

New Dentist Value Showcase – July 17, 2023

During this session, attendees identified 8 challenges and discussed possible solutions relating to delivering value for new dentists. This document is a summary of those challenges and solutions.

The Showcase Short List: 8 Solutions That Are Totally Do-Able:

1. Reach out to faculty in dental schools or residencies to utilize them as speakers at meetings and invite them to participate in other society events. (Challenge: Demonstrate DEI)
2. Promote that tripartite membership provides a robust network (peer-to-peer access as well as staff expertise) which employees of a DSO, et. all would not otherwise have access to (Challenge: Employees get benefits from their organizations -not the ADA)
3. Combine fun activities with a meaningful topic for new dentists, such as a Food Truck fest and meet ups to talk about “I wish I knew X”. (Challenge: Create an environment that new dentists want)
4. Specifically target messages and resources to dental school classes that were affected by COVID (classes 2020, 2021, 2022) (Challenge: Re-entry of in-person engagement)
5. Partner with other professional groups for “meet-ups” [opportunity for partnerships with financial professional association or mental health organizations, for example] (Challenge: Lead with life vs. work)
6. Involve the leaders in the decision making of meeting times so that they are able to participate (Challenge: How to make leadership opportunities attractive)
7. Create dental school “class agents” to track alum (Challenge: New dentists are difficult to track)
8. Create an ADA spokesperson role at the component level (including mentioning ADA Practice Transitions) to help create awareness of benefits (Challenge Cost-benefit to membership is not clear (ROI))

Challenge 1: Demonstrate DEI

Solutions:

- Find CE speakers that represent DEI
 - Volunteers / images
- Open panel forum that can address DEI perspectives
- Actively pursue different groups
- Mentor-mentee outreach programs
- Different practice modalities ideas / suggestions
- Highlight internationally trained members in profiles
- Education (for members) about patient diversity
 - Unconscious bias [training]
- Texas Leadership Institute [may be a program to scale /model / learn from]
- Staff education at state association [dental team]
- Recruit diverse dentists to leadership roles
- Utilize diverse faculty as leaders/speakers
- SNDA [connect with]
- Create a DEI task force/ committee

- Showcase it on website/social media/journal
- Format that a newer dentist can use
- Different channels

Challenge 2: Employees get benefits from their organizations (not the ADA)

Solutions:

- Showcase regulatory wins that benefit all dentists (not just members)
- Highlight the benefit of Peer-to-Peer connecting and networking (3 responses)
- Advocacy (2 responses)
- Participate in recruiting events *with* DSO leaders at dental schools
- DSO can incentivize employees to join ADA by paying for member dues
- Creating a sense of belonging
- Combine efforts with DSOs
- [increase] Brand recognition
- Dentists are showing up to social settings (vs only CE courses)
- Information [from the organization] may benefit their organization and not them directly
- High quality mentors who have experience and passion
- [message] We are here to support you as you navigate your journey
- [message] We have a wider network through tripartite
- [Support] Transitioning into other types of practices

Challenge 3: Create an environment that new dentists want

Solutions:

- ASK the new dentists and listen! ***
- Create peer /mentor support
- Social events vs. just CE events
- Food Truck events with drinks and topic: “what I wish I knew as a new dentist”
- Non-clinical topics for speaking/speakers
- Dentists want something fun to do [active]
- Competitive activities
- Make your events welcoming
- Bridging the gap by providing more technology
- Family-friendly events
- Volunteer opportunities that don’t require too much of their time
 - Micro-volunteering
- Business education opportunities
- Opportunities to serve in a meaningful way (Mission of Mercy for example)
- Provide mentorship

Challenge 4: Re-entry of in-person engagement / break through the noise

Solutions

- Consider international dentists
- Invest time to re-engage
- Go on the road (around the state)
- Differentiated programs (brewery, golf outing, etc)
- Free events for new dentists (charge a minimal fee for registration that is refunded onsite)
- Dentist-to-dentist invites – personal ASK (“come with me!”)

- Personal networking
- Creating a positive connection with dental school staff/faculty who present organized dentistry in a positive light
- Make the students provide non-school email addresses with ADA/state to stay connected once they have graduated
- Having a good relationship with ASDA
- Being more pointed about outreach to dental school classes that were affected by COVID
- Professional mental-health check in calls – are you where you want to be?

Challenge 5: How to make leadership opportunities attractive

Solutions:

- Micro-volunteerism (e.g. task forces)
- Peer recruitment
- Specialist recruitment
- Mentorship – established dentists inviting new dentists to participate
 - Specific questions to help better match mentors
- Adjust meeting times to when it's manageable for newer dentists (involve them in decision making of meeting times so that they are able to participate)
- Add a voting new dentist on the board for the association
- Provide resources to help support the individual in a new leadership role
- Invite them into an environment where they feel heard
- Leadership development committees
- Leadership Academy (Michigan, Arizona are two states that offer a program like this)

Challenge 6: Lead with life vs. work (preference to living life to the fullest – generational differences)

Solutions:

- Offer member benefits to enjoy with family and friends (things that the member would have already purchased, such as theme parks, restaurants, country clubs, sporting events)
- Wellness events: stress, ergonomics, chair yoga
- Partnering with other professional groups for “meet-ups” [opportunity for partnerships with financial professional association or mental health organizations, for example]
- Make CE secondary – focus on the experience
- Discount CE for new dentists that would normally be “out of reach”
- Hold “bridge events” for late career dentists to mentor early career dentist
- Family-friendly CE for the whole family (“Destination CE”)

Challenge 7: New Dentists are difficult to track

Solutions:

- Need cell phone numbers
- Need personal emails
- Provide a value-add to acquire contact information [incentivize]
- On-boarding information
 - [One value add could be] Contract negotiation
- Use state licensing information to find contact information
- Internet searches
- Use former ASDA leaders
- Dental school “class agents” to track alum
- Communicate to other dental schools in the states

- Offer welcoming gifts so they have a reason to provide information

Challenge 8: Cost-benefit to membership is not clear (ROI)

Solutions:

- Quantify the benefits (i.e. new infographic specific to cohort's needs/wants)
- Provide "quality of life" services such as (gym, travel, wellness)
- Aware of ADPAC and State PACs
- Showing the benefits in a different way
- Testimonial benefits from dentists sharing their experience
- Marketing, social media gearing toward the future
- ADA spokesperson at the component level (including mentioning ADA Practice Transitions) to help create awareness of benefits