

2020 oda Annual Report



Barry Taylor, DMD,
ODA Executive
Director

A Message from the Executive Director

2020 WAS AN UNPRECEDENTED YEAR FOR THE OREGON DENTAL ASSOCIATION

and will always be defined as the beginning of the COVID-19 pandemic. The pandemic touched every aspect of the association and certainly demonstrated the strength of membership. ODA members were engaged and demonstrated great resilience during a challenging year. Our strong and wide-ranging relationships in Salem were tested with extraordinary advocacy on a myriad of issues. Through all these challenges, our members stood together, working to protect the profession and their patients. Many members found success with new program offerings, and others stepped up their involvement. The unprecedented cancellation of our Oregon Dental Conference presented us with the opportunity for providing an unparalleled number of online CE hours. The membership of the ODA has much to be proud of in 2020, and we stand as a stronger organization today.

Membership

What a year for membership! In March, we paused our ongoing retainment and recruitment campaigns to completely focus on supporting our members through the COVID-19 pandemic. Our concentrated effort was seen in multiple PPE distribution drives, COVID deferral payment plans for those who needed assistance, ongoing communication to keep members updated on the latest and most accurate information in an ever-changing environment, and tireless advocacy that resulted in dental offices opening six weeks earlier than originally announced, allowing the dental community to get back to work earlier than expected. We believe we have demonstrated the true value of tripartite membership and shown that we always have your back.

As always, what drives our recruitment and retention efforts is engaging member dentists and welcoming new members. In 2020 we made a great effort in virtual programming to help dentists succeed

in their practice during the COVID-19 pandemic. We are thankful for the relationship we have with our local component dental societies and the opportunity to work together to create and promote member offerings.

We are pleased to share that even during this unforeseen year, we met our strategic plan retention goal, retaining 92% of membership. Welcoming 125 new members into ODA membership in 2020, we ended the year with membership totaling 2,513 dentists and dental students throughout the state. As we move forward into 2021, we will continue to concentrate on retainment through engagement and recruiting new members by demonstrating the value of membership. Our strength comes in numbers, and we thank you for your support of organized dentistry!

In April, a non-dues revenue sub-committee of the Board of Trustees convened to begin reviewing ODA's endorsed products and services. Concurrently, an endorsed product membership survey was deployed to

determine members satisfaction levels and determine new products of interest. Thanks to the work of the subcommittee based on members' feedback, we're pleased to introduce two new ODA endorsed services:

- iCoreRx e-Prescribing software
- Smart Training OSHA and HIPAA compliance

We thank those who participated in this survey and others who gave us feedback in other ways. We are always looking for ways to refine and enhance membership offerings to best support our growing and diverse membership!

Education & Events

For the first time in its very successful 128-year history, the Oregon Dental Conference (ODC) had to be canceled due to the COVID-19 pandemic. The annual event remains the largest dental CE event in Oregon and a place for attendees to Connect, Learn and Grow! As we plan a great virtual Oregon Dental Conference for 2021, we are looking forward to a successful 2022 return at the Oregon Convention Center.

With the cancellation of the conference, the ODA pivoted and launched a series of COVID-19 Hot Topic webinars to help our members navigate the unprecedented times in dentistry. In addition to these COVID-19 specific offerings, the ODA provided additional webinars focusing on medical emergencies, oral wellness, cultural competency, Medicaid, human resources, and webinars on how to navigate the myriad of financial programs offering financial assistant to dentists that were offered during the pandemic. All webinars were offered complimentary to members and their teams, providing our dental professionals with new and pertinent offerings outside of the conference. The webinars were attended by a total of 975 attendees, who earned a combined total of 2,500 hours of continuing education credits.

