

Michigan Dental Association

MEETING OF THE BOARD OF TRUSTEES

April 30, 2020

Zoom Videoconference

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Dan Schulte

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CALL TO ORDER

The meeting was called to order by President Gingrich at 10:02 am.

TASK FORCE ON REOPENING DENTAL OFFICES

President Margaret Gingrich created a task force to review the ADA Toolkit on Reopening Dental Practices and to develop additional guidance if needed. The ADA requested that no

32 changes be made to the ADA document so the taskforce created a Michigan Addendum that
33 contains Michigan-specific information.

34

35 The Board was asked to review the addendum to provide comment if necessary prior to the
36 May 1 task force meeting. This document, once approved by the task force, will be distributed
37 to Michigan dentists and Governor Whitmer. The task force will likely reconvene to make edits
38 to the documents as information changes.

39

40 The CDC released an update to its guidelines recently and that information is included in the
41 MDA's addendum.

42

43 The task force used the hospital compliance guide when developing the addendum rather than
44 the OSHA compliance guide for small entities as that is what was recommended by Dr. Marie
45 Fluent, who is a member of the task force and a consultant on dental infection control and
46 patient safety.

47

48 To help with decision-making process, a suggestion was made to provide "what if" situations
49 with the different types of PPE. This information is included in the ADA Tool Kit and the
50 taskforce will provide more definitive guidance when straying from the highest level of PPE and
51 the risks and exposure involved.

52

53 **DENTAL STAFF SEEKING ADVICE**

54 The MDA is receiving a significant increase in emails and telephone calls from dental practice
55 staff seeking legal advice or expressing concern about the possibility of being called back to
56 work. Until now, the calls were mainly a dentist or a dental staff calling to report a dentist in the
57 community that was conducting non-emergency/non-essential services. If the dentist is an
58 MDA member, MDA contacts the component executive director or a dentist in that component
59 to call the dentist in question. However, dental team members are now calling and challenging
60 their dentist regarding going back to work and sometimes seeking legal advice.

61

62 The MDA legal counsel provided some perspective, suggesting that lack of information may be
63 a factor here. His thoughts were to:

- 64
- 65 1. Provide members with the ADA Tool Kit and Michigan Addendum as guidance in
66 developing sensible guidelines for the reopening of the dental practice.
 - 67 2. The ADA Tool Kit and Michigan Addendum are only guidance, do not have the force of
68 law and members are not required to follow them to be a member.
 - 69 3. If guidelines are adopted by a dental practice that reopens and dental team members,
70 despite the guidelines being followed and explained, still feel unsafe they can report
71 back to work or not. However, they can be subject to discipline or termination if they
72 choose not to return. This is a decision made by the individual dentist.

73

74 The Board agreed that it would be appropriate for the MDA to provide the ADA Tool Kit and
75 Michigan Addendum to dental team members that call so that they can discuss them with their
76 dentist to ensure they feel safe returning to work.

77
78 It was also noted that due to the lack of clarity from the state on the stay-at-home order, dental
79 team members may be concerned with being called back to work while the stay at home order
80 is in place. At this time, MDA can provide them with information on how to file a complaint and
81 the link to the MDA COVID-19 web page.

82
83

84 **POST COVID-19 PUBLIC EDUCATION CAMPAIGN STRATEGY**

85 The social and economic impact of the COVID-19 pandemic necessitated a review of the
86 Michigan Dental Association's public facing campaign. The length and depth of the impact of
87 this event are not yet known. However, MDA will begin preparing now to be ready once
88 dentistry returns to regular preventive and restorative care.

89
90 Demand for dental services may be low and safety could be a concern for the public. The
91 primary lens through which dental care must be viewed going forward is one of demand
92 generation and safety. These two issues are interwoven, as a public that questions the safety of
93 dental visits is one that is likely to avoid seeking care. Plus, public demand will likely be further
94 softened by the loss in income and depletion of savings.

95
96 Jenny Armistead in collaboration with James & Matthew (Agency) have assessed the planned
97 campaigns with these demand and safety considerations in mind. The Board approved the
98 following steps as the MDA moves forward with the 2020 campaign strategy.

99

100 **Revised 2020 Public Education Campaign Strategy**

101

- 102 • Immediately pause/postpone further production and media plans for current 2020
103 public education campaigns (Big Stories from Little Mouths, Mouthing Off with the
104 MDA, and Teeth Have Feelings Too).
- 105 • Shift planned 2020 public education campaign budget to develop and promote a
106 new dental demand generation/public safety campaign.
- 107 • James & Matthew will begin collaborating with the Committee on Public Relations to
108 gather information and get some dental perspective on what post-COVID- 19
109 treatment might look like. Based on that collaboration, begin developing concepts
110 for a preventative care and safety campaign. Its primary focus will be driving
111 demand for dental care; its secondary goal will be easing consumer anxiety over the
112 safety of visiting their dentist.

113

114 The following were unanimously adopted:

115

116 **1-4/30/20** Resolved, that the Michigan Dental Association approve the **Adopted**

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development of a post-Covid-19 public education campaign focused on generating dental demand and educating the public on the safety of going to the dentist.

OPEN DISCUSSION

126 *UP Dental Meeting:* The UP Dental meeting has been postponed definitely to June 24-27, 2021.
127 While these dates conflict with the 2021 MDA June Board meeting, MDA has a signed contract
128 with the Hotel Indigo in Traverse City and is unable to change its dates.

130 *Crain's Detroit Interview:* Dr. Gingrich conducted an interview with Crain's Detroit and is
131 seeking photos of dentists or dental team members doing patient intake in the dental office
132 parking lot as it will emphasize public safety. Board members were asked to provide photos to
133 Ms. Burgess.

135 *Emerging from our Huts Webinar*: Dr. Knudsen expressed concern that the ending of the
136 webinar deviated into product promotion. MDA makes it clear to speakers that the expectation
137 is that they not promote particular brands and will continue to make this clear in the future.

139 ***Emergency Order:*** The original order of 28 days expires today. After the 28 days expire,
140 legislative approval is required to extend the order. The Governor believes that the 28 days
141 starts over with a new order and the legislature believes legislative approval is required once
142 the 28 days expires. The legislature is meeting today to discuss their options, one being to sue
143 the Governor through the Supreme Court. Based on what is being heard, the consensus is that
144 the Governor would win this in court. While the outcome is not yet known, the Governor will be
145 extending the emergency declaration an additional 28 days. The MDA is pursuing removing
146 dentistry from the emergency declaration and strategy will be discussed in executive session.

NEW BUSINESS

149 An item of new business was added in executive session.

151 ADJOURNMENT: The meeting was adjourned by President Gingrich at 11:59 am.

155 Margaret Gingrich, DDS
156 President Clayton Shunk, DDS
Secretary/Treasurer