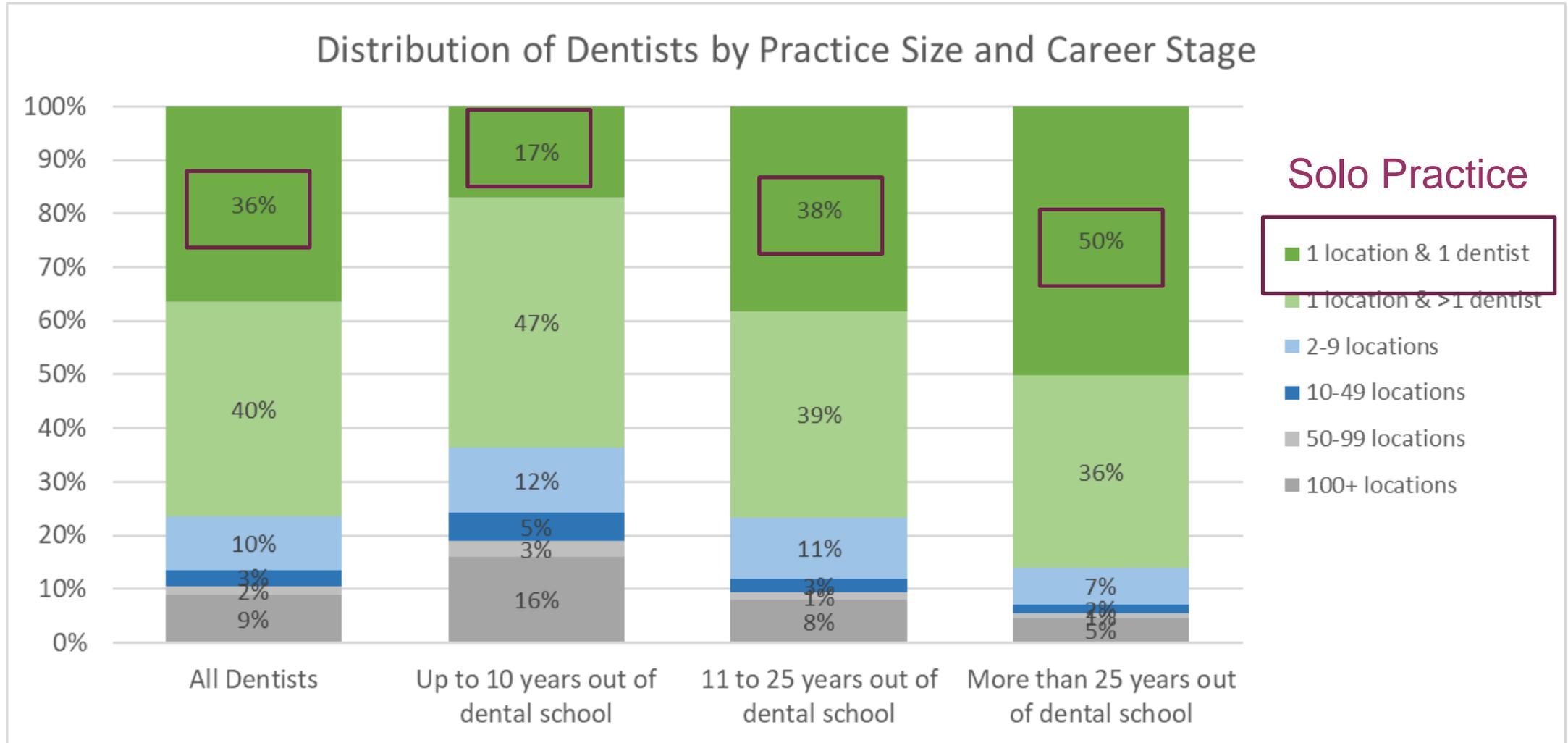


Solo practice continues to decline. This trend is accelerating.

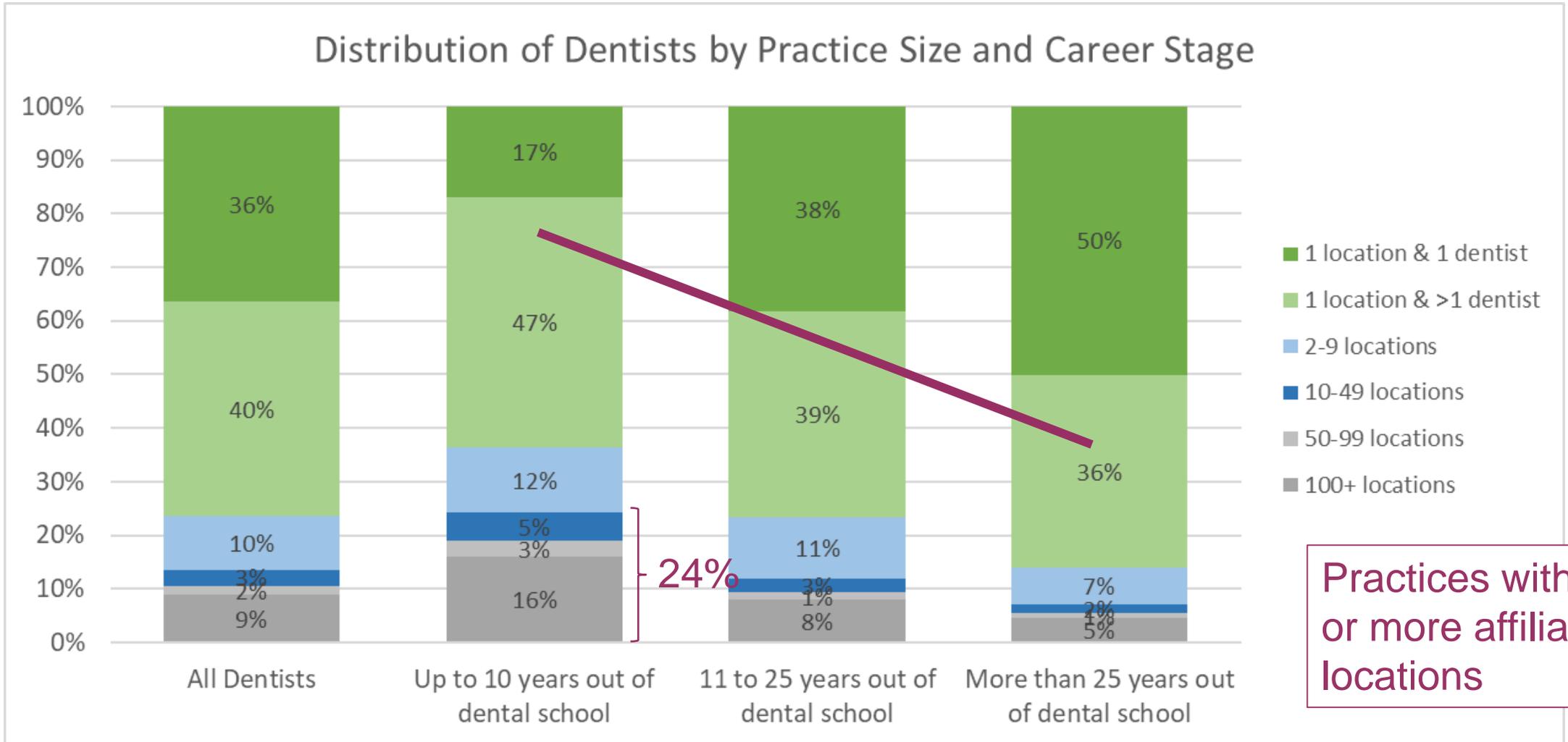
Dental Practice Size



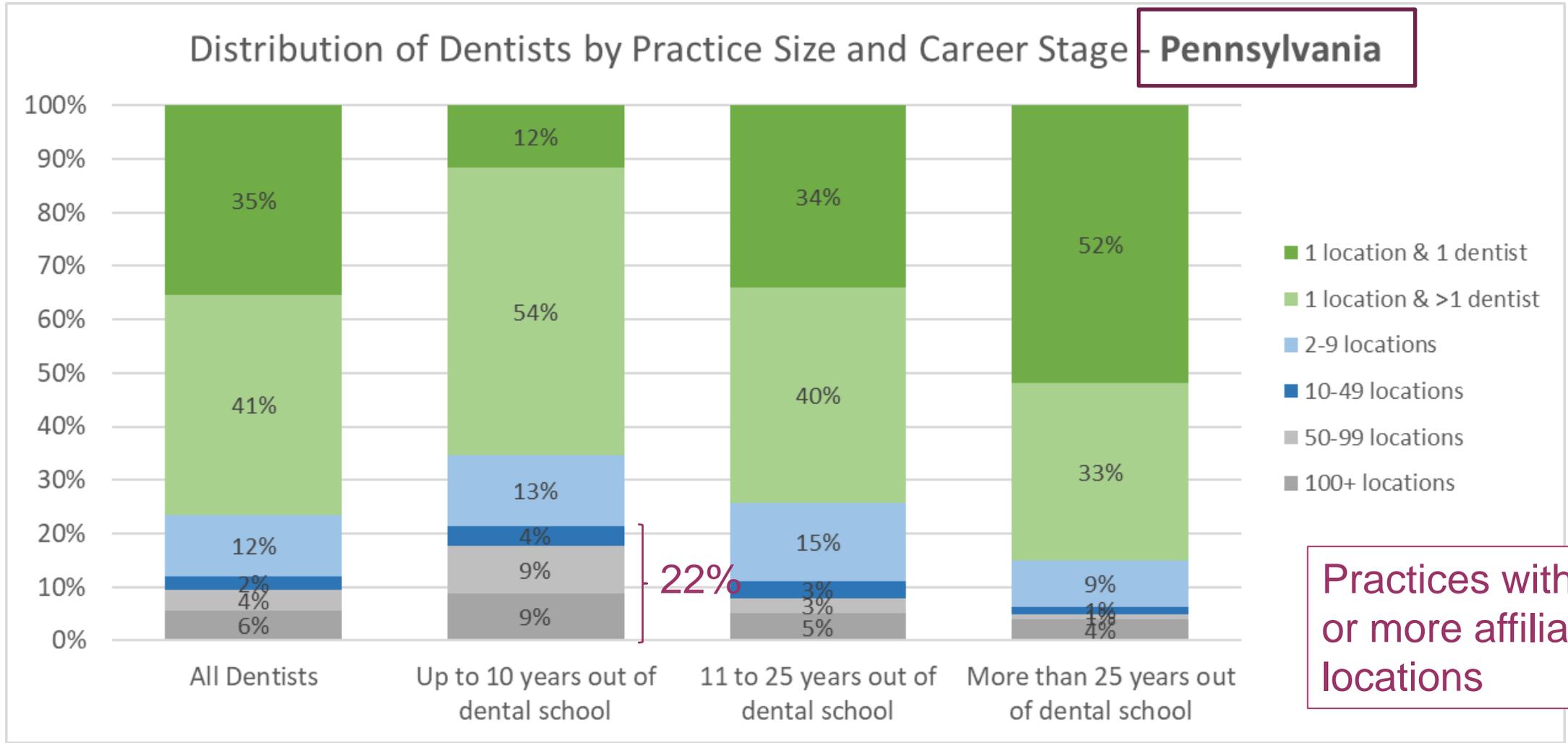
Dental Practice Size



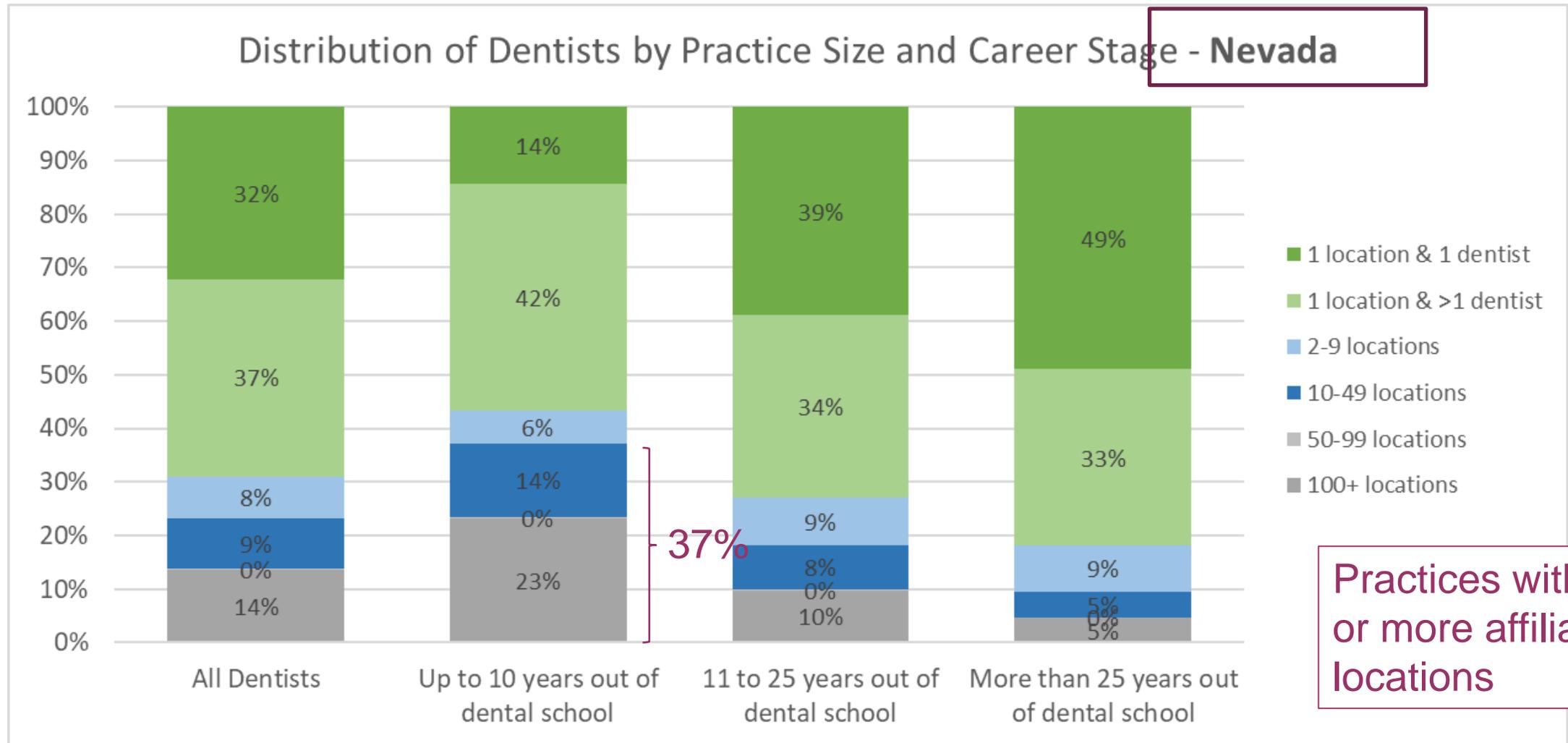
Dental Practice Size



Dental Practice Size



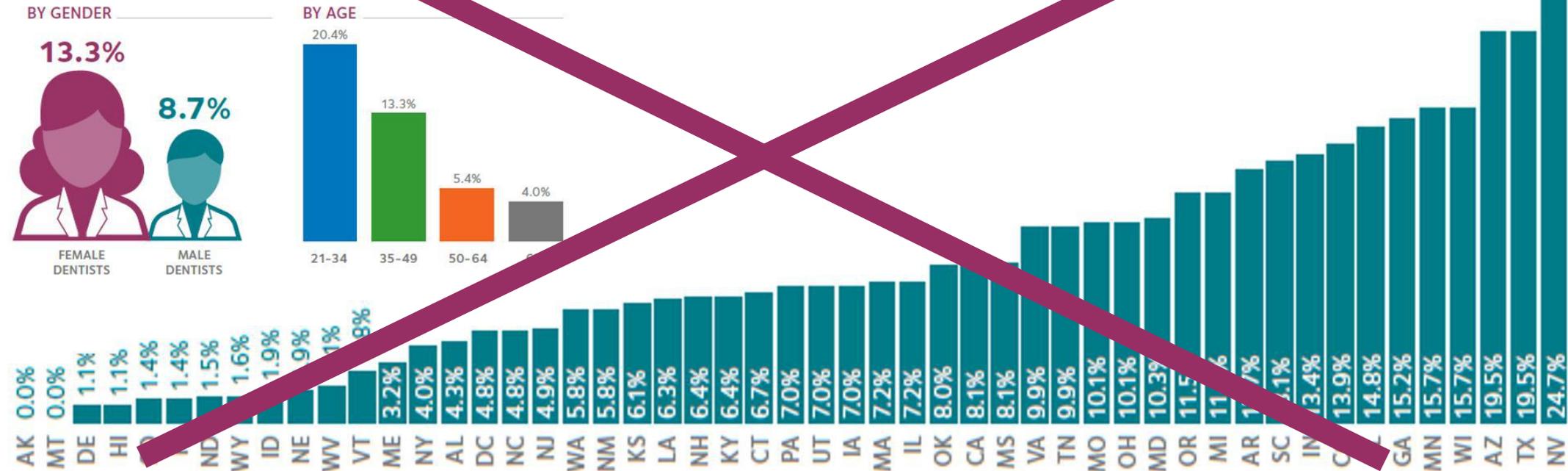
Dental Practice Size



Old Data from HPI

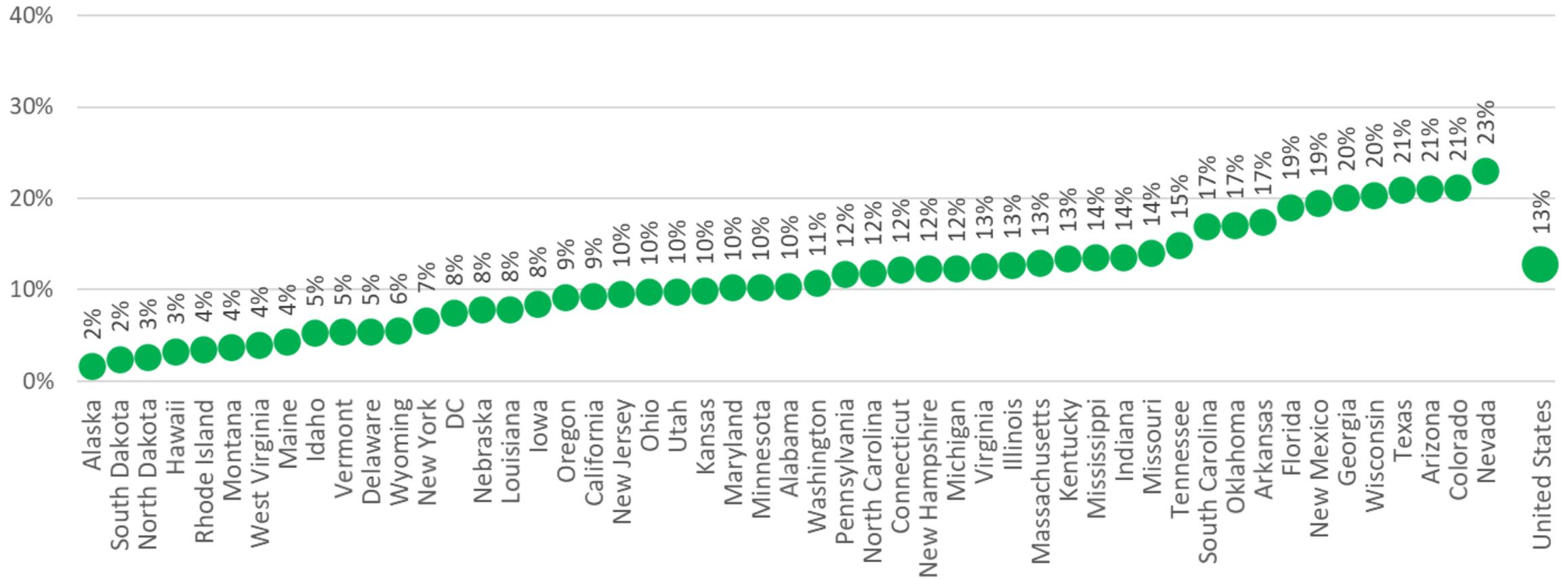


How Big are Dental Service Organizations?



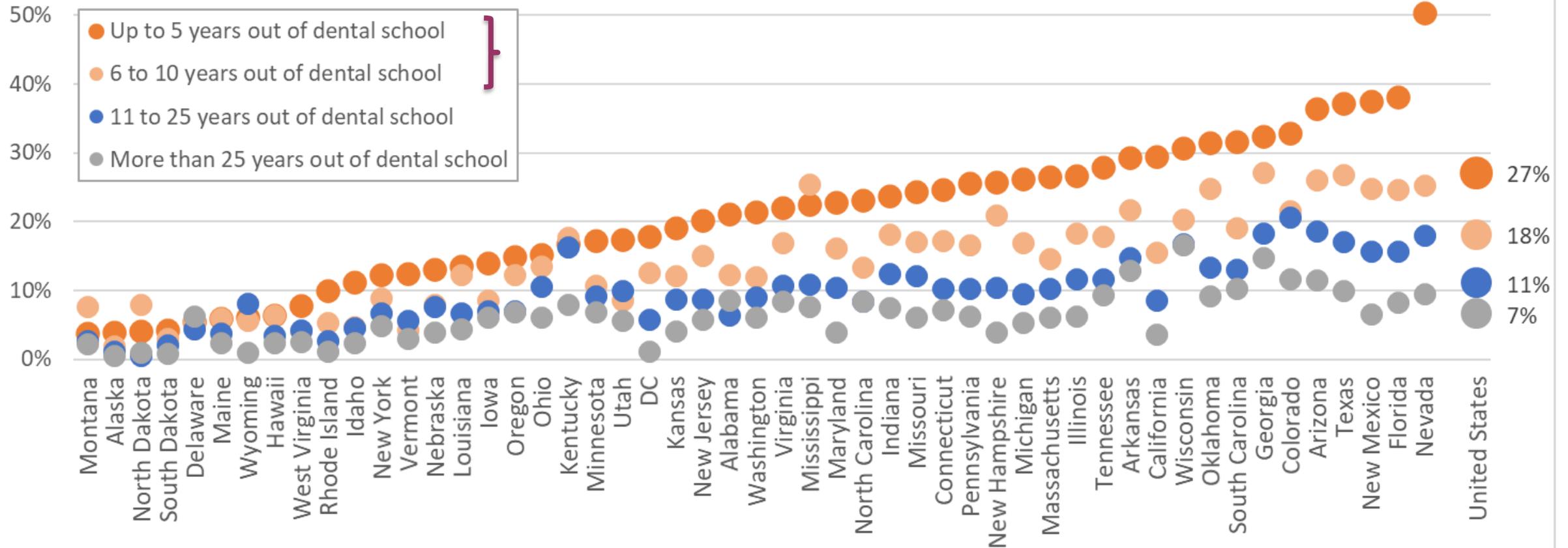
DSO Affiliation

Percent of Dentists Affiliated with a Dental Support Organization (DSO)



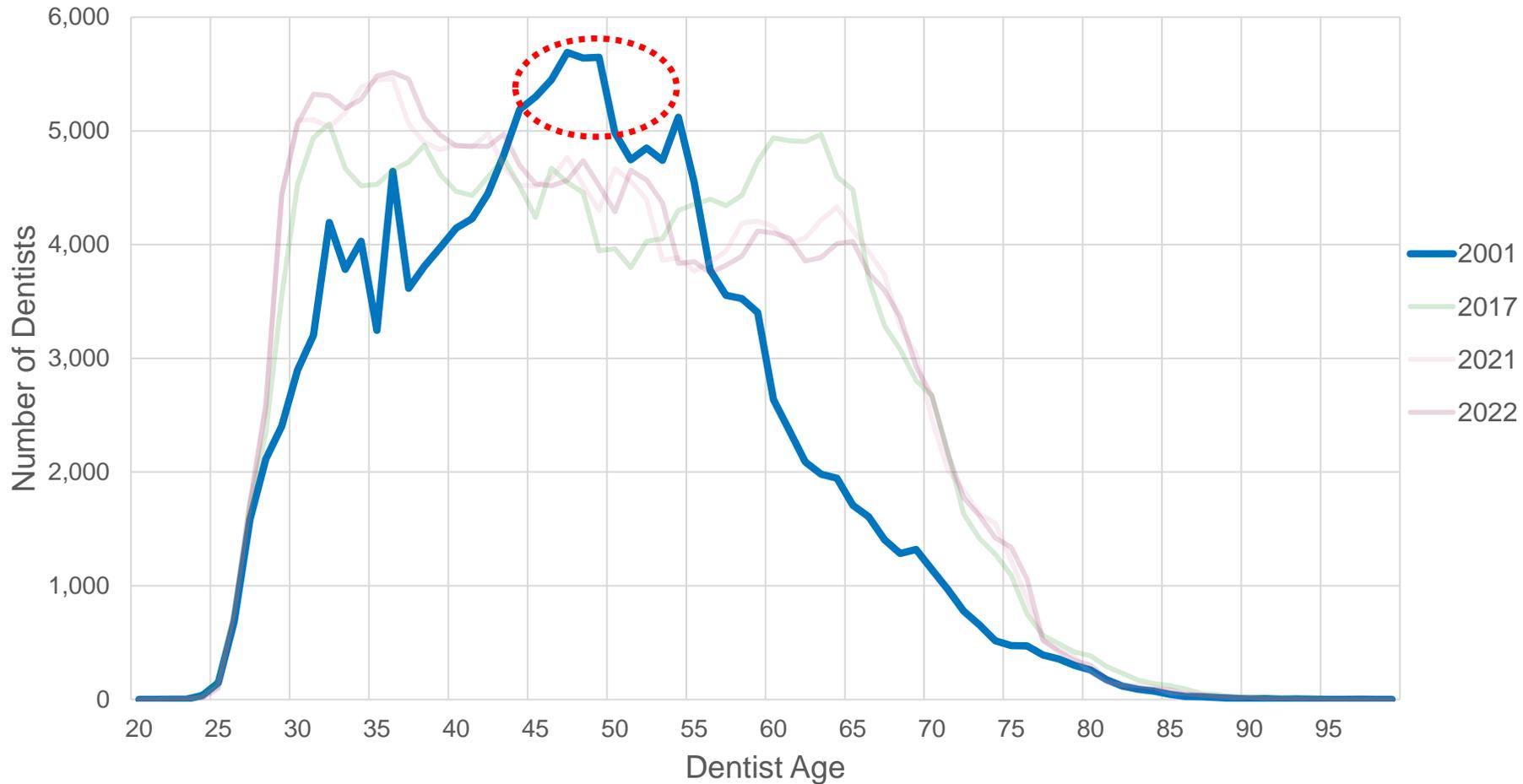
DSO Affiliation

Percent of Dentists Affiliated with a Dental Support Organization (DSO)



A Generational Transition

Age Distribution of the Dentist Workforce

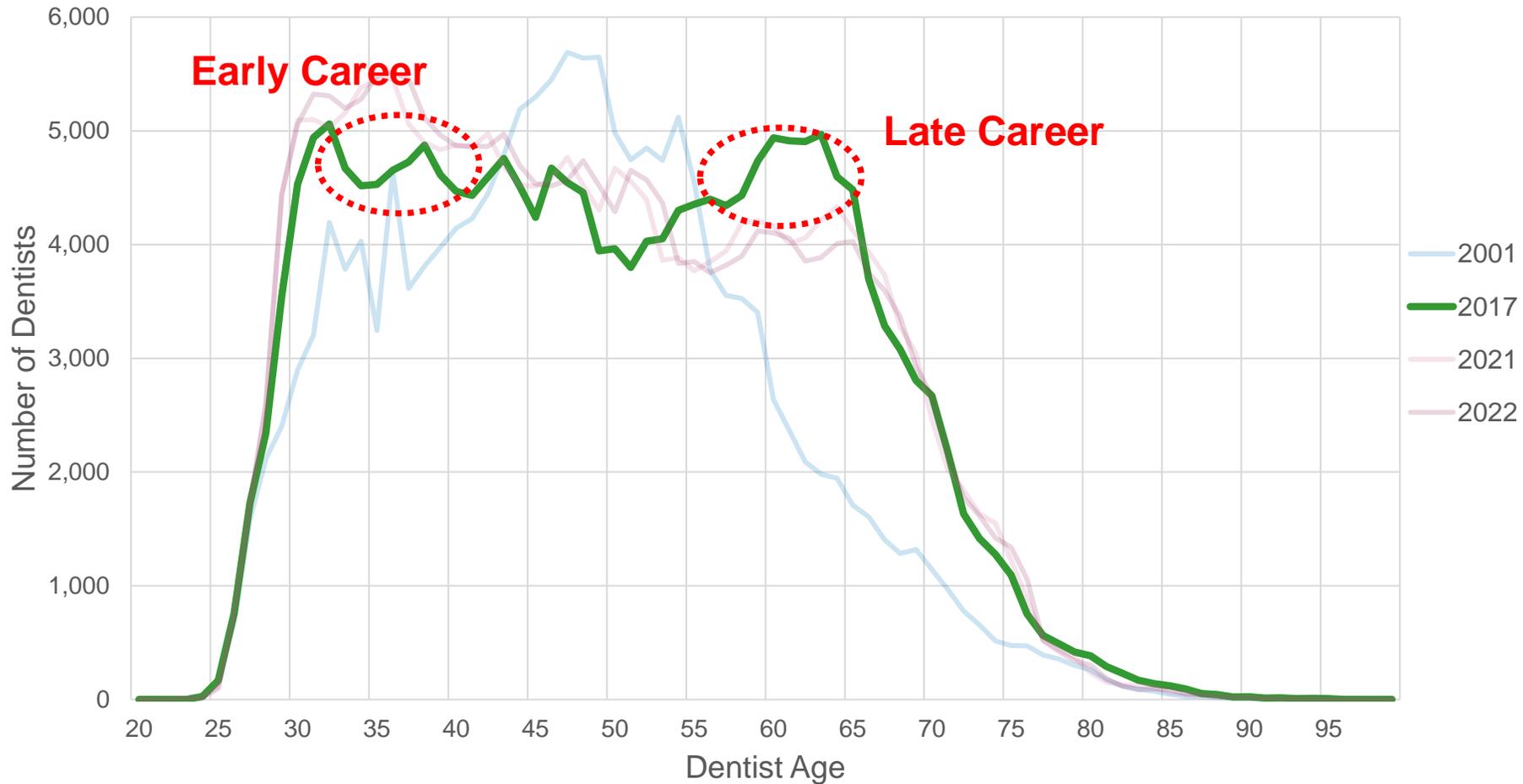


Twenty years ago, there were lots of dentists in their mid-40s.

There were not a lot of really young or really old dentists.

A Generational Transition

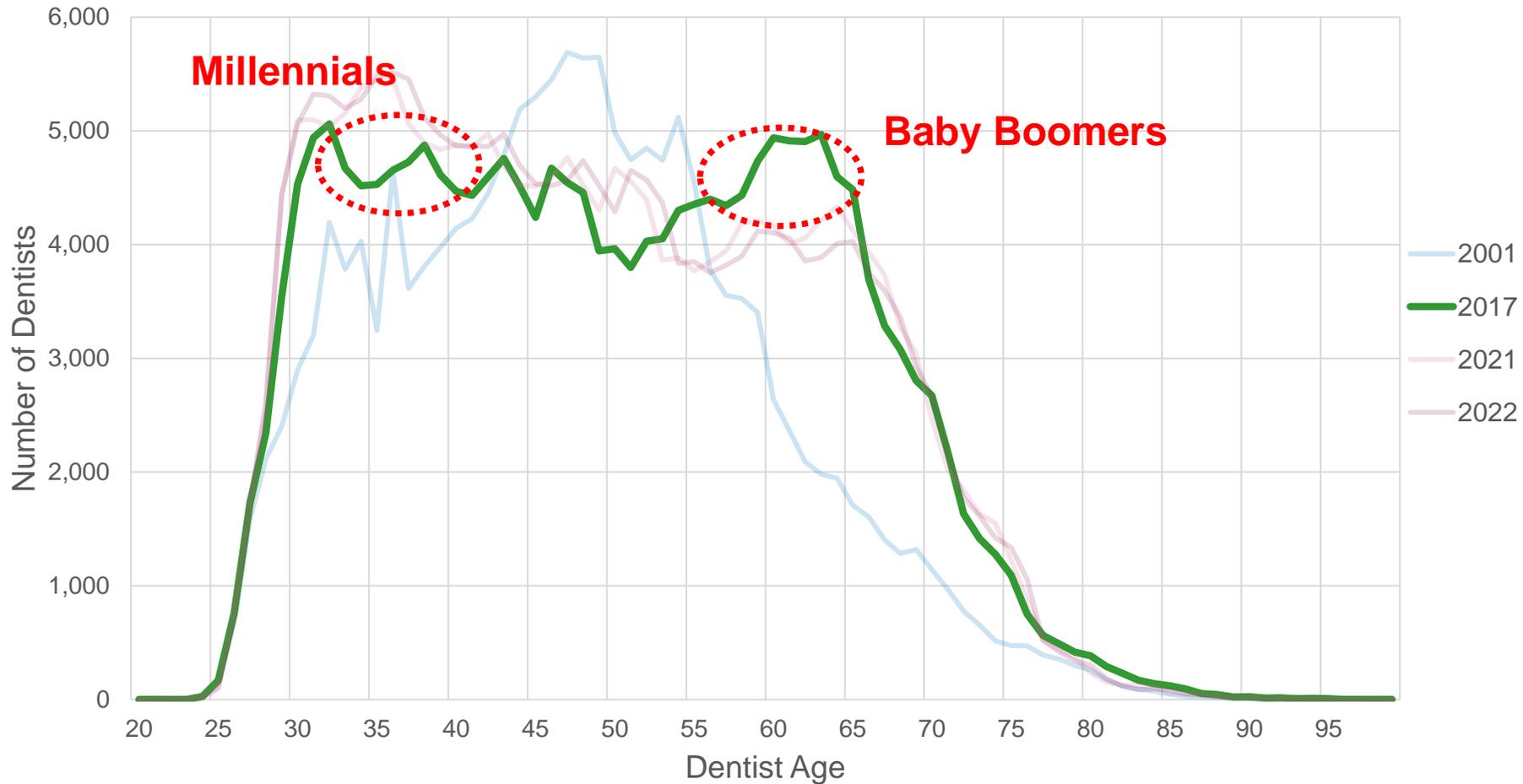
Age Distribution of the Dentist Workforce



Five years ago, you see a bimodal distribution emerge: lots of dentists in their 30s and lots in their 60s.

A Generational Transition

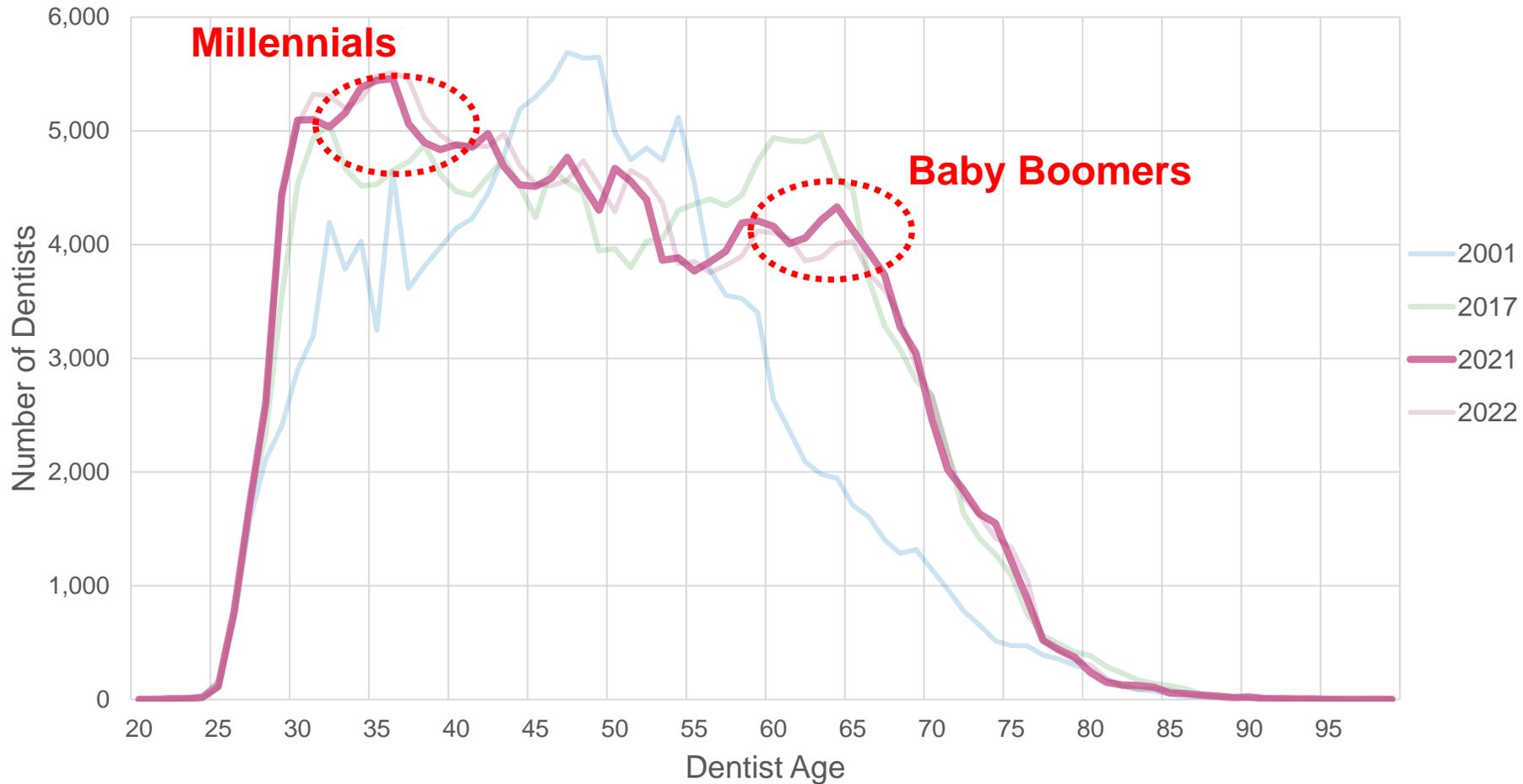
Age Distribution of the Dentist Workforce



Five years ago, you see a bimodal distribution emerge: lots of dentists in their 30s and lots in their 60s.