In fall 2020, the ODA offered another brand-new CE offering, the ODA Expert

Express Lecture Webinar Series. This series featured the OEELS speakers that were originally scheduled to present as part of the 2020 Oregon Dental Conference. We thank our five ODA experts, Drs. Geoffrey Clive, David Dowsett, Heidi Hansen, Ashish Patel, and James Sagawa for agreeing to be part of this series and sharing their expertise with our dental community. The webinars featured a wide array of topics including oral pathology, endodontics, occlusion/TMD, sports dentistry, and sleep apnea. Two hundred and twenty-two dental professionals registered for the series, which amounted to a total of 460 continuing education credits earned.

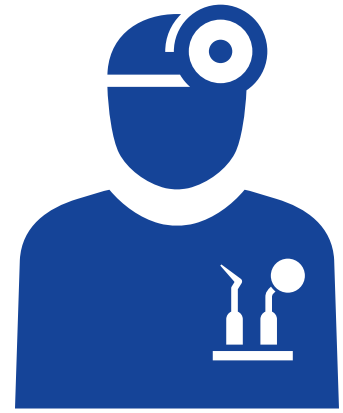
The COVID-19 pandemic certainly posed some challenges in 2020 but also provided the ODA with unique opportunities when it comes to our education offerings. Our expansion into online learning will be retained and will complement our traditional in-person learning opportunities in 2021.

2020 Legislative Session and Interim

The Oregon Legislature convened for a short session on February 3rd. 232 bills were introduced. On March 5th, after almost two weeks of Republicans denying quorum, Senate President Peter Courtney and House Speaker Tina Kotek adjourned the Legislature for the 2020 short session. A total of three bills were passed into law. ODA hosted a successful targeted dental day at the Capitol, with a small group of member dentists and students discussing legislative issues with key legislators. The small group met with more than 20 legislators in a single day!

Dental Therapy

SB 1549 would have authorized dental therapy in Oregon. The bill was drafted without sufficient stakeholder input and was incredibly complicated, trying to fit multiple models of dental therapy into one bill. Within those initial two weeks of session, ODA successfully convinced the



2,513

Total Members
(includes dental student members)



125

New Members



975

Webinar attendees earned a combined total of

2,500

hours of continuing education credits



Dental offices reopened six weeks earlier than originally planned

Senate Health Care Committee Chair to continue discussing the concept during the interim. The Chair of the Senate Health Care Committee formed an interim workgroup to discuss the issue with the intent of bringing a new bill back for the 2021 legislative session. ODA participated in the workgroup over the summer and attempted to bring reasonable amendments to the bill to ensure that new providers have appropriate scope of practice, supervision, and appropriate education requirements. Unfortunately, the concept that came out of the workgroup does not include the vast majority of our requests. ODA will continue to advocate for reasonable requirements during the 2021 legislative session to ensure that any new provider type in Oregon is prepared to provide quality oral health services to Oregonians.

2021 Legislative Agenda

Throughout 2020, ODA members developed a proactive agenda for the upcoming 2021 legislative session. Highlights include:

Dental Management and Delivery Act: A 21st Century Solution to Increase Access to Dental Care in Oregon

This proactive measure addresses access to dental care in Oregon in comprehensive, tangible ways. The concept would:

- Expand Cover All Kids dental benefits to include adults up to 26, and COFA populations.
- Create a dental student debt forgiveness program. Dentists can receive student debt forgiveness for treating Medicaid patients.
- Require OHA to undertake a rate-setting review process on dental rates and capitation, and return to 2022 Legislature with a presentation on how dental rates are set, how they compare with dental rates across the country, and how they compare to private insurance rates. OHA to include relevant stakeholders in recommendation-making process.

- Insurance Process Streamlining: OHA and DCBS to encourage administrative consistency (e.g., use of uniform reporting forms) across dental plans, as well as encourage dental plans to remove or agree to a common set of prior authorization requirements. Administrative consistency should also apply to Medicaid processing.
- Increase and extend the Rural Practitioner Tax Credit to ensure dentists and other medical providers can operate in underserved areas with lower patient volumes, supporting access in remote areas.

