Maximizing and Expanding Your Non-Dues Revenue Portfolio

What’s New with ADA-PEI?
Today’s Presenters

Mike Norbut
Vice President of Business Development

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Senior Consultant

Emi Aprekuma

Michele Gallas

Sponsored by:
Agenda

• Non-Dues Revenue Strategy: a 30,000-Foot View
• Analyzing and Maximizing Your Current Portfolio
• Potential New Opportunities to Explore
• Case Studies: Bringing Theories to Action
Learning Objectives

- Leverage data and knowledge to increase member engagement and participation in the programs and products offered by your society.
- Create a pricing strategy that enhances the value of membership and increases your program ROI.
- Develop customized and targeted marketing strategies and tactics that clearly explain the value of the new product or service to key audiences.
- Develop a process to further meet market needs with new products and services.
Non-Dues Revenue Strategy
NON-DUES REVENUE PORTFOLIO

- Career Center
- Education
- Sponsorships
- Meetings
- Grants
- Publications
What’s in Your Portfolio? How is it Performing?

Net Revenue

- Career Center
- Practice Exam1
- Annual Mtg
- Core Competencies
- Journal Royalties
- Practice Exam2
- Disease Review
- Disease Conference
Circumstances Have Changed; Have Your Goals?

<table>
<thead>
<tr>
<th>Pre-COVID Strategies</th>
<th>Strategy Pivots/Shifts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Face-to-Face Meetings</td>
<td>Virtual Community</td>
</tr>
<tr>
<td>Push Messages (Email, etc.)</td>
<td>Feedback Loop (Social media, online communities, etc.)</td>
</tr>
<tr>
<td>Listservs</td>
<td>“Crowdsourcing” (Polls, Surveys, etc.)</td>
</tr>
<tr>
<td>Transactional products</td>
<td>Integrated content and partnerships</td>
</tr>
</tbody>
</table>

Sponsored by:
Analyzing and Maximizing Your Current Portfolio
One way to measure your portfolio

Source: Boston Consulting Group
Applying it to Associations

Connection to Mission

Mission-Critical Programs

Stars

Profitability

Watch List Candidates

Mission-Supporting Programs
# How to Take Action Based on this Information

<table>
<thead>
<tr>
<th>Maintain or Advance</th>
<th>Products that are profitable or clearly serving the mission of your society</th>
</tr>
</thead>
<tbody>
<tr>
<td>Invest or Improve</td>
<td>With additional assessment &amp; investment, some products could become “stars”</td>
</tr>
<tr>
<td>Sunset</td>
<td>Retire products with low potential to more efficiently deploy resources.</td>
</tr>
</tbody>
</table>
How Can You Improve Products? Through Targeted Messaging

FAB Analysis

• **F**eatures: Describes the characteristics or attributes

• **A**dvantages: Identifies how the feature helps

• **B**enefits: Pinpoints the personal gain for the target audience
FAB
Example: Virtual Meeting

**Feature**
- Timely news
- Learn from subject matter experts
- Networking

**Advantage**
- Stay up to date on the latest developments
- See your colleagues

**Benefit**
- Learning doesn’t stop during COVID
- Add to your community
- Share your experiences
- Gain perspective
How Can You Improve Products? Through Strategic Pricing

Consider:

• What else is available in the market? How are they priced?
• Is my product one of many or truly unique?
• What is the price sensitivity of the market?
  – Can we sell at a premium price – to infer quality/uniqueness? (risk fewer sales)
  – Should we sell below market pricing to encourage volume?
• How many need to be sold to break even?
• How closely related to my society’s mission is this product (closely related may mean you charge less)?
If You Can’t Afford Research, Look to Your Own Data

Publishers
• Partner suppliers
  • Career Center
  • Abstract Manager

List brokers

Public Studies
• McKinley Economic Impact Study
• Marketing General Membership Marketing

Email analytics
Potential New Opportunities to Explore
Sponsorships and Advertising

The Evolution of Innovation

Step 1: Analyze your current landscape; Assess what you have

• What are your resources? Staff, experience, technology
• What opportunities are currently being offered?
  – Are they working?
  – How are they measured against goals?
  – What are your biggest challenges?
  – Are there things you want to do, but haven’t been able to?
Sponsorships and Advertising

The Evolution of Innovation
Step 2: Decide what makes Sense for your Business

Focus on Current Successful Opportunities

• Reasons for success and how to harness, expand and stay focused
  – Pricing, member value, frequency/exposure, current and relevant content;
  – Moving from transactional (one-time options) to year-round; more comprehensive packages

Consider bundling opportunities, offering greater frequency, reach and exposure, with new pricing strategies to present more value.