A Generational Transition

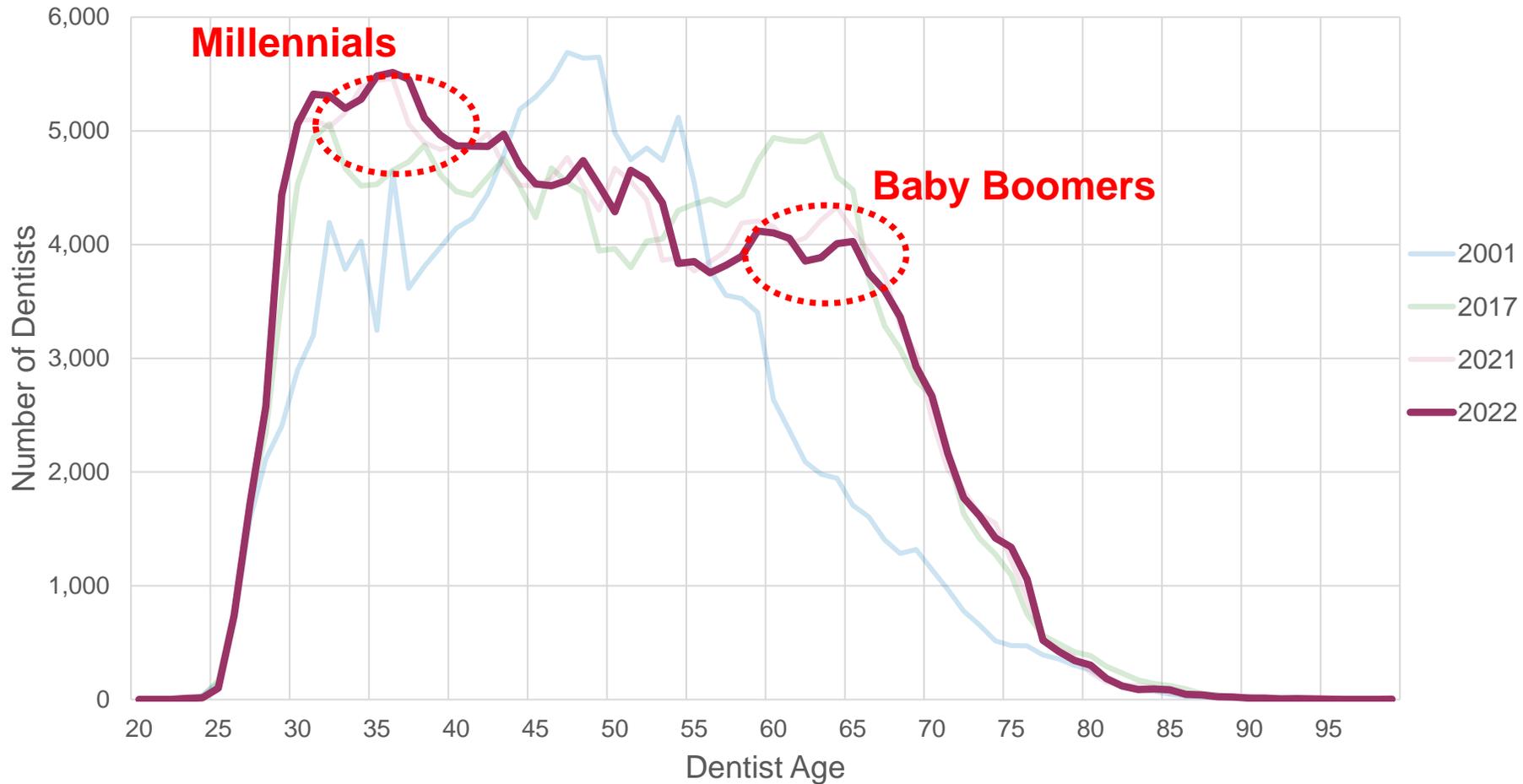
Age Distribution of the Dentist Workforce



By 2021, similar bimodal pattern but more 'tilted' as Baby Boomer exits increase and more new graduates enter.

A Generational Transition

Age Distribution of the Dentist Workforce

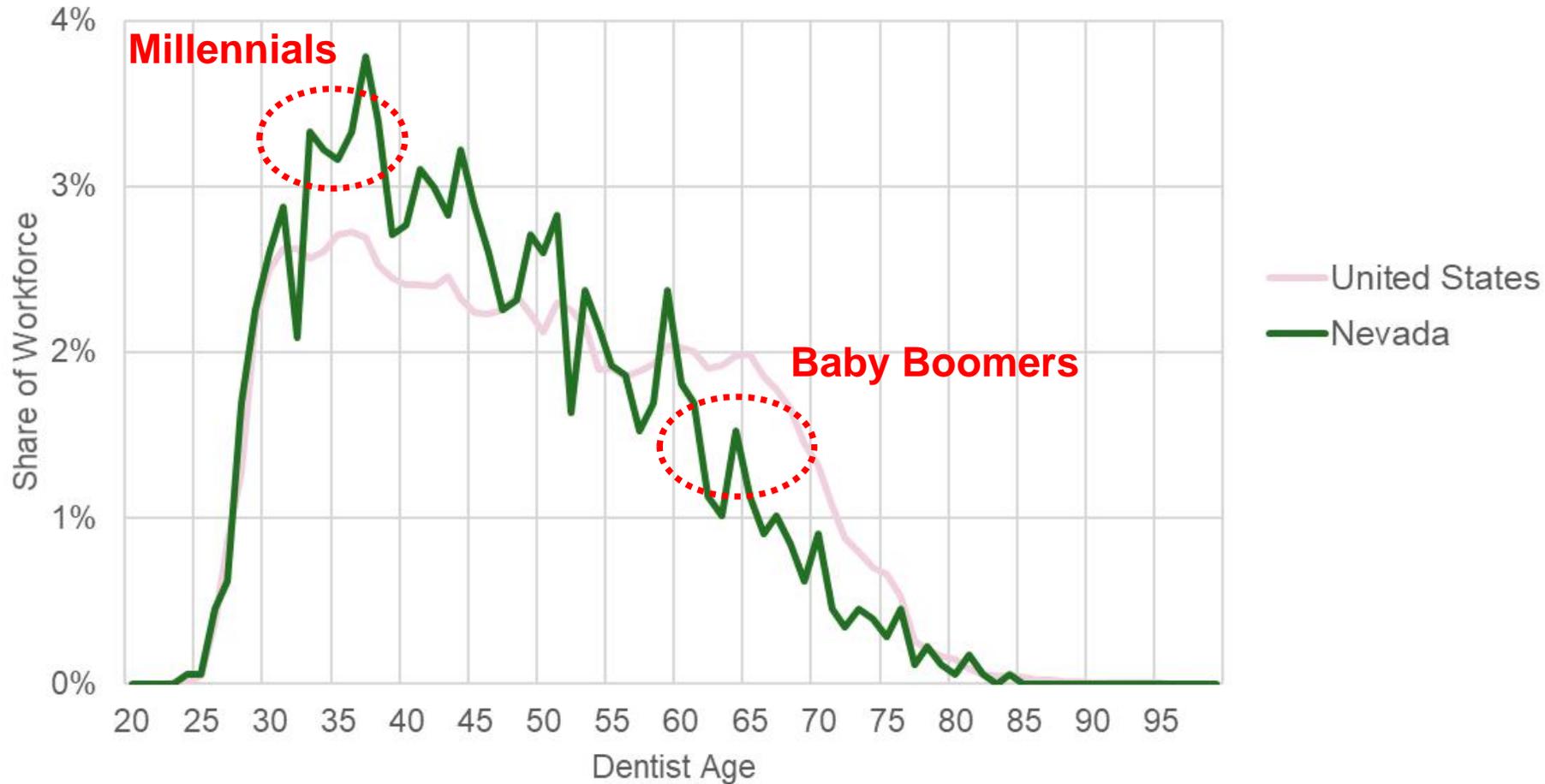


Even in one year, from 2021 to 2022, we see a further 'tilting' of the curve as Baby Boomer exits accelerate and yet more new graduates enter.

We are in the thick of the generational transition.

A Generational Transition

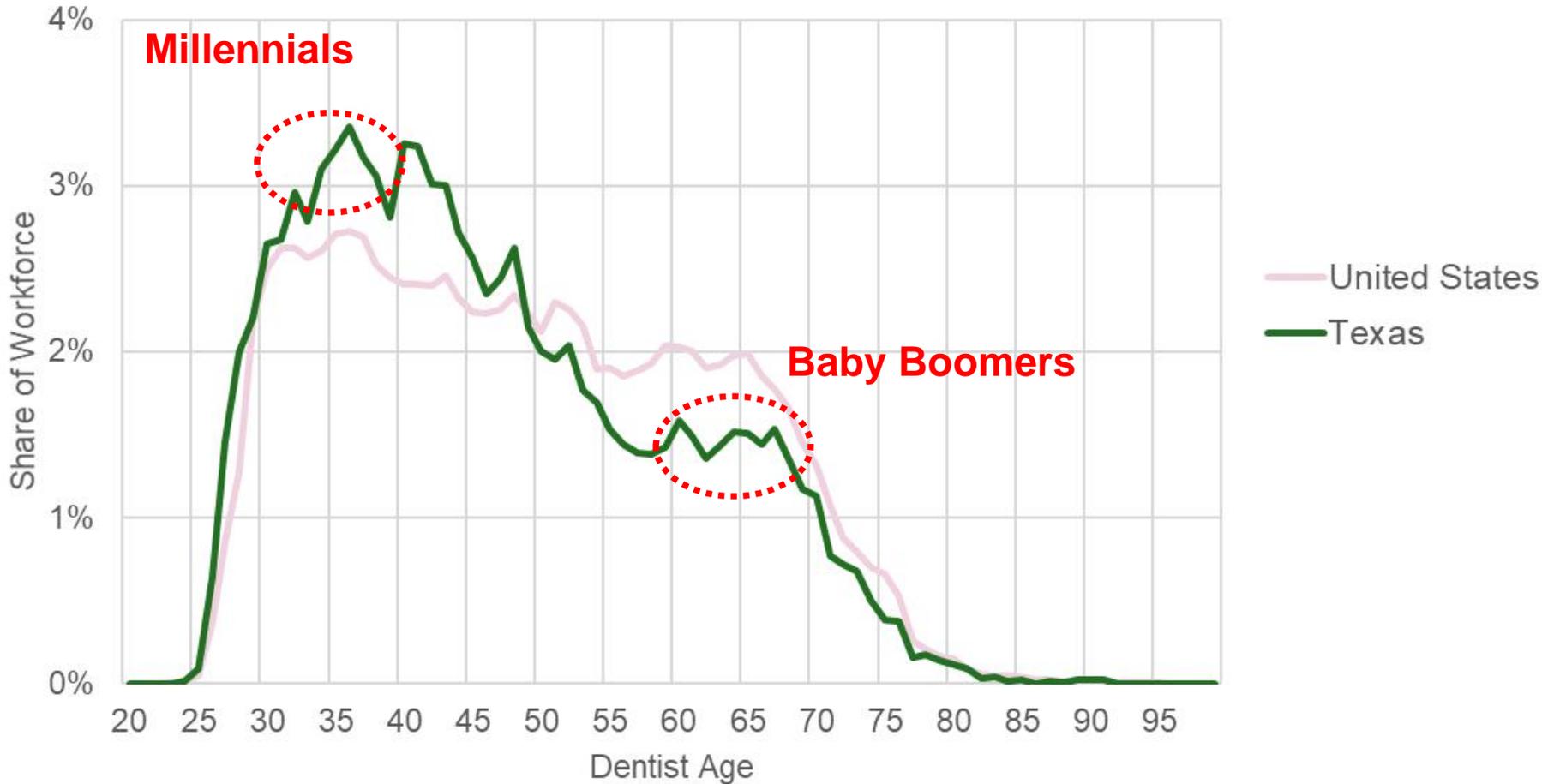
Age Distribution of Dentists, 2022



The generational transition in NV is complete.

A Generational Transition

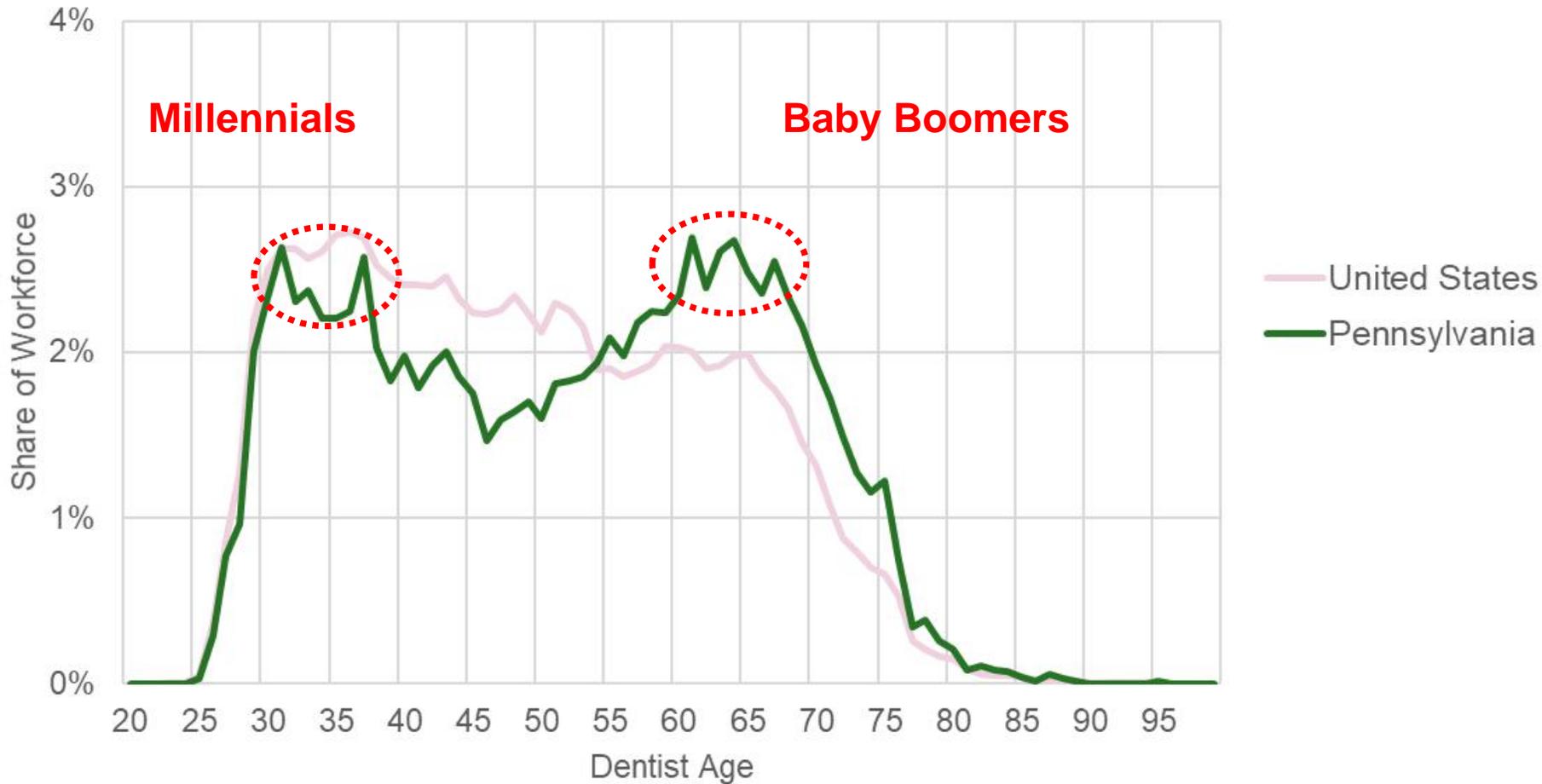
Age Distribution of Dentists, 2022



The generational transition in TX is almost complete.

A Generational Transition

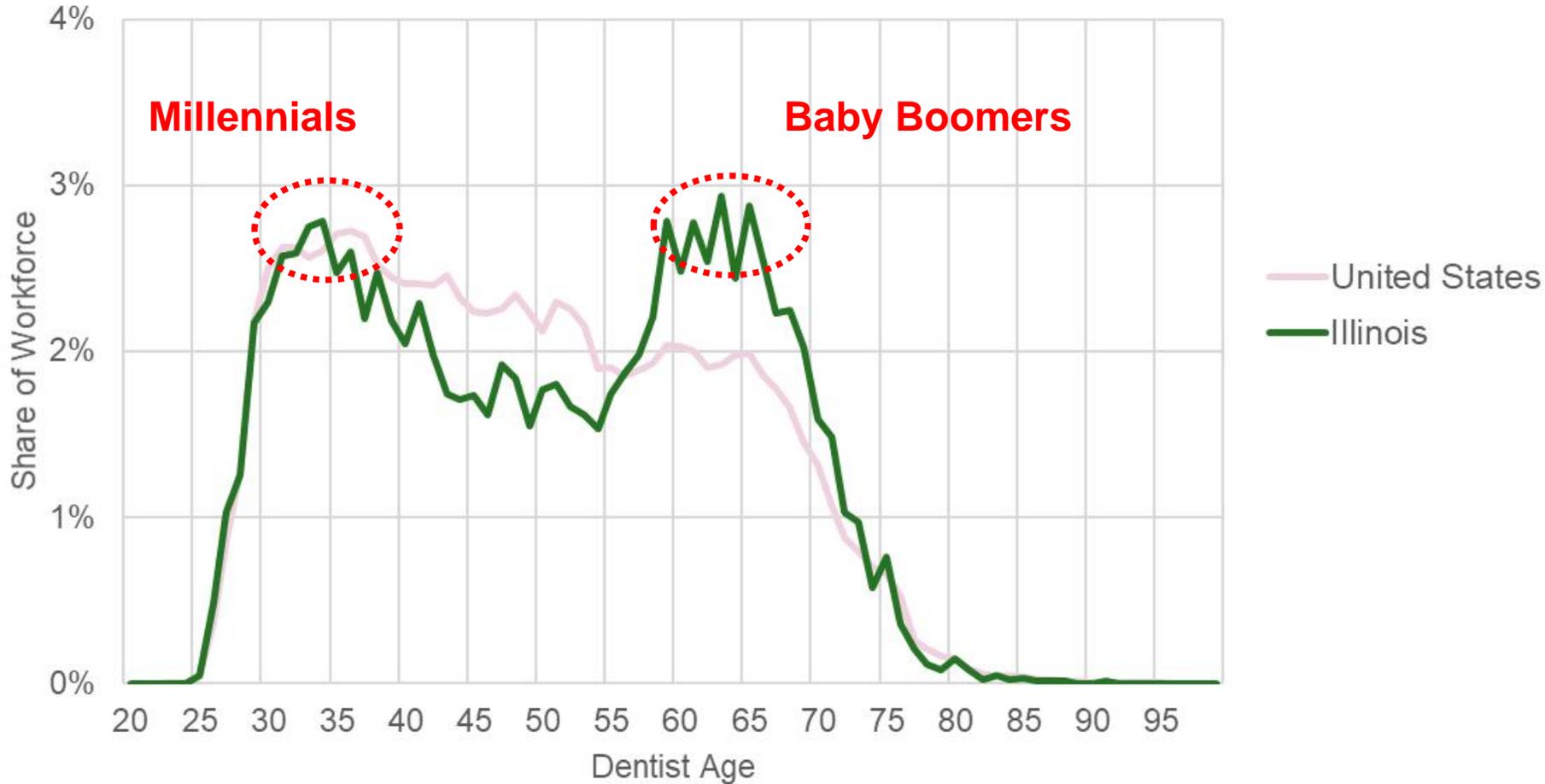
Age Distribution of Dentists, 2022



The generational transition in PA is about to really kick in.

A Generational Transition

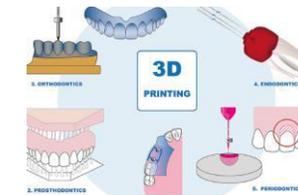
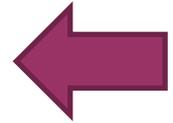
Age Distribution of Dentists, 2022



The generational transition in IL is about to really kick in.

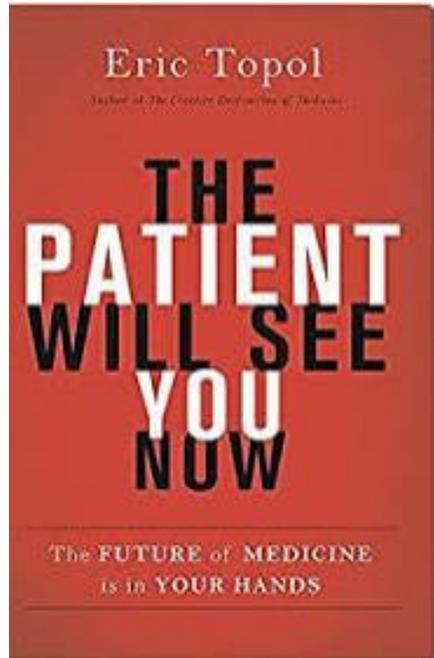
Looking Ahead – Key Trends

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2. Changing Patient Mindsets
3. Emerging Technology
4. Payment Reform

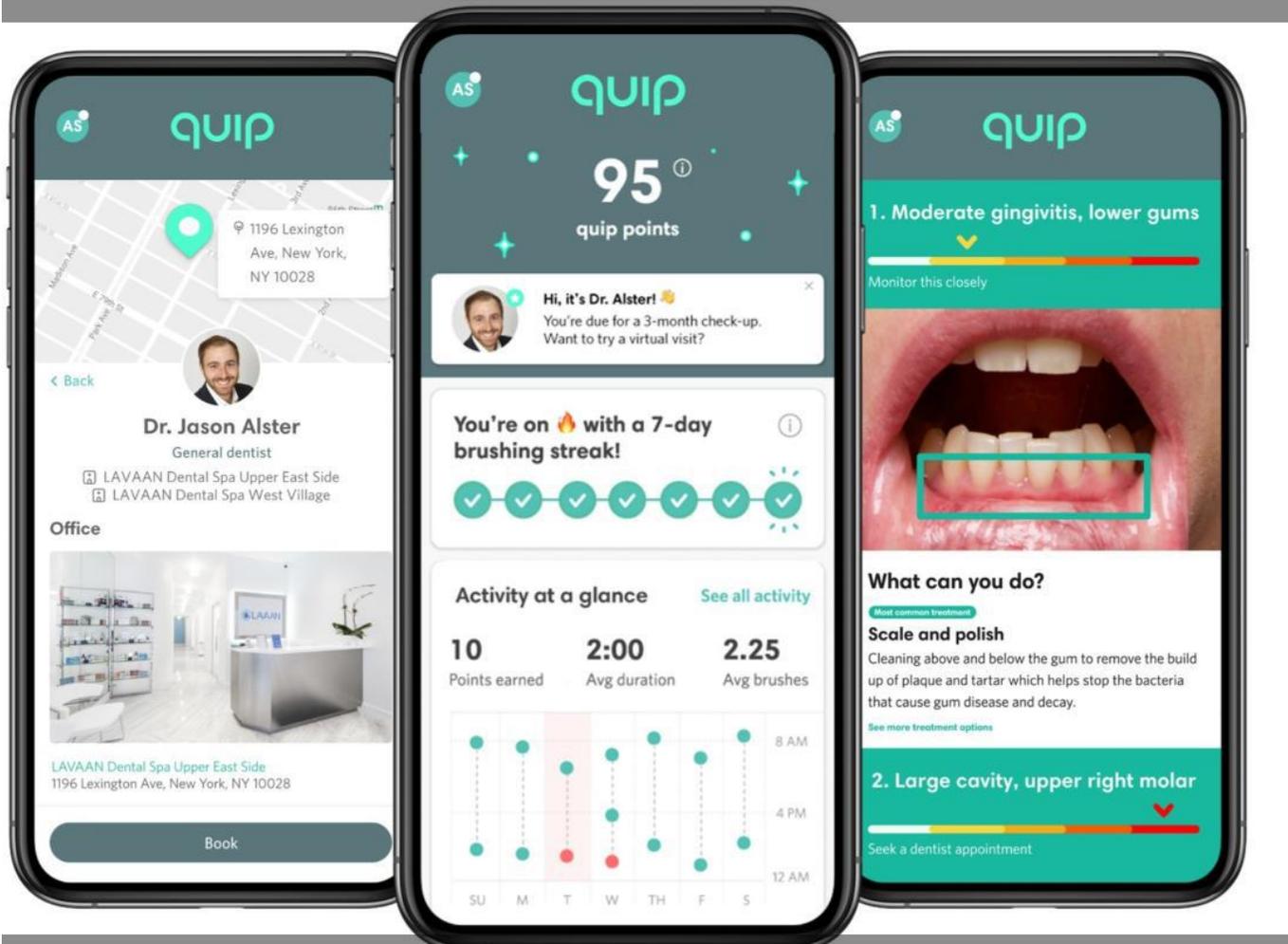


Patient Mindsets are Changing

As The Millennial Generation Overtakes Baby Boomers, Dental Groups Adapt With Convenient Solutions



Patient Mindsets are Changing



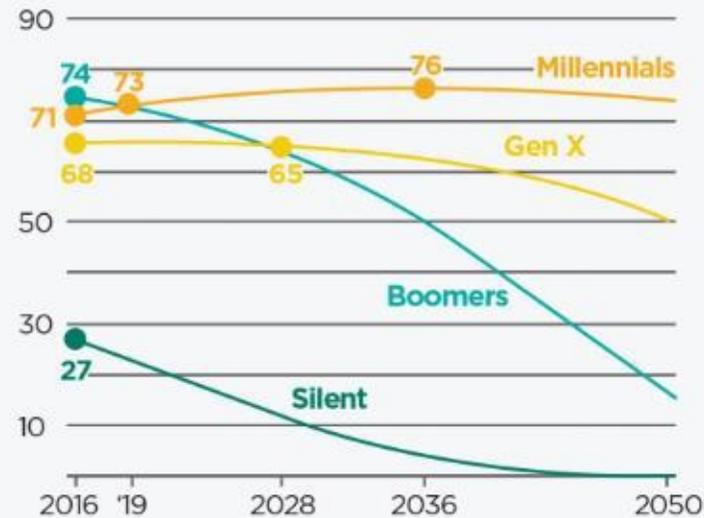
quip Acquires Teledentistry Company Toothpic to Become First 360-degree Oral Health Service and Improve Dental Care Access for Over 40 Million People

Patient Mindsets are Changing

There is a significant generational shift happening in the U.S. population. Millennials are flexing more economic muscle.

Projected population by generation

In millions



Note: Millennials refer to the population ages 20 to 35 as of 2016.

Source: Pew Research Center tabulations of U.S. Census Bureau population projections released December 2014 and 2016 population estimates.

GEN Z

Born 1997 and later
Age in 2019: 22 and younger

Millennials

Born: 1981 to 1996
Age in 2019: 23 to 38

Gen X

Born: 1965 to 1980
Age in 2019: 39 to 54

Baby Boomers

Born: 1946 to 1964
Age in 2019: 55 to 73

The Silent Generation

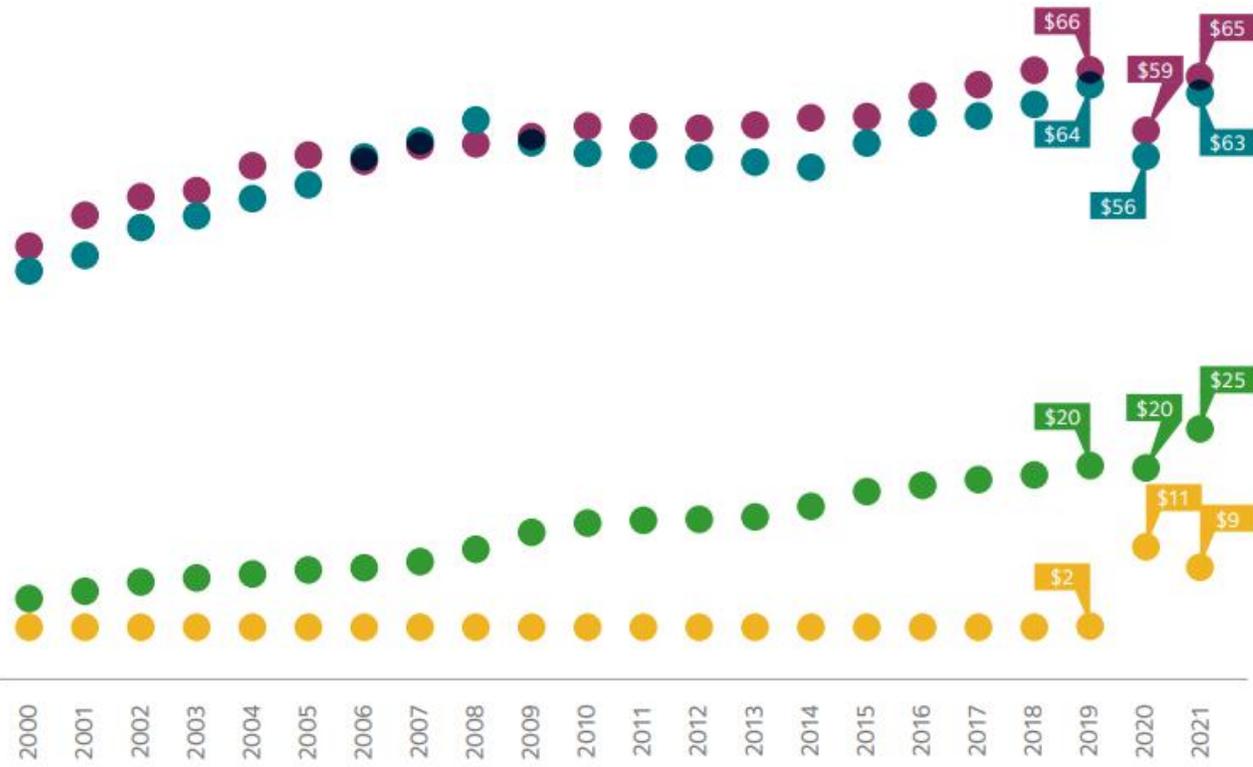
Born: 1928 to 1945
Age in 2019: 74 to 91

Patient Mix is Changing Too

NATIONAL DENTAL EXPENDITURES, 2000-2021 (Constant 2021 \$, Billions)

↑ GOVERNMENT PROGRAM SPENDING INCREASED BY 25% FROM 2020 TO 2021. Within government programs, Medicare and Medicaid spending increased by about \$2 billion each. Private health insurance spending was up by 11% and out-of-pocket spending increased by 13%.

- PRIVATE HEALTH INSURANCE ●
- OUT OF POCKET ●
- GOVERNMENT PROGRAMS ●
- OTHER ●



NATIONAL DENTAL EXPENDITURES BY SOURCE OF FINANCING, 2000-2021 (Constant 2021 \$, Billions)

The biggest increases in dental care spending the past decade are among publicly-insured patients.

Important to distinguish Medicaid, Medicare, and Medicare Advantage.

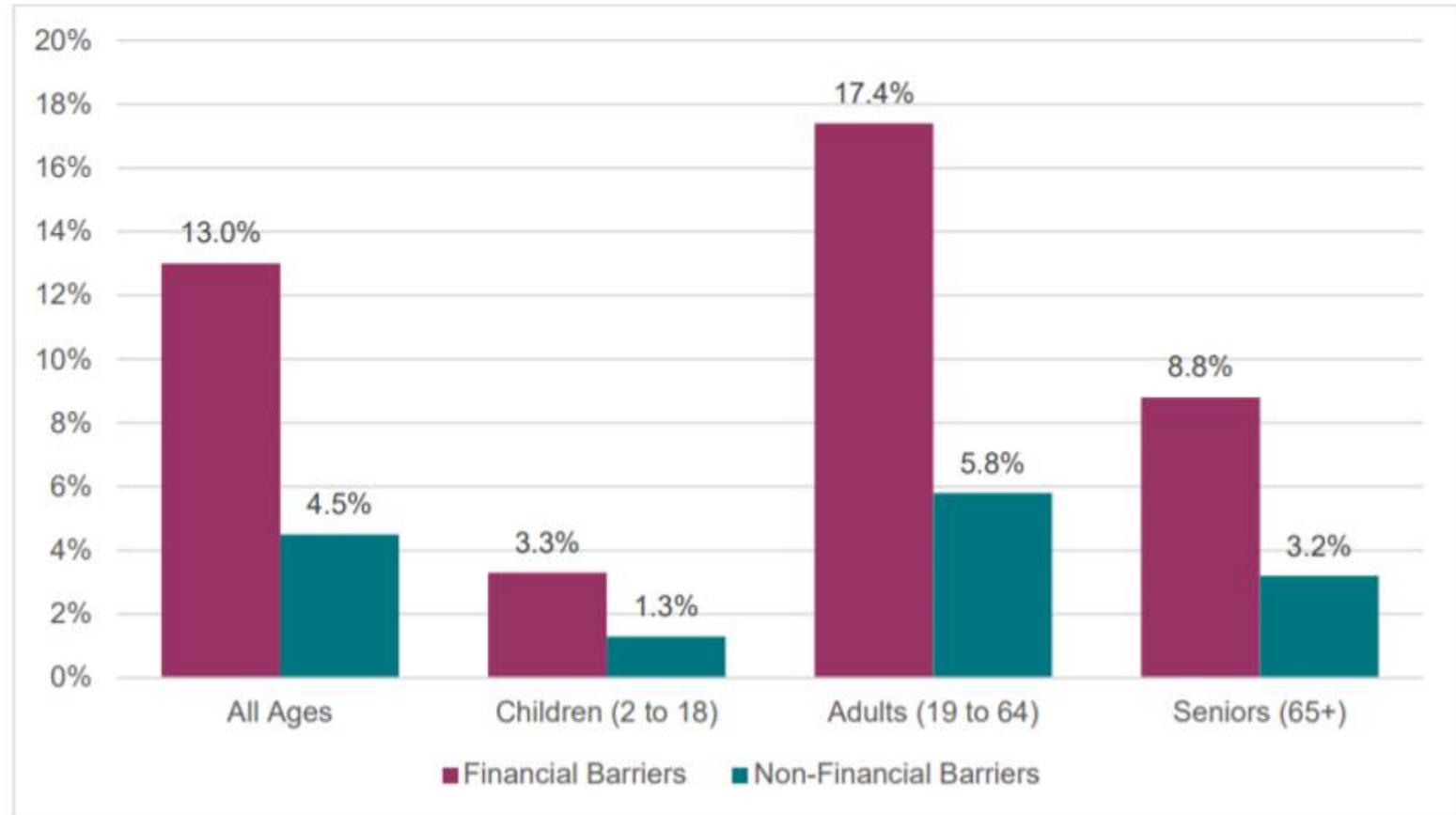
Sources: Centers for Medicare and Medicaid Services, U.S. Bureau of Economic Analysis, U.S. Census Bureau. Note: Expenditures adjusted for inflation using the GDP implicit price deflator. In the second graph, the 'Other' category includes the Paycheck Protection Program (PPP) and the Provider Relief Fund (PRF). It does not include the Economic Injury Disaster Loan (EIDL) program. The 'Government Programs' category includes Medicaid, Medicare, CHIP, Department of Defense, and Department of Veterans Affairs.

Why Don't More People Visit the Dentist?

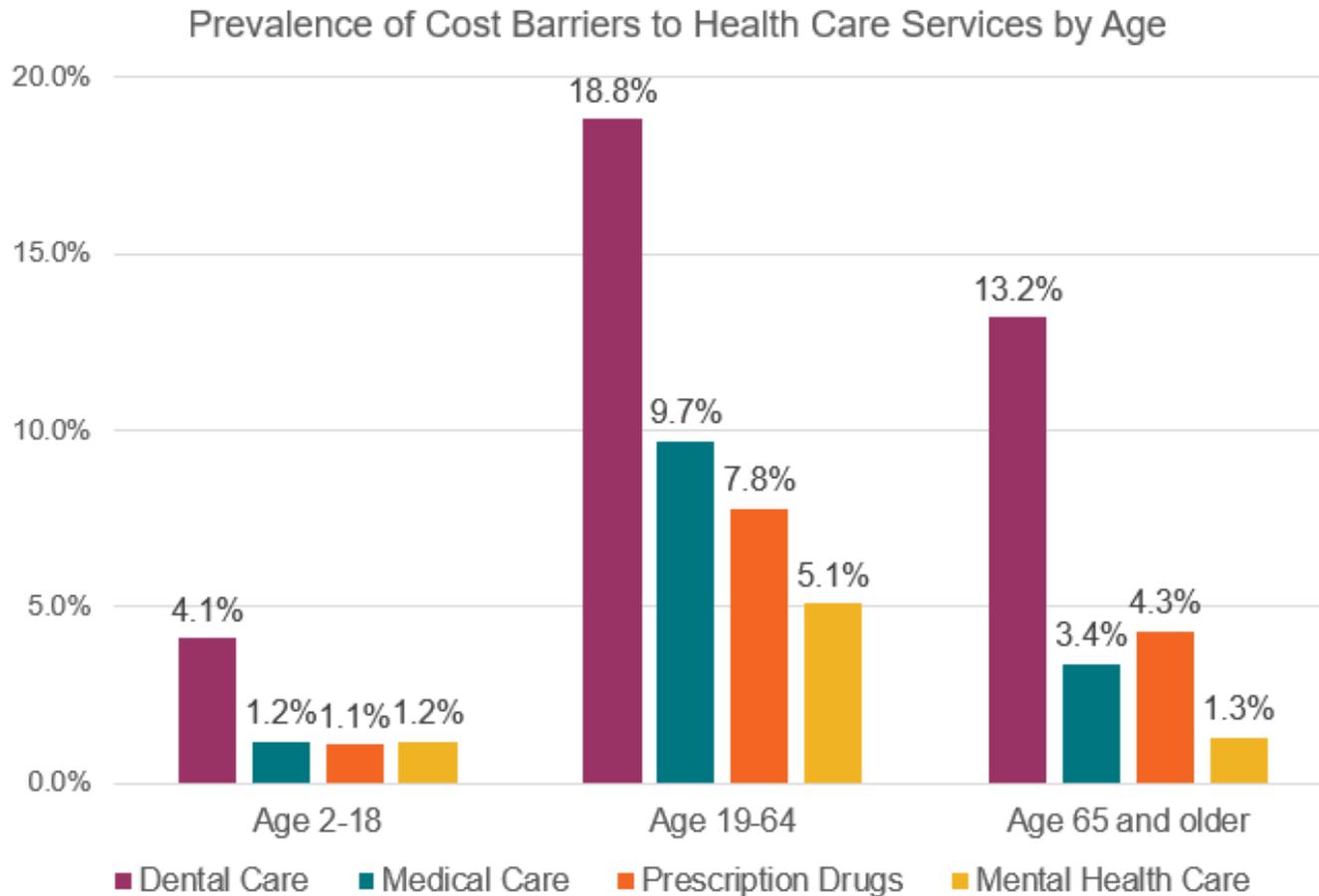
By far, cost barriers are much more important than any other type of barrier when it comes to visiting the dentist.

