

**MINUTES OF THE COUNCIL ON COMMUNICATIONS
ADA HEADQUARTERS BUILDING, CHICAGO
March 1-2, 2024**

Call to Order: The meeting of the Council on Communications (“the Council”) was called to order by Dr. Laura Schott, chair, at 8:10 a.m., March 1, 2024, Central Time in the Executive Board Room of the American Dental Association (ADA) Headquarters in Chicago.

Roll Call: The following Council members were present for all or part of the meeting: Dr. Laura Schott (*chair*); Dr. T. Stotts Isbell (*vice chair*); Dr. Samantha L. Arnold; Dr. Ann Hammi Blue; Dr. Amber D. Cziok; Dr. Alexandra J. Fitzgerald; Dr. Lindsey D. Jackson; Dr. Amir E. Kazim; Dr. Rachel L. Lewin; Dr. Mary Jocelyn Elyse Nisnisan (*New Dentist Member*); Dr. James J. Phillips; Dr. Tricia Quartey-Sagaille; Dr. Rhett E. Raum; Dr. Riley A. Schaff; Dr. Jill Shelton Wagers; and Dr. Andrew Zucker.

Council Members Not Present: Drs. Carol A. Baker and Mark A. Limosani.

In addition, Dr. Karin Irani, liaison, ADA Board of Trustees, and Ms. Roslyn Joseph, representative, American Student Dental Association, were in attendance.

Following the roll call, the presence of a quorum was noted.

Dr. Linda J. Edgar, ADA President, was also in attendance for all or part of the meeting.

ADA Staff (in attendance for all or portions of the meeting): Dr. Raymond Cohlmya, ADA executive director; Ms. Tracy Jensen, senior manager, Council on Communications; Ms. Julia Nissim, director, Communications; Ms. Ivy Woods, coordinator, Council on Communications; Ms. Leslee Williams, vice president, Public and Professional Communications; Ms. Samara Schwartz, senior associate general counsel; Ms. Christy Picker Rothchild, senior associate general counsel; Ms. Krishna Aravamudhan, senior vice president, Practice Institute; Ms. Christine Chico, senior director, Tripartite Strategic Relations and Development; Ms. Sandy Eitel, senior director, Research, Analytics and Member Growth; Ms. Kelly Ganski, ADA News Editor-in-Chief; Ms. Markelle Grabo, communications content specialist, Public and Professional Communications; Ms. Yvonne Lewis, senior manager, Business and Administrative Operations; Mr. Brian Mangin, director, Integrated Marketing and Content Engagement; Ms. Joan Podrazik, director, Professional Communications; Ms. Michele Reeder, consultant, Membership Model Initiative; and Ms. Jenn Sutherland, senior director, Digital Marketing.

PRELIMINARY BUSINESS

ADA Confidentiality Statement and Disclosure Policy: The Chair referenced the Confidentiality Statement and ADA Disclosure Policy included on the agenda. No disclosures were made.

Adoption of Agenda: The agenda was adopted with the stipulation that the chair could alter the order of the agenda when necessary to expedite Council business.

Report of Mail Ballot Actions: It was reported that the minutes of the July 14-15, 2023, meeting were approved via electronic ballot on August 25, 2023.

CC-1-2024. Resolved, that actions approved through e-ballot since the Council’s July 2023 meeting be recorded in the minutes of this meeting.

Opening Remarks: Remarks were made by Dr. Laura Schott, Council chair; Dr. T. Stotts Isbell, Council vice chair; Dr. Linda Edgar, ADA President; Dr. Karin Irani, Board of Trustees liaison; Ms. Leslee Williams, vice president, Public and Professional Communications; and Ms. Tracy Jensen, Council senior manager.

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RELEVANT ADA INITIATIVES

2 **ADA Executive Director Presentation:** Dr. Raymond Cohlmiia presented “Creating New Value: How the
3 ADA is Defining New Deliverables with ADA Forsyth and Financial Services,” highlighting the five
4 business values that are now driving the future of the ADA: member/customer focus, sustainability,
5 innovation, nimbleness, and global presence. To address these values, Dr. Cohlmiia shared brief context
6 about potential new programs and projected strategic impact as the Association explores these innovative
7 concepts. Additionally, a progress update was provided about the ADA’s transition to Fonteva and
8 Salesforce. These platforms will provide a personalized experience for members, allow for better
9 engagement, and provide states and locals with better access to Tripartite resources.

10 **New Membership and Engagement Model Overview:** Ms. Christine Chico, senior director, Tripartite
11 Strategic Relations and Development and Ms. Michele Reeder, consultant, Membership Model Initiative
12 introduced the framework of the ADA’s New Membership and Engagement Model, which personalizes
13 membership to individuals by engagement level. By employing the Salesforce and Fonteva platforms, the
14 ADA will be able to capture data to determine how members engage with the Tripartite and continue to
15 tailor products and services to meet individual dentists’ needs. The Council’s robust discussion about the
16 model included topics such as a loyalty program in development, details about pricing and eligibility for
17 certain engagement levels, and the timeline for this multi-year pilot. Although there is no request to the
18 Council for support in the near future, familiarity with the framework in development will equip the Council
19 to assist with developing messaging at the appropriate time.

