

Caution About Calls, Emails to Members

Over the summer the MDA received several calls and emails from members concerning solicitations they received from companies suggesting there is something their practice is mandated to do in order to be in HIPAA compliance. Some companies contacting dentists pose as a federal entity and urge doctors to take a mandatory risk survey. From there, the company promises to follow up and, for a fee, will do a practice's HIPAA compliance (leading the dentist to believe it is not something they can achieve on their own). In summary, while these companies contacting dentists may provide a legitimate HIPAA compliance/consulting service, the person representing the company often uses language and, sometimes, pushy tactics that make you (or your staff) believe that if you do not do this with their company, you are not in state/federal compliance and/or will face grave issues.

While HIPAA compliance is an important, necessary issue for a dental office—and you can hire an outside company to assist you with compliance—typically it is at significant costs and there is an extensive amount of data you are requested to gather before their work can begin. Using the *ADA HIPAA Compliance Kit* (bit.ly/2NACASS) is a great way to become informed and in compliance on your own. The kit contains policy and procedure documents that can be edited for your practice. While the ADA kit has a cost, it still is a more reasonable alternative than many private companies and includes an updating service. Additionally, members may access the many other free HIPAA resources on the ADA Center for Professional Success website (bit.ly/2Njd3qj).

Membership Dues: Auto-Renew Option

When the calendar year starts to wind down, the MDA office begins looking toward the dues cycle and payment processes. Last year we announced a new offering of an auto-renew option for dues payments, which 50 members enrolled in (a total of 679 members paid their 2018 dues online). We want to remind you about your 2019 dues payment options and encourage you to pay online and/or set up auto-renew, as we are offering prizes for options!

AUTO RENEW

When a member pays online and chooses the auto-renew plan, each year their membership automatically will be renewed and paid with their credit card or ACH account on file. The auto-renew plan allows you to choose the preference of a once-per-year payment or a 12-month payment plan that the MDA will process continuously from year to year (until a member asks the auto-renew/payment to stop). Members are allowed to update/change their credit card, recognizing it will expire at some point or, in the event they wish to change to a different card to be used for future charges. However, to cancel any automated credit card charge, members will need to contact the MDA. Most important, members will be sent a notification, well in advance, each year notifying them of any changes to dues amounts (such as a dues increase) along with the ability to make any changes to their voluntary contribution amounts. After the notification time has passed, the first payment will be processed on December 10. The payment system automatically will email a receipt for the dues payment either annually or with each installment payment (monthly installments will be processed the 10th of each month).

VOLUNTARY CONTRIBUTIONS

When paying your dues online and setting up the auto-renew option, you will have the opportunity to contribute to the various voluntary categories of ADPAC, MODentPAC, MDA Foundation and the Dental Well Being

Foundation. For each of these, contributions with dues are the biggest fundraiser to support the important work of each entity. As with your auto-renew dues payment, your voluntary contribution to any of these categories also will auto renew at the same amount as the previous year, unless you increase, decrease or cancel the voluntary contribution amount.

AUTO RENEW NOTIFICATION

Members enrolled in dues auto-renew will receive an email 30 days in advance of the first payment (each year) notifying of any changes to dues amounts, along with the ability to make changes to voluntary contributions. After the 30 days have passed, the first payment (in full or installment amount) will be processed December 10.

PRIZE INCENTIVES

After dues have been established by the MDA House and the 2019 dues cycle is open, the MDA will offer two prize incentives: A \$100 gift card to a member who pays dues online by November 29 and a \$100 gift card to a member who pays online AND sets up auto renew by November 29 (winners will be drawn randomly for all those who qualify and announced after the drawings take place).

TRADITIONAL PAYMENT OPTIONS STILL AVAILABLE

Certainly, the MDA appreciates your membership and welcomes dues payment by traditional methods of check, credit card or ACH bank account payments that are mailed or called in. However, the MDA is encouraging online payments and auto-renew enrollment for cost savings, for ease and speed of processing, for automated receipts and for added safety and security of payment information. *f*

Stay tuned for dues information following the MDA House of Delegates. For assistance, contact Stacey at stacey@modentalmail.org and visit modental.org/dues for information and FAQs.