

## **ADA Fourth District Trustee's Report 3/1/17**

**To: The ADA Fourth District Delegation**

**From: Jeffrey M. Cole DDS, MBA, ADA Fourth District Trustee**

**Re: 2017 District Caucus, Council Appointments, Meeting Report**

### **2017 DISTRICT PRE-ANNUAL MEETING CAUCUS**

At the 10/23/2016 caucus in Denver, the ADA Fourth District voted to hold the 2017 pre-annual meeting caucus on Saturday, October 7, 2017 in Wilmington, DE. The meeting will be held at the Hotel Du Pont, 11th and Market Streets, Wilmington, DE, 19801, in the King/Sullivan Room located on the mezzanine level of the hotel. The meeting will begin at 8:30 am sharp, with continental breakfast starting at 7:30 am. Power for electronic devices will be available, as well as WIFI for your convenience. While WIFI is available, everyone is encouraged to download any necessary Delegate meeting materials prior to the meeting. Lunch will be served. The meeting concludes at the close of business, which is usually early afternoon. For those who need hotel accommodations, a special rate of \$159 has been negotiated, that can be secured by using the code ADA1007. The room rate expires two weeks prior to the meeting, or until the block is sold out. The block of rooms will not be held after that date. The phone numbers for the Hotel DuPont are 302-594-3100 or 800-441-9019.

Because this is a transition year, and because of my campaign for ADA President-Elect, there will be a change in the leadership and management of the 2017 Caucus meetings. Dr. George Shepley, Fourth District Trustee-Elect will serve as Caucus chair. Dr. Wendy Brown-MD will serve as Caucus Vice- chair, and Dr. Bob Wilson-MD will serve as the Caucus Coordinator. This very capable and experienced group will lead the caucus collectively and individually as we concurrently run the President-Elect campaign.

### **COUNCIL AND COMMISSION APPOINTMENTS 2017-2018**

I am seeking recommendations for several ADA Council and Commission appointments. This year the Fourth District will appoint a member to the following Councils:

**CEBJA** – Council on Ethics Bylaws and Judicial Affairs

**CDP** – Council on Dental Practice

**ADPAC** – American Dental Political Action Committee

In addition, the ADA Board will appoint members to the following Council and Commissions:

**CCEPR** – Commission for Continuing Education Provide Recognition

**CODA** – Commission on Dental Accreditation

**CSA** – Council on Scientific Affairs (specific areas of expertise being sought, dental materials, standards, evidence based dentistry and oral medicine/pathology)

Nomination forms for each of these Councils and Commissions, which list the eligibility requirements and selection criteria, are attached. Also attached is the conflict of interest form.

Interested individuals must submit a completed nomination form for the specific Council or Commission they are interested in, a signed conflict of interest form and a CV. Please note the “statement of qualifications of nominee” section of the nomination form must be filled out and must contain a short biography of the individual, which lists their qualification. This section is important because this narrative is the only information that will be forwarded to the Board and to the House of Delegates if appointed. The conflict of interest form must be signed and not typed. Failure to submit the documents accurately will result in disqualification of the recommendation in the ADA vetting process. While I will accept recommendations from individuals, it is in their best interest that the recommendations come through the Constituent leadership [and delegation](#) with their endorsement.

While Council appointments are made on expertise and merit, we have been reminded, as Board members, that the Council and Commissions should be reflective of the membership of the organization. The composition of the ADA is becoming increasingly diverse. In order to better understand and anticipate the needs of an increasingly diverse association, council nominations shall be based on the talents and leadership qualities of members of all diverse categories as well as a history of volunteer service to the tripartite system.

Please have the constituent Board or delegation submit these recommendations electronically to my email below. The deadline for the Council on Scientific Affairs is April 1, 2017. The deadline for all other recommendations is May 1, 2017.

Please note that no individual can serve on more than **one** Council or Commission at a time. There is also a two-year waiting period from the time an individual completes their service on a Council or Commission and the time they can be appointed to another.

## **MEETING REPORTS**

### **December 2016 Board Retreat and Meeting**

The Board retreat focused both on how to best reach the next generation of members, millennials, and how to maximize Board performance through a better understanding of individual strengths.

The Strategic Planning Committee studied the membership objective (objective 2) and proposed a revision. The original objective focused on a market share of active, licensed dentists. The Committee proposed, and the Board adopted, shifting the objective to a specific number of additional net members, 4,000 by the end of 2019. This change will allow the ADA to better track progress and make adjustments to the membership strategies moving forward.