20 **Medicare Overview:** Dr. Krishna Aravamudhan, senior vice president, Practice Institute provided an
21 overview of recent regulations expanding payment for dental services associated with a targeted set of
22 medically necessary procedures. This informational session was geared toward equipping the Council to
23 support future strategic communications strategy on this complex topic, as there is a significant need to
24 educate the profession on this matter.

25 **ADA News Engagement Session:** ADA News Editor-in-Chief Kelly Ganski shared details on ADA News
26 readership and engaged the Council in a one-hour interactive session around each section of ADA News
27 (government and access to care, practice and group practice, education, viewpoint, science, and other
28 ADA topics). Council members participated in breakout groups to share insights about potential future
29 ADA News story topics, from the district, leader, and member dentist perspective. ADA News staff will
30 reference these insights as they outline their editorial calendar.

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COUNCIL INITIATIVES

32 **Communications - Proactive and Responsive Process:** To better leverage the Council’s strategic
33 insights and perspective of member dentists in ADA communications regarding key topics, the Council
34 was presented with an overview of the new Proactive and Responsive Communications process. Drs.
35 Amir Kazim and Andrew Zucker have been appointed by the chair to work alongside Drs. Laura Schott
36 and T. Stotts Isbell to address responsive communication needs as they arise. Ad hoc workgroups will be
37 tapped as needed for proactive communication strategy needs for high priority topics where there is
38 planning time. The Council will act as a conduit for key messages and information exchange across all
39 levels of the Tripartite.

40 **ADA Leader Reader Pilot:** On behalf of the Council’s Communication Innovation Workgroup, Drs. Jill
41 Wagers and Andrew Zucker introduced the ADA Leader Reader pilot, a quarterly publication created to
42 streamline and align resources and internal operations that support ADA communications. The pilot,
43 which has received a positive response from volunteers and staff, launched recently and will be used to
44 promote leader-to-leader communication, highlighting key updates from ADA councils and committees to
45 improve information sharing and encourage volunteers to amplify these messages with state and local
46 components. This is a pilot was created in response to a 2023 survey done by the Council of national
47 volunteers, uncovering a desire to be better informed about major actions and activities of ADA councils,
48 committees, and commissions. Survey results found that only 15.9% of respondents reported feeling well-
49 informed on these topics. Accordingly, this publication will highlight initiatives from volunteer bodies that
50 impact member value on behalf of the Tripartite, which leaders can share throughout their districts to

1 enhance awareness. Staff of the ADA's councils, commissions, and committees will connect with their
2 respective volunteers to support promotion. The Council expressed significant enthusiasm about the pilot,
3 discussed how social media can be utilized to publicize it, and received clarification from staff that the
4 Leader Reader will contain no confidential information.

5 **Member Value Session:** On behalf of the Council's Member Value Marketing Workgroup, Dr. Rhett
6 Raum led a session where Council members convened in small groups to brainstorm ideas around
7 communicating the value of ADA membership in a shareable format. Groups were tasked with providing
8 strategic input on social-friendly storytelling content for key value themes in a way that resonates with
9 both current and potential members. ADA staff will utilize the feedback to develop tactical
10 recommendations that will help the ADA amplify tangible and relevant stories about the value of ADA
11 membership.

12 **Workgroup Milestone Planning:** Council members met with their respective workgroups
13 (Communication Innovation, Member Value Marketing, and Strategic Communications) to discuss
14 quarterly milestone planning for the remainder of the Council year.

15 **ALL-COUNCIL DISCUSSION –**
16 **ADA LIGHTNING ROUND: WHAT'S GOING WELL**

17 The Council shared positive feedback from their districts regarding efforts across the Tripartite that are
18 being received well or making an impact on the profession. This included advocacy, membership,
19 increased usage of the virtual credit card, and more.

20 **NEW DENTIST COMMITTEE (NDC) AND COUNCIL ON MEMBERSHIP (CoM) UPDATES**

21 Dr. Schott shared an update regarding the Council's collaboration with the New Dentist Committee and
22 the Council on Membership. The leaders from each of the three groups will meet quarterly to maximize
23 collaboration and minimize overlap. Updates shared from the meeting that tie to Council member value
24 and communication priorities include: a NDC resolution adopted by the ADA Board of Trustees to
25 annually create and update a suite of member value resources targeted to new dentists; the NDC and
26 CoM solidifying the value of piloting a leader-to-leader e-publication – the new ADA Leader Reader; and
27 the NDC and CoM supporting the creation of optional grab-and-go editorial content for state/local
28 components as a top priority, which directly complements the CoM's grassroots outreach efforts with
29 targeted local components.

30 **COUNCIL SELF-ASSESSMENT**

31 The Council's self-assessment process takes place every 5 years. A report from this year's assessment
32 will be provided to the ADA Board of Trustees and included in the Council's annual report, which will be
33 shared with the 2024 House of Delegates. The self-assessment will take place in two parts. Part one was
34 comprised of small group discussions about opportunities for process improvements in day-to-day efforts
35 and the workflow of the Council. The second part of the self-assessment is a standardized survey to be
36 shared electronically with the Council for completion in March 2024. Discussion of the survey responses,
37 which will take place during a virtual meeting in April 2024, will form the basis of the final report.

38 **Adjournment:** There being no further business, the Council meeting was adjourned at 11:50 CT on
39 Saturday, March 2, 2024.