

Michigan Dental Association

MEETING OF THE BOARD OF TRUSTEES

April 3, 2020

Zoom Videoconference

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6 **OFFICERS**

Dr. Margaret Gingrich, President
Dr. Stephen Meraw, President-Elect
Dr. Debra Peters, Immediate Past President
Dr. Christopher Smiley, Editor
Dr. Clayton Shunk, Secretary/Treasurer
Dr. Todd Christy, Speaker
Karen Burgess, MBA, CAE, CEO/Executive Director

TRUSTEES

Dr. Vincent Benivegna
Dr. Jonathan Berns
Dr. Christopher Gorecki
Dr. Rhonda Hennessy
Dr. Lisa Knowles
Dr. Eric Knudsen
Dr. Vincent Lizzio
Dr. Michael Maihofer
Dr. William Patchak

LEGAL COUNSEL

Dan Schulte

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8 **STAFF**

9 Jenny Armistead, MDA Director of Marketing and Communications
10 David Foe, MDA Director of Print and e-Publications
11 Angie Kanazeh, Director of Membership
12 Nancy Maier, MBA, MDA Foundation Executive Director
13 Michelle Nichols-Cruz, Governance Manager
14 Bill Sullivan, JD, Vice President/Advocacy and Professional Relations
15 Andrea Sundermann, CAE, Director of Continuing Education
16 Brandy Ryan, MBA, PHR, SHRMCP, Director of Human Resources
17 Craig Start, MBA, LIC, MDAIFG President

18
19 **CALL TO ORDER**

20 The meeting was called to order by President Gingrich at 11:00 am.

21
22 **INFORMATIONAL REPORT ON MDA FINANCES**

23 Brian Stump, Director of Finance, provided the Board with a summary of MDA's financial
24 position as of February 29, 2020.

25
26 The MDA, MDA Foundation and MDAIFG applied for the Economic Injury Disaster Loan (EIDL).
27 The application requests annual revenue and expenses but did not allow the option to choose
28 the amount of the loan. The loan also comes with a grant of up to \$10,000 (\$1,000 per
29 employee) that does not require repayment. The vast majority of dues have been collected,
30 but collection continues. As of April 2, dues collection is \$117,000 short of the budget. The
31 MDA has rescheduled the Annual Session.

32 It is anticipated that there will be a shortfall in the Annual Session budget; expectations are that
33 it will be in the black but it will be less than what was anticipated.

34

35 **TELEDENTISTRY PROVISIONS (DELTA/BLUE CROSS)**

36 The Board received an informational report related to payment for teledentistry services during
37 the pandemic.

38

39 *Delta:* The Board is aware that Delta Dental will cover the D0140 code one time per patient
40 problem. Delta is not accepting the ADA CDT code for teledentistry as it would require a rewrite
41 to the Medicaid system and the D0140 code is already approved. Delta asked that MDA not
42 publish this information to members on its behalf but information is available on the MDA
43 website.

44

45 *Blue Cross/Blue Shield of Michigan (BCBSM):* Blue Cross is working with DentaQuest to figure
46 out the technical aspects of teledentistry so that it is consistent with medical. There will be an
47 amendment to what has been published once everything is worked out. DentaQuest is holding
48 a teledentistry webinar on April 6.

49

50 Charting of clinical notes is not required to submit claims but the notes and communications
51 with patients should be maintained in case the insurance company asks for more information
52 for a claim.

53

54 **VERBAL UPDATES**

55 *Membership*

56 Angie Kanazeh, director of membership, gave an update on current nonrenews. Membership
57 has implemented a plan to encourage renewal. She stated that the response rate to the
58 payment plan deferment is 42% so far with all positive feedback. Members who haven't yet
59 renewed for 2020, received an offer to renew their membership through a new payment plan
60 option extending into September with a 6.3% renewal rate so far. Market share and renewal
61 numbers at the end of March/first quarter were consistent with previous years.

62

63 *House of Delegates*

64 Dr. Todd Christy, speaker, reported that he has reached out to component delegation chairs
65 and executives to confirm their delegates for voting and training.