Sponsored by:
Sponsorships and Advertising

The Evolution of Innovation

Step 3: Deliver Member and Industry Value

Goal: Provide accessible and relevant information to your members that keeps them at the forefront of education, research, and product/technology innovation.

Expand your current successful opportunities, while adding new value-based options:

• eNewsletters: Advertising, industry innovation spotlights, and/or new product introduction sections

• Industry-Sponsored Emails: Email sent by the association on behalf of the sponsoring company

Sponsored by:
Sponsorships and Advertising

The Evolution of Innovation

Step 3: Deliver Member and Industry Value

• Chapter Meetings
  – Invite a sponsored guest to present a 15-minute presentation to open the meeting

• Webinar/Podcast Series
  – Series can be surrounding a single topic with a single sponsor opportunity
  – Series can be various topics offering multiple advertising options

• Job Fair
  – offer recruiting companies and local institutions a hiring platform to promote their latest job openings; this presents another way to foster connection with membership
Grants

What? Cash awards provided by private foundations, corporate social responsibility groups (Industry), and individuals

Why?
- Can be a significant source of income
- Often available for a wide range of project structures and focus
- Timelines tend to be short-term and flexible

How?
- Identify current programs that need funding (listing subject matters, locations, impact and target population)
- Research matching grant opportunities, using general search engines and grant databases
Grants

**Becoming Grant Ready**
- Ensure all non-profit and financial documentation are up to date (501(c) (3), annual budget, audits, 990s)
- Create/fortify grant stewardship system and processes (to ensure grant compliance, completion of grant objectives and capture of required data)

**Responding to Covid-19***
- Identify ways your projects are important in addressing emerging COVID issues/new normal (ex. health disparities, access to care issues, workforce knowledge gaps)
- Consider impact on target population if your projects are put aside b/c of COVID prioritization
Developing Other New Products or Services

Low-Cost Research Opportunities:

• Focus Groups (especially virtual using web conferencing)
• Exit interviews with former members (What did they miss? Why are they leaving?)
• Thought leadership studies with key members
Case Studies
PRODUCTS

Can we earn more revenue from existing products that continue to have relevant content?
3rd Edition
Monthly Unit Sales Analysis

Oct-15: 86
Nov-15: 95
Dec-15: 50
Jan-16: 55
Feb-16: 52
Mar-16: 40
Apr-16: 29
May-16: 27
Jun-16: 24
Jul-16: 20
Aug-16: 15
Sep-16: 12
Demographics of Purchasers vs Members

**PRIMARY POSITION**

- Clinical Nurse Specialist: 4% (Blue), 13% (Orange)
- Educator: 6% (Blue), 11% (Orange)
- Nurse Practitioner: 7% (Blue), 16% (Orange)
- Nurse Manager: 8% (Blue), 15% (Orange)
- Staff Nurse: 20% (Orange), 68% (Blue)
Results: 36 products sold in one month
How can the Journal’s editorial content attract more readers enhancing their connection to the association?
Useful Ways of Earning CE Credits

Readers indicate that conferences are the most useful ways for earning CE credit, followed by journals.

- Regional or local conferences or meetings: 4.32
- National conferences or tradeshows: 4.20
- Online medical journals: 4.05
- Print medical journals: 4.04
- Industry sponsored events or symposia: 3.88
- Teleconferences or webcasts/webinars: 3.86
- Other electronic media: 3.64
- Medical newsletters: 3.59

Not at all useful | Very useful
---|---
1 | 5

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2020 – 2023 Strategic Plan

**MISSION**
The *Journal* promotes excellence, innovation, and leadership in patient care outcomes through the dissemination of evidence-based knowledge.