Adults face more barriers to dental care than children and seniors.

Percentage Indicating Financial and Non-Financial Barriers to Needed Dental Care



Dentistry is Perceived as 'Unaffordable'

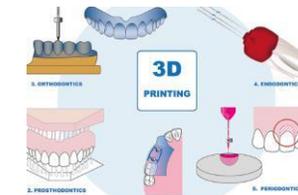


Cost barriers to dental care are higher than for any other type of health care service.

Source: Health Policy Institute analysis of National Health interview Survey data for 2019. Unpublished. Note: Percentages indicate those who reported they did not obtain needed services in the past 12 months due to cost.

Looking Ahead – Key Trends

1. Shifting Practice Modality
2. Changing Patient Mindsets
3. Emerging Technology
4. Payment Reform



Emerging Technology



17%

of responding dentists have a 3D printer in their practice

67% of these respondents have been 3D printing for 2 years or less

What is the reason you do not have a 3D printer?

44%

Dental laboratory fabricates all my clinical devices

39%

Financial investment is too high

34%

I do not need it or see a clinical benefit yet



21%

of those without 3D printers are considering buying or renting a 3D printer



35%

of those without printers are considering completing training in 3D printing

CSA Corner

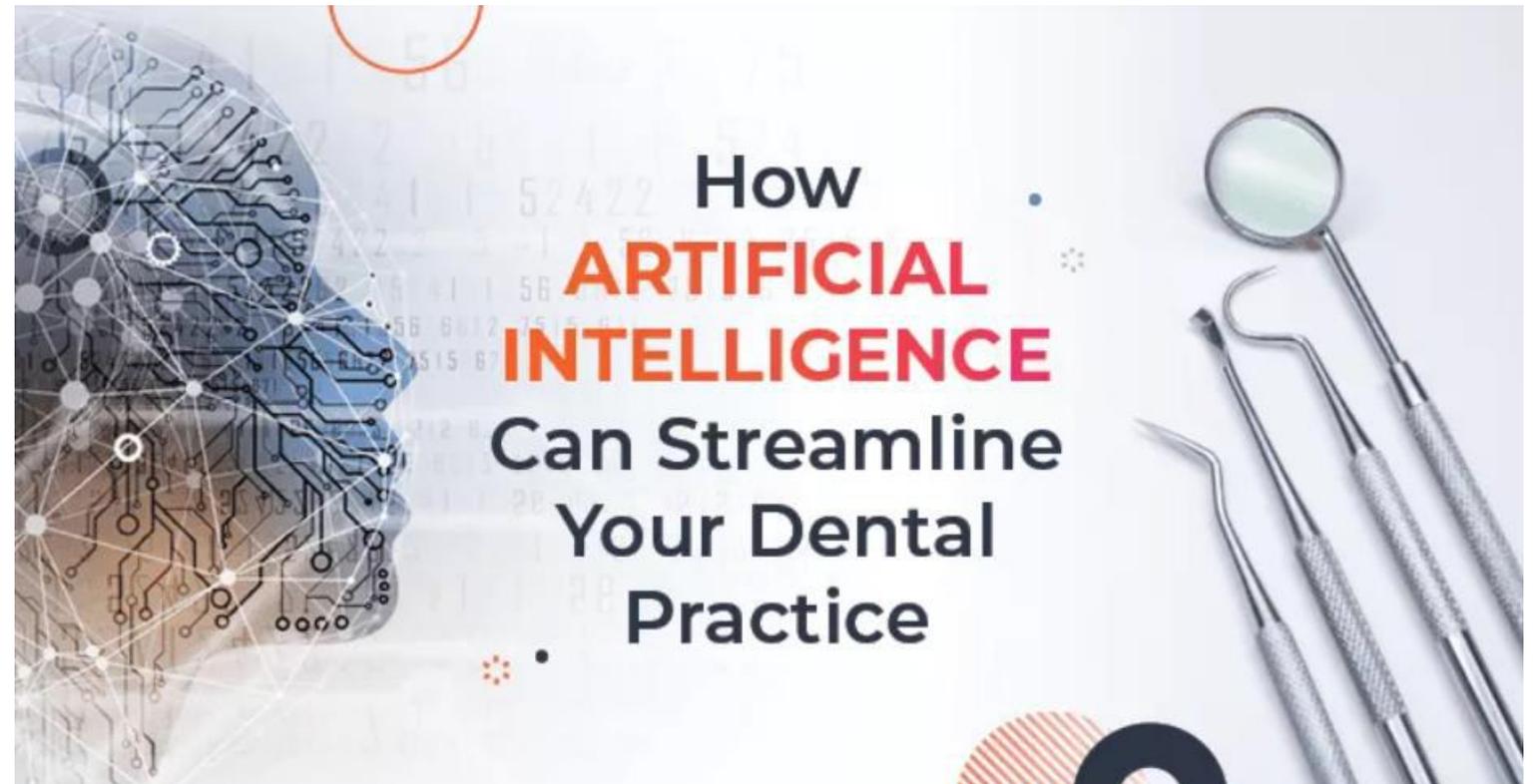
Prevalence and applications of 3-dimensional printers in dental practice

An American Dental Association Clinical Evaluators Panel survey



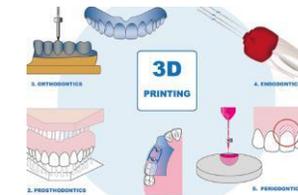
Emerging Technology

AI will have a significant impact on dentistry in the next few years.



Looking Ahead – Key Trends

1. Shifting Practice Modality
2. Changing Patient Mindsets
3. Emerging Technology
4. Payment Reform



Value Based Care – Defining Terms

Guest Editorial

Value-based care in dentistry

Is the future here?

Marko Vujcic, PhD; Guy David, PhD

Box 1. Elements of value-based care.

Patient-Centered Care

Value-based care puts the patient at the center of the care delivery process. Dental care providers must take the time to understand patients' unique needs, preferences, and goals for their oral health and tailor treatment plans accordingly.

Focus on Prevention

Patients must be educated about the importance of preventive measures, such as regular examinations and at-home oral hygiene practices to prevent dental disease from developing. Providers and patients can leverage tools such as smart toothbrushes to track healthy behaviors.

Evidence-Based Practice

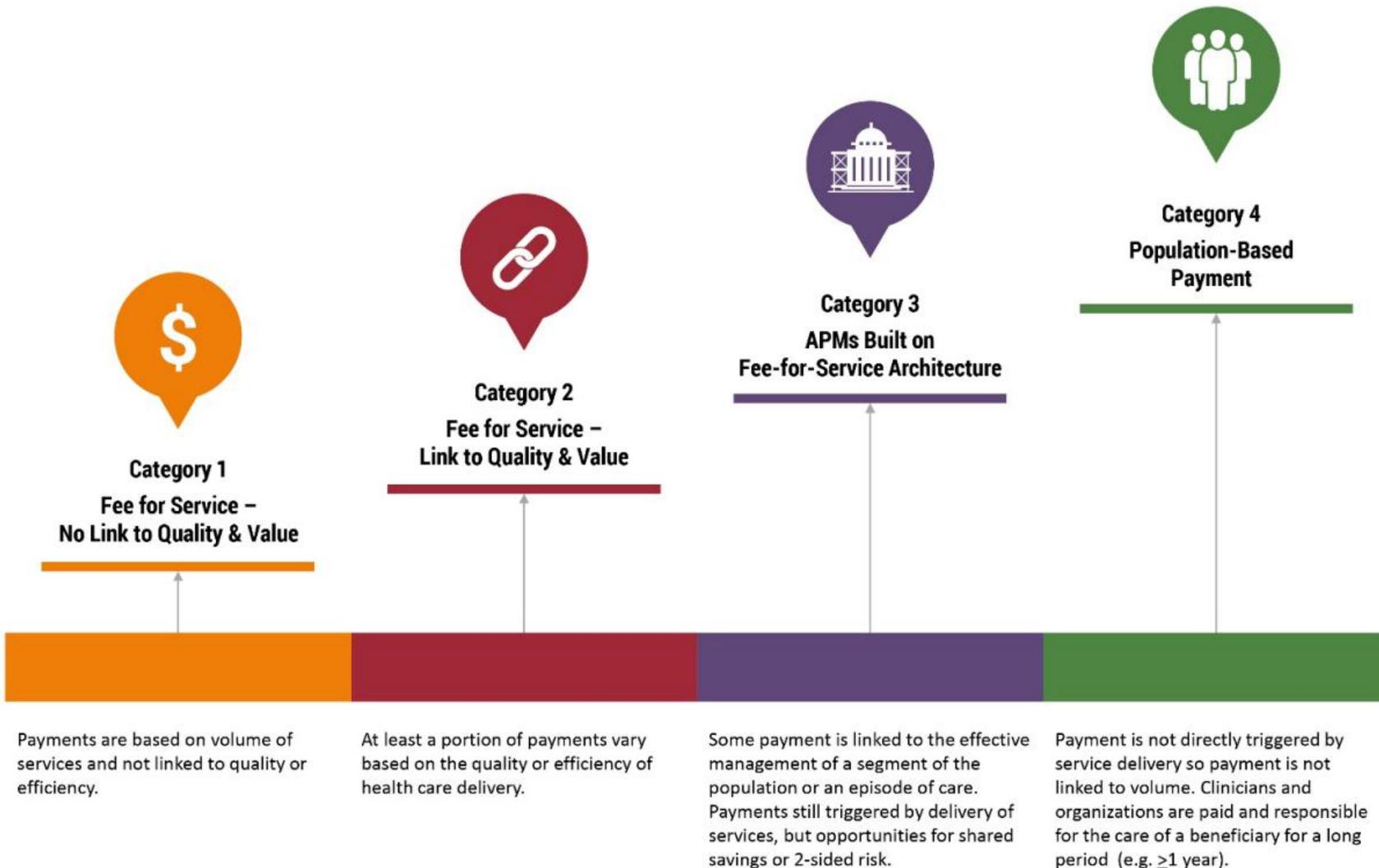
Dental care providers should use evidence-based practices to deliver high-quality care. Evidence-based dentistry involves using the best available scientific evidence to inform clinical decision making and treatment planning. There needs to be a consistent focus on what is the most effective intervention to improve oral health for a given patient. Improving oral health outcomes requires collaboration with other health care providers to ensure that patients receive coordinated, comprehensive care. Dental care providers may need to work with primary care physicians to manage patients' chronic health conditions that affect oral health. In many cases, it will be difficult to improve oral health in a dentistry-only silo.

Integrated Care

Continuous Improvement

Value-based care in dentistry involves continuous quality improvement. Dental care providers should track and analyze patient outcomes to identify areas for improvement and adjust their practices accordingly.

Value Based Payment Models – Defining Terms



VBP \neq Capitation models from the 90s

Where Do We Want to Be?

Reactive

Acting after
change happens

Responsive

Acting as change
happens, prepared

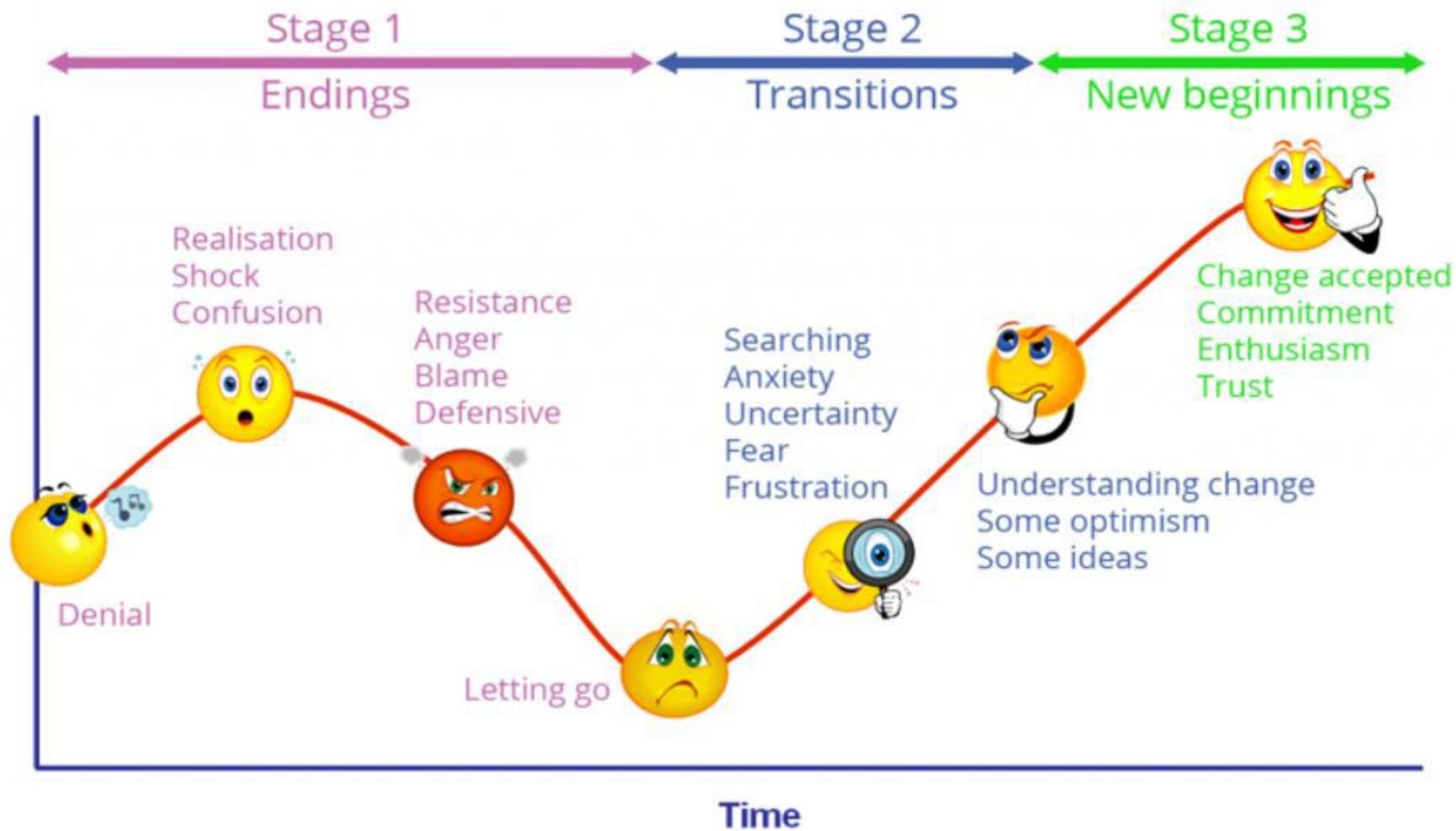
Proactive

Acting to shape
change before and
as it happens

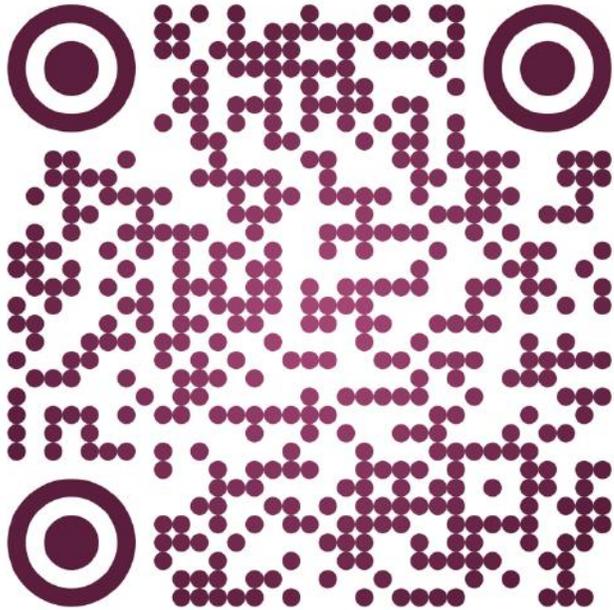
**Less or no
foresight**

**More
foresight**

The Journey From 'Reactive' to 'Proactive'



Thank You!



[ADA.org/HPI](https://ada.org/HPI)

hpi@ada.org

 [marko-vujicic](https://www.linkedin.com/in/marko-vujicic)

 [@adahpi](https://twitter.com/adahpi)



ADA American Dental Association®

Defining and Achieving the Value of Deliverables of our New ADA

Raymond A Cohlmiia, DDS
Executive Director, ADA



Thriving On

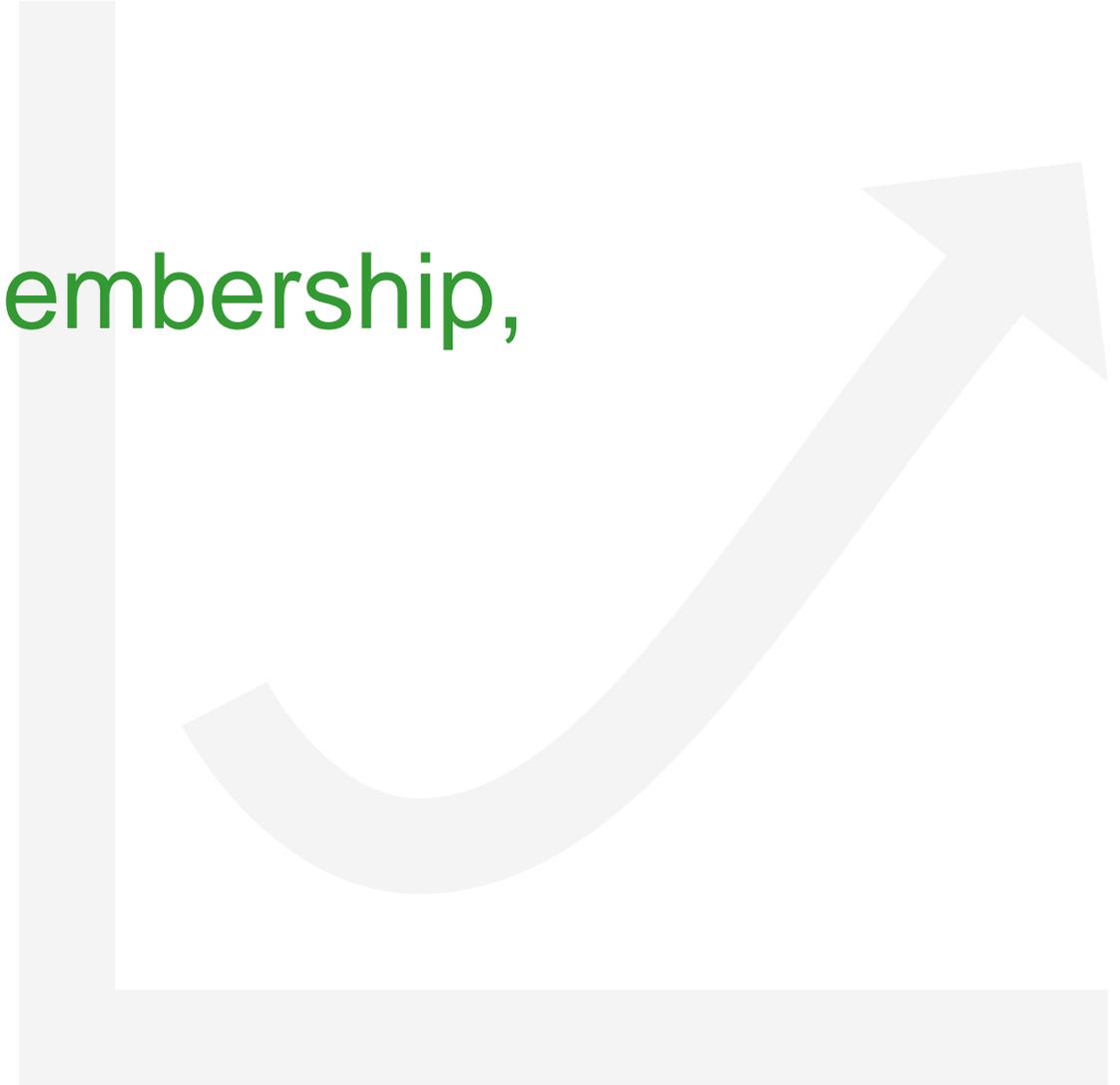
How the ADA is Defining Our Deliverables & Achieving Value For the Tripartite and Beyond

Raymond A. Cohlmiia, DDS
Executive Director

ADA Conference Week
July 17, 2023



When it comes to ADA membership,
we're maintaining...



Membership Update

Members	Acquisitions	Retention	Revenue
<p>118,096 1,266 More</p> <p>Active Licensed Members compared to 2022</p>	<p>4,338 335 More</p> <p>NEW Active Licensed Members compared to 2022</p>	<p>90.3% 2.4% Increase</p> <p>Active Retention Rate Active Licensed Dentists compared to 2022</p>	<p>78.9% (1.4%) Decrease</p> <p>Full Dues Payers Active Licensed Dentists compared to 2022</p>
<h2 style="text-align: center;">Conversion</h2>			
<p>73.3% (.5%) Decrease</p> <p style="text-align: center;">Conversion Rate for Class of 2022 compared to prior class</p>			

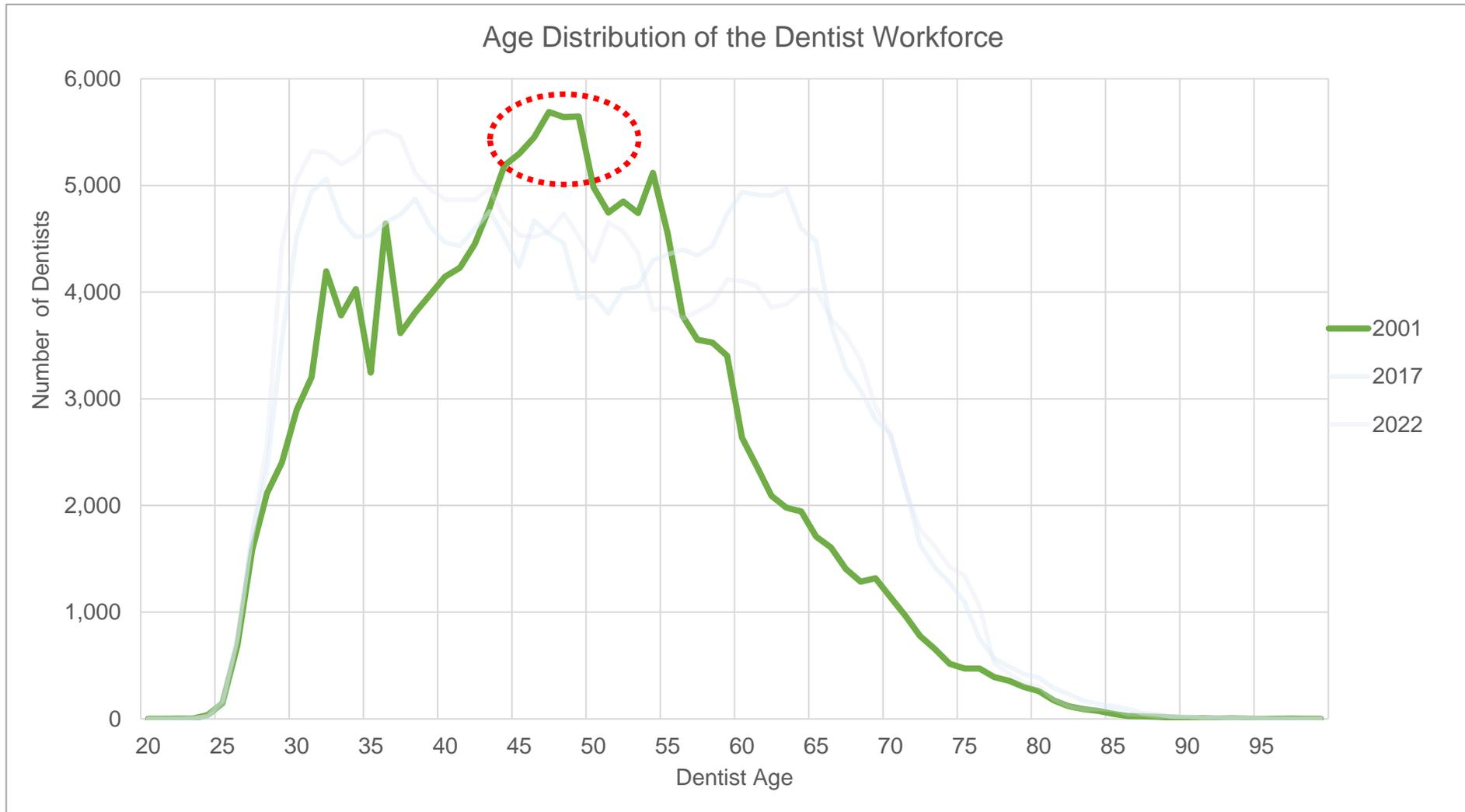
**as of June 30, 2023

Membership Update



**as of June 30, 2023

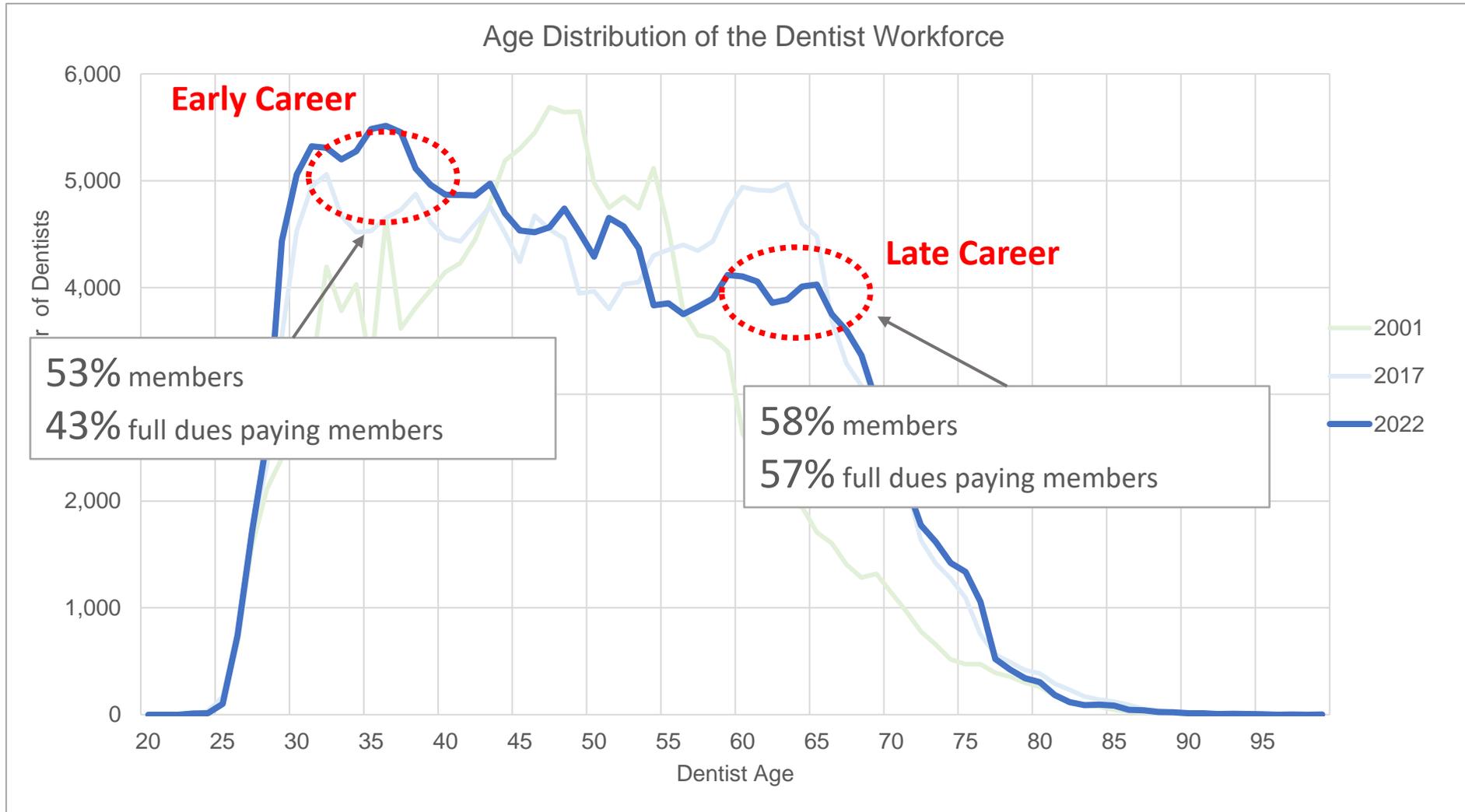
A Generational Transition



Twenty years ago, there were lots of dentists in their mid-40s.

There were not a huge number of really young or older dentists.

A Generational Transition



Dr. Vujicic Data Shows the Reality.....

....ADA market share varies across the career span and generational divide; most commonly, not in our favor

Membership Update

2 Year Tripartite vs Direct Member Trend				
Active Licensed Dentists				
	Current		Prior	Variance
Tripartite	108,327		107,622	705
Subtotal: TRIPARTITE	108,327		107,622	705
ADA Direct Member	0		1	-1
DENTAL SCHOOL	0		1	-1
FDS Direct	815		749	66
Graduate Students	440		445	-5
Provisional	8,450		7,960	490
US Abroad	64		52	12
Subtotal: DIRECT	9,769		9,208	561
TOTAL:	118,096		116,830	1,266

5 Year KPIs Trend for All Dentists Target Group					
Active Licensed Dentists					
	2023	2022	2021	2020	2019
	06/30/2023	06/30/2022	06/30/2021	06/30/2020	06/30/2019
Members					
Members	118,096	116,830	119,760	120,588	122,229
Members Variance to 1 Yr Ago	1,266	-2,930	-828	-1,641	4,552
Members Market Share	54.4%	54.3%	56.1%	56.6%	58.5%
Acquisitions					
New Members	4,338	4,003	4,009	3,915	3,433
New Members Variance to 1 Yr Ago	335	-6	94	482	417
First Time Joiners	968	595	467	448	508
Reinstated Members	3,370	3,408	3,542	3,467	2,925
Retention					
Active Renewals	108,032	107,281	110,109	110,946	113,419
Active Renewals Variance to 1 Yr Ago	751	-2,828	-837	-2,473	-1,062
Active Non-Renews	11,623	14,813	14,336	16,539	13,364
Active Retention Rate	90.3%	87.9%	88.5%	87.0%	89.5%
Active Retention Rate Diff to 1 Yr Ago	2.4%	-0.6%	1.5%	-2.5%	-1.2%
Revenue					
Full Dues Payers	93,194	93,787	94,844	77,653	81,633

**as of June 30, 2023

Membership Update

5 Year KPIs Trend for All Dentists Target
Active Licensed Dentists

	2023	2022	2021
	06/30/2023	06/30/2022	06/30/2021
Members			
Members	118,096	116,830	119,760
Members Variance to 1 Yr Ago	1,266	-2,930	-828
		54.3%	56.1%
	4,003	4,009	
	-6	94	
	595	467	
	3,408	3,542	
	107,281	110,109	
Active Renewals variance to 1 Yr Ago	731	-2,828	-837
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Active Retention Rate	90.3%	87.9%	88.5%
Active Retention Rate Diff to 1 Yr Ago	2.4%	-6%	1.5%
Revenue			
Full Dues Payers	93,194	93,787	94,844

The generational shift is happening

2023	2022	2021
93,194	93,787	94,844



The demographics and landscape have changed ... but have we?

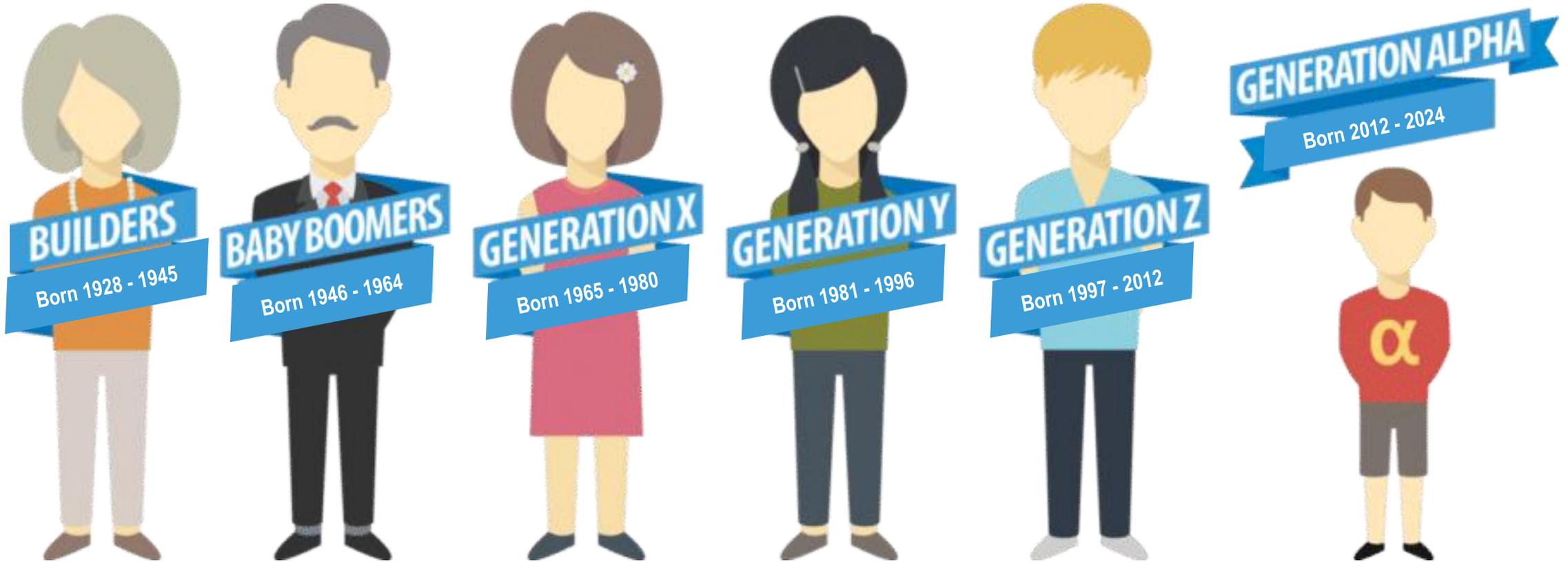


Age Distribution of the Dentist Workforce

We've Learned- We're experiencing a generational shift...

Some states are approaching it, some are in it, and some are past it.



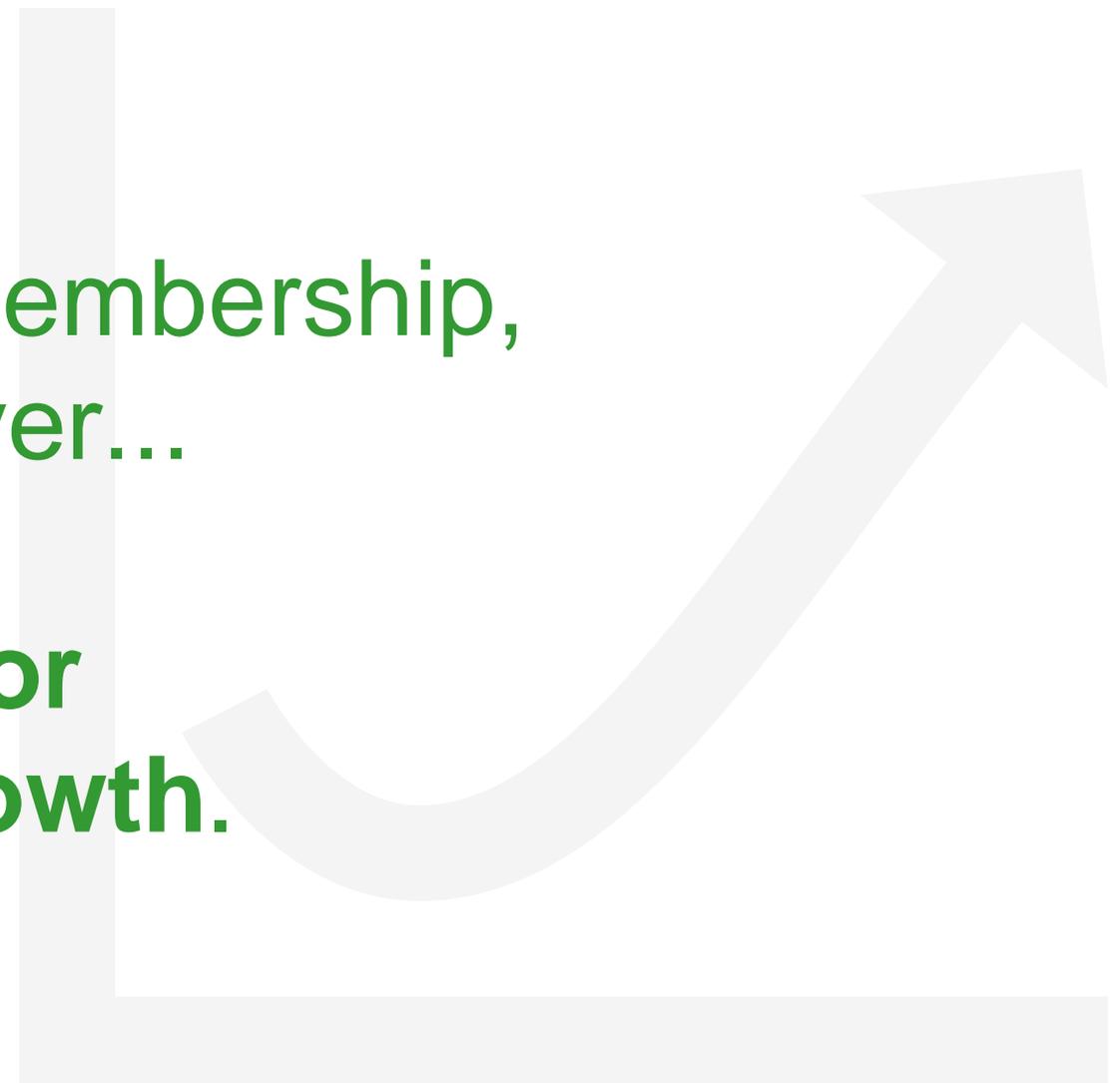


Some Quick Takeaways

- **We are nearing the tail end of a major generational transition in the dentist workforce.** It's the 3rd period, with a few years left before the Baby Boomer cohort of dentists transitions out.
- **Practice models continue to trend away from solo practice** to various forms of group practice. Faster than previously thought. This practice modality shift is being driven, in part, by the generational transition.
- **The vast majority of states have yet to capture the next generation of dentists into ADA membership.** But states are at different points of the generational transition.
 - For those states that have already gone through the generational transition, this has already caused crashes in ADA market share.
 - For those states that are about to go through the generational transition, it is going to lead to crashes in ADA market share. Unless something big changes.
- **The data suggest we can not manage the generational transition with the current ADA membership model.** Market share is about to plummet unless something big changes.

