

Michigan Dental Association

MEETING OF THE BOARD OF TRUSTEES

May 29, 2019

Zoom Videoconference

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OFFICERS

- Dr. Stephen Meraw, President
- Dr. Michael Maihofer, President-Elect
- Dr. Margaret Gingrich, Immediate Past President
- Dr. Todd Christy, Speaker
- Dr. Christopher Smiley, Editor
- Dr. Eric Knudsen, Secretary/Treasurer
- Ms. Karen Burgess, MBA, CAE, CEO/Executive Director

NINTH DISTRICT TRUSTEE

Dr. Julio Rodriguez

LEGAL COUNSEL

Dan Schulte

MDA STAFF

- Jenny Armistead, Director of Marketing and Communications
- David Foe, MA, Director of Print and e-Publications
- Angie Kanazeh, Director of Membership
- Michelle Nichols-Cruz, Governance Manager
- Brandy Ryan, PHR, Director of Human Resources
- Craig Start, MDAIFG President
- Bill Sullivan, JD, Vice President/Advocacy and Professional Relations
- Andrea Sundermann, CAE, Director of Continuing Education
- Donald Winn, Chief Financial Officer

CALL TO ORDER

The meeting was called to order at 8:30 am by President Meraw.

PUBLIC AWARENESS CAMPAIGN UPDATE

Jenny Armistead gave an update on the Public Awareness Campaign. She noted that the objective of the MDA public education campaign is to educate adults on the importance of oral health. The budget for the campaign is \$950,000 funded through a member special assessment. The campaign is primarily social media and paid searches, however it does contain some cable TV advertising.

TRUSTEES

- Dr. Vincent Benivegna
- Dr. Christopher Gorecki
- Dr. Vincent Lizzio
- Dr. Christine Mason
- Dr. Melanie Mayberry
- Dr. William Patchak (for a portion)
- Dr. Robert Richards
- Dr. Lauryne Vanderhoof

ABSENT

Dr. Cheri Newman

28
29 Due to COVID-19 the campaign shifted towards finding people who need emergency care and
30 providing information to assist them in receiving care. Now that dental offices are reopened for
31 elective care, the campaign will focus on what patients can expect when they go to the dentist
32 and new processes and infection control practices dental offices have put in place to ensure the
33 safety of their patients. The campaign will direct the public to the MDA public web site landing
34 pages for updates on dental care and infection control. Paid search ads have launched and
35 social media and display ads will be launched next week. These advertisements are focused on
36 directing the public to the landing pages for information and to find a dentist.

37
38 In April, the MDA began the RDA shortage campaign that provides the public with the benefits
39 of working as an RDA and how to become an RDA.

40
41 MDA public relations has been very active in the media since dental offices were only allowed
42 to provide emergency care. Dr. Meraw has done 3-4 interviews in the last two weeks and was
43 on National Public Radio (NPR) spot this morning. An op-ed will be released to the media today
44 reinforcing the safety of the dental office and what patients can expect.

45 46 **LEGISLATIVE AFFAIRS UPDATE**

47 *State Budget*

48 Mr. Sullivan informed the Board that the State of Michigan will have a budget shortfall this
49 fiscal year of \$3B. There will be severe cuts coming soon as the state is looking to cut \$1.5B in
50 expenses. Meetings have been held with legislators to discuss funding for Healthy Kids Dental
51 (HKD), Healthy Michigan and adult dental Medicaid. Mr. Sullivan is seeking guidance from the
52 Board as he will be asked what the MDA's number one priority is with regard to funding.
53 The Board is aware that this decision is made by the Governor and the legislature and not the
54 MDA.

55
56 The Board questioned what the funding and utilization rate is for all programs. At this time,
57 funding for the HKD program is \$65M-\$70M from the state and \$200M with the federal match.
58 Funding for adult dental Medicaid is \$6M from the state and \$14M overall with federal funding.
59 While the actual utilization rate of adult dental Medicaid is not known, it is low due to low
60 reimbursement rates and lack of many covered services. There was no information available
61 from the state on Healthy Michigan.

62
63 The Board agreed that the best utilization of funds for the health of the public is Healthy Kids
64 Dental. The Board discussed several possibilities for reducing the cost of the program, but did
65 not make any recommendations in this regard.

66
67 The Board agreed that its first priority would be Healthy Kids Dental with the Healthy Michigan
68 program its second priority.

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MEMBERSHIP & MENTOR PROGRAM UPDATE

Ms. Kanazeh informed the Board that the Committee on the New Dentist is looking for guidance on when to launch the MDA Mentor Program. It was the hope of the committee that the