**VISION**
The *Journal* delivers the latest evidence in practice and research.

**OBJECTIVE**
The *Journal* meets practice and research needs.

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**Goal 1:** Content can be integrated

**Goal 2:** The content’s clinical relevance

**Goal 3:** Research and clinical practice

**Goal 4:** Perceptions

---

<table>
<thead>
<tr>
<th>GOAL</th>
<th>WHAT</th>
<th>WHO</th>
<th>WHEN</th>
<th>METRIC (annually)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Content integrated into clinical practice</td>
<td>Editor/ Editorial Board</td>
<td>Determined during the review process</td>
<td>100% of content accepted based on this goal.</td>
</tr>
<tr>
<td>2</td>
<td>Clinical relevance translated for practice using editorial commentary for each article where practice treatment needed</td>
<td>Editor/ Editorial Board</td>
<td>Before content goes live or is published</td>
<td>75% of readers from CE evaluations indicate that article will or has impacted practice</td>
</tr>
<tr>
<td>3</td>
<td>Content is balanced between research &amp; practice</td>
<td>Editor</td>
<td>2015 and 2016 each year</td>
<td>Journal published approximately 30 articles in area per year</td>
</tr>
<tr>
<td>4</td>
<td>Perceptions of journal as provider of both research &amp; practice content.</td>
<td>LWW/ Editorial Board</td>
<td>During 2015-2016 calendar years, via pre/post measurement</td>
<td>At least 50% aware of JNN’s balanced content</td>
</tr>
</tbody>
</table>
QUESTIONS?
What’s New with ADABEI

2020 ADA Virtual Series for States and Locals
September 16, 2020
2019 Financials
2019 Program Revenue

- Total Program Revenue
  - 2019 = $6.0 Million
  - Per Year, Since 2013…
    - Annual Revenue > $6 Million
    - Average Growth = 3.4%
- ADA Royalties
  - 2019 = $3.4 Million
  - 2019 Transition Year
    - Replaced Two Major Providers
    - 22% Total Program Revenue
State Royalty Sharing

- **State Royalty Share**
  - 5 Year Annual Average = $1.1 Million
  - 5 Year Growth Average = 15.6%

- **Endorsements / Growth**
  - # States = 4.3%
  - # Product Endorsements = 12.2%

### State Royalties (Total)

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Royalty</td>
<td>$977,000</td>
<td>$1,089,000</td>
<td>$1,129,702</td>
<td>$1,225,000</td>
<td>$1,192,000</td>
</tr>
</tbody>
</table>

### State Endorsements

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<tr>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td># Endorsements</td>
<td>353</td>
<td>391</td>
<td>446</td>
<td>574</td>
<td>609</td>
<td>628</td>
</tr>
<tr>
<td># States</td>
<td>40</td>
<td>44</td>
<td>46</td>
<td>49</td>
<td>50</td>
<td>50</td>
</tr>
</tbody>
</table>
Growth Drivers

- Strong Customer Base
- Industry Leaders
- Innovative Products
- Member Value
- Marketing Investment
- ADA Resources and Support
Marketing
Moved to ADABEI Management 1/1/20

Provider: Laurel Road
Description:
– Members can refinance their student loans and save money.

Member Benefit:
– ADA Members receive an extra .25% rate reduction as long as membership is current
– No application or origination fees and no payment penalties
– Flexible repayment options are available for residents during training
– Prospective borrowers can check rates in five minutes with no hard credit pull required
– Available to family

Learn more about state co-endorsement opportunity on Wednesday, 10/21, 1-2pm CST
Credit Card Processing – Best Card

Launched 5/1

Provider: Best Card

Description:
- Affordable payment processing from a company that originated within the Colorado Dental Association.

Member Benefit:
- Savings average is $3,256 per year (24%) on processing fees
- Wide range of options for payment processing from standalone terminals to online systems
- Optional autopost to popular dental software
- Personalized, U.S. based customer service
- No leases, hidden fees or monthly minimums
Appliances - GE

Launch Date 7/23
Provider: GE Appliances
Description:
- Save on appliances for the home or office, also available for dental staff

Member Benefit:
- ADA Members and staff save up to 25% off MSRP on select GE Appliances and can take advantage of exclusive promotions
- Top Brands include GE Profile Series, Café, HotPoint, Haier, and Monogram
- Delivery and Haul Away Services
- Available for staff and family
Content Marketing 2019

Sponsored issue of Dental Practice Success, also printed for ADA News polybag distribution.