When it comes to ADA membership,
we're maintaining, however...

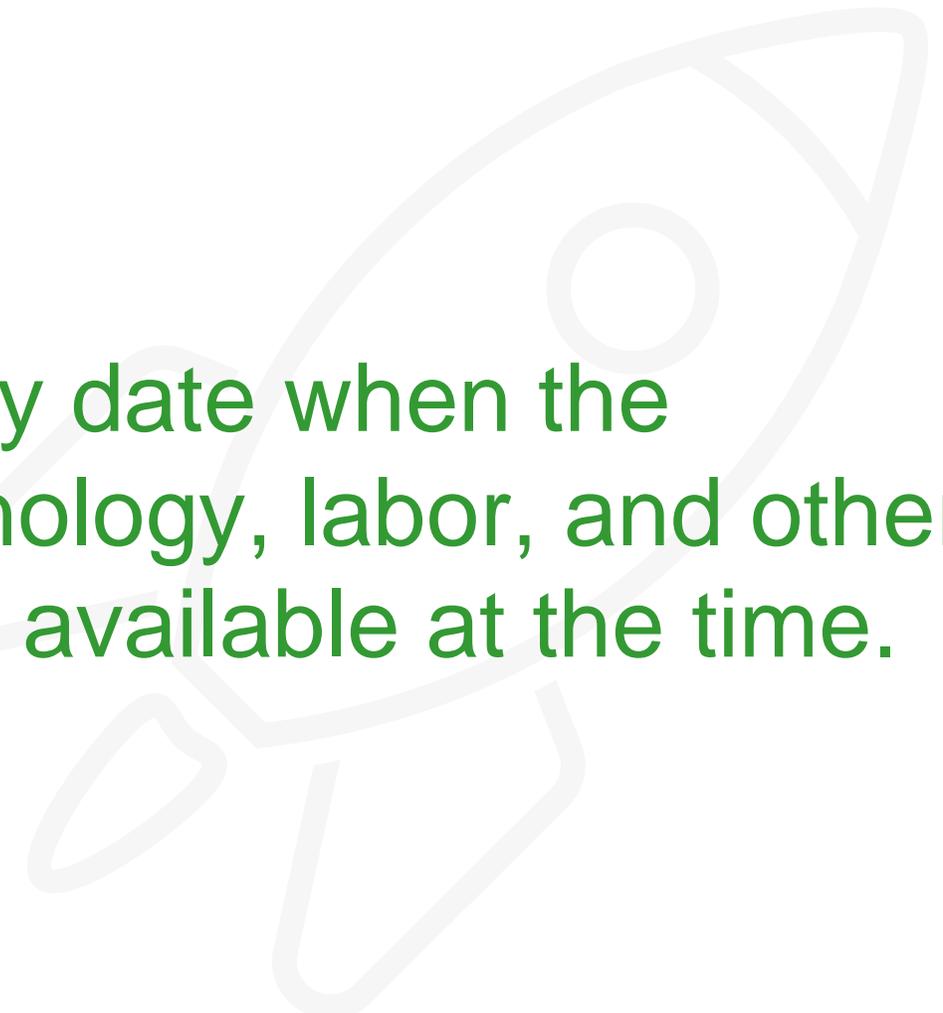
**The ADA is driving major
innovation to create growth.**



If we want **different results** from
our ADA, then we have to **do**
something different at our ADA.

Chaotic Innovation

Agreeing on a product delivery date when the knowledge, information, technology, labor, and other resources are not necessarily available at the time.



ADA Customer Groups



PUBLIC/PROFESSIONAL



DIRECT TO DENTIST



TRIPARTITE



BUSINESS



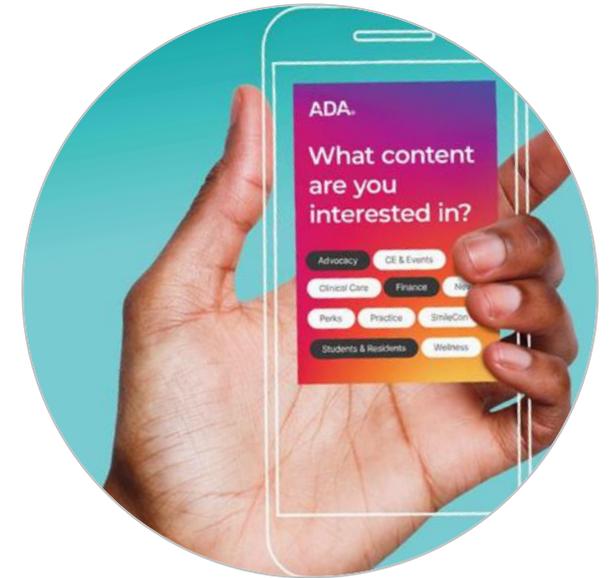
ENTERPRISE



Goal 1
Agile Governance



Goal 2
Collegiality and Synergy



Goal 3
Digital Experiences



Goal 1 Agile Governance

Agile helps an organization define its future by fulfilling key business objectives.

It enables organizations to respond to change quickly and make improvements to adjust to disruptive and opportunistic demands.

Emphasizes goals over process.

Its principles drive customer focus, sustainability, innovation, and nimbleness.



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STRATEGIC FORECASTING

Harnesses the collaborative power of the ADA House of Delegates, Councils, Board of Trustees, and the Professional Team

Strategic Forecasting Timeline

Oct. – Dec. 2022

SFC and SFC Procedures Established
Office 365 Education
Mission-Based Accountability Preparation

Office 365 Initiation
SFC Subcommittees
SFC Reporting and Action Groups SOP
SOP for Vision
Finance Revision Ongoing

Jan. – Mar. 2023

Apr. – June 2023

Staff hiring begins
SFC Regional Meetings
Action Groups Process Initialized
Office 365 Ongoing

SFC is on schedule

SFC House of Delegates Report Process
Office 365 Operational for House of Delegates

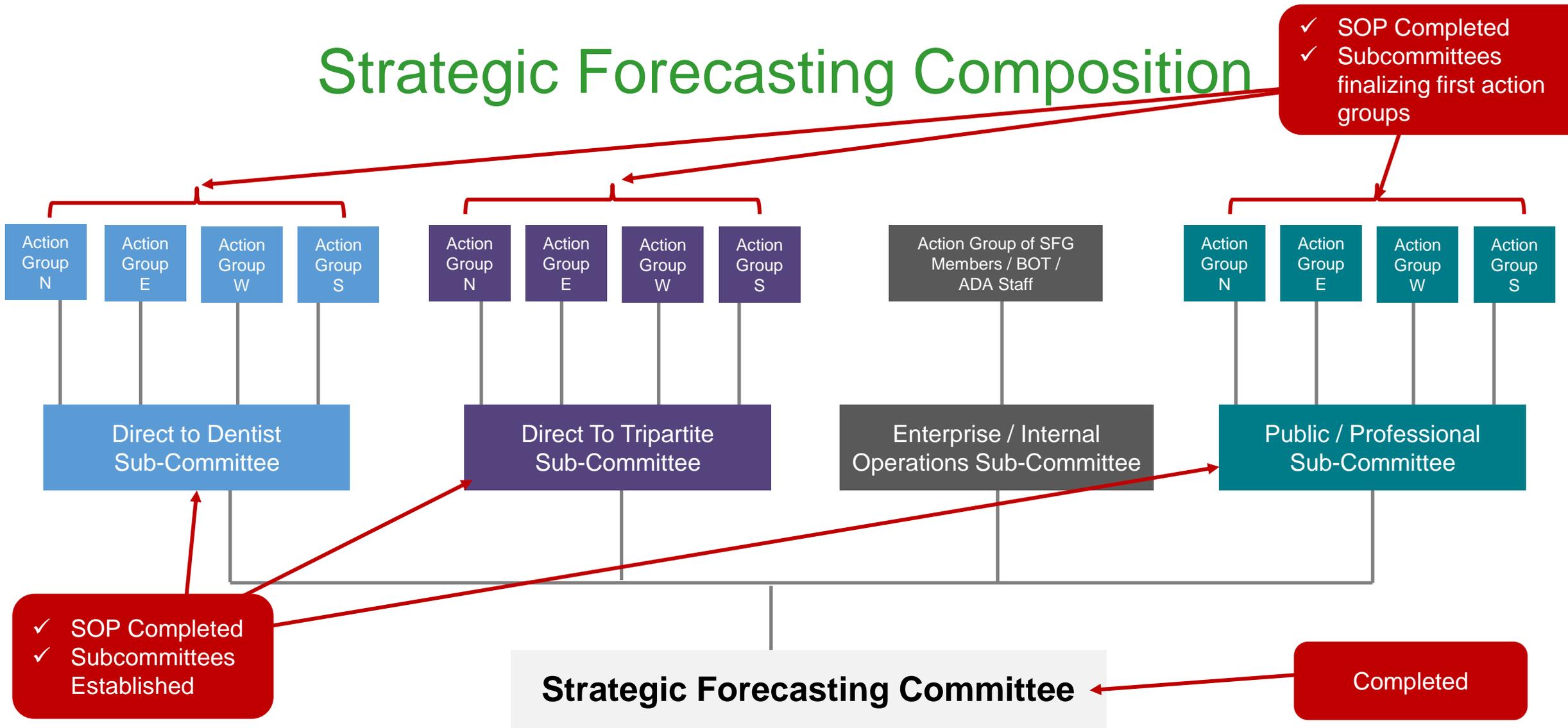
July – Sept. 2023

Sept. – Dec. 2023

SFC Full Operation
HOD Approval of first Strategic Forecast
Office 365 in Operation
Mission-Based Accountability Initialized

*Time factors may vary, and main goals may be readjusted in the timing.

Strategic Forecasting Composition

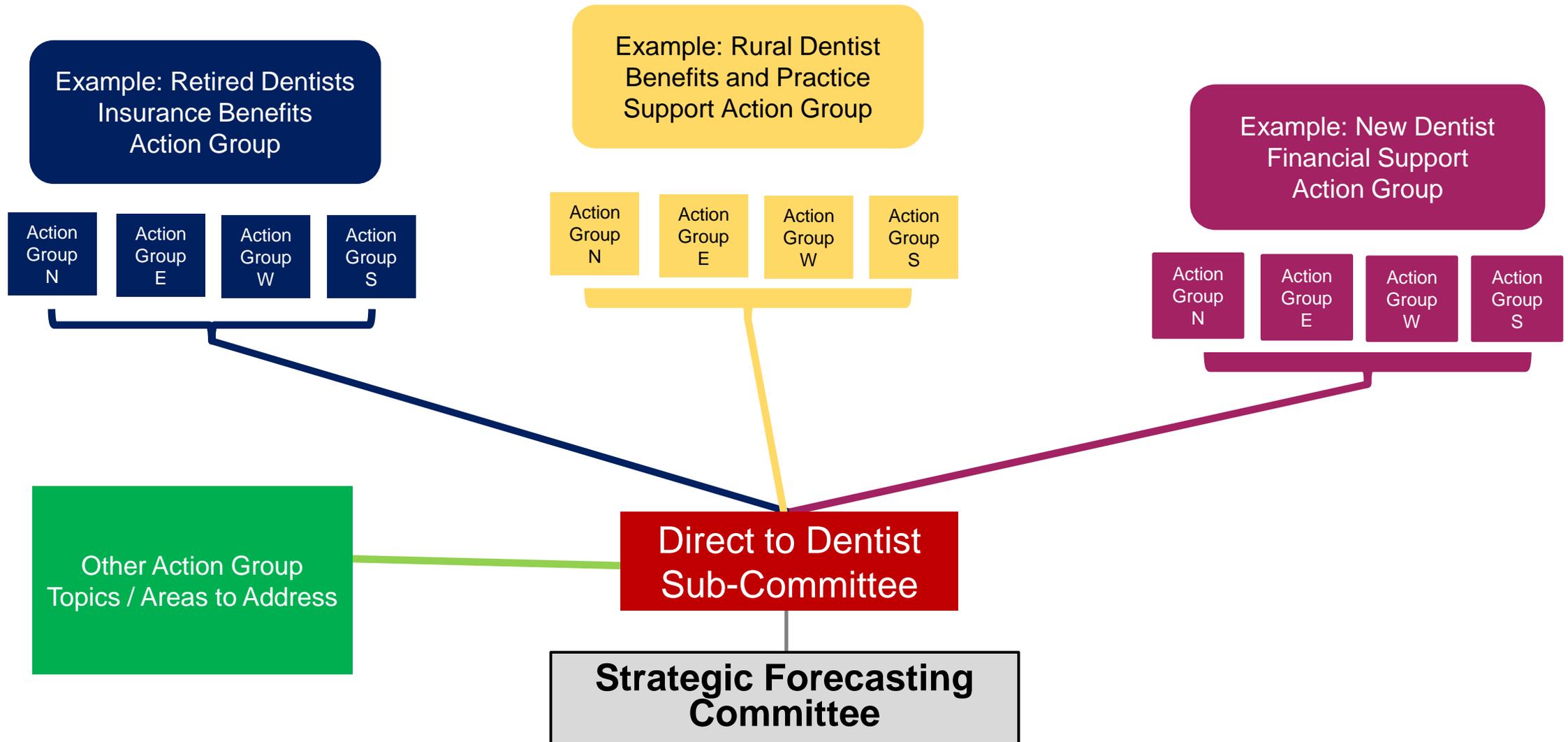


✓ SOP Completed
 ✓ Subcommittees Established

✓ SOP Completed
 ✓ Subcommittees finalizing first action groups

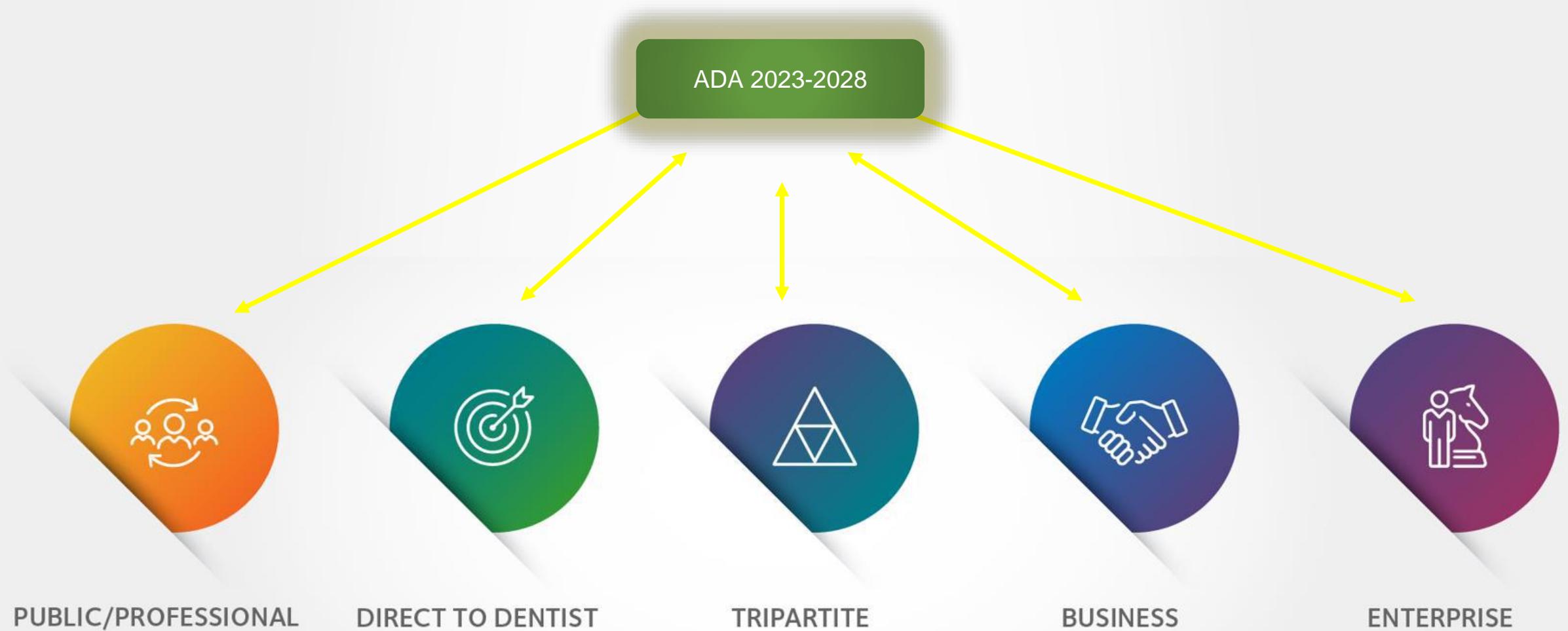
Completed

Strategic Forecasting Composition 2024 and Beyond



SFC provides what it takes to become the ADA of 2028...

...if we learn and implement from it.





Goal 2

Collegiality and Synergy

Driving global opportunities to make people healthy by...

- **Uniting organized dentistry for a common cause**, including specialty, affiliate, and international organizations
- **Continued engagement with dental education**, including ADEA, dental schools, faculty, and leadership
- **Embracing all dental professionals**, including dental assistants, dental hygienists, office managers, industry and manufacturing colleagues, academics and researchers, and federal services, along with other health care providers — focusing on our global profession

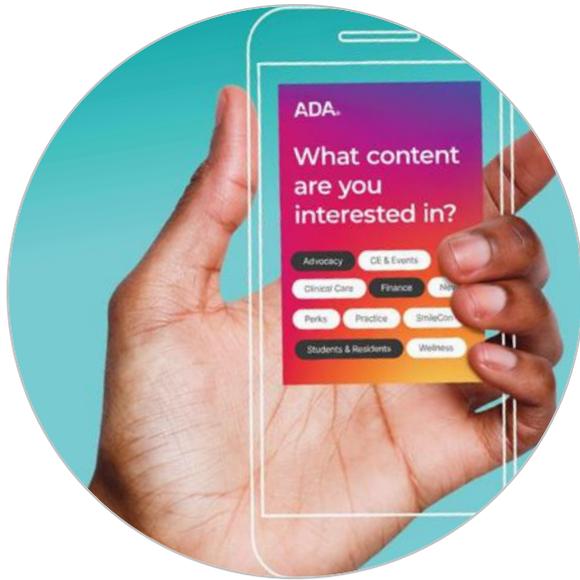


Goal 2

Collegiality and Synergy

Driving global opportunities to make people healthy by...

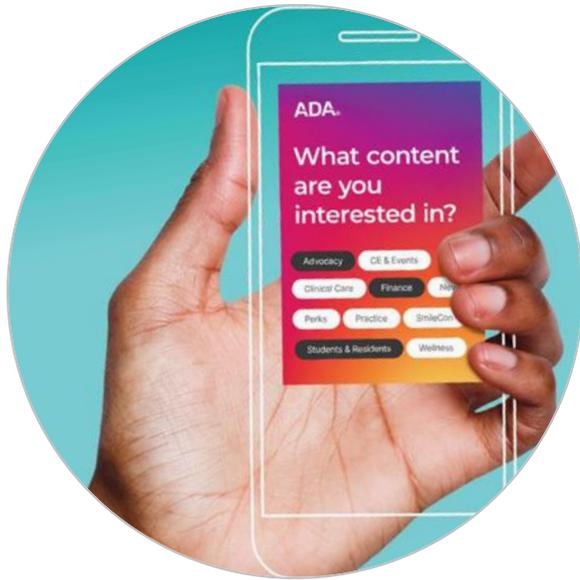
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Goal 3 Digital Experiences

Delivering our members and customers what they want — when, where, and how they want it via...

- **A multi-channel approach:** Member App, ADA.org, podcast, and other venues
- **Showcase of the ADA's products and services:** Tailored based on user's needs, interests, and previous engagement
- **Customized content delivery:** Supported by AI and putting the user in control – creating an individual member experience



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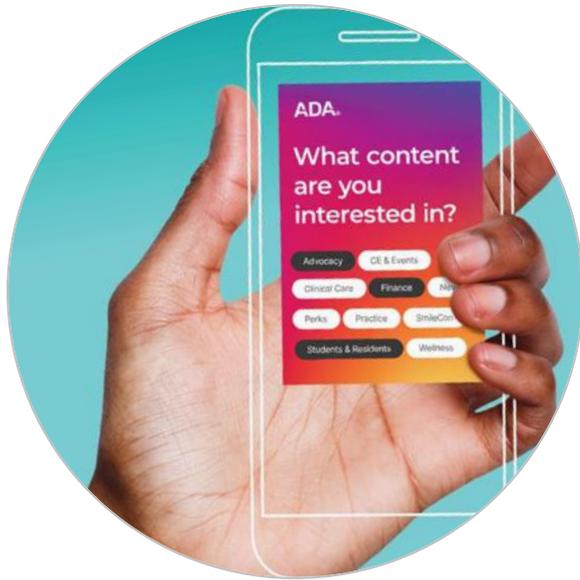


The average cell phone user accesses **9-10 apps per day** and an average of **30 apps per month.**

*Zippia; Flynn J., March 2023



Imagine...
ADA as 10 percent
of your digital day



Goal 3 Digital Experiences

+

**Membership
Opportunities**

Digital experiences create new avenues for the ADA to be a convener between dental professionals, their goals, and our community.

- Practice Management Resources
- Technologies and Products
- Career Opportunities
- Continuing Education
- Research and Policy Insights
- Grassroots and Large-scale Advocacy

We're broadening our multi-channel approach for offering our benefits to members where they are – think podcasts, social, video, and other digital venues.

A new membership model can position us for success.

A New Model for ADA Membership

Building on Our Value Proposition

	Bronze Student	Silver Entry Membership	Gold Standard Membership	Platinum Membership	Concierge Membership
Benefits level 1	✓	✓	✓	✓	✓
Benefits level 2	<div style="background-color: #2e8b57; color: white; padding: 10px; border-radius: 15px; text-align: center;"> <p><i>With Exciting and Inviting Ways to Move to the Next Level!</i></p> </div>				✓
Benefits level 3					✓
Benefits level 4					✓
Benefits level 5					✓
					✓

**Benefits for each membership category to be established

Five Business Values Driving Our Mission...

Customer/ Member Focus

The ADA will be the premier organization to serve and support the dental profession, with an eye on the improvement of public health, patient care, and health care delivery.

Sustainability

The ADA will be a financially and operationally stable organization that keeps pace with the profession's needs, market demands, and environmental shifts.

Innovation

The ADA will be the center of insight, inventiveness, and creativity in its products, programs, services, advocacy, and outreach.

Nimbleness

The ADA will be a dynamic organization that adapts quickly to change and emerging opportunities.

Global Presence

The ADA will be the go-to international voice for oral health and related topics.

...with Mission Driving Our Metrics

Customer/ Member Focus	The ADA will be the premier organization to serve and support the dental profession, with an eye on the improvement of public health, patient care, and health care delivery.
Sustainability	The ADA will be a financially and operationally stable organization that keeps pace with the profession's needs, market demands, and environmental shifts.
Innovation	The ADA will be the center of insight, inventiveness, and creativity in its products, programs, services, advocacy, and outreach.
Nimbleness	The ADA will be a dynamic organization that adapts quickly to change and emerging opportunities.
Global Presence	The ADA will be the go-to international voice for oral health and related topics.

Evaluation of outcomes will be based on metrics from each mission.

This is the heart of **Mission-Based Accountability.**

Let's talk about
progress and accomplishments...



PUBLIC/PROFESSIONAL



DIRECT TO DENTIST



TRIPARTITE



BUSINESS



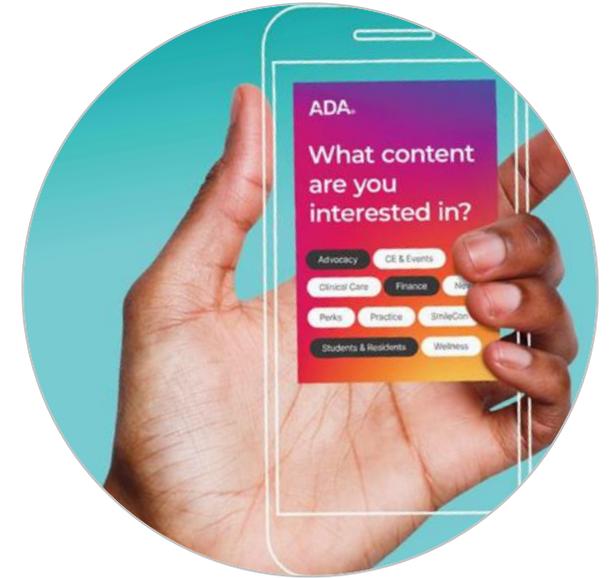
ENTERPRISE



Goal 1
Agile Governance



Goal 2
Collegiality and Synergy



Goal 3
Digital Experiences

- **Board of Trustees investment in Massachusetts fight for medical loss ratio for dentistry**, whose success set the stage for similar legislation in other states and a play book for others to follow.
- **House of Delegates' development of special committee on Employee Retirement Income Security Act (ERISA) to explore ways to reform dental plans** for the benefit of patients and providers—in addition to ongoing advocacy.
- **Continued engagement of deans and dental schools** across the country regarding the current needs in dental education and the workforce of the future. This includes advocacy on educational debt for students and faculty and **Strong advocacy for student loan debt relief and resident loan deferment.**
- **Ensuring that ADA science and standards areas are resourced and aligned** to address emerging research trends that could affect clinical practice and the overall profession.
- **Fostering collegial and supportive relationships** with affiliate dental organizations.

LOOKING AHEAD...

- **2024: Continue to drive licensure reform and portability** toward practical solutions
- **In 2024 – 2025, ADA Public Awareness and Education Campaigns**, with national launch and international expansion
- **2024-2025: of ADA Seal Program** promotion and expansion



PUBLIC/PROFESSIONAL



DIRECT TO DENTIST

- **Defined new, high-priority D2D Programs that delivers the tangible value** of organized dentistry to every dentist in every practice setting nationwide, with a specific focus on enhancing the dental experience for students and new dentists.
- **D2D Career Pathways, for example,** is accelerating to expand and add new modules for various practice modalities. This will start to show up on the ADA Member App, on the web, in social, and in person over the back half of this year.
- **The ADA now manages dentist interaction with third parties** to create a better, more custom experience.
- **Mentor Program is now initiated in the app and starting operation.** Members can now opt-in to the program through their profile and create that relationship via chat and chat filters.
- **Digital platforms, such as ADA.org and ADA Member App, are delivering customized individual membership experience,** opening the doors to new horizons for connection.



DIRECT TO DENTIST

- **ADA's integration with Broadcast Med enables digital-first publishing, which helps us serve the right content to the right audiences at the right time.** We're leveraging actionable insights for customer engagement and revenue growth.
- **ADA is making a strong defined launch of impacting the ADA's presence in the social media world.** We have begun an entirely new social media campaign including our new program of social influencing.
- **The ADA app as a MVP, continues to make strong headwind and provide us so much real-time and valuable information.** The ADA app downloads continues to and the ada.org is seeing more hits and access than every before and will be the main building blocks for our next generation app.

LOOKING AHEAD...

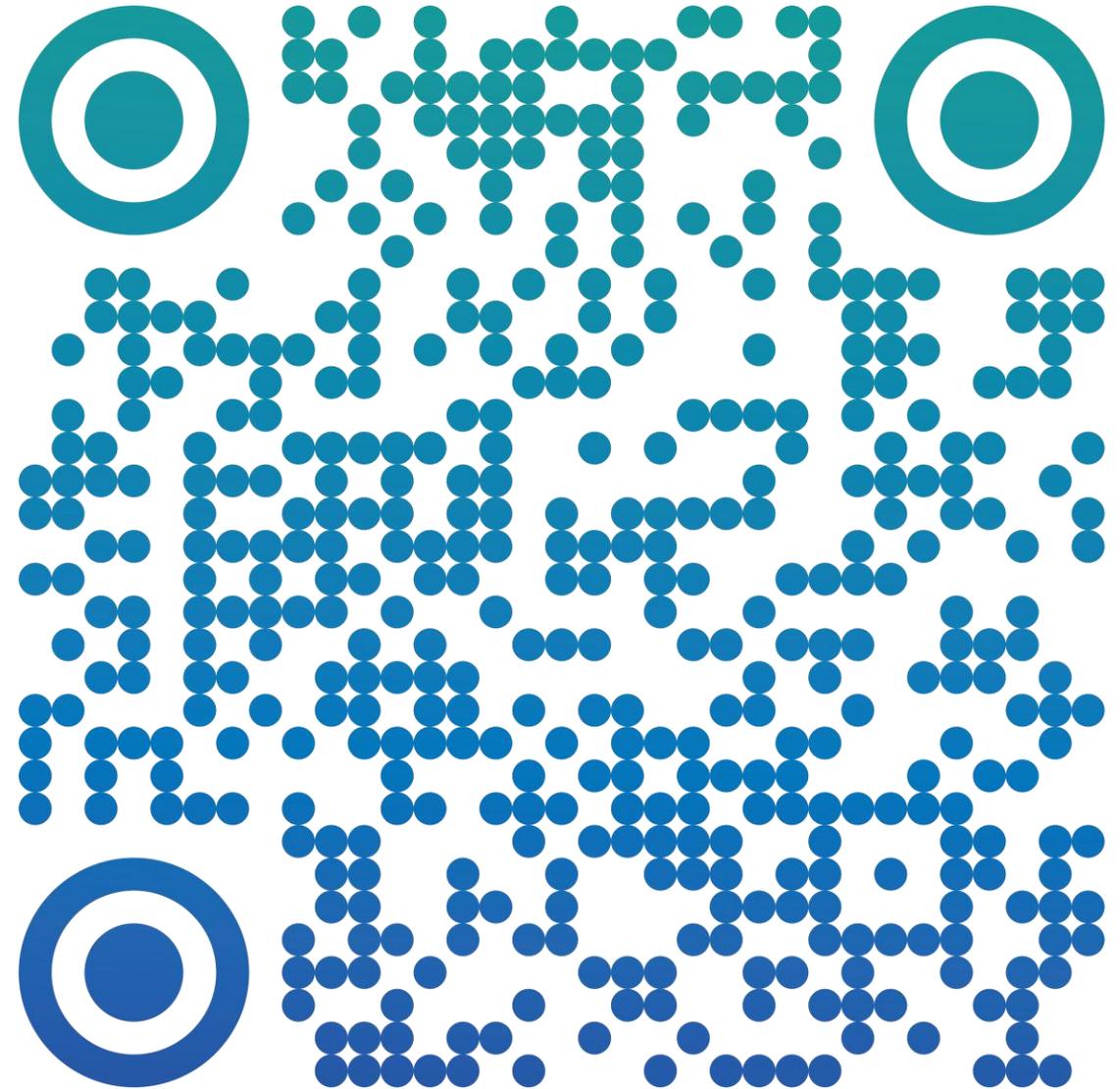
- **2024: ADA App renovation and Additional Integrated Services**
- **2024-2025: More Developed and Integrated Mentorship section**
- **Further development** of all these currently developed areas
- **New ADA Membership Model** launches January 1, 2025

ADA Member App

Perks in the palm of your hand:

- Chat, Mentor, Connect
- Digital wallet
- Custom newsfeed
- Career tools & insights
- Dental Sound Bites™ bonus content

Download the app now – scan the QR or visit ADA.org/App





TRIPARTITE

- **AMS transition to Salesforce/Fonteva set for 2024 launch – less than one year away!** These platforms are free to every state and local, lifting millions of dollars from their operating expenses.
- **Data insights and knowledge sharing will be jointly owned** by societies at all three levels — local, state, and national.
- **Operational and strategic support provided by national** – including marketing, technology, finance, legal, and governance support – enables state and local to maximize resources to prioritize member engagement and satisfaction.
- **State Public Affairs program assists state societies with policy development, strategy, and grant funding** to drive the legislative and regulatory changes that improve local practice environments. **SPA grants will see increases over the next five years.**

LOOKING AHEAD...

- **ADA leading Aptify replacement with Fonteva / Salesforce July 2024**
- **New ADA Membership Model** launches January 1, 2025
- **Dues change (five-year goal) begins 2024**



BUSINESS

- **The Board of Trustees' Innovation Advisory Committee** — which guides product and service development for four ADA customer groups — is now in full operation.
- **International business initiation** underway for ADA products, services, education, and science and research interaction.
- **Analysis of current ADA products and services** — along with idea generation, growth, and launch of new opportunities — continues with new product distribution slated for 2025.
- **Expansion of our current catalog products services** through our digital systems and custom content delivery.
- **Continued development of new modules for dental career services.** Introduction of additional career modules will be introduced later this fall.

LOOKING AHEAD...

- **2024: Continued development and release of new ADA products and services**
- **2024: Continued international market**
- **2024-2025:** Establishment of collegial agreements for product endorsement from components and constituents



ENTERPRISE

- **Introduced and championed governance reform, approved by House of Delegates.** Strategic Forecasting opens decision-making process up to more dentists who are diverse by skill set, practice experience, and perspective from all levels in our organization. The faster process gears up in earnest with this coming House of Delegates.
- **Transitioning from Quarterly Management Report to Quarterly Business Review,** which is customer-focused, forward-looking, tied to the Strategic Forecast, and fit for quarterly/annual decision making and prioritization.
- **Improving budgeting process to sharpen customer focus in planning and enable prioritization of deliverables** represented by ADA programs. Greater visibility fosters accountability and strategic insight for efficiency and sustainability.
- **Updating technology and systems to streamline operations and reporting,** including financial reports and communications tools via Microsoft 365.
- **Agile integrated in daily professional team operations,** including work management guide to advise program leaders on how to write, record, and analyze programs according to Agile best practice. This will run in the background of SFC as staff adds more information to proposals, evaluates, and ranks programs in flight.

LOOKING AHEAD...

- **2024: Fonteva / Salesforce change over from Aptify**
- **2024: Mission-Based Accounting** in full operation
- **Beginning January 2024: Strategic Forecasting Committee fully operational**



ENTERPRISE

- Membership and Tripartite Support (Fonteva/Salesforce Conversion)
- Continuing Education – in-person, virtual, and self-guided
- Publications and Personal Delivery
- Codes and Standards Support
- Next-level App Development
- Website Development and Integration
- Podcast Production, Indexing, Delivery
- Lobbying
- ADA Seal Program
- Expansion Support for ADASRI
- Career Services
- Customer Service Systems and Infrastructure
- Conference Services, Development, and Growth
- Evidence-Based Research and Development
- Consulting Services
- Insurance
- Testing Services

Back-end support from Enterprise / Internal bolsters activities across all ADA customer groups

ADA Subsidiaries

ADA Science and Research Institute (ADASRI)

- Interim Director / National Search in operation
- Evaluating Core Values
- Expansion of ADA Seal Program and Products
- Media Promotion
- Increased Grant Submission
- Recognition and Awards
- Strategic and Business Plan Development



PUBLIC/PROFESSIONAL



DIRECT TO DENTIST



TRIPARTITE



BUSINESS



ENTERPRISE

ADA Subsidiaries

ADA Business Enterprises, Inc. (ADABEI)

- Assessing New Contracts and Services
- Elevated Presence via Marketing and Promotional Efforts
- Strategic and Business Plan Development
- Integration into ADA Member App and other ADA Services



PUBLIC/PROFESSIONAL



DIRECT TO DENTIST



TRIPARTITE



BUSINESS



ENTERPRISE

ADA Subsidiaries

ADA Foundation (ADAF)

- Strategic and Business Plan Development
 - Basic Philosophy: **G.I.V.E.** – **G**rowth, **I**nnovation, **V**alue, **E**volution
- Governance Changes, Skills-Based Board
- In addition to newly developed areas, three centers of focus: Give Kids A Smile, Give Vets and Smile, and Charitable Gifts
- Very exciting future; First full board meeting September 2023



PUBLIC/PROFESSIONAL



DIRECT TO DENTIST



TRIPARTITE



BUSINESS



ENTERPRISE

The Opportunities Are Endless



It's a new day for
dentistry



....and for our ADA

We can no longer be in the business of
playing it safe or living the past...