66

67 MDA is working with Option Technologies to conduct synchronous voting. Two training sessions
68 will occur: 1) An instructional video with a voiceover by Dr. Christy and 2) A live practice session
69 with delegates to practice voting in early May. Practice votes will include resolution votes and
70 election votes.

71

72 *Webinars*

73 MDA is holding a series of webinars to assist members with the impact of COVID-19 to their
74 practice and emotional well-being. The plan is to hold one webinar a week so members can

75 receive continuing education and information that relates to their life today and COVID-19. All
76 webinars are free for all attendees. Any suggestions should be emailed to Karen Burgess or
77 Andrea Sundermann.

78
79 The first two webinars were successful and well attended. The follow up for the webinars
80 include a CE voucher and speaker Q&A. The speakers attempt to answer all individual
81 questions, but with the number of questions it is not possible. The speakers create a Q&A from
82 the webinar and they are posted online.

83
84 Dr. Marie Fluent agreed to conduct a webinar at no charge on COVID-19 and the Impact of
85 Dentistry on April 8. MDA is currently looking for speakers on stress and anxiety. The ADA is
86 also conducting webinars.

87
88 *Annual Session*

89 Andrea Sundermann, Director of Continuing Education, informed the Board that an email has
90 been sent to registrants of Annual Session with the updated schedule of events. An email will
91 be sent next week to transfer or cancel registration.

92
93 There are 2,199 registered for Annual Session with 70 cancellations over three weeks. There are
94 121 exhibitors with 11 that have cancelled.

95
96 *Executive Order*

97 Bill Sullivan reported that on April 1, Governor Whitmer announced a new Executive Order
98 2020-33 that takes the place of the original emergency declaration. All deadlines in previous
99 order will now end when 2020-33 ends. The date that dentists are able to return to full practice
100 is dependent upon when the state of emergency is lifted.

101
102 The original order of 28 days expires next week. After the 28 days expire, legislative approval is
103 required to extend the order. The Governor believes that the 28 days starts over with a new
104 order and the legislature believes legislative approval is required once the 28 days expires. The
105 Legislature plans to meet next week to discuss extending the emergency declaration.

106
107 *Dental Benefits*

108 The Board had a discussion about potential codes and dental benefit payments for infection
109 control procedures, which are driving up costs for dental care. It was noted that there may be a
110 summit on dental codes that could modify the way the codes are used. As of now, it was noted
111 that dentists should to continue to submit for infection control.

112
113 It was reported that in some states, Delta Dental is providing advanced payment on future
114 codes. This has not been implemented by Delta Dental of Michigan, Ohio and Indiana.

115
116 Dr. Debra Peters reported that she had asked Delta if it would consider extending the benefit
117 year and was informed that the request will be taken to the higher ups for consideration.

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OPEN DISCUSSION

Board Member Attendance at MDA Annual Session: Board members were asked about their plans to attend the Annual Session in September. It would be appropriate for Board members, both current and new, to attend for the success of the Annual Session and attend the Foundation and President’s Event. Knowing who plans to attend will help determine if there will be an official role for Board members. Board members at the meeting indicated that they plan to attend.

MDA Journal: The April issue has been completed and mailed to members. With the deadline for the Journal being one month in advance, the majority of the content was developed prior to the COVID-19 outbreak, however some COVID content was able to be included.

The May issue is being refocused on COVID-19 with many articles on PPE and the current CDC guidelines as well as the House of Delegates virtual meeting. In terms of Journal revenue, it was noted that while display advertising is holding steady for May, the Job Board is down right now.

UP Dental Meeting: The UP Dental Meeting will be held June 19-20 at the Grand Hotel. Dr. Clayton Shunk informed the Board that the Grand Hotel is delaying its opening until mid-June but it plans to be open in time for the UP Dental Meeting. For now, the meeting will be held as planned but attendance will depend on where the COVID-19 situation is in June. A final decision on whether to cancel will be made four weeks prior to the event.

NEW BUSINESS

No new business.

ADJOURNMENT: The meeting was adjourned by President Gingrich at 12:16 pm.

Margaret Gingrich, DDS
President

Clayton Shunk, DDS
Secretary/Treasurer