- 01: Articles in Dental Practice Success
- 13: ADA News Articles
- 19: Webinars and live classes with ADA CE and CPS
- 9: Testimonial Videos shot at ADA FDI 2019
- 14: Whitepapers, webinars, infographics and videos on CPS
- 23:
23 webinars, white papers, infographics and videos are hosted on CPS

10,471 views and clicks logged through Q3

Highest performing content:
- Amalgam Q&A (HealthFirst Videos)
- Compensation Models That Work (CareCredit Webinar)
- “Acquiring a Dental Practice” (BMO article)
Content-Dental Practice Success in 2019

• Winter Issue
  o BMO: Acquiring a Dental Practice
  o OnPay: 7 Tips for Tax Season

• Spring Issue
  o CareCredit: Compensation Models That Inspire Excellence

• Summer Issue
  o BMO: BMO Harris Bank, ADA Collaborate to Support Women Entrepreneurs
  o U.S. Bank: Hidden Treasures in Your Wallet
  o PBHS: 5 Digital Dental Marketing Tactics

• Fall Issue
  o BMO: Leasing versus Buying

• Sponsored Compliance Issue
  o HealthFirst: Which Amalgam Separator Should You Buy
  o HealthFirst: Emergency Meds in the Office
  o PBHS: Tips to Ensure You Protect Patient Data
  o OnPay: Stay A Step Ahead of Payroll Issues
  o Chase: Protecting Cardholder Data

Total visitors to digimag: 11,418 active monthly users on avg.
Through June 2020, compared to full year 2019 data, ADA Member Advantage emails have seen a significant bump!

**OPEN RATE**

Half way through the year, we are seeing a 35% increase in our average open rates.

**MAIN STORY LEADS**

Average click-throughs or leads to our providers from main stories are also up 35%.

**SECOND STORY LEADS**

Even second stories have seen a significant jump in the average number of click-throughs or leads to our providers.
2020 Email “Bump”

When comparing quarter over quarter (Q2 2019 / Q2 2020) the bump is even more significant!

Q2 2020 saw a 55% increase in average open rates over Q2 2019.

30.6% OPEN RATE
Q2 2020 saw a 55% increase in average open rates over Q2 2019.

130% MAIN STORY LEADS
Average click-throughs or leads to our providers from main stories were up 130%.

494% SECOND STORY LEADS
Even second stories have seen a significant jump in the average number of click-throughs or leads to our providers.

334 MAIN STORY LEADS

279 SECOND STORY LEADS
Products to Promote in Pandemic

InTouch Practice Communications:
Update patients through a telephone message on-hold program of the practice’s changing COVID-19 practices/policies.

ADA TV:
Display important updates on the waiting room television regarding the practice’s changing COVID-19 practices/policies.

CyraCom:
Social distancing best practices may make relying on an in-person interpreter problematic. CyraCom provides patients access to language services over the phone or through video.
Co-Endorsing State Societies
## States by the Numbers

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Co-Endorsing States</td>
<td>50</td>
</tr>
<tr>
<td>Total Co-Endorsed Products</td>
<td>621</td>
</tr>
<tr>
<td>Co-Endorsed Products, Average Per Participating State</td>
<td>12.4</td>
</tr>
<tr>
<td>New Endorsements Added by States with New Agreements</td>
<td>43</td>
</tr>
</tbody>
</table>
State Marketing Tool Kit

• USB flash drive went out to state society contacts in June

• Contains turnkey marketing materials – logos, images, web and email copy, articles, ads, social media content, etc.

• States may reach out if they need something specific
State Marketing Audit

904 co-endorsed product mentions in 2019, an 8.4% increase over last year!