Through November 2016, the ADA gained over 1,500 members, our largest growth in ten years. Despite that, because the market is growing so quickly, this still represents a slight decrease in market share. While this shift in membership trends is promising, we need to remember it represents a single data point. The change in the objective allows the ADA to make use of more concrete leading indicators, which will help track progress and make mid-course corrections as necessary.

The Washington office is prepared to act regardless of the approach to ACA the Trump administration chooses to follow. The Washington office is also looking carefully at existing regulations that may be repealed. At the state level, the therapist issue has arisen in at least twenty states. State Government Affairs has been very active, working with the states on this and our efforts have been effective.

This year, the Board identified three priority areas: the feasibility of shifting budget authority from the House to the Board, licensure reform, the study of the ADA business model and potential changes to it. The ADA Communications Division briefed the Board on the new three- year initiative to drive utilization of dental services, as approved by the 2016 House of Delegates.

### **February 2017 Board Meeting**

The ADA Board met jointly with the New Dentist Committee. This provided a valuable opportunity to share thoughts and views with New Dentist members. The group discussed how to optimize the effectiveness of that committee as advisors to the Board. Ideas generated in those discussions included more involvement by New Dentists in governance, more clarity on actions resulting from advice provided to the Board, and new ideas from the Committee on member engagement and value. The group also discussed licensure portability and providing meaningful value to dentists practicing in large groups, as well as initiatives to provide short video continuing education, and virtual study clubs.

At the 2016 House, the Council on Annual Sessions became an advisory committee of the Board (the Advisory Committee on Annual Meetings, or CAM). At this meeting, the Board confirmed the chair for CAM. CAM is working now on a proposed charter for the new committee.

The 2016 House passed a resolution authorizing a campaign to promote utilization of dental services. The Board received an update on efforts to implement this program and to drive patients to members' offices. The ADA Find-A-Dentist will be improved, promoting participation of members, and seeking ways to drive the public to this tool. This will include targeted advertising, and work with state and local societies.

Michael Graham provided an update on developments in Washington, DC and on work to host Lobby Day. He briefed the Board on the status of dental therapy in the states. It is anticipated that over 20 states will consider dental therapy bills in 2017. Pew and Kellogg continue to target states. Therapists are very few in numbers and in very few states. In contrast to therapists, the number of CDHC programs and graduates continue to grow.

Monitoring ADA progress on growing membership is a key responsibility of the Board of Trustees. Mr. Robinson provided us with an update on that progress with year-end 2016 numbers. Last year, we gained 1,276 net members and market share held steady. Our gain is certainly traceable to our new provisional membership category. Conversion into full membership of these members will be closely monitored. Also encouraging, the non-renew rate dropped to 4% for full dues paying members.

The Board heard that the FDA is becoming concerned about dental burs. FDA may require all dental burrs to be single use. CSA is monitoring the issue and will know more in the future. CSA is also considered the ADA definition of oral health, as compared to the FDI definition. The definitions are not identical; the FDI definition is broader.

Science is fundamental to our mission as an association and our ADA Foundation plays a key role in this work. At this meeting, the Board confirmed the

ADA commitment to provide immediate necessary funding to support scientific research through the Foundation.

The Board decided to move forward with a study of the ADA business model, in order to assure our future as both a sustainable and successful organization as we meet member needs. Under the oversight of the Budget and Finance Committee, which I chair, a comprehensive request for proposal to 17 potential vendors, was issued. Eleven vendors responded and the responses were uniformly of very high quality. After interviewing finalist firms, Budget and Finance recommended Frog Design to perform the study. The Board approved that selection and the study is underway.

Frog Design is a highly respected firm, with a track record of successfully advising companies on developing long-term loyalty through customer (member) experiences. Disney is one example. This very important project will involve outreach to many communities of interest and we expect it to be completed over the next four or five months.

The ADA is in a strong position now and that is a key point. The ideal time to undertake this sort of study is not when an organization is in crisis. Representatives from Frog Design specifically noted that the ADA should be congratulated on undertaking this work from a position of strength.

The ADA Headquarters building in Chicago is now almost fully leased. Lurie Children's Hospital, now leases five floors. At its expense, Lurie has asked the ADA to allow Lurie to build a walkway/bridge between the ADA and Lurie buildings. This is an exciting project and construction will go throughout the year and into early 2018.

It is an honor to serve the Fourth District as your Trustee to the ADA. Please feel free to contact me should you have the need.

***Jeffrey M. Cole, DDS, MBA, FAGD***

***Fourth District Trustee, American Dental Association  
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