Creating possibilities of greatness for all.

ADA[®]

ADA American Dental Association



Raymond A. Cohlmiar, DDS
Executive Director
American Dental Association

cohlmiar@ada.org
405-620-2420



Scan this for my
contact information.

Break & Group Activity

10:30 – 10:45 AM:

Break

(Restrooms on the first floor)

10:45 – 11:10 AM:

Group Activity at Assigned Tables

(Group Table on Back of Name Tag)

11:10 – 11:20 AM:

Make Your Way Back to Your Seats

11:20 – Noon: Panel Discussion



Group Activity

What Hard Trends

Will Impact Your Practice and/or
Customers The Most
In The Next Five Years?

What Are The Related Opportunities?

Use The Three Hard Trend Categories:

1. Technology
2. Demographics
3. Regulatory

Trends to Opportunities

Burrus
Research

Next to each trend and opportunity:
place an "O" for organizational or a "C" for customer

Hard Trends

Begin each Hard Trend with "Increasingly..."

Opportunities

Turn in ONE form per table
with ONE Trend and ONE
opportunity the group
views as the greatest.

Panel Session:



Carmelo Cinqueonce, MBA
Executive Director
Minnesota Dental Association



Shelly D. Fava, MA, CAE, CMP
Executive Director
Metro Denver Dental Society



Brenna Sadler, APR
Director of Membership &
Communications
Wisconsin Dental Association



Dr. Lisa Conard
President-Elect
Indiana Dental Association



Lunch

12:40 pm: Presidents-Elect Depart for ADA Building
Presidents-Elect Conference Resumes:
ADA 22nd Floor
1:00pm

12:50 pm: Management & Membership Depart for ADA
Building
Management & Membership Conference Resumes:
ADA 2nd Floor
1:10 pm

ADA Conference Week

REIMAGINING OUR TOMORROW NATIONAL • STATE • LOCAL

Sponsored by: **ADA**
Member AdvantageSM

ADPAC 
American Dental Political Action Committee
ADA American Dental Association*



ADA
Practice
TransitionsTM

 **CareCredit**[®]

State Societies By the Numbers (as of 7/11/23)



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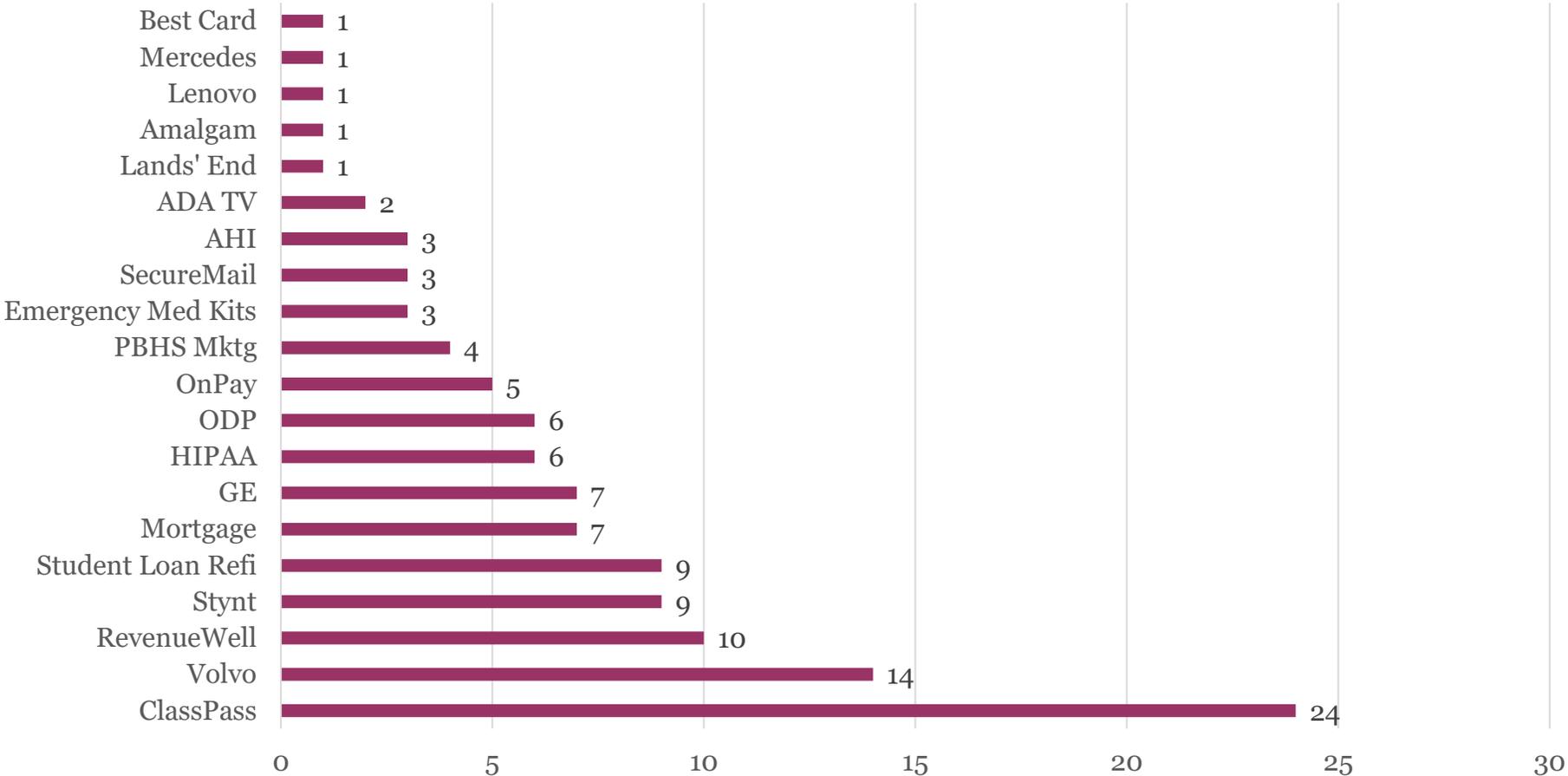
Co-endorsing State Societies

ADA Member AdvantageSM

Products Added During License Agreement Renewals



- 30 states (59%) added at least one new product for a total of 117 new products added during the license agreement renewal process.

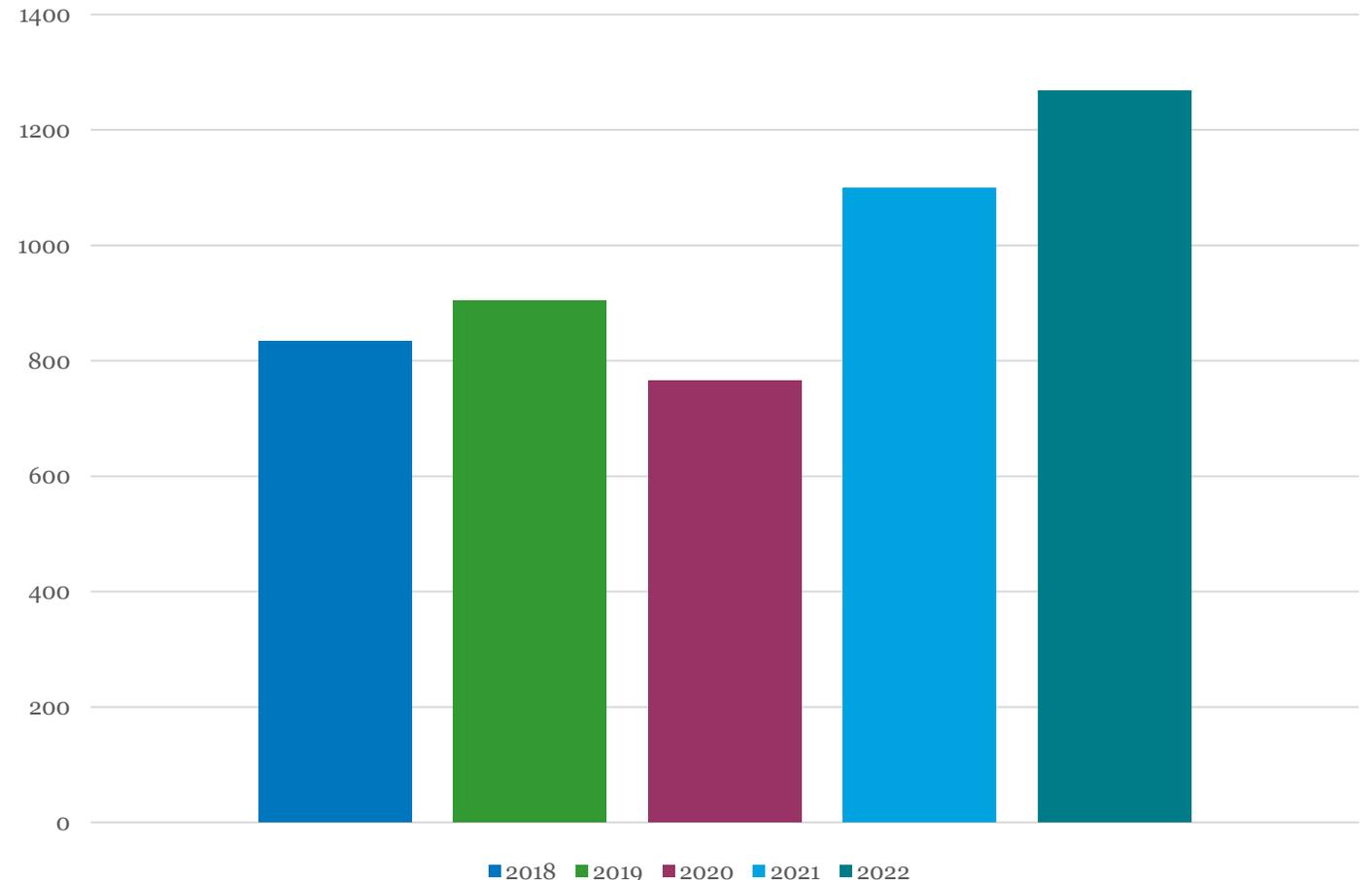


State Marketing Audit

2022:

- 1,268 efforts tracked
- Largest number ever tracked
- 15.4% increase over 2021
- Increase can be contributed to continuing efforts of collaboration and communication with the states

State Member Awareness Efforts



Awareness Efforts

- 409 separate campaigns/pieces have been reported by at least 24 state societies YTD - on track to meet or exceed last year

Free HIPAA Webinar Available



In 2022, over 55 percent of HIPAA fines were levied against small healthcare practices. In a free webinar to IDA members, IDA partner Compliance Group will review last year's HIPAA breaches and fines and provides you with actionable tips to implement in your practice today.

"Lessons & Examples From 2022's HIPAA Breaches and Fines" topics will include:

- Breaches and fines of 2022 (what caused them, who was affected, etc.)
- How to protect yourself from breaches and fines

Missouri Dental Association
April 19 · 🌐

#Tonight at 5, Laurel Road invites MDA members to join their lead mortgage expert for an informative discussion on Home Financing for Dentists. Join the webinar this evening to get questions answered and learn about benefits tailored for dentists. Details and register at <http://ow.ly/GO1h50NF2q3>.



MORTGAGE DISCUSSION

FINANCING FOR DENTAL PRACTICES
FOR DENTAL PRACTICE OWNERS AND DENTAL MEMBERS

Presented by **laurel road**

The NEW ADA® Visa® Business Rewards Card



The ADA® Visa® Business Rewards Card has the perks of a business card designed with NYSDA member dentists in mind. Earn up to 50,000 Bonus Points in the first year, plus earn 5X POINTS on NYSDA dues payments and 2X POINTS at dental supply providers like Benco, Schein, Patterson, TDSC and more.*

Apply now at adavisa.com/37385 or call 888-327-2265 ext. 37385.

*Rewards points are earned with your ADA Visa credit card for eligible net purchases (net purchases are purchases minus credits and returns). Some restrictions apply. Refer to the Program Rules at adavisa.com/faqs for additional information.

The creditor and issuer of the ADA Visa Business Rewards Card is U.S. Bank National Association, pursuant to a license from Visa U.S.A. Inc. ©2021 U.S. Bank



5| Experience the world with active adventures from AHI Further



AHI, a WDA co-endorsed partner for travel, offers unique small group Further adventures for the traveler who desires a spot-on mix of adrenaline-fueled activities, must-see sights, and the freedom to do your own thing. There are three unique trips offered in 2023: **Thailand, Explore Costa Rica, Explore Galapagos**. WDA members who book with AHI and travel with your friends and everyone saves \$100!

[Click here](#)



Electric vehicles. Electric offers. Exclusive discounts for AzDA member dentists.

Make your dream of owning an all-electric Mercedes-Benz a reality. Head to your authorized dealer today during their "Electric Dream Days" and take advantage of limited-time exceptional offers.

AzDA member dentists can receive an additional incentive on top of the Sales Event pricing. But hurry, this dream opportunity will end June 5.*

[Learn more on how to claim your discount](#)

Credit Card Processing and Your Bottom Line

Expert tips for minimizing fees

By Phil Nieto, President of Best Card



IT'S NO SURPRISE TO SMALL BUSINESS OWNERS THAT MORE AND MORE CONSUMERS ARE PAYING FOR GOODS and services with debit and credit cards rather than cash.

And data from the Federal Reserve show that cash payments in 2020 declined sharply among consumers in every age group, and especially in two groups that consistently made the highest share of cash payments — those aged 18-24 and those age 65 and older — due in part to making fewer in-person purchases during the height of the pandemic.

Dental offices have long accepted card payments to boost sales, improve cash flow and offer convenience to patients. But, without a vigilant management strategy, credit card processing fees can add up and affect your bottom line.

"The first thing every practice should do is calculate its effective rate," said Phil Nieto, president of Best Card, a company that provides credit card processing solutions to thousands of dental offices and is endorsed by ADA Member Advantage.

"Your effective rate tells you your total average cost to run cards," said Mr. Nieto. "It's easy to calculate. Grab your latest monthly statement and divide the dollar amount of processing fees you were charged by the total amount of monthly sales. Based on our 2022 comparisons, the average rate dental offices pay is 3.38%, but you should be shooting for a rate closer to 2.1-2.2%." For example, if your office paid \$1,027.45 to run \$37,355.25 in card sales, your calculation would look like this: $\$1,027.45 \div \$37,355.25 = 2.75\%$.

Is your effective rate too high? There are a lot of different factors that affect how much you might be paying in fees, and processors can add or raise fees anytime if they provide you with a 30-day notice in small print at the bottom of your monthly statement.

"Changing providers or renegotiating can be ways to save a lot, but once you have a great deal, there are also some steps you and your staff can take to bring your costs down," Mr. Nieto said.

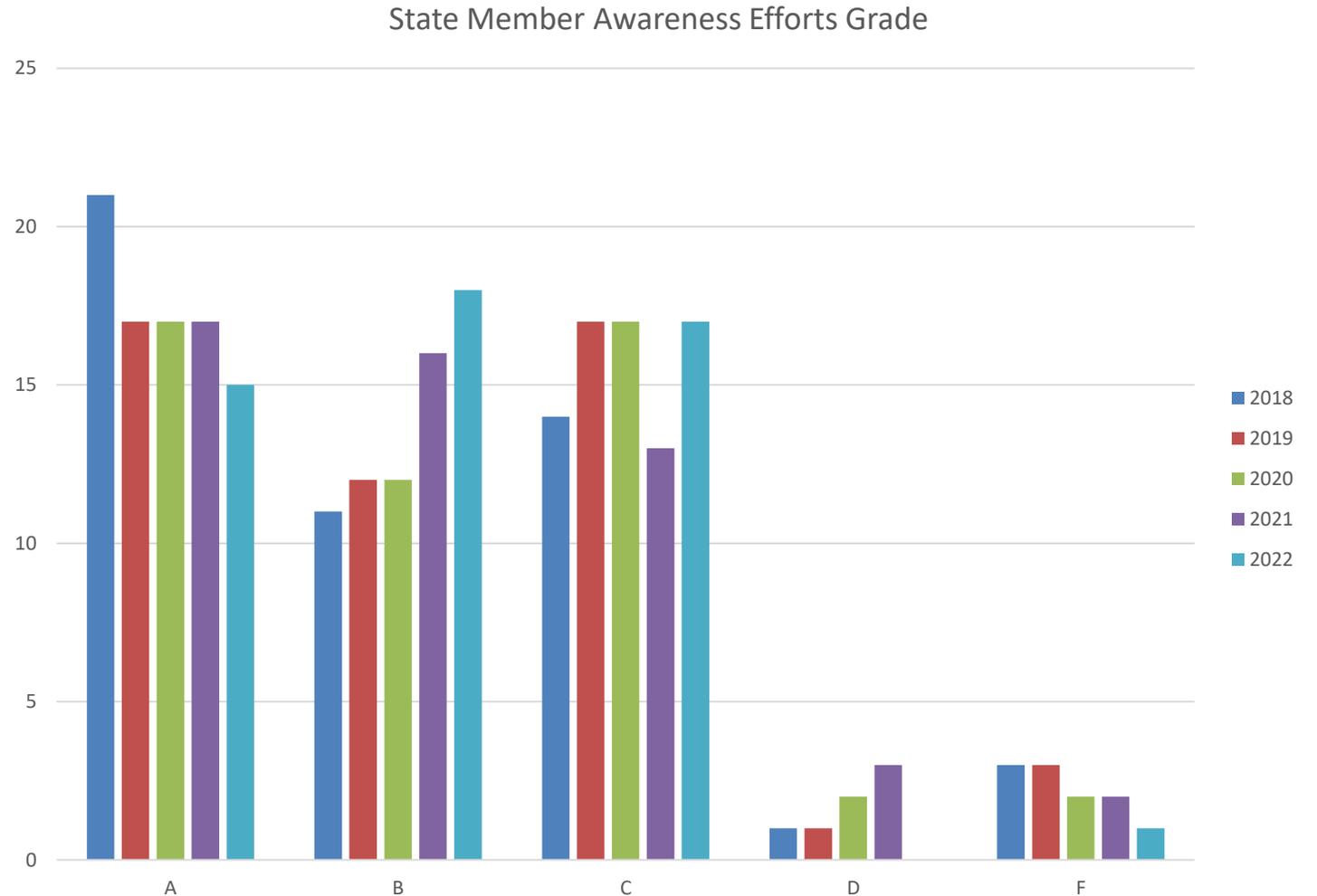
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may 2023 | 7

State Marketing Audit

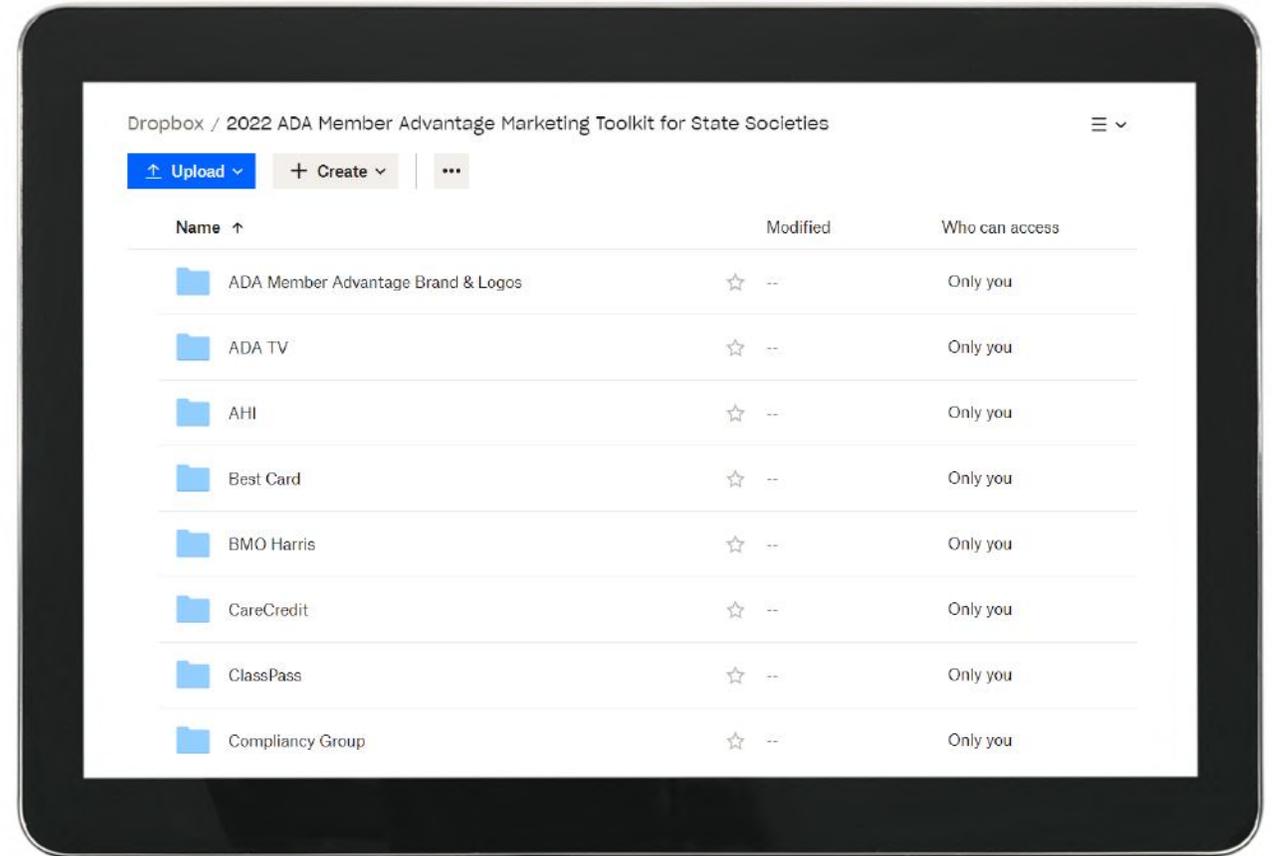
2022:

- 7 states (14%) improved their grades over the previous year
- 2 states went up two grades
- Exceeded goal of moving 10% of states up a letter grade
- Increase was based on seeing those states make improvements to their websites and/or completing more awareness efforts



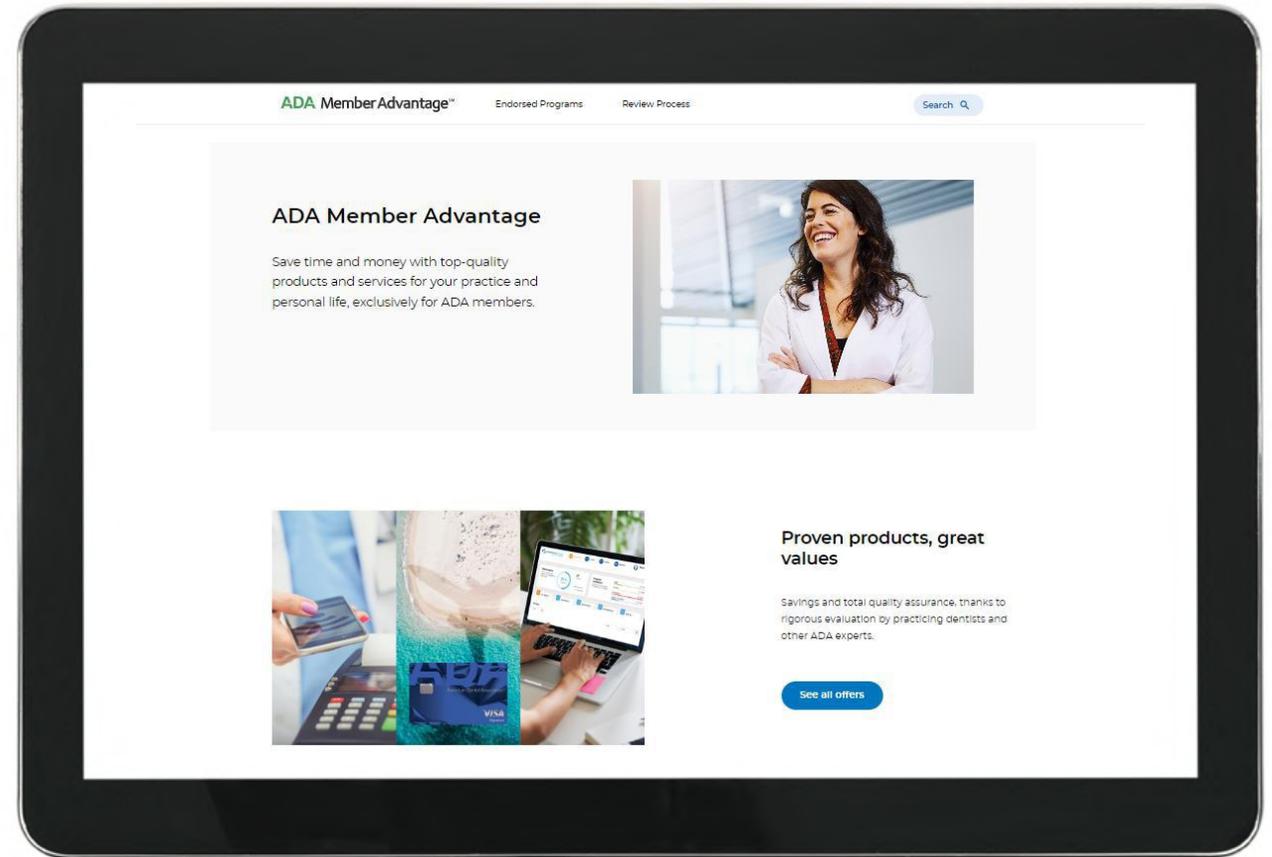
State Marketing Toolkit

- Updated Dropbox files going out soon to all state society contacts
- Contains turnkey marketing materials – logos, images, web and email copy, social content, articles, ads, fliers, etc.
- Please reach out if you need something specific



Website Stats (2022)

- Pageviews = **49,921**
- Unique Users = **26,330**
- Click-throughs = **13,139**
 - **GE = 1,207**
 - **Mercedes-Benz = 957**
 - **ClassPass = 822**
 - **Emergency Med Kits = 277**
 - **ADA TV = 259**
- New agreement requires each state society to share their own relevant website data (pageviews, unique users, click-throughs, etc.)
- If on a branded web template, we have permissions to obtain the data. If not on a branded web template, you are responsible for sharing this data with us on a quarterly basis.
- Data being used to provide benchmarks for participation and guide marketing decisions as well to add to the overall partner leads received

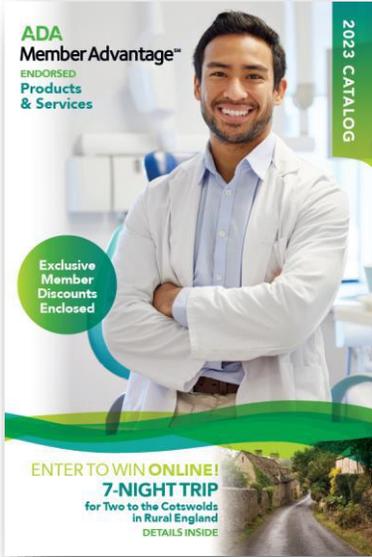


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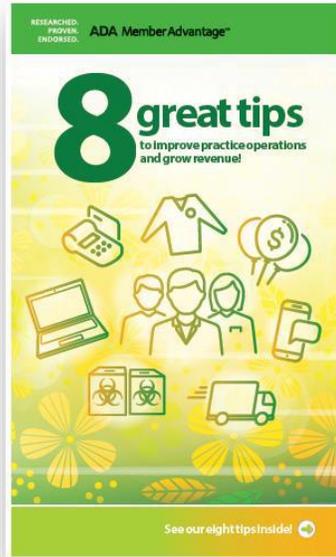
Marketing

ADA Member AdvantageSM

2023 Marketing Highlights



2023 catalog received 939 requests for more information



Q1 direct mail piece mailed 85,000



BMO financial webinar in April

Ensure dental practice worker classifications are accurate



There are benefits and drawbacks to independent contractor and employee classifications that dental practice owners should consider in addition to state and federal laws. The ADA Division of Legal Affairs and ADA Member Advantage-endorsed company [Stynt](#) offer tips for practice owners and dental professionals to navigate the complexity of worker classification, including rules around salary, benefits and tax responsibility.

Full Story: [ADA News](#) (4/25)



5 endorsed provider featured articles in *ADA News*
2 endorsed provider featured articles in *New Dentist News*

TODAY'S MESSAGE FROM THE ADA

Compliance is crucial -- don't go at it alone



HIPAA compliance is a year-long endeavor. Save time and avoid angst with the [Compliance Group: HIPAA Compliance Software Solution](#). Their services, including The Guard software and dedicated Compliance Coaches, will guide your practice through every step of implementing an effective HIPAA

compliance program. Get peace of mind knowing you have a HIPAA expert on your side.

Visit [Compliance Group](#) for personalized pricing and additional information.



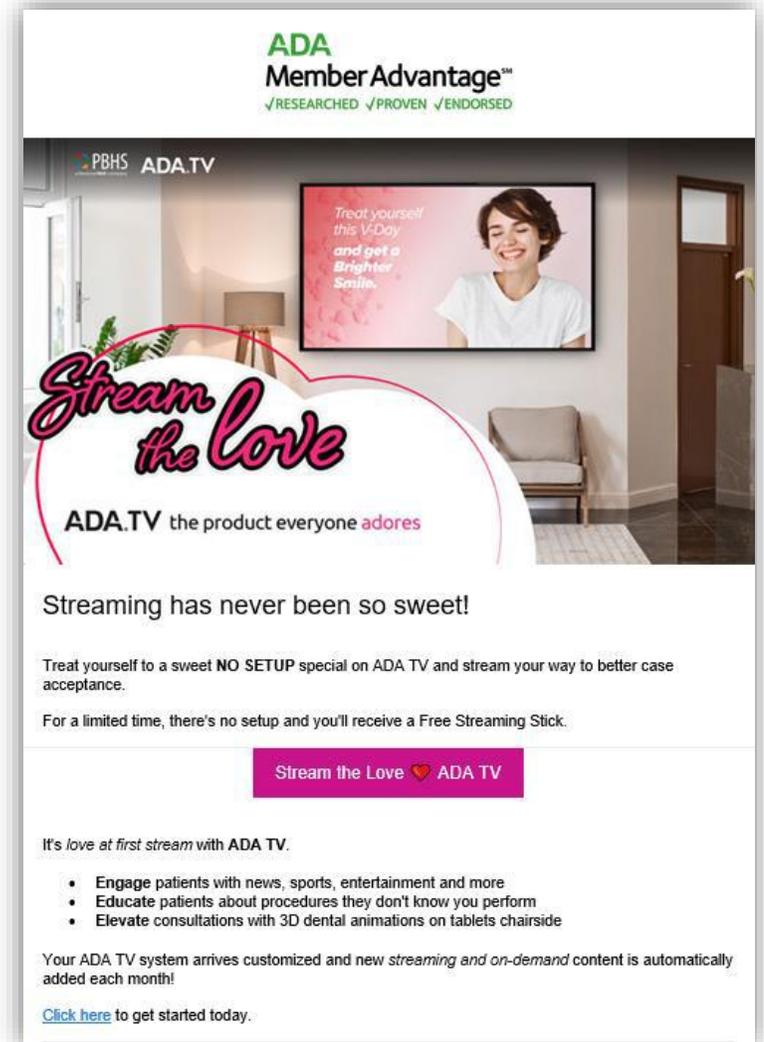
33 endorsement mentions in the ADA Morning Huddle

Q2 direct mail piece mailed 85,000



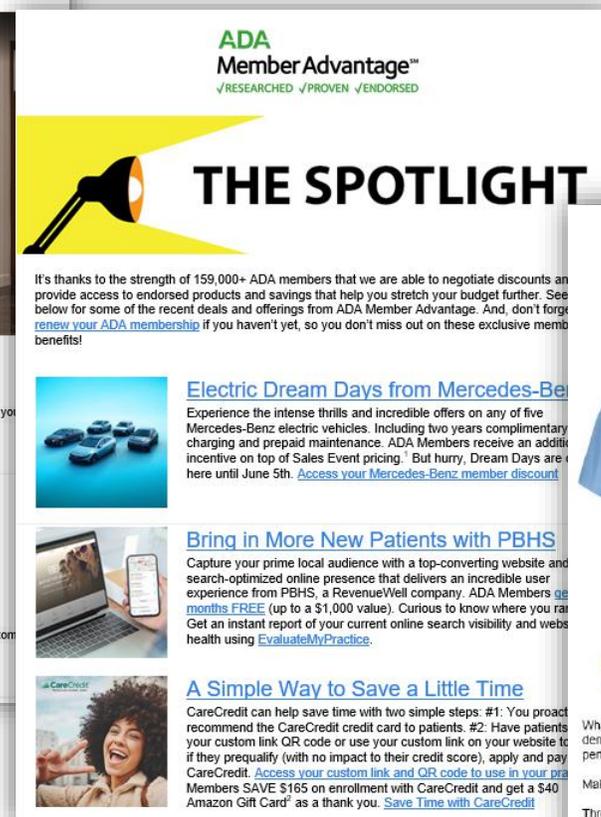
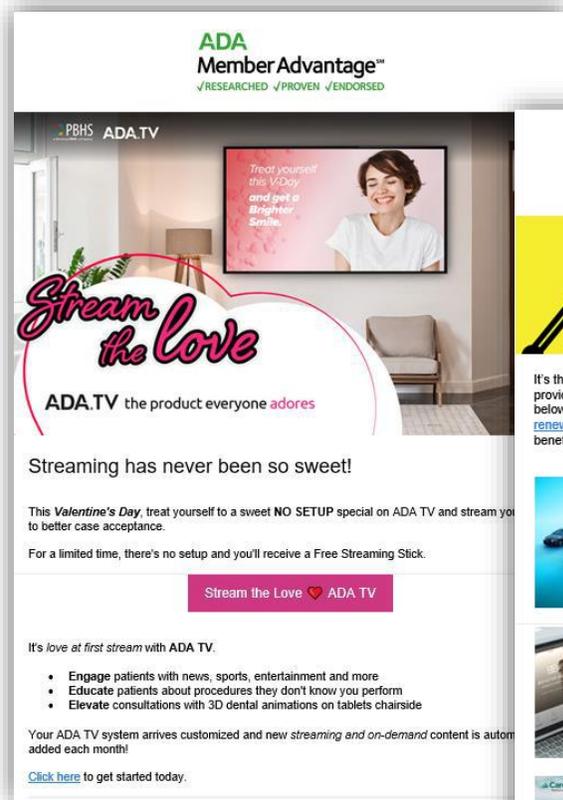
Email 2023

- Focus on testing at least twice monthly
 - Demographic splits
 - Subject lines
 - Send times
 - Imagery
 - Personalization
- Using video when available to enhance engagement
- Using partner emails to highlight their content contributions to increase engagement and clicks



Email Highlights

- 43 emails sent in Q1
- 31 email tests conducted
 - Personalization
 - Special segmentation
 - Send time
 - Nonmember engagement
- 991,199 impressions (a 29% increase over 2022)
- Open rate of 51.2% (a 10.8% increase over 2022)
- 10,570 leads for endorsed providers (13.7% increase over 2022)



Highlights of Social Digital Campaigns in 2022

4.9M+ Impressions

(# of times your ads were seen)

1.1M+ Profiles Reached

7,300+ Link Clicks

\$5.11/CPM

(average cost to reach 1K impressions)

\$3.59/CPC

(average cost-per-click)

9 Campaigns Executed

(most campaigns spanned two platforms)

- Simple, flat images with bold colors drove the best results (not photos!)
- Ads that showcased more text vs. imagery drove the best results
- Ads with short and concise videos performed well

Top Digital Campaigns

1) OnPay

ADA Member Advantage Sponsored

Looking to reduce your dental practice's expenses in 2023?

Discover how OnPay's full-service payroll solution can help you save 50% or more.

And right now, you can receive one free month and free data migration.

Learn more today.

Dentists: Save 50% or More on Practice Payroll with OnPay

Learn More



onpay.com
Dentists: Get One Free Month with OnPay

Learn more

2) RevenueWell

ADA Member Advantage Sponsored

Dentists: Is your website costing you new patients?

Poor search engine rankings, non-mobile friendly sites and other factors can send new patients straight to your competitors.

See where your site ranks among other practices in your market with this FREE website evaluation tool from RevenueWell, officially endorsed by ADA Member Advantage.

You'll receive a real-time analysis of your site and exactly how it can be improved to attract more patients. Try it today.



The mobile responsiveness of your website impacts your Google rankings

evaluatemypractice.com
Is Your Practice's Site Turning New Patients...

Learn more

3) Stynt

ADA Member Advantage Sponsored

Do you have open positions to fill at your dental practice?

Introducing Stynt, a revolutionary app that combines algorithms and artificial intelligence-assisted scheduling capabilities to quickly find the best dental professionals that match your criteria.

Discover how Stynt can help your dental hiring needs today.

Simplify Your Dental Practice's Hiring Needs

Endorsed by ADA Member Advantage



Learn More >>

stynt.com
Is Your Dental Practice Hiring?

Learn more

4) Laurel Road

ADA Member Advantage Sponsored

Dentists: The end of the Federal Student Loan Repayment freeze is almost here. Are you prepared?

Learn best practices for repaying your student loans amidst evolving legislative changes along with expert insight on how to deal with the stress caused by debt in this FREE on-demand webinar.

Watch it today!