Result of better communication with state societies, deepening relationship with ADA Client Services team, more timely marketing, and more state dental societies having placed a renewed look at non-dues revenue dollars.
A = Great; consistent marketing efforts throughout the year and website up to date
B = Satisfactory
C = Average; 1-2 marketing efforts throughout the year and website has some info, but may need some updating
D = Below Average
F = Poor; no marketing efforts and nothing on website or website is severely incorrect/out of date

A (excellent) = 17 states (34%!)
B (good) = 12 states
C (fair) = 17 states
D/F (needs improvement) = 4 states
Deals Open to Association Staff

A High-End Travel Rewards Card with No Annual Fee
- Earn 20,000 Points after you spend $5,000 in 90 days!
- Reward redemptions start at only 1,500 points, points you can redeem for air travel, fine dining, gift certificates, cash back and more.
- Travel on more than 150 airlines with no blackout dates. 25,000 points = up to a $450 ticket!
- Apply at adavisa.com

Special Savings with the GE Appliances Store
- Access to members-only savings of up to 25% off MSRP on select GE appliances every day
- Exclusive savings with promotional and rebate offers
- Convenient in-home delivery, installation and haul-away services offered
- Financing available
- Visit ada.org/GE

Refinance your student loans and save thousands
- An exclusive 0.25% rate reduction on loans
- No application or origination fees, and no payment penalties
- Concierge-level customer service from dedicated representatives
- Check rates in 5 minutes – no hard credit pull required
- Visit laurelroad.com/ada

Exciting Technology at Deep Discounts
- Instant savings up to 30% off tablets, notebooks and laptops
- Free ground shipping on all web orders
- Monthly limited time special offers update frequently
- Visit ada.org/lenovo

Drive in style with dollars off a new Mercedes-Benz
- Receive an incentive up to $3,500+ off the purchase or lease of a new Mercedes-Benz vehicle.
- Prices start as low as $32,800
- 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

Experience the vacation of a lifetime
- Receive a $250 early booking discount and personalized customer service
- Trips last between 7-14 days and feature a strong educational component lead by an onsite tour director
- Visit ada.aihtravel.com

Stylish Apparel from Lands’ End
- Exclusive savings! 10% off orders.
- 10% off gift cards
- 100s of styles, all Guaranteed. Period®
- Visit ada.landsend.com

Refinance your student loans and save thousands
- An exclusive 0.25% rate reduction on loans
- No application or origination fees, and no payment penalties
- Concierge-level customer service from dedicated representatives
- Check rates in 5 minutes – no hard credit pull required
- Visit laurelroad.com/ada

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What’s in my report?
State Marketing Audit

ADA Member Advantage™

2019 State Society Marketing Audit

State Society: Sample Dental Association

Co-Endorsements:
1. Staff Apparel – Lands’ End
2. Credit Card – U.S. Bank
3. Credit Card Processing – Chase
4. Message on Hold – InTouch Practice Communications
5. Patient Financing - CareCredit
6. Payroll – OnPay
7. Practice Financing – BMO Harris Bank
8. Shipping – UPS
9. Appliances – Whirlpool
10. Luxury Vehicles – Mercedes-Benz
11. Marketing Services – PBHS
12. Amalgam Recovery – HealthFirst
13. Sharps Management – HealthFirst
14. Tours & Cruises – AHI
15. Computers – Lenovo
16. Interpretation & Translation – CyraCom
17. Emergency Medical Kits – HealthFirst
18. Waiting Room TV – PBHS

Marketing Efforts:

<table>
<thead>
<tr>
<th>JANUARY</th>
<th>FEBRUARY</th>
<th>MARCH</th>
<th>APRIL</th>
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</thead>
<tbody>
<tr>
<td>Email includes article/blog post about ADA TV</td>
<td>Social posts for Whirlpool, Lenovo, UPS, Chase and OnPay</td>
<td>Blog post / email featuring UPS</td>
<td>Email blurb about UPS</td>
</tr>
<tr>
<td>Social posts for BMO, OnPay, AHI, Lenovo, ADA TV</td>
<td>Social posts for UPS and Whirlpool</td>
<td>Social post for Lenovo</td>
<td></td>
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</tbody>
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<tr>
<th>MAY</th>
<th>JUNE</th>
<th>JULY</th>
<th>AUGUST</th>
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<tbody>
<tr>
<td>Social posts for InTouch, Lands’ End and BMO</td>
<td>Social posts for Lands’ End and BMO</td>
<td>Social post for Lenovo and OnPay</td>
<td>Social post for Lenovo</td>
</tr>
<tr>
<td>Social post for InTouch, Lands’ End and BMO</td>
<td>Social posts for Lands’ End and BMO</td>
<td>Social post for Lenovo and OnPay</td>
<td>Social post for Lenovo</td>
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<tr>
<th>SEPTEMBER</th>
<th>OCTOBER</th>
<th>NOVEMBER</th>
<th>DECEMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social posts for BMO, Whirlpool, UPS, Lenovo, CyraCom and AHI</td>
<td>BMO Webinar social post</td>
<td>Lands’ End social media post</td>
<td>Email featuring UPS and Lands’ End</td>
</tr>
<tr>
<td>Social posts for BMO, Whirlpool, UPS, Lenovo, CyraCom and AHI</td>
<td>Lands’ End email/blog post</td>
<td>Social post for Lenovo and OnPay</td>
<td>Social post for Lenovo</td>
</tr>
</tbody>
</table>