Budget Request: Funding of the State Dental Director Position

Oregon is currently missing out on federal grant money because it does not have a state dental director. Oregon needs a state dental director who will establish clinical, fiscal, and policy priorities for oral disease prevention and care. ORS 413.083 requires OHA to appoint a dental director, yet OHA has not included the position in its 2021-2023 budget request. OHA especially needs oral leadership amid its COVID response to ensure oral health access is maintained in the state.

Tribal Scholarship for Equity in Dental and Medical Education

ODA supports diversity and inclusion in the dental profession in Oregon and equity in culturally relevant care. This concept will allow Tribal members in Oregon to attend graduate programs at the Oregon Health and Sciences University for free, including the school of dentistry.

Regulatory Affairs

ODA spent significant time advocating for dentists during the COVID-19 pandemic. The reopening of dental offices six weeks earlier than originally planned was a huge victory. Additional successes include ensuring that new OR-OSHA rules did not require AIIR rooms for AGPs, require costly HVAC renovations, or other requirements

which could have effectively shut down dentistry again in Oregon. ODA members continue to advocate for reasonable PPE requirements within state COVID-19 rules and policies, both with state agencies and the governor's office.

ODA members also successfully advocated for the Oregon Board of Dentistry to accept the Dental Licensure Objective Structural Clinical Exam (DLOSCE) in Oregon. Utilizing ODA's engagement system, more than 280 letters written by dentists, hygienists, and students were sent to the board in opposition to a proposed rule which would have effectively prevented the DLOSCE from being acceptable for licensure despite ODA's work in 2019.

Leadership & Governance

In the midst of a worldwide pandemic with many impacts to dentistry, leadership within the association was more important than ever. With a record number of members involved in leadership roles and calls for engagement in 2020, our association remained strong and united, navigating unforeseen circumstances together. A heartfelt thank you to our Board of Trustees, council and committee members, task force members, and local leaders who graciously volunteered their time and expertise to the ODA this year.

This year also brought the association a new executive director, Dr. Barry Taylor, who was hired in July. He was selected by the board after a four-month nationwide search. An accomplished clinician, educator, and mentor in the dental profession, Dr. Taylor is known as an innovative leader and passionate advocate for the ODA. He served as both the association president and editor prior to being hired as the executive director.

The Leadership Development Committee oversaw the third class of the ODA Leadership Academy, guiding a group of ten emerging leaders in exploring the many aspects of the ODA, while developing and enhancing their

leadership and interpersonal skills. Due to the COVID-19 pandemic, many of the Academy offerings had to be held virtually, and some of the curriculum was modified to work within the virtual format. That said, it was another successful year, and the Academy will be continued and further enhanced in 2021.

For the first time in ODA's history, the House of Delegates was offered virtually on Saturday, September 26th. The business of the House was streamlined where appropriate, keeping essential elements, and removing optional items. We saw a strong participation among members, with 72 delegates in attendance. The virtual format helped eliminate travel and cost barriers, and the single-day Saturday timing was favorable to most work schedules. Feedback from attendees was very positive, providing the House of Delegates Task Force with additional information to consider when they reconvened in the fall of 2020. The House of Delegates Task Force was postponed in the spring of 2020 in order to free up critical staff time and defer legal expenses during the COVID-19 pandemic. The task force's final report and recommendations will be presented to the 2021 House of Delegates.

This year also marked the launch of the ODA's revised strategic plan. The current plan runs from 2020-2022, focusing on engagement, advocacy, development, and organizational health. Though the pandemic was unforeseen, the focus areas of the plan continued to guide the work of the association and were evident in all COVID-19 support and services.

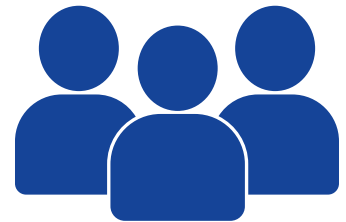
Closing Message

ODA members should be proud of what the association was able to accomplish during this unprecedented year. We are thankful for our diverse membership, representing all practice models, working together to support organized dentistry and the profession. Together, with a unified voice, we continue to accomplish great things. ●



280

Letters written by dentists, hygienists, and students



72

Delegates in attendance