Free On-Demand Webinar for Dentists:

Navigating the Student Loan Repayment (& Your Mental Health)



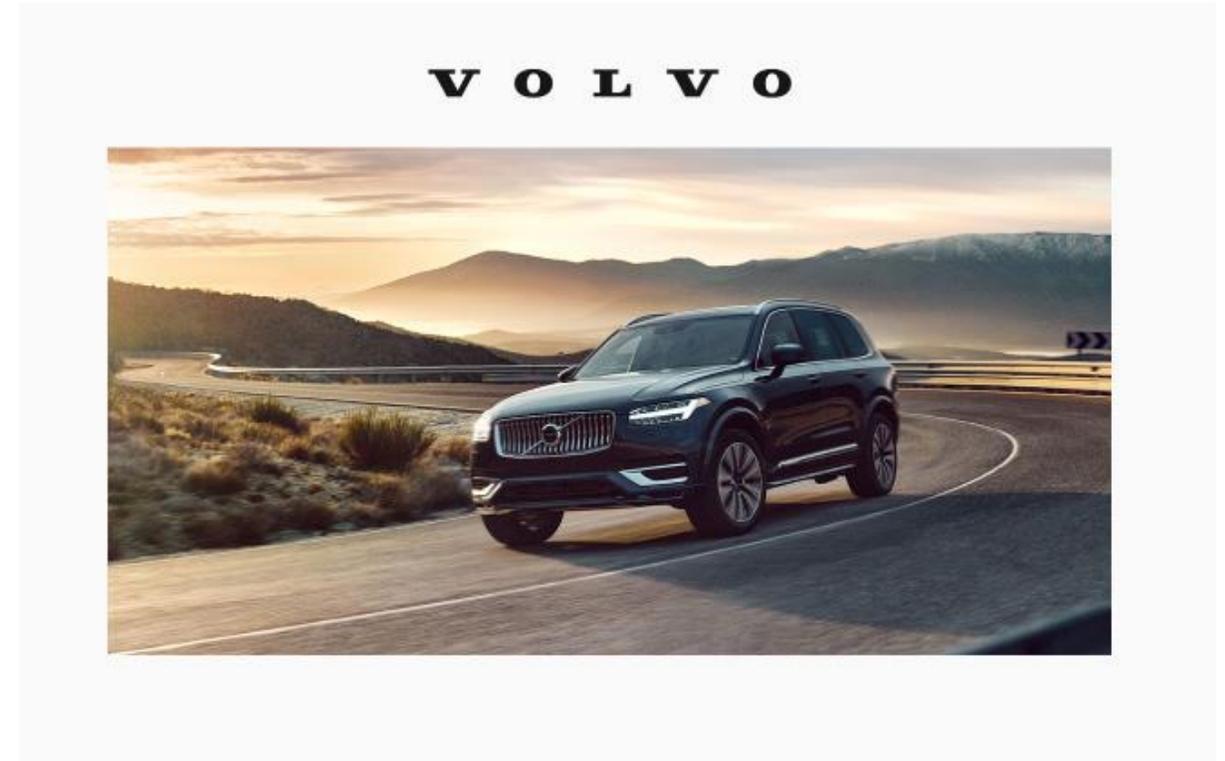
Register Today

ebusiness.ada.org
Dentists: Don't Miss this FREE Webinar

Learn more

Volvo

- Launched in October 2022
- Members receive \$1,000 off purchase or lease of new and pre-owned Volvo vehicles
- Volvo is committed to becoming a fully electric company by 2030
- Offers includes pure electric, plug-in hybrid or mild hybrid Volvos
- Members can get up to 2 pins per year + 3 more to use for friends/family/staff



AHI Further

- Launched in October 2022
- Members receive \$100 per person off bookings
- Designed for more active travel and a younger demographic (typically market to age 30-55)
- Initial trips to Galapagos, Thailand and Costa Rica



Threadfellows



- Launched January 2023
- Members receive free shipping, free logo application and 10% off product



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Member Engagement

ADA Member AdvantageSM

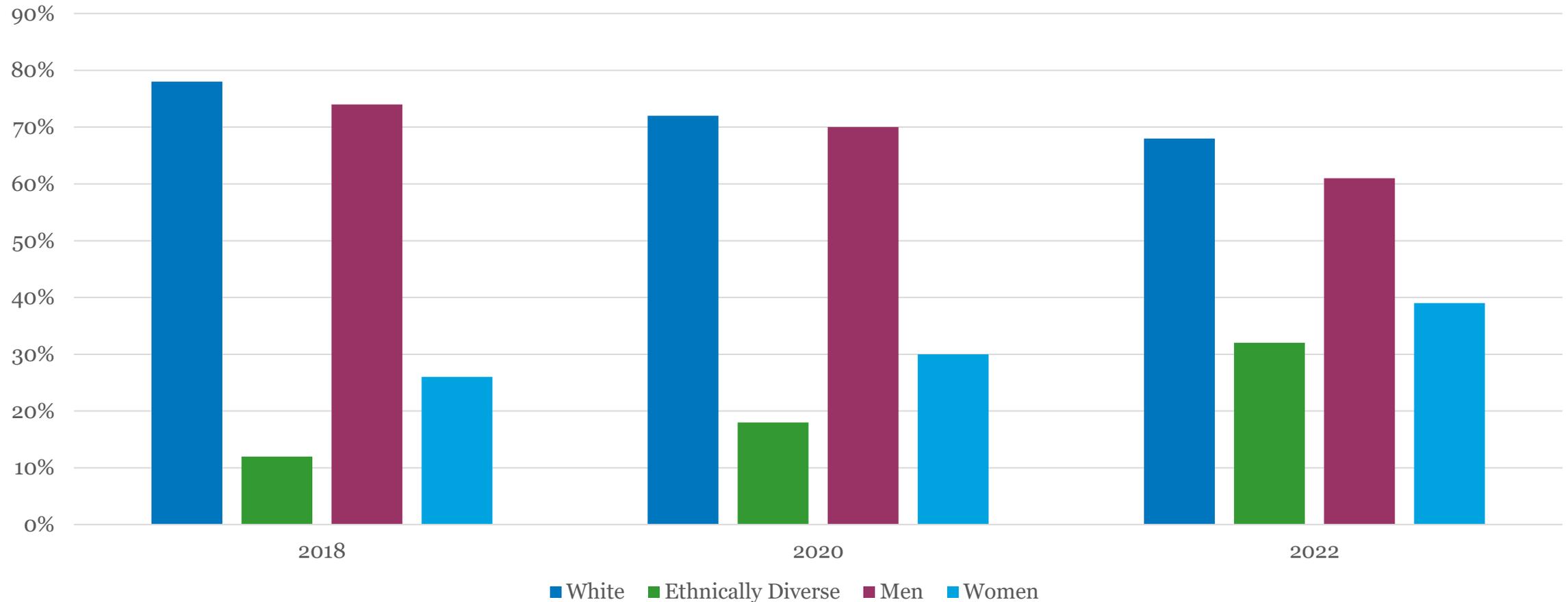
Member Engagement

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- Increasingly High Engagement
- 148,343 Total Member Engagements Across All products
 - 84,474 engaged with one product
 - 63,869 engaged with two or more products
- A 2022 study by ADA Membership Analytics Team showed prior year engagement with ADABEI products decreases member attrition by 36%
 - Equates to 1,266 member ‘saves’ (*was 1,100 in 2021*)
 - Additional ADA dues revenue of over \$776,000 (*was \$656,000 in 2011*)

More Diverse Members Engaged

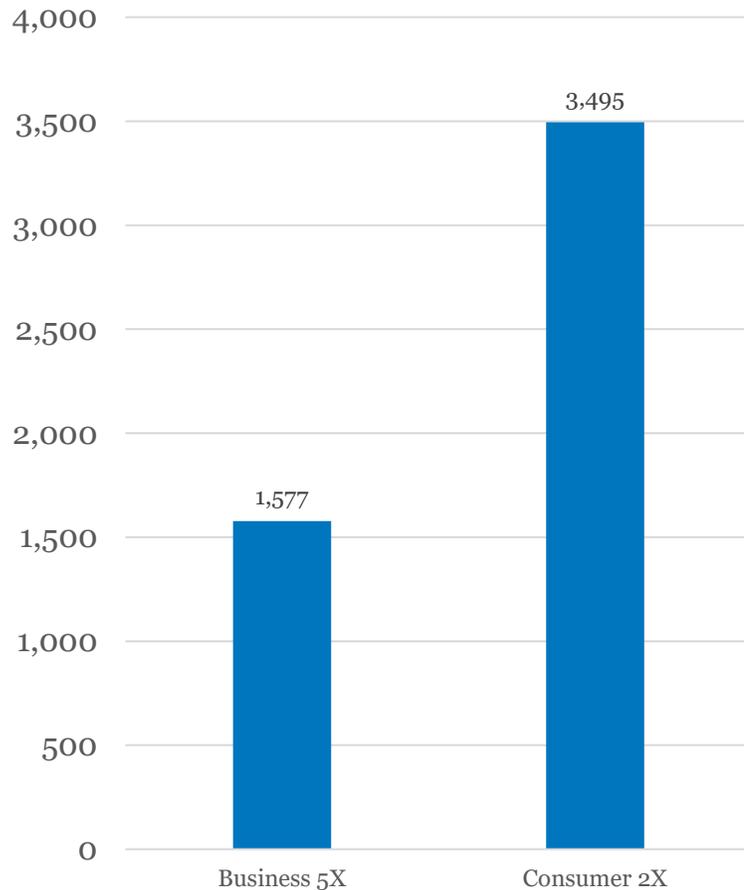
Single-buyer Demographic Changes:
2018-2022



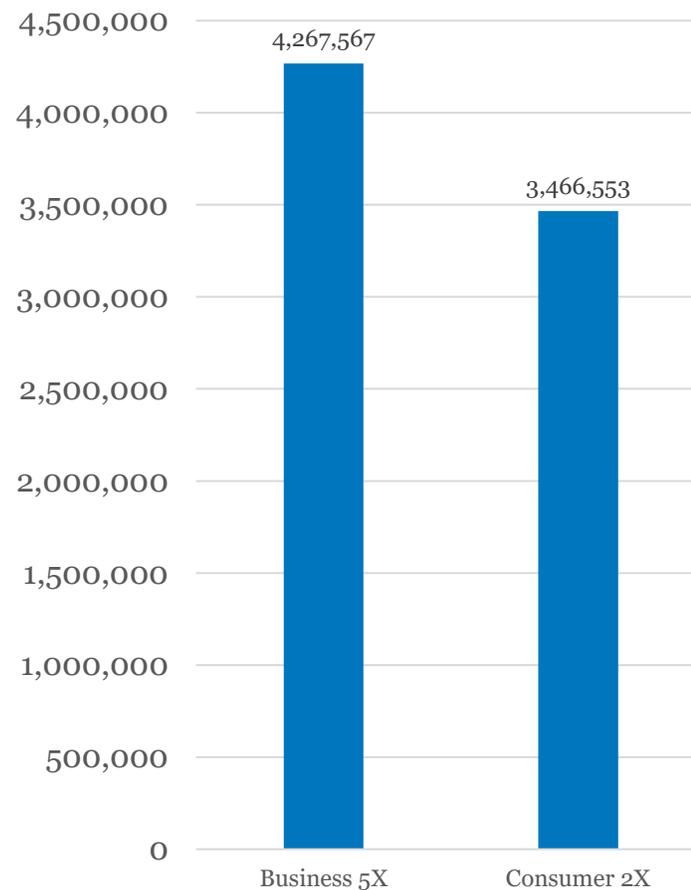
ADA Credit Card – State Transactions & Rewards

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Transactions



Rewards Points



The advantage of ADA® credit cards:

- 5X POINTS** on co-endorsing state and endorsed partners purchases when using your business card¹
- 2X POINTS** on co-endorsing state society purchases when using your personal card¹

Visit adavisa.com/43742 to apply today!

¹ Some restrictions apply. See adavisa.com for full details.

Added Member Value: Add this points graphic to your dues mailings!

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What's in my report?

State Royalty Sample

July 2023

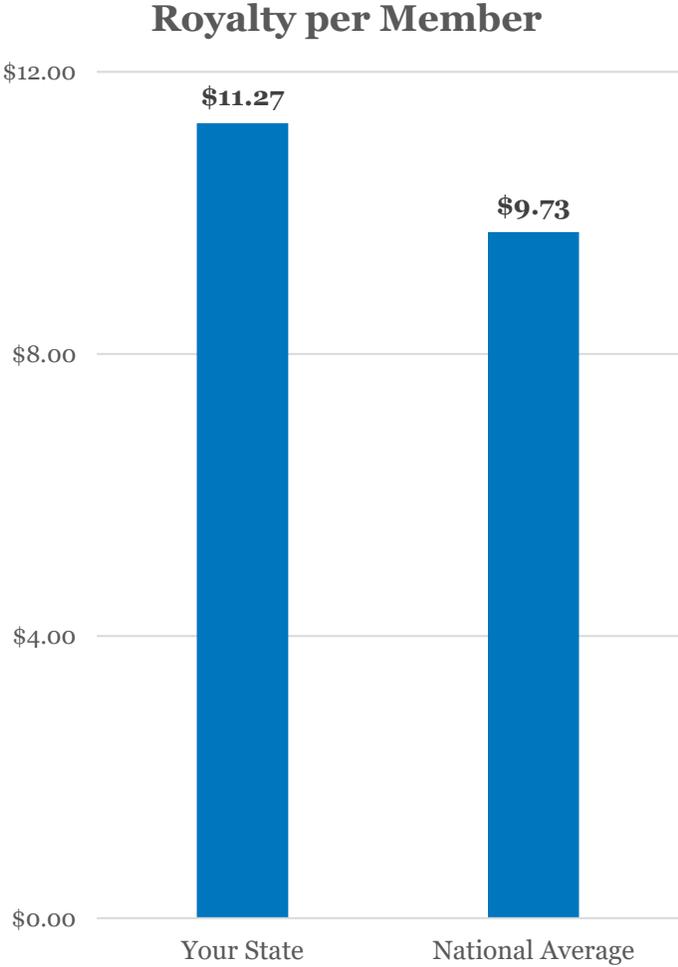
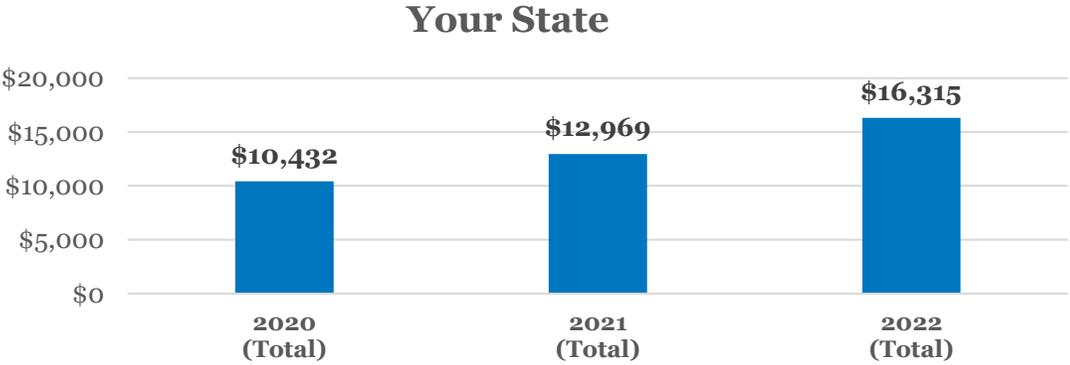
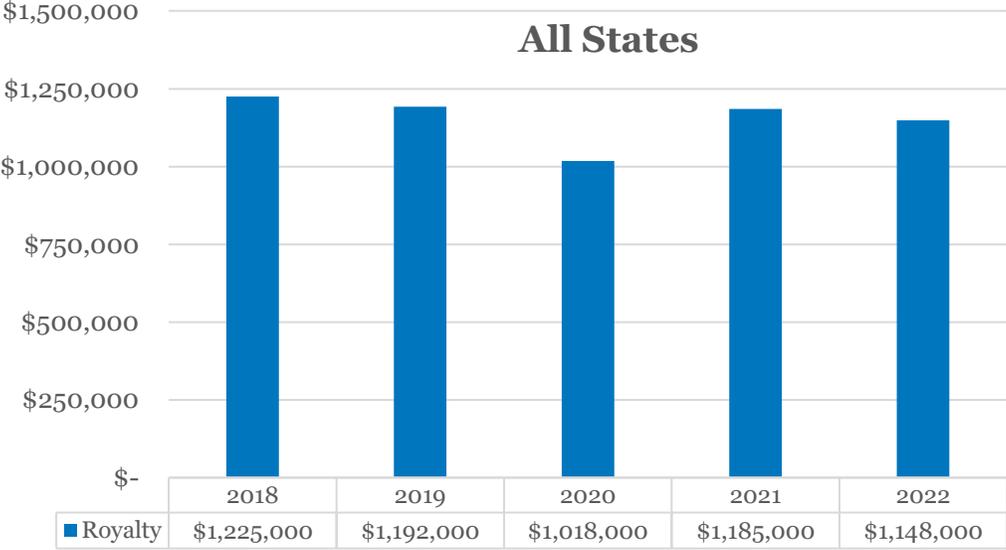
ADABEI - Financials

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- 2022: Positive Trends
 - Two Years / Good Growth
 - 2021 Rebound = 13.4%
 - 2022 Growth = 5.5%
 - Existing / Organic + New Products
- 2023 Budget Growth = 4.7%
 - YTD Exceeded Plan by 1.3%
 - Q3 / Q4 Cautiously Optimistic
- 2023 State Royalty Share Forecast = \$1M+

State Royalty Sharing

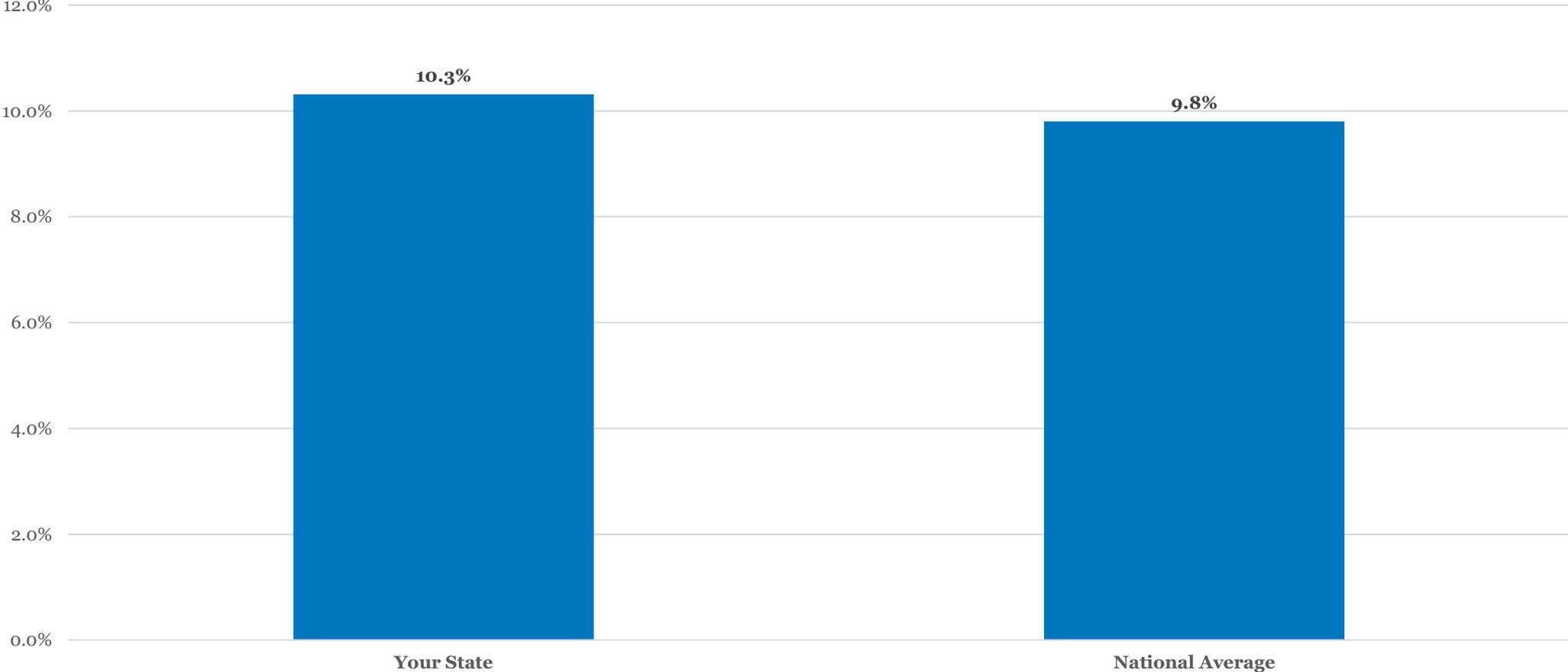
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Usage – Penetration %

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Penetration % - Credit Card



State Marketing Audit

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ADA Member AdvantageSM

2022 State Society Marketing Audit

State Society: Sample Dental Association

Co-Endorsements:

1. ADA Credit Cards – U.S. Bank
2. Apparel for Staff – Lands' End
3. Appliances – GE Appliances Store
4. Computers – Lenovo
5. Emergency Medical Kits – HealthFirst
6. HIPAA Compliancy – Compliancy Group
7. Interpretation & Translation Services - CyraCom
8. Luxury Vehicles – Mercedes-Benz
9. Mortgages – Laurel Road
10. Patient Financing – CareCredit
11. Secure Email – PBHS
12. Shipping – UPS
13. Student Loan Refinancing – Laurel Road
14. Sustainable Vehicles - Volvo
15. Tours & Cruises – AHI

Marketing Efforts:

JANUARY	FEBRUARY	MARCH	APRIL
Lenovo Facebook post; CareCredit featured in e-news; CyraCom and Compliancy Group ads in Journal; All ADAMA products featured on the Rewards Partners page in Journal	LR Mortgage Facebook post; PBHS featured in e-news; GE Instagram post	Lenovo Facebook + Instagram posts; All ADAMA products featured on the Rewards Partners page in Journal	Promo materials included in all reg bags at Annual Meeting; Lenovo featured in e-news
MAY	JUNE	JULY	AUGUST
Lenovo featured in e-news; All ADAMA products featured on the Rewards Partners page in Journal	N/A	Mercedes + HealthFirst featured in e-news	N/A
SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
All products featured with logo/image/copy in Journal	N/A	U.S. Bank dues billing sponsorship (buckslips and email); Laurel Road SLR webinar social post	N/A

Website Notes: Looks good!

Overall Audit Results: **EXCELLENT**

**Please note that these results are from 2022 and do not include any information or updates you may have done in 2023 YTD.*

How can we help you?

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- Let us know what you're up to
 - We can't give a marketing grade for efforts we aren't aware of
 - Add us to your distribution lists
- Check your website for needed updates
 - If not on the ADA template where many updates are made automatically, be sure to, at least annually, update your website with content from the toolkit
- Schedule a meeting with us
 - We'll go through your reports and see where we can help you find ways to increase awareness
- Review your existing co-endorsements
 - Are you missing any that could be easy wins?

**Thank you for your
time!**

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Appendix

Deals Open to Association Staff

Company	Product	Savings	Contact
U.S. Bank	ADA Preferred Rewards Visa Signature Card	Earn 20k points after you spend \$5k in 90 days 25k points = up to a \$450 plane ticket	www.adavisa.com
GE Appliances Store	Appliances	Save up to 25% off MSRP on select GE appliances every day	www.ada.org/ge
Lands' End Business	Branded Apparel	10% off orders + 10% off gift cards that can be used on consumer side	https://ada.landsend.com
Mercedes-Benz	Luxury Vehicles	Receive an incentive up to \$3,500+ off the purchase or lease of a new Mercedes-Benz vehicle.	To view current incentives, visit ada.org/mercedes To receive your incentive form contact us directly by email at adamemberadvantage@ada.org or call us at 800-ADA-2308
Lenovo	Computers	Instant savings up to 30% off tablets, notebooks, laptops and more Free ground shipping on all web orders	www.ada.org/lenovo
AHI	Tours & Cruises	Amazing river, land and ocean journeys with \$250 early booking savings	ada.ahitravel.com
AHI Further	Tours for Active Travel	Save \$100 on tours designed for the active and curious traveler	adafr.ahitravel.com
ODP Business Solutions	Office Supplies	Savings up to 75% off + free next-day delivery Use for school supplies!	www.ada.org/odp
Laurel Road	Student Loan Refinancing	Exclusive 0.25% rate reduction on loans No application or origination fees, and no payment penalties	www.laurelroad.com/ada
Laurel Road	Mortgages	Exclusive 0.25% rate discount, save up to \$650 on your closing costs, up to 95% financing, and no monthly mortgage insurance payments (PMI)	www.laurelroad.com/ada
Threadfellows	Branded Gear	Get 10% off, free logo set up, free decoration and free ground shipping	www.threadfellows.com/ada
Volvo	Sustainable Vehicles	Take \$1,000 off any vehicle	Contact us directly by email at adamemberadvantage@ada.org or call us at 800-ADA-2308

Key Tripartite Initiatives & Updates

April Kates-Ellison
Chief Client Services &
Tripartite Relations Officer



Elevating & Transforming Support

Record number of staff changes and turnover



A Dedicated Client Services Team + ADA Enterprise Support



Build and manage relationships with key stakeholders at the dental society level

Partner with societies to expand capabilities for effectiveness, growth & sustainability



Provides resources and consultation to assist with dental societies overall success



Outreach & Strategy

•Direct Support Services:

- Staff orientations, trainings and society staffing transition assistance
- Strategic planning facilitation and development
- Membership growth consultation and planning
- Assistance with dental student outreach and engagement
- Assistance with member outreach and engagement
- Leadership and board governance support (problem solving and/or training)
- Volunteer engagement strategy and training
- Diversity, equity and inclusion (DEI) strategy and training
- Dental School Support

Resources:

- ADA for Dental Societies resources on ADA.org
- Marketing toolkits
 - Membership campaigns, National Signing Day, etc.
- DEI leadership representation tool
- DEI Champions Network
- What's Up Wednesday's weekly email
- Membership dashboard
- Power of Three-monthly webinars
- ADA Conference Week
- Quarterly Quorum



Membership Operations

- Direct Support Services:

- New staff membership operations orientations, trainings and society staff transition assistance
- Provides information on members and non-members for recruitment and retention
- Assistance with Provisional member outreach and engagement (data sharing and clean-up activities)
- Assistance with Resident outreach and engagement (data sharing and clean-up activities).
- Member and nonmember data maintenance support (problem solving and/or training)
- Database reconciliations
- Life Membership election and life member pins

- Resources:

- Membership Statement and R&R reports on ADA Connect
- Membership Manual on ADA Connect
- Specialty and target market recruitment and retention reports
- Annual ADA membership cards
- Membership policies and procedures



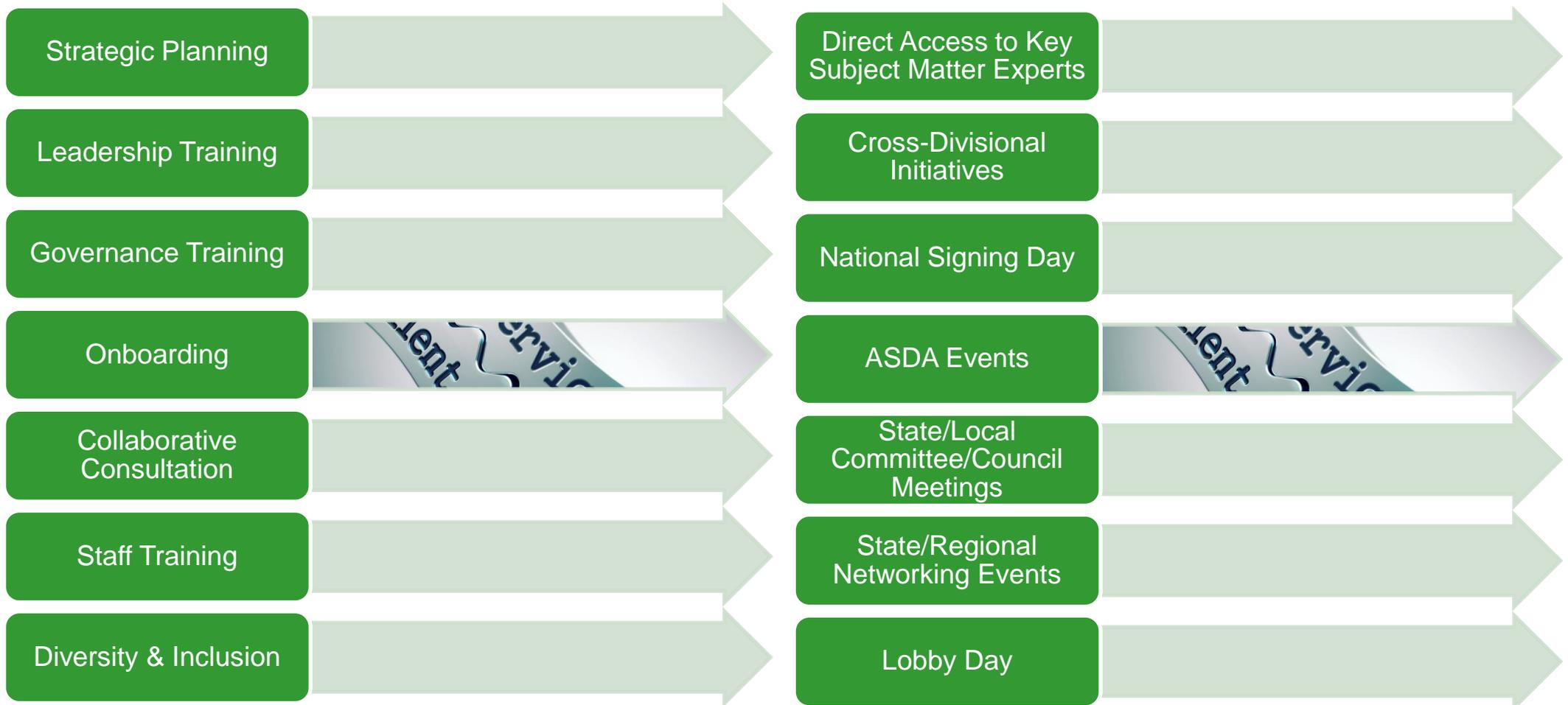
AMS & Systems Support

- Direct Support Services:

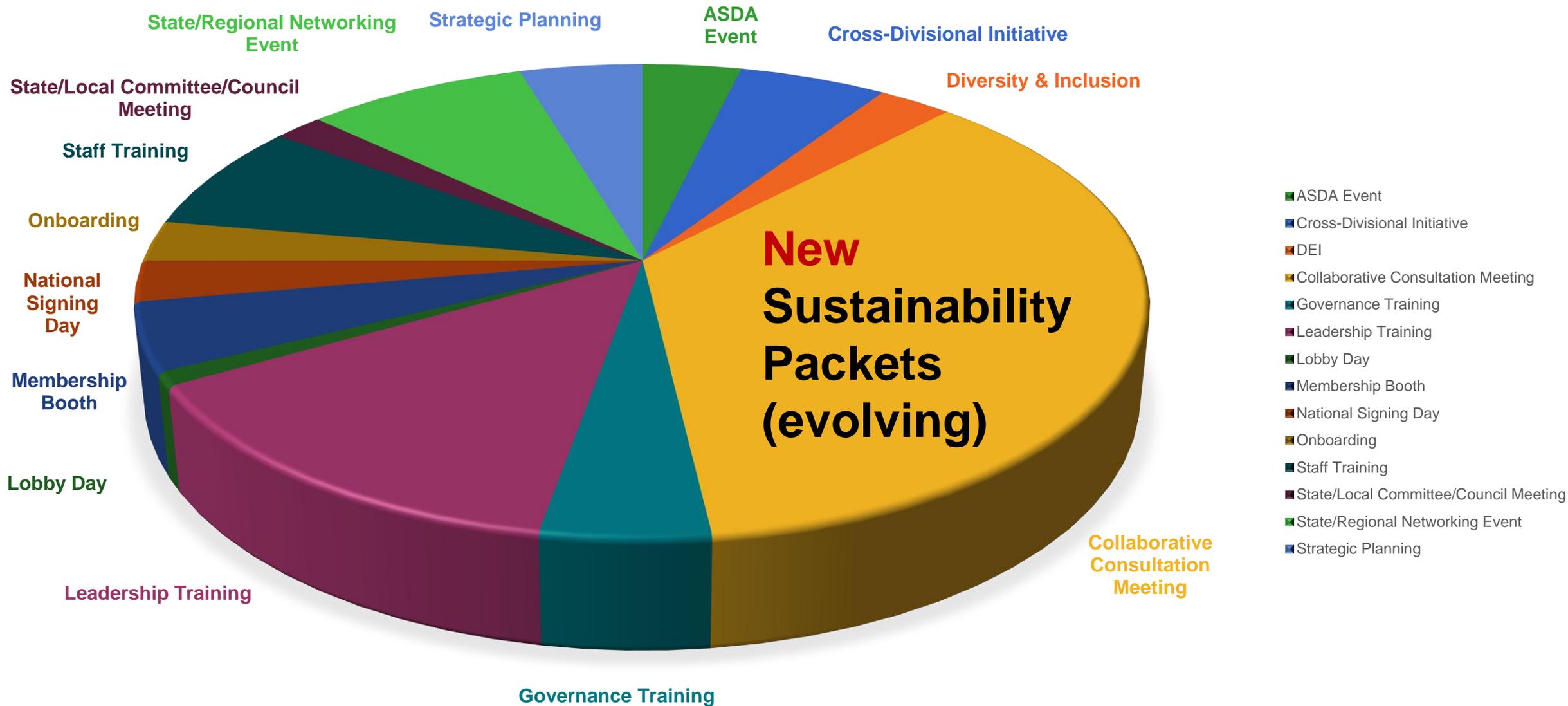
- Annual dues cycle (products, invoicing, payments, payment plans, refunds, remits, follow-ups and more)
 - Meetings and CE events
 - Data views, reports and analytics
 - CE Tracking
 - Committee's Management and Leadership tracking
 - Aptify Message templates
 - Aptify ebusiness Web pages
 - Peer Review
 - Legislators/Legislative tracking
 - Accounting and Finance
 - eCatalog Products
 - Voluntary Dues Products
- Resources:
- Case Management tools within Aptify
 - What's Up Wednesday weekly updates for Aptify support
 - Aptify Learning Labs/Training provided upon request
 - Aptify Webinars
 - Support documents stored within Aptify
 - LogMeinRescue (screen sharing) tools for instant support



ADA Enterprise as a Whole Provides the Support Your Dental Society Needs...Without Having to Pay for Outside Resources



AVERAGE 2022 CLIENT SERVICES MANAGER OUTREACH & STRATEGY



Ready to Serve & Support



**REIMAGINING
OUR TOMORROW**
NATIONAL · STATE · LOCAL

1

Your Client Service teams are points of contact to help you chart the course for effectiveness, growth, sustainability & overall dental society success.

Support a personalized strategy and action plan and assist with navigating the ADA.

2

3

Consult with your Strategy & Outreach Manager to discuss a collaborative action plan



Optimizing the Tripartite

Tripartite Competitive Advantage
Stronger Together



WORKING TOGETHER
to support our members & the profession

Stronger Together Examples

Capture which successes you are most proud of and share on the wall outside the auditorium

**REIMAGINING
OUR TOMORROW**
NATIONAL • STATE • LOCAL

TOGETHER WE:

- Collaborated on events, trainings and strategic planning that impacted 39 state associations this year
- Resolved 2,825 Aptify cases since last year
- Conducted 1,020 state/local events using Aptify last year
- Have 332 state/local staff using the membership dashboard
- Trained 18 new state partners on membership dashboards and processes this year
- Converted 6,924 D4 students to practicing members
- Renewed 90.5% of our members this year
- Have 912 state/local staff members on the same AMS sharing member data
- All continue to share information on Power of Three and Quarterly Quorum webinars
- Conducted over 20 DEI trainings with states and locals over the past 2 years
- Collaborated on scripts and messaging which resulted in 16,248 renewal calls from the MSC
- Hosted 100 Success Seminars for the 2022-2023 school year
- Completed 114 ARC programs across state and local dental societies in 2022



Stronger Together Examples

1. Stopped dental student market share erosion
2. Collected record# of signing day applications
3. Advanced Salesforce/Fonteva Collaboration

**REIMAGINING
OUR TOMORROW**
NATIONAL • STATE • LOCAL

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Partnering for Excellence

Reimagining What's Possible
& What's Necessary



Service Checks



REIMAGINING
OUR TOMORROW
NATIONAL • STATE • LOCAL

Partnership Principles



- **Transparent Communications**
- **Inclusive Culture**
- **Equity in Partnership**
- **Unified Member Experience**
- **Modern Technology, Data & Operations**
- **Learning & Sharing Community**
- **Intentional Infrastructure**



Innovations



What If State & Local Innovation Funnel

Seize this opportunity to leverage our collective thinking to impact positive change. Enclosed is the QR code to our innovation funnel that allows sharing from our state and local partners. Ideas, big or small, can serve as a catalyst to positive change. The process is short and simple: please submit a grassroots idea for growth or sustainability in a "What If" format. Submitted innovations will be reviewed and included in our innovation repository. Progress will be shared through state and local platforms and forums. Our ability to innovate and change is what creates competitive advantage, adds value, and ensures sustainability.

REIMAGINING
OUR TOMORROW
NATIONAL · STATE · LOCAL



REIMAGINING OUR TOMORROW NATIONAL • STATE • LOCAL

Welcome Remarks & Key Tripartite Initiatives & Updates

April Kates-Ellison, MS, CAE

Chief Client Services & Tripartite Relations Officer ADA

Contact: Phone:224-659-4023 **Email:** katesellisona@ada.org

Reimagining Our Tomorrow Through Modernized Technology

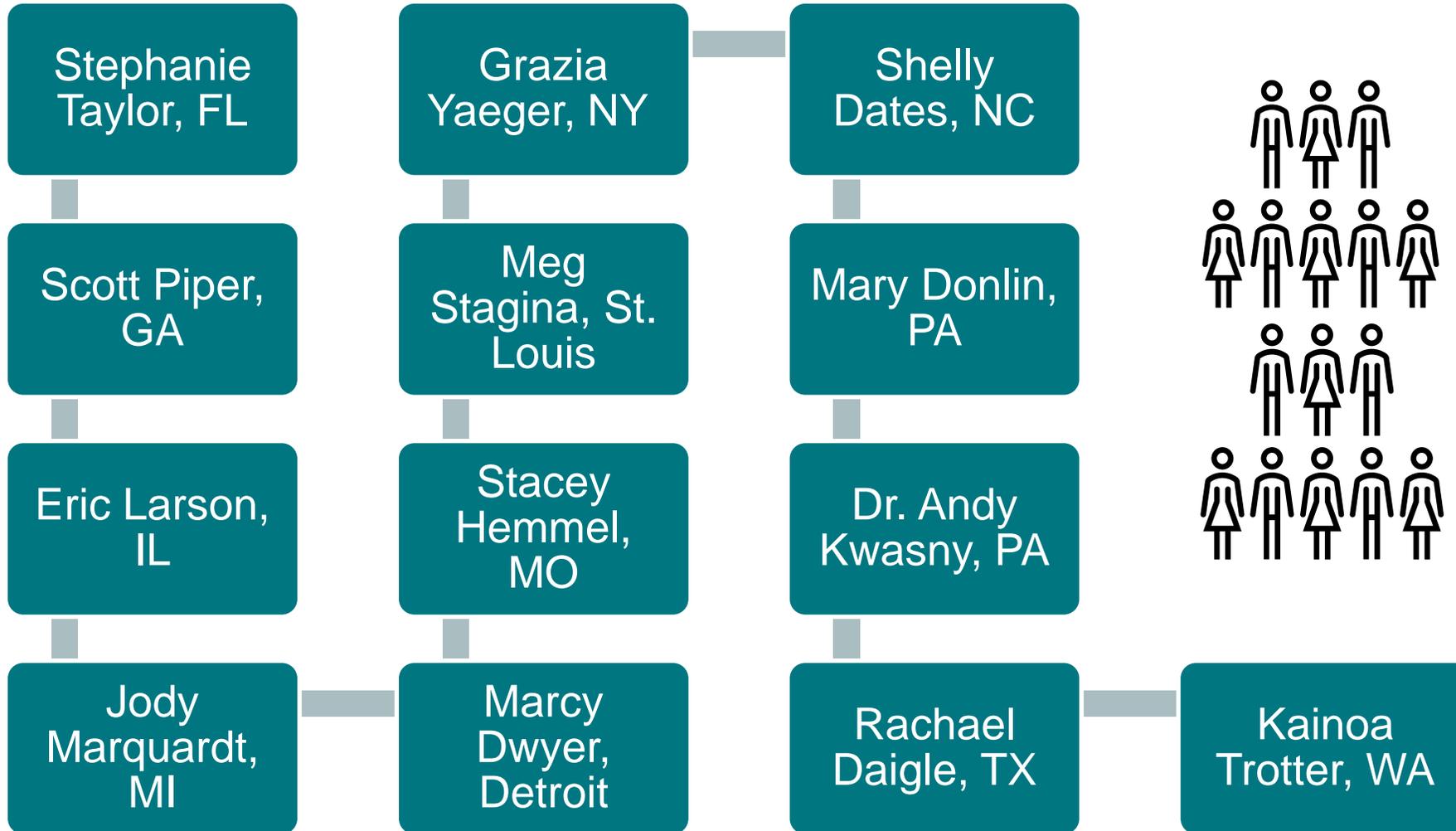


Raj Trivedi
Director, Tripartite
Systems Operations



Kenny Kaplan
Sr. Director,
CRM / AMS Software

Thank you, Stakeholder Advisory Committee



Fonteva Testing

Testing Topics Completed

- Contacts
- Membership
- Products (Items)
- Accounting
- Committees
- Customer Portal

- 13 Showcases Completed (Each showcase is 2 hours)
- Each showcase averages 40 participants
- Tripartite Collaboration & Participation at its best
- Thank you to all members of the Stakeholder Advisory Committee and Tripartite users for your time, effort and important feedback!

Thank you, Fonteva Testers

State Society	Tester
Arizona Dental Association	Corbin Mckim
Arizona Dental Association	Janna Johnson
Chicago Dental Society	Joanne Girardi
Connecticut State Dental Association	Rebecca Caffrey
Greater St Louis Dental Society	Susan Prosperi
Maryland State Dental Association	Chrys Bell
Michigan Dental Association	Angie Kanazeh
Michigan Dental Association	Ginger Fernandez
Michigan Dental Association	Jennifer Lenneman
Michigan Dental Association	Joanne Floyd
Michigan Dental Association	Michelle Cruz
Missouri Dental Association	Denise Lehmen

Thank you, Fonteva Testers

State	Name
New York State Dental Association	Peter Lacijan
North Carolina Dental Society	Ryan Couch
North Carolina Dental Society	Ingrid Madrigal
Ohio Dental Association	Joe Potestivo
Texas Dental Association	Arlene Knox
Texas Dental Association	Barb Carlson
Texas Dental Association	Donna Cortez
Texas Dental Association	Kelly Doolittle
Texas Dental Association	Lee Ann Johnson
Texas Dental Association	Shannon Cook
Washington State Dental Association	Rachal Gunderson

Learning Management System Selection Committee

Name	Society
Joanne Girardi	Chicago Dental Society
Stephanie Taylor	Florida Dental Association
Kerry Gomez-Rios	Florida Dental Association
Scott Piper	Georgia Dental Association
Mary Clark	Georgia Dental Association
Jody Marquardt	Michigan Dental Association
Jeff Mertens	Michigan Dental Association
Mandy Lewis	Missouri Dental Association
Brenda Turner	New York State Dental Association
Grazia Yaeger	New York State Dental Association
Stacy Mcilduff	New York State Dental Association
Mary Donlin	Pennsylvania Dental Association
Andrea Hayes	Tennessee Dental Association
Sara Moorehead	Tennessee Dental Association
Shannon Jacobs	Virginia Dental Association
Kainoa Trotter	Washington State Dental Association

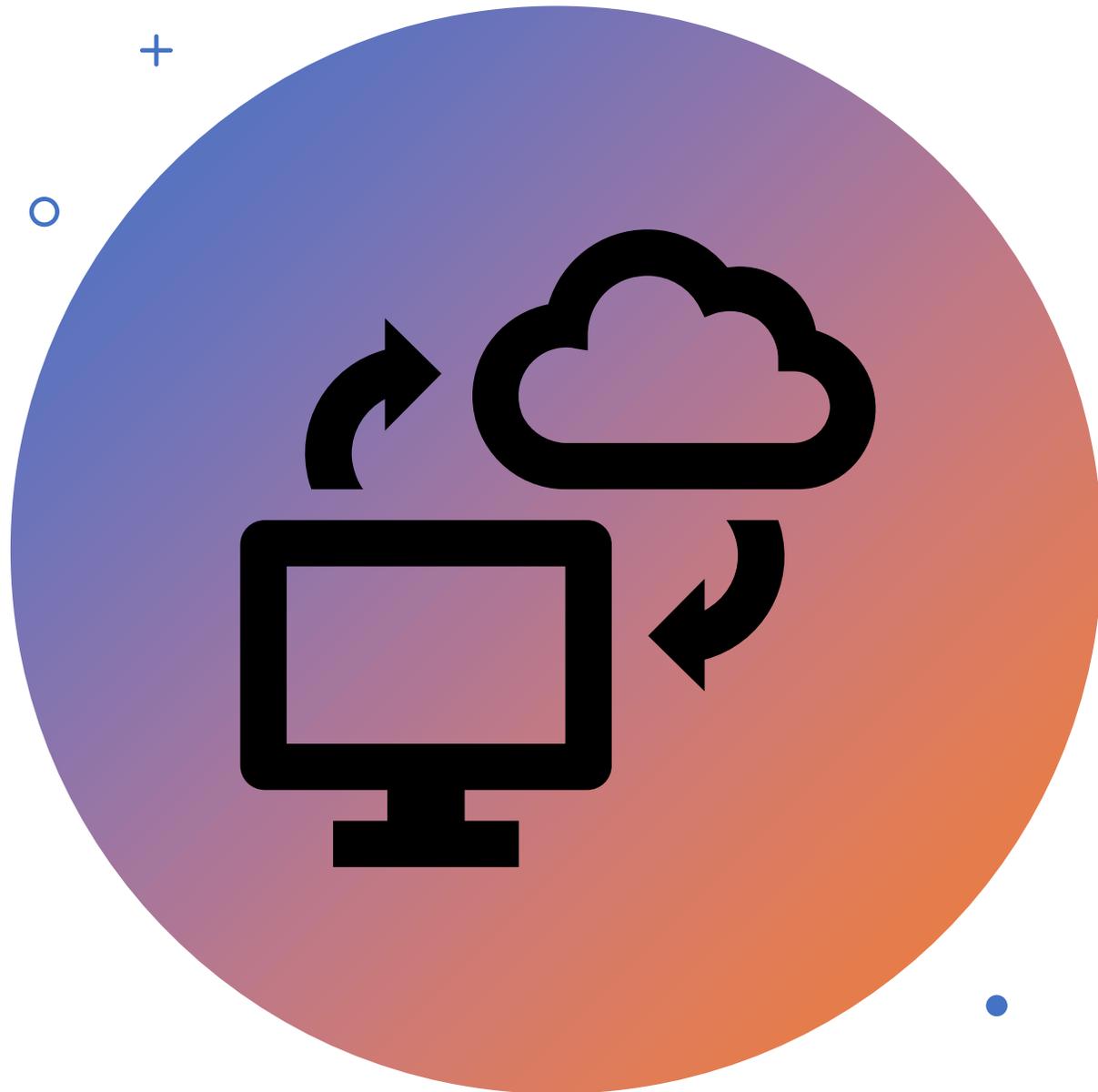
Fonteva & Salesforce – What are they?



Fonteva AMS is an association management software that provides comprehensive solutions for membership organizations to streamline operations and enhance member engagement.

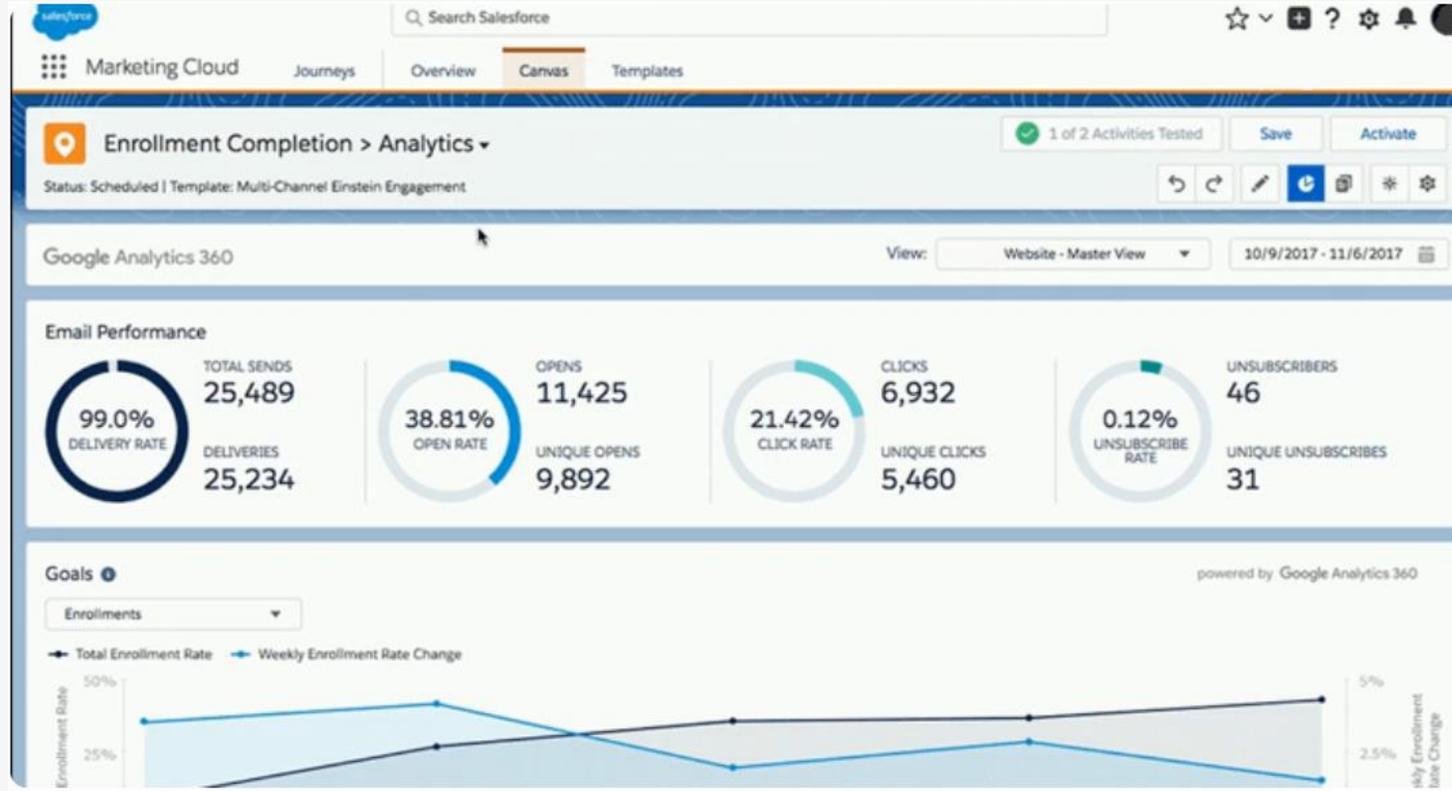


Salesforce is a cloud-based customer relationship management (CRM) platform that helps businesses manage customers and automate various aspects of their operations.



Management for the Tripartite

- Single database for the Tripartite
- Shared platform
- Easily store, organize and update information
 - Contact details
 - Status of transactions
 - History
 - Communication and Engagement

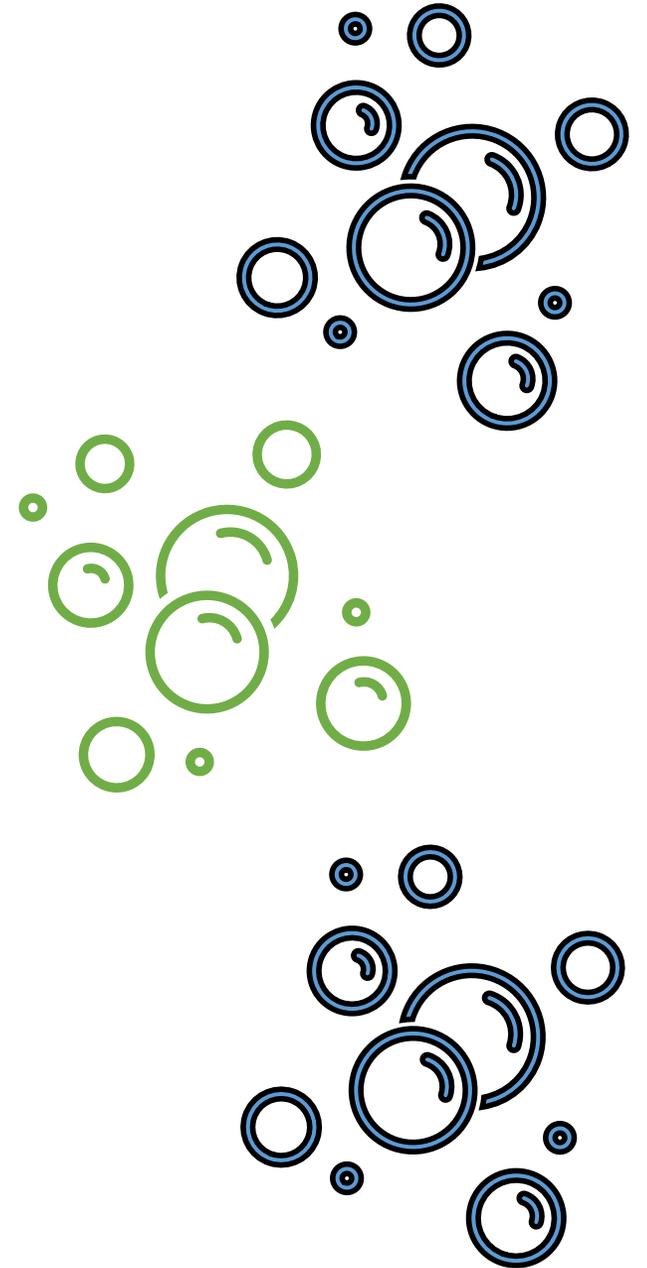


Reporting and Analytics Features

- Ability to create custom reports using industry standard tools
- Data visualization tools
- Analyze interaction behavior
- Make data driven decisions

The More...

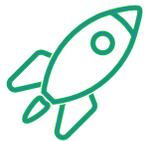
- Security, Scalability and Flexibility
- Mobile Accessibility
- Integration Capabilities
- Salesforce Appexchange
 - Ecosystem of over 5000 solutions
 - Built specifically for Salesforce



Support for Go-Live and Beyond



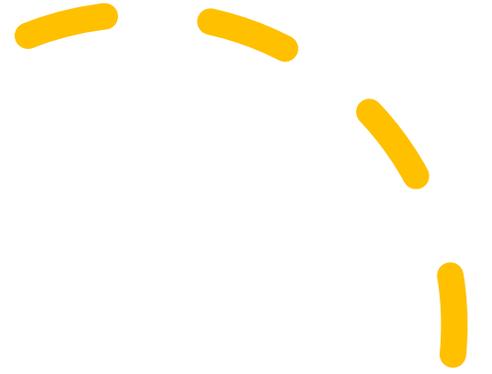
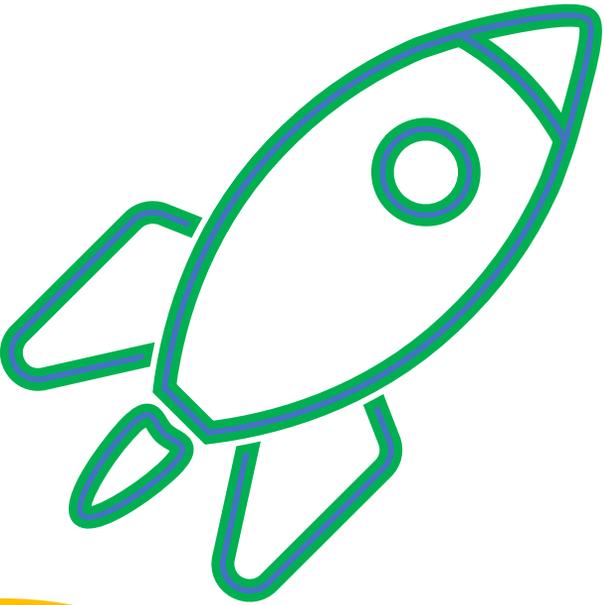
More communication will be coming about training, cutover, and support



The release is not an end point; it is a beginning



A joint committee will continue through the lifecycle of Fonteva/Salesforce to provide continuous feedback and guidance for the future of our AMS



Fonteva Go Live!
July 2024

Dentist and Dental Hygienist Licensure Compact Update

Matt Shafer

Deputy Program Director at
The Council of State Governments
Center of Innovation





DDH Dentist and
Dental Hygienist Compact



**National Center for
Interstate Compacts**
THE COUNCIL OF STATE GOVERNMENTS

Compact Development Milestones



**The Council
of State
Governments**

2020

- The Department of Defense entered into a cooperative agreement with The Council of State Governments to fund the creation of new interstate compacts



2021

- DoD and CSG announced that ADA and ADHA were successful applicants
- ADA, ADHA and CSG convene a technical assistance group and a drafting team to develop the compact



DDH Dentist and
Dental Hygienist Compact

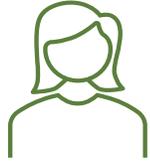
January 2023

- The model legislation is finalized and released to states
- States begin introducing and enacting the compact through their legislative process

Commonly Used Terms

DDH Licensing Compact Defined Term	What does it mean?
Participating State	A state that has enacted the compact
Qualifying License	An active and unencumbered license issued by a Participating State
Remote State	A Participating State where a Licensee is not licensed and is seeking to practice via a compact privilege
Compact Privilege	Authorization granted to practice in a single Remote State
Compact Commission or Commission	Joint government agency made up of all Participating States who is responsible for administering the compact

How does it work?



Application

- A dentist or dental hygienist holds an active unencumbered license in a compact state
- The dentist or dental hygienist applies for a compact privilege

Background Check

- The practitioner undergoes an FBI background check

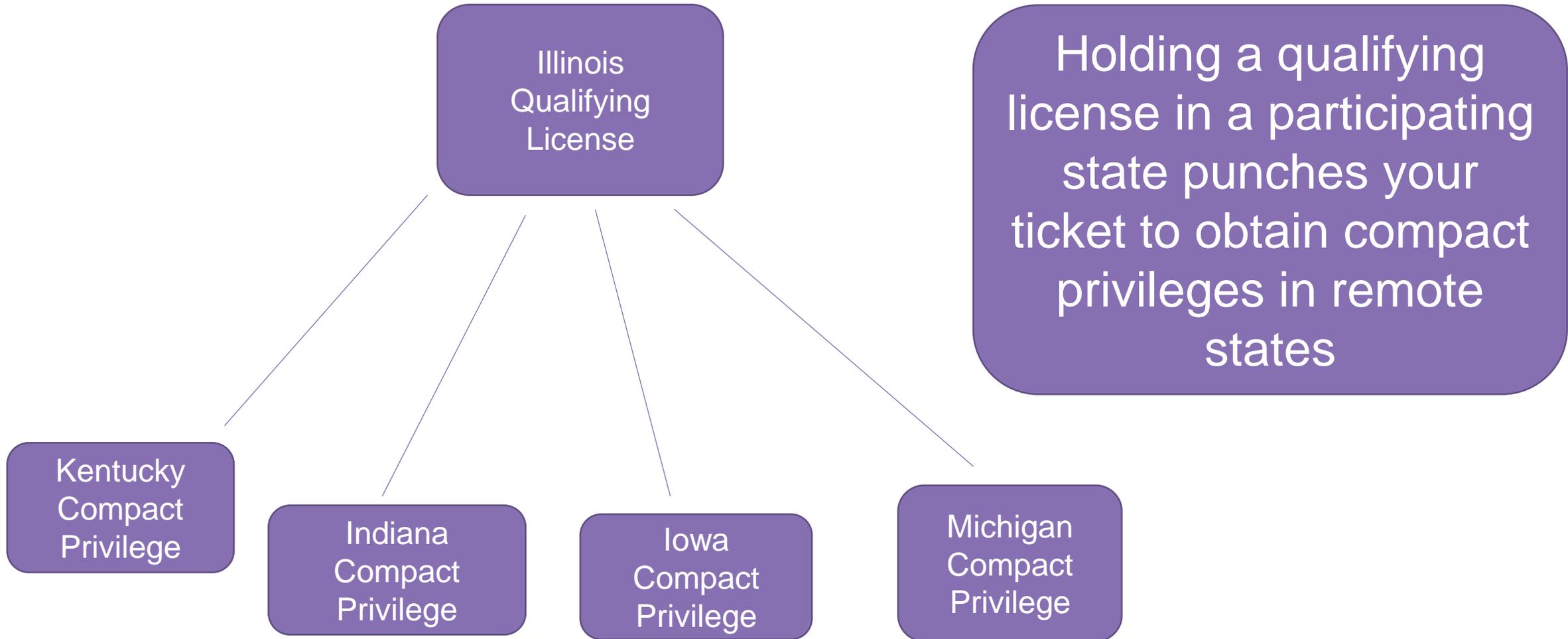
Application Reviewed

- The practitioner's license and eligibility are verified
- The practitioner pays fees and completes jurisprudence requirements

Compact Privilege Issued

- The practitioner receives a compact privilege
- The practitioner now has legal authorization to practice in the remote state where they hold a compact privilege

Compact Privilege



Summary of Key Requirements



Hold a qualifying license issued by a participating state



Passage of National Board Examinations of the Joint Commission on National Dental Examinations



Graduation from a predoctoral dental education program, leading to the D.D.S. or D.M.D. degree, or a dental hygiene education program accredited by the Commission on Dental Accreditation



Successful completion of a clinical assessment



Completion of Criminal Background Check

Compacts vs. Endorsement

DDH Compact

Seamlessly facilitates multistate practice

Standardized requirements

Compact privilege can be issued in a matter of minutes

Nominal issuance/renewal fee (PT compact is \$45)

No additional CEs beyond your qualifying license

No board discretion. If licensee meets standard set in the compact, the privilege will automatically be issued.

Licensure by Endorsement

Licensee must continue to maintain individual licenses if they want to practice in multiple states

Inconsistent/variable credentials and experiences required

Must wait on dental board to review application and determine eligibility

Full license issuance/renewal fee

Required to complete CEs in each state where you hold a license

Board has discretion to deny application if previous state's requirements are not substantially similar

Benefits for Dentists and Dental Hygienists

BENEFITS OF THE DENTIST AND DENTAL HYGIENIST COMPACT FOR LICENSEES:



Facilitates multistate practice.



Enhances license portability when changing state of residence.



Expands employment opportunities into new markets.



Improves continuity of care when patients or providers relocate.



Supports relocating military spouses.



Reduces burden of maintaining multiple licenses.

Benefits for Dental Boards

BENEFITS OF THE DENTIST AND DENTAL HYGIENIST COMPACT FOR REGULATORS:



Reduces administrative burden.



Facilitates practitioner mobility during public health emergencies.



Ensures retention of jurisdiction over practitioners working in their state.



Expands state licensure board cooperation on investigations and disputes.



Enhances public safety through shared data system.

Benefits for States

BENEFITS OF THE DENTIST AND DENTAL HYGIENIST COMPACT FOR STATES:



Promotes workforce development and strengthens labor markets.



Expands consumer access to highly qualified practitioners.



Preserves state sovereignty.



Increases collaboration among states.

Clearing Things Up

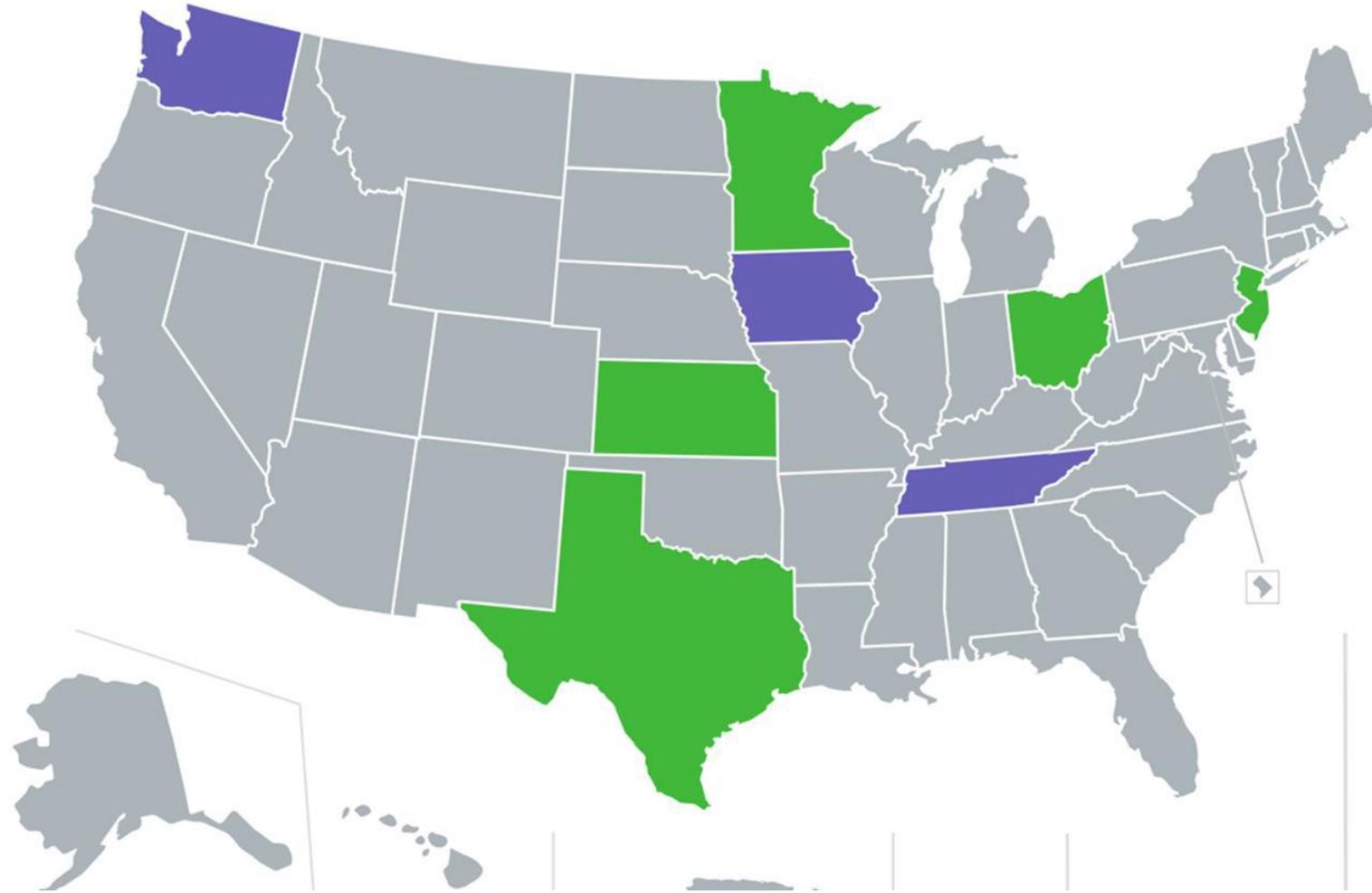
- This does NOT establish a national license.
- CODA accredited education IS required.
- States are NOT relinquishing their authority.
- Dentists/Dental Hygienists must follow the practice act in the state where you are practicing.
- Licensing pathways that already exist will continue to exist.

Compact Map

● Legislation Not Introduced

● Legislation Pending

● Legislation Enacted



Next Steps

Model legislation has been finalized and is available for states to enact.

Visit website for model legislation and educational materials:

www.ddhcompact.org

Compact will be active when **7** states enact it.





DDH Dentist and Dental Hygienist Compact

Questions?

General Inquiries: DentalCompact@csg.org

Website: www.DDHCompact.org

Matt Shafer: matthew.shafer@csg.org



**National Center for
Interstate Compacts**

THE COUNCIL OF STATE GOVERNMENTS

Break Until 9:15 AM

- State Executive Directors Meeting will resume on the 22nd Floor in the ADA Board Room.
- All other attendees please meet back in ADA Auditorium for:

**What if We Reimagined
How We Provide
Value/Values and Engage
Our Members Together?**

Sponsored by:

ADA
Member AdvantageSM

ADPAC
American Dental Political Action Committee
ADA American Dental Association

ADA
Practice
TransitionsSM

CareCredit

REIMAGINING OUR TOMORROW NATIONAL • STATE • LOCAL

State Executive Directors' Meeting

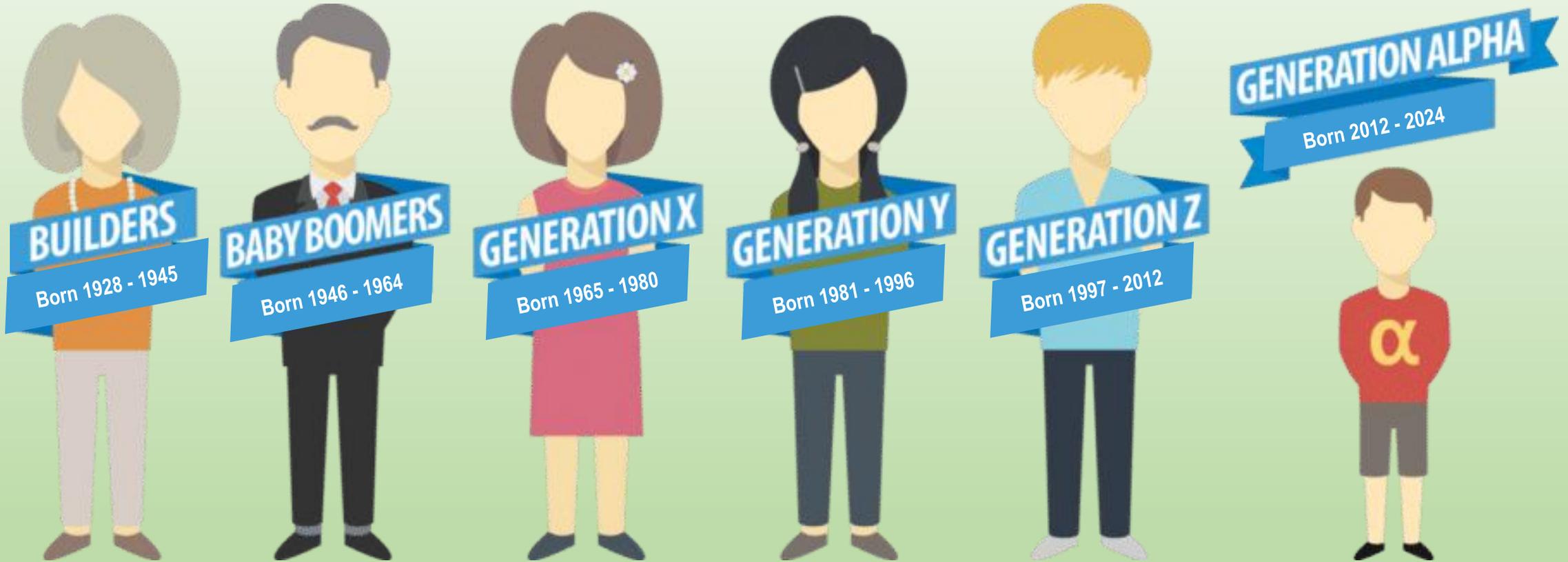
Thriving On- Next Steps

We're All In This Together

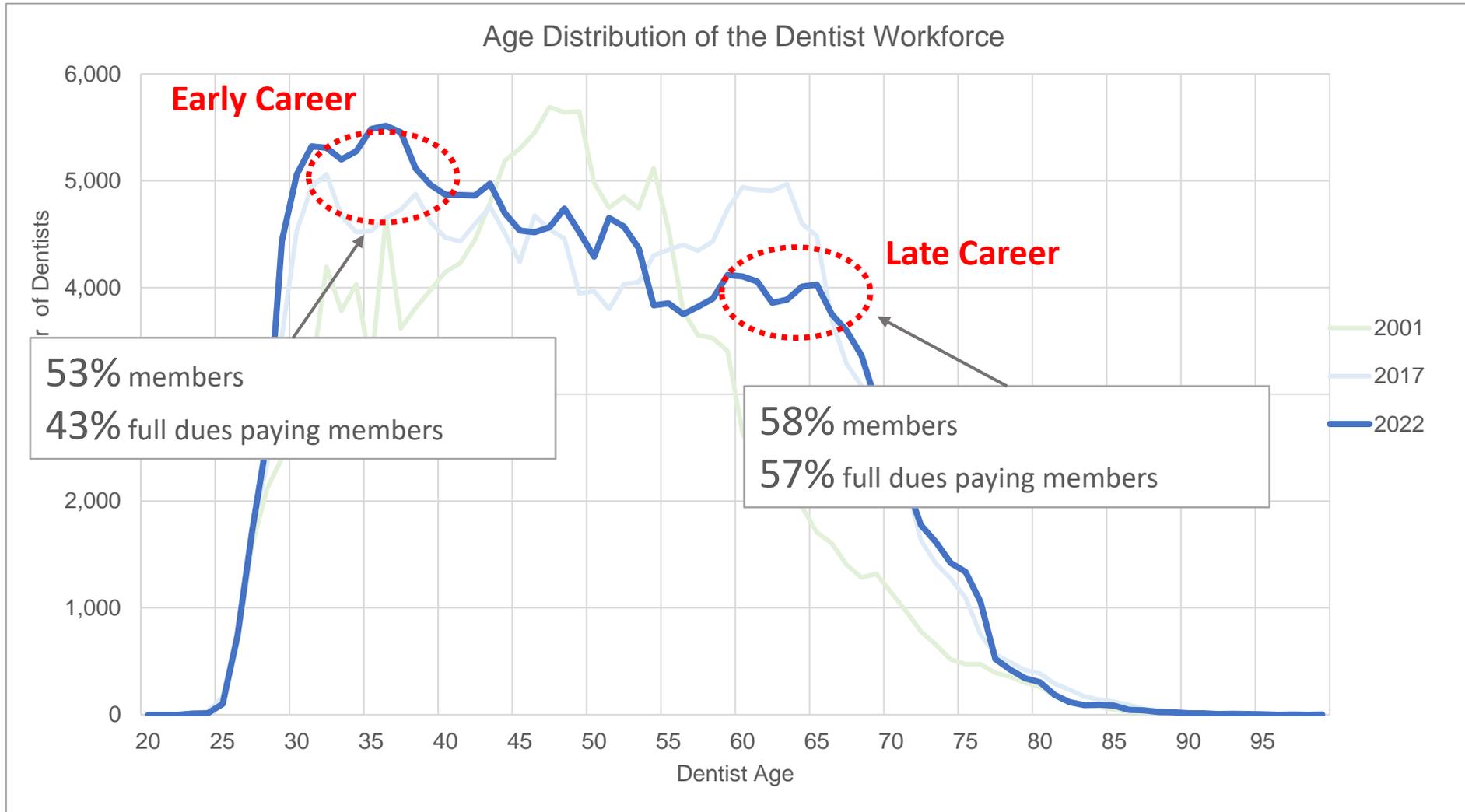
Raymond A. Cohlmiia, DDS
Executive Director

ADA Conference Week
July 18, 2023





A Generational Transition



Dr. Vujicic Data Shows the Reality.....

....ADA market share varies across the career span and generational divide; most commonly, not in our favor

Some Quick Takeaways from yesterday

We are nearing the **tail end of a major generational transition** in the dentist workforce. It's the 3rd period, with a few years left before the Baby Boomer cohort of dentists transitions out.

Practice models continue to **trend away from solo practice** to various forms of group practice. Faster than previously thought. This practice modality shift is being driven, in part, by the generational transition.

The **vast majority of states have yet to capture the next generation** of dentists into ADA membership. But states are at different points of the generational transition.

- For those states that have already gone through the generational transition, this has already caused crashes in ADA market share.
- For those states that are about to go through the generational transition, it is going to lead to crashes in ADA market share. Unless something big changes.

The data suggest we **can not manage the generational transition with the current ADA membership model.** Market share is about to plummet unless something big changes.

Some Quick Takeaways from yesterday

....the data suggest we can not manage the generational transition with the current ADA membership model. Market share is about to plummet unless something big changes.....

If we want **different results** from
our ADA, then we have to **do**
something different at our ADA.

It Started With Listening

It started with listening from each of you

It moved from learning to evaluation

It moved from evaluation to understanding

It moved from understanding to seeing the future



From seeing the future - a Five-Year Business Plan for the ADA was developed last year and continues to move forward with five defined areas:

Professional Focused
Tripartite Dedicated
Internal Management

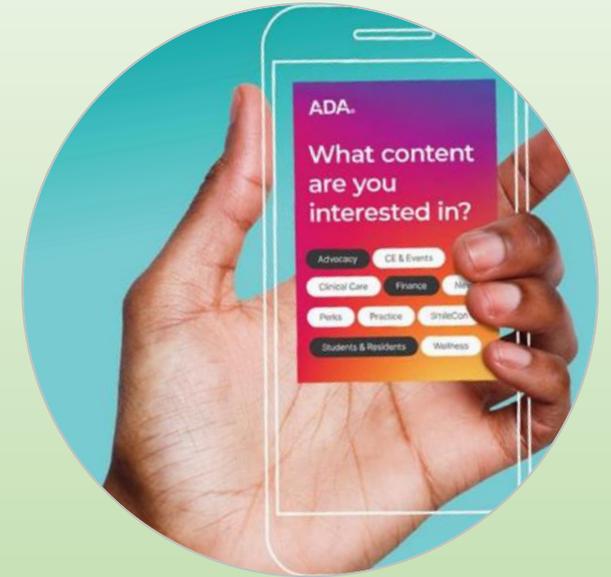
Member Centered
Best Business Practices
Efficient



Goal 1
Agile Governance



Goal 2
Collegiality and Synergy



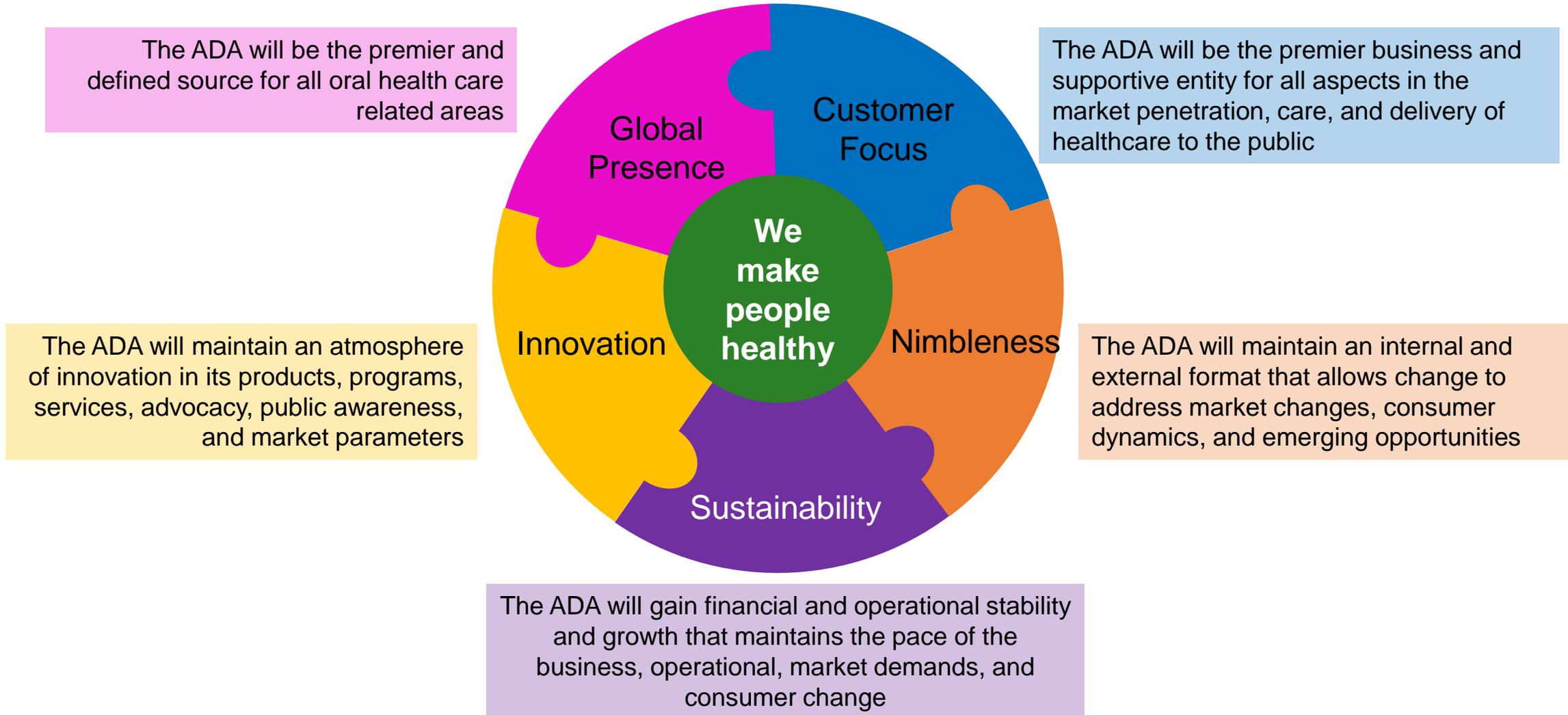
Goal 3
Digital Experiences

A shift to Customer Group Portfolios as of Q1/2023



Delivery will be driven within these Customer Groups

ADA Business Values



Quarterly Business Review (QBR)

- Focus of today's discussion will be on outcomes, not activities
- We have the people in the room to resolve impediments
- We will agree to any changes in priorities for the next quarter
- We will evolve our reporting and how we run the QBR over the next quarter

	QUARTERLY BUSINESS REVIEW
Cadence	Once per quarter , at least two weeks before the Quarterly Planning Event
Purpose	<ul style="list-style-type: none"> • To review progress towards Business Outcomes during the last quarter • To prioritize outcomes and objectives for the next quarter
Core Attendees	<ul style="list-style-type: none"> – Initiative Owners – Portfolio Agile Lead – Portfolio Architect – Portfolio Chiefs – Finance Representative

Transitioning to QBR from QMR

QMR

- Not customer focused
- Backwards looking
- Tied to Strategic *Plan*
- Not fit for decision making or prioritizing

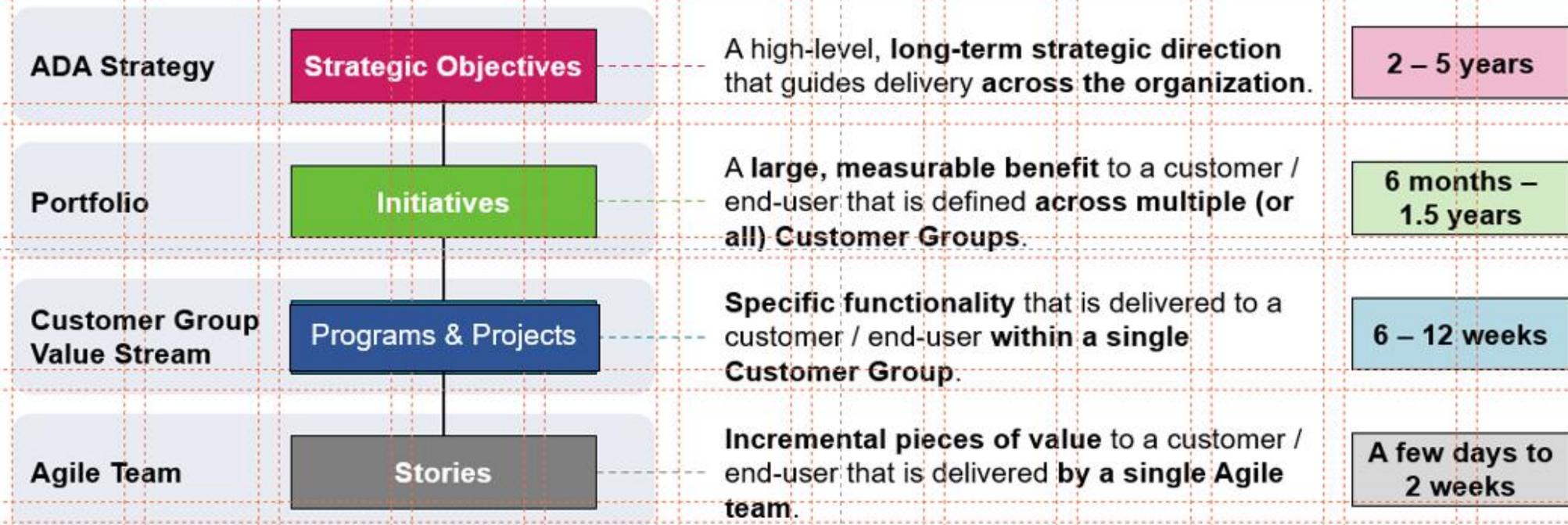


QBR

- Customer focused
- Forward looking
- Tied to the Strategic Forecast
- Fit for quarterly and annual decision making and prioritization



The ADA's Lean Portfolio Management (LPM) structure aligns the organization's strategic goals with Agile team delivery



We will include “Run the Business” and “Change the Business” work in the backlogs at all levels

Interim OKRs

(Outcomes and Key Results on the 2-5-year strategic horizon)

Large, measurable benefit to the customer. Cuts across portfolios. Will be informed over time by Strategic Forecasting

- **Increase engagement and conversion with dental students and early career dentists**
- **Achieve a true dental insurance**
- **Ensure organizational effectiveness and sustainability**

**Current
Priorities**

- Drive evidence-based, ethical, quality care in the dental profession
- Enable an accurate and accessible single source of membership data at the national, state, and local (and specialty) level
- Increase ADA's international presence/influence
- Strengthen alliances with national stakeholders

Also in Flight

A Must: Customer Focused Framework

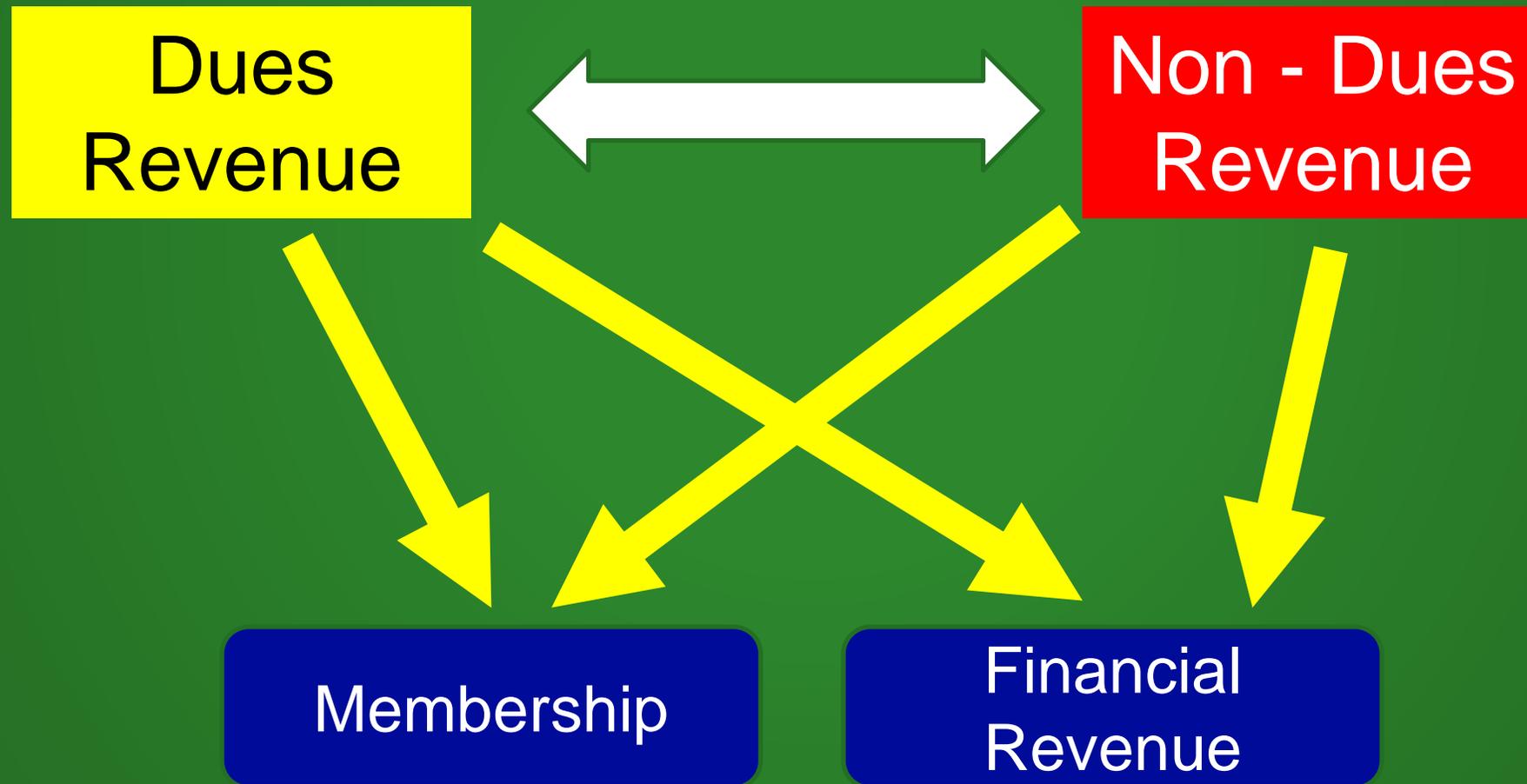
Dues
Revenue



Non - Dues
Revenue



Our Goal:
Customer Focus Framework
Dues Engagement Business Model



...with Mission Driving Our Metrics

**Customer/
Member
Focus**

The ADA will be the premier organization to serve and support the dental profession, with an eye on the improvement of public health, patient care, and health care delivery.

Sustainability

The ADA will be a financially and operationally stable organization that keeps pace with the profession's needs, market demands, and environmental shifts.

Innovation

The ADA will be the center of insight, inventiveness, and creativity in its products, programs, services, advocacy, and outreach.

Nimbleness

The ADA will be a dynamic organization that adapts quickly to change and emerging opportunities.

**Global
Presence**

The ADA will be the go-to international voice for oral health and related topics.



Evaluation of outcomes will be based on metrics from each mission.

This is the heart of **Mission-Based Accountability.**

A New Model for ADA Membership Building on Our Value Proposition

	Bronze Student	Silver Entry Membership	Gold Standard Membership	Platinum Membership	Concierge Membership
Benefits level 1	✓	✓	✓	✓	✓
Benefits level 2	<div style="background-color: #2e8b57; color: white; padding: 10px; border-radius: 15px; text-align: center;"> <p><i>With Exciting and Inviting Ways to Move to the Next Level!</i></p> </div>			✓	✓
Benefits level 3				✓	✓
Benefits level 4				✓	✓
Benefits level 5					✓

**Benefits for each membership category to be established

A New Model for ADA Membership

The Key Is Us – The Tripartite

Everything ties together:

Professional / Member / Tripartite/ Business / Efficiency

- ✓ Reduce FTE on all sides of the tripartite and increase member service
- ✓ Hiring an individual that will focus on helping you with understanding, integration, communication, and transition
- ✓ Simplify and agree to consistent categories of membership
- ✓ Single database
- ✓ Simplified transactional system

A New Model for ADA Membership

The Key Is Us – The Tripartite

Getting there

- ✓ Task force working with SFC / SFC Process
- ✓ Initiated August 2023
- ✓ Initial report due November 2023
- ✓ Completed model ready by March 31, 2024

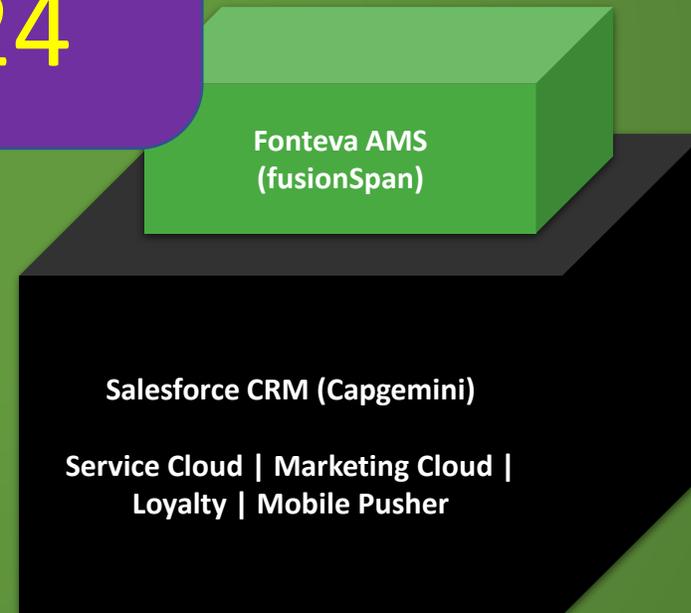
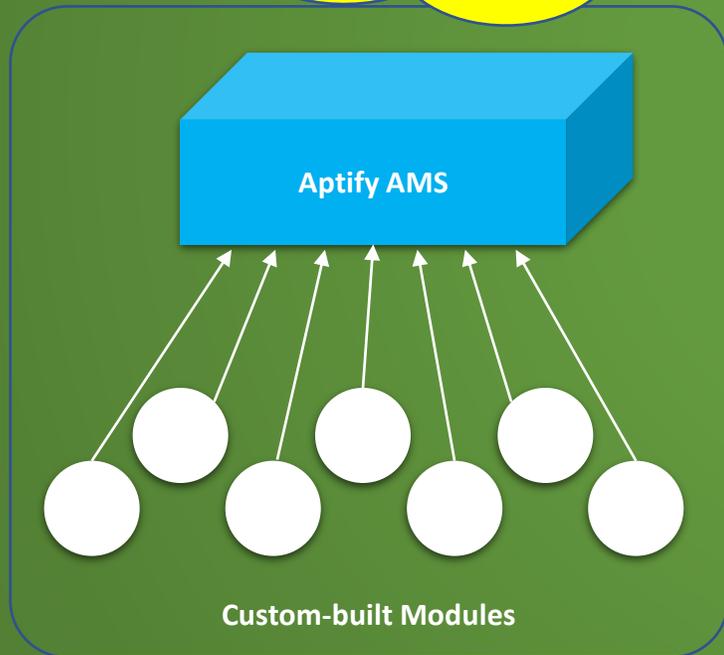


Overview and Current State

- The ADA is **Only ~~18 17 16, 15, 14,~~ 13 Months Away!** Association Management Software (AMS)
- Salesforce **placement**
- The ADA **the new solution**

Only ~~18 17 16, 15, 14,~~ 13 Months Away!

July 2024



ADA Customer Groups



PUBLIC/PROFESSIONAL



DIRECT TO DENTIST



TRIPARTITE



BUSINESS



ENTERPRISE

Creating possibilities of greatness for all.

ADA[®]

ADA American Dental Association®

Tripartite Message

April Kates-Ellison

Tripartite

VISION: A cohesive and inclusive tripartite that fosters a unified and seamless member experience for all.

MISSION: To build an aligned, forward-thinking, and equitable partnership that maximizes the value and importance of each level of the tripartite to better serve our members and improve oral health.

PRINCIPLES: Guiding principles of partnership that help optimize the value and influence of the tripartite.



Measuring Success (Growth & Sustainability)

Key Metrics:

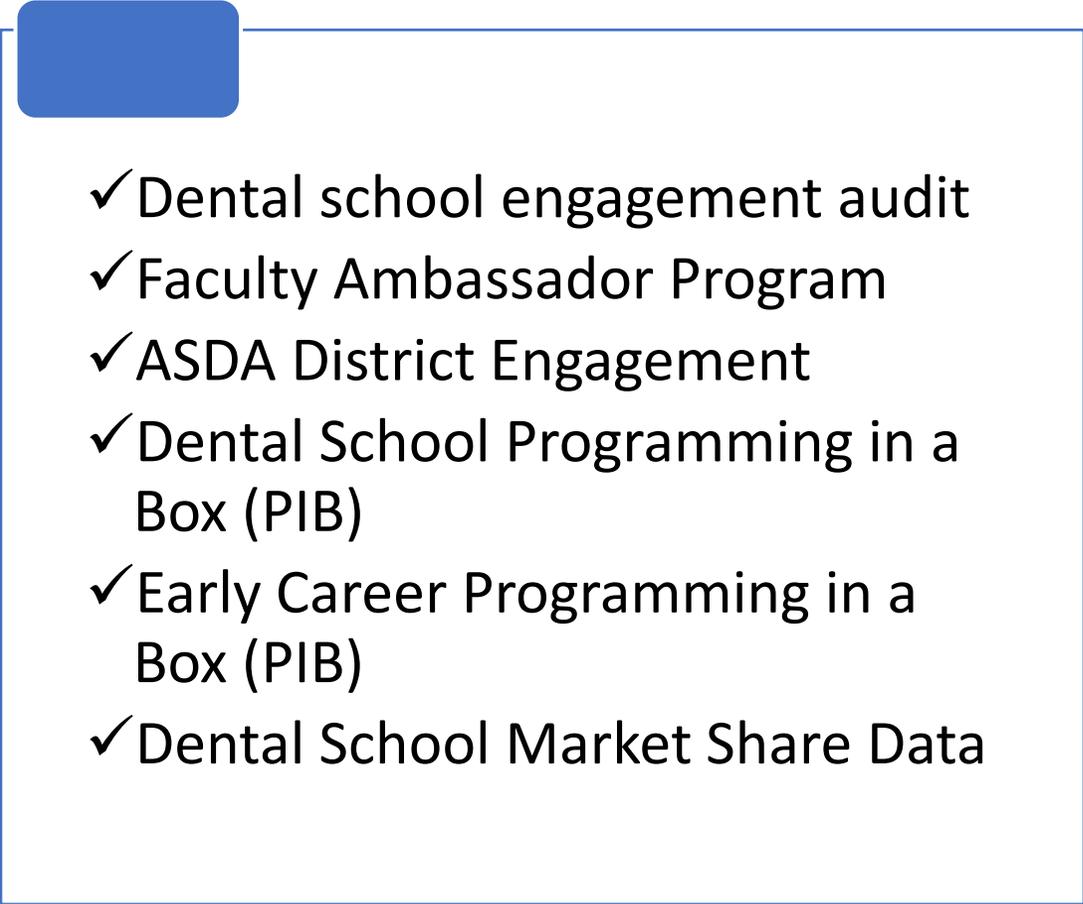
- Tripartite service/support satisfaction rankings of very good to excellent across 75-100% of states
- Strategic engagement or alignment on key strategies across 75-100% of states
- New Dentist Member Growth by 75-100% of states
- Non-Dues Revenue Growth by 75-100% of states.



Strategic Focus Area 1



Improve
State/Local
Student
Awareness,
Conversion & Early
Career
Programming

- 
- ✓ Dental school engagement audit
 - ✓ Faculty Ambassador Program
 - ✓ ASDA District Engagement
 - ✓ Dental School Programming in a Box (PIB)
 - ✓ Early Career Programming in a Box (PIB)
 - ✓ Dental School Market Share Data

Strategic Focus Area 2



Improve State &
Local DEI
Awareness &
Education

- 
- ✓ Policy
 - ✓ Program
 - ✓ Practices

Strategic Focus Area 3



Improve State &
Local Multi-Site
Group Practice
Outreach

- 
- ✓ Multi-Site Group Practice acceptance
 - ✓ Multi-Site Group Practice engagement
 - ✓ Value proposition for dentists
 - ✓ Value proposition for practice

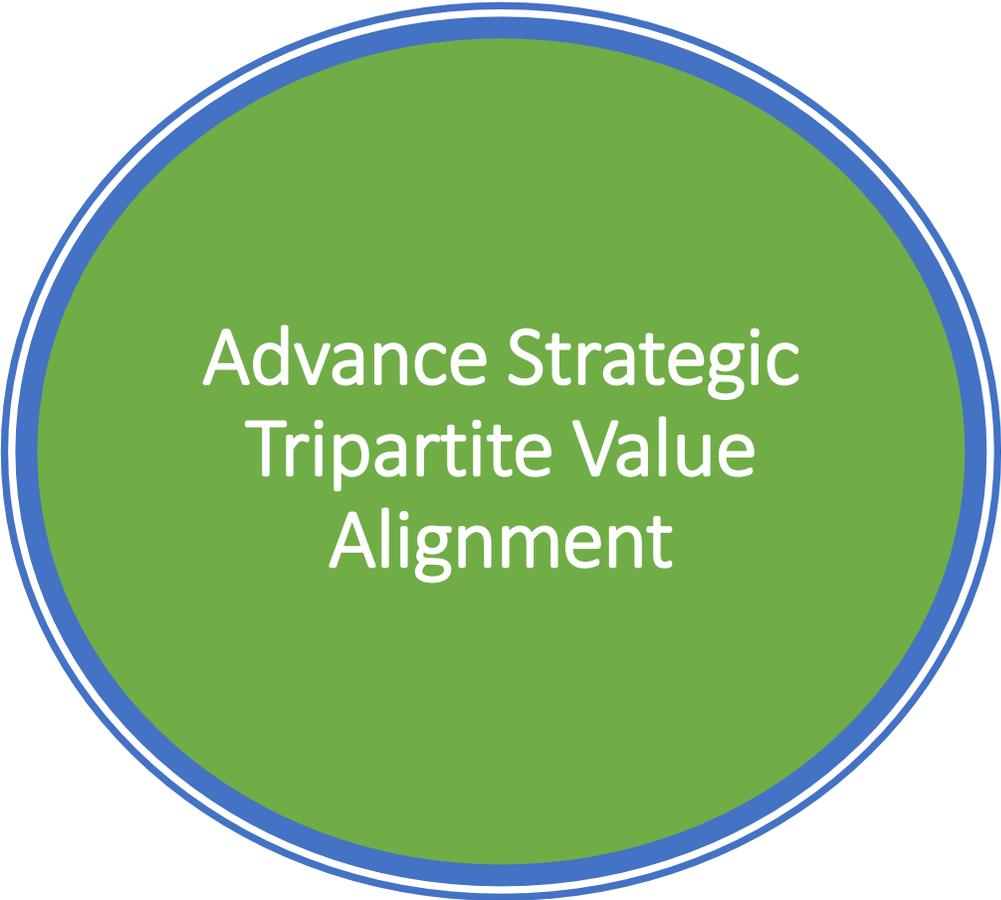
Strategic Focus Areas 4



Modernize
Membership
Operations across
the Tripartite

- ✓ Development of new dues model
- ✓ Standardization of membership categories
- ✓ Elimination of bylaws barriers

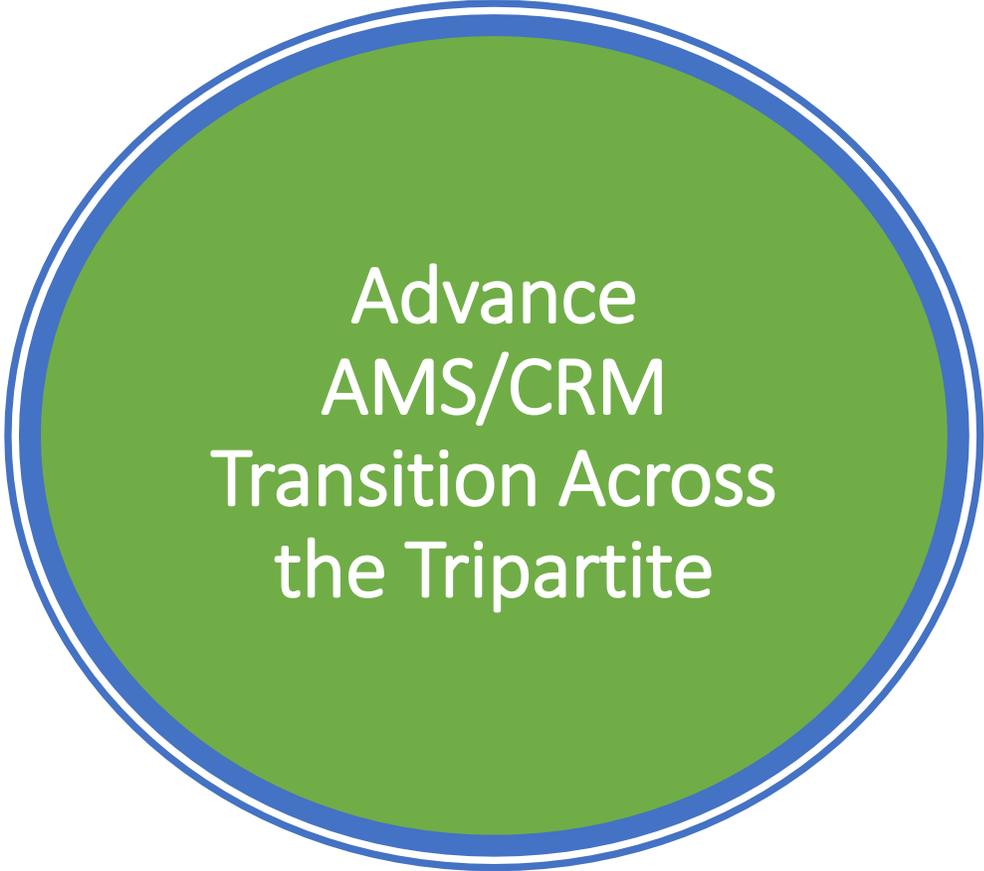
Strategic Focus Area 5



Advance Strategic
Tripartite Value
Alignment

- ✓ Determine mix of services, benefits, and delivery across all 3 levels of the Tripartite
- ✓ Understand what members want at each level of tripartite
- ✓ Develop value proposition at each level of Tripartite

Strategic Focus Area 6



Advance
AMS/CRM
Transition Across
the Tripartite

- ✓ Executive Director leadership
- ✓ Member/Nonmember engagement
- ✓ Society capacity & efficiencies (system functionality/plugin, training, functional & strategic utilization)
- ✓ Society expense reduction



AMS/CRM Transition

Standardized Membership Categories

Current State

65



Future State



Payment Processor



Email Capabilities Rollout



Transaction-Triggered Emails

- Event registration confirmations
- Product purchase confirmations
- Dues payment confirmations
- Body customization

Transaction-Triggered Emails

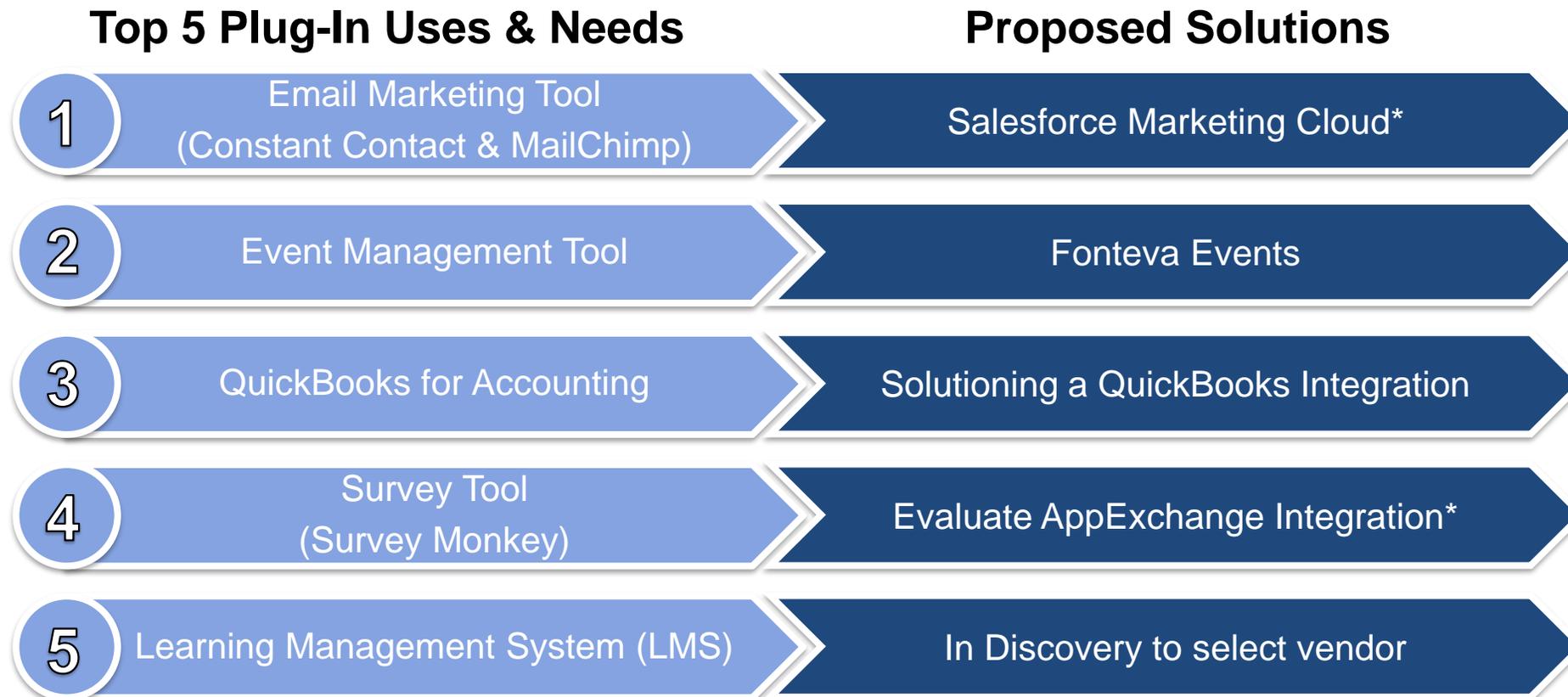
- Event registration confirmations
- Product purchase confirmations
- Dues payment confirmations
- Body customization
- + Tracking (opens, clicks)
- + Scalability
- + Security and Privacy
- + Training

Greater Marketing Capabilities

- Transaction-triggered emails
- + Lists and automation
- + Campaigns
- + Unsubscribe
- + Explore migration and integration options
- + Training

Plug-In Inventory

- Key takeaways from 39 State and 25 Local responses



*Post-launch

AMS/CRM System Capabilities Common Platform

Member 360 view

Efficient Tripartite Membership Management

Enhanced Event Management & CE tracking

Robust Financial Management and Reporting

Effective Communication and Engagement

Streamlined Committee and Volunteer Management

Integration and Scalability

Enhanced Data Security and Privacy

Detailed Analytics and Insights

Improved Efficiency and Productivity

Elite Customer Service- AMS/CRM Support Team



ASHLEY MORGAN



PHIL CARON



LILY GAYDASCH



CHRISTINE TROTTO

Fonteva Testing Update

- 13 Showcases Completed (Each showcase = 2 hours)
- Tripartite Collaboration & Participation at its best
- Each showcase has an average of 40 participants.
- Topics covered in Showcases so far include
 - Contacts
 - Membership
 - Products (Items)
 - Accounting
 - Committees
 - Customer Portal

Thank you to all members of the Stakeholder Advisory Committee and Tripartite users for your time, effort and important feedback!

Fonteva Training

- Virtual instructor-led training
- Broken down into 2-hour sessions
- Training will be recorded to reference and refresh
- AMS Support & Membership Operations Teams involved in each session

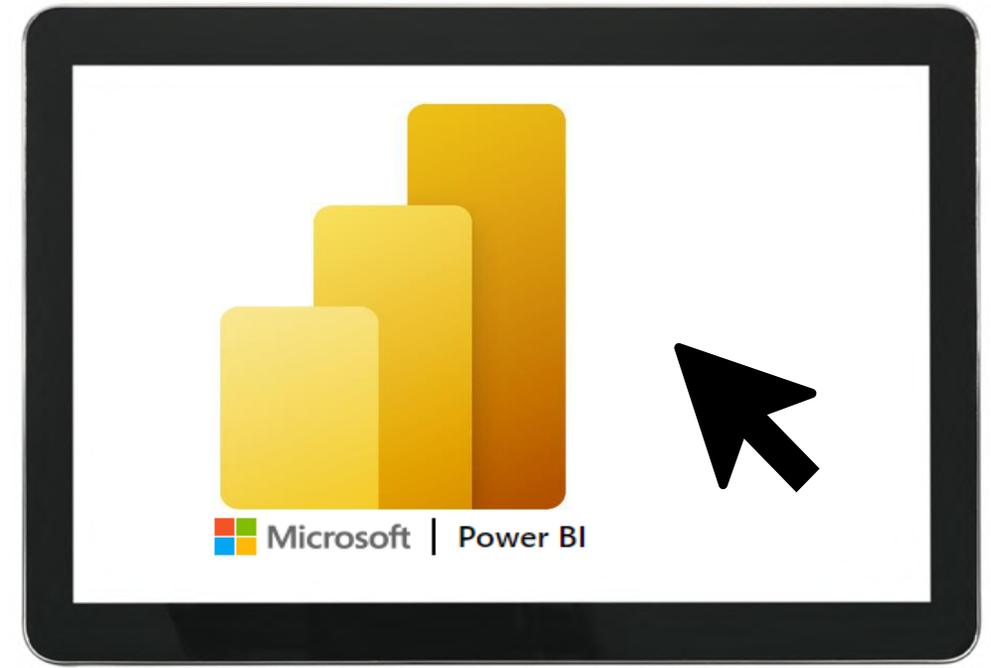


Mark your calendar for April 29-June 14, 2024
Submit training needs forms to AMS Support Team
Test Drive Fonteva at the Kiosk!



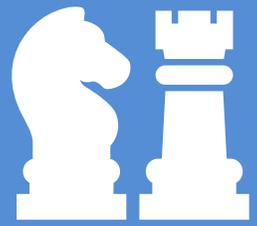
PowerBI Training

- WebFOCUS reports and dashboards moving to PowerBI
- On-demand training video available May 2024





AMS/CRM Transition Open Discussion



Strategic Forecasting

Dr. Betsy Shapiro

JADA Editorial – Value Based Care



Marko Vujicic



Listening Session