Website Notes: Missing PBHS marketing/website

Overall Audit Results: EXCELLENT

*Please note that these results are from 2019 and do not include any information or updates you may have done in 2020 YTD.
• Total Program Growth
  ○ 2013 – 2018: Growth
  ○ 2019 Transition: Replaced Two Major Providers

• Replaced Two Major Providers
  ○ Practice Financing and Payroll
  ○ 22% of Total Program Revenue
  ○ Impacts State Royalty Share *(if endorsed)*

• New Providers
  ○ BMO Harris Bank (Practice Financing) and OnPay (Payroll)
  ○ Extensive RFP / ADABEI Board Approved
  ○ Long-Term Upside But Time to Re-Build
    ✷ Volume, Program Revenue and State Royalty Share
  ○ Through 2020 Q2 / Trending Well
State Royalty Sharing

**Royalty Sharing History**

<table>
<thead>
<tr>
<th>Year</th>
<th>Royalty</th>
<th>Your State</th>
<th>National Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>$977,000</td>
<td>$31,005</td>
<td>$11.16</td>
</tr>
<tr>
<td>2016</td>
<td>$1,089,000</td>
<td>$40,349</td>
<td>$10.08</td>
</tr>
<tr>
<td>2017</td>
<td>$1,129,702</td>
<td>$36,407</td>
<td></td>
</tr>
<tr>
<td>2018</td>
<td>$1,225,000</td>
<td>$38,550</td>
<td></td>
</tr>
<tr>
<td>2019</td>
<td>$1,192,000</td>
<td>$41,938</td>
<td></td>
</tr>
</tbody>
</table>

**Royalty per Member**

- Your State: $41,938
- National Average: $11.16

![Graph showing royalty trends over years and average royalty per member]
Growth Opportunities

- **State Royalty Share**
  - Credit Card
    - #1 Revenue and State Royalty Share
    - Increase State Market Share
    - New Card Launch 2020 Q4

  - Credit Card Processing
    - New Provider: Best Card
    - Strong Market Share and Growth

- **Increased Member Usage**
  - Marketing and ADA TV: Innovative and High-Usage Products

  - Emergency Medical Kits: High-Usage Product and Strong Volume Growth

  - Mercedes: Strong Member Benefit and Incentive

- **New Products**
  - Credit Card Processing: Best Card
  - Student Loans: Laurel Road
  - Appliances: GE
How can we help you?

• Let us know what you’re up to
  o We can’t give a marketing grade for efforts we aren’t aware of
  o Add us to your distribution lists

• Check your website for needed updates
  o If not on the ADA template where updates are made automatically, be sure to, at least annually, update your website with content from the toolkit

• Schedule a meeting with us
  o We’ll go through your reports and see where we can help you find ways to increase awareness

• Review your existing co-endorsements
  o Are you missing any that could be easy wins?
Thank You for Your Time!
Experience unrivaled continuing education at ADA FDC 2020!

An All-Access Pass to the ADA FDC Virtual Connect Conference Oct. 15–17 gets you first-class CE in the comfort of your own space. Courses remain online for the rest of 2020!

An All-Access Pass includes the following:
- Thought-provoking live sessions
- Community-building events
- Mind, body, and spirit activities
- Premier CE
- Option to add workshops
- Virtual Exhibit Hall

Register today ADA.org/meeting!
Thank you to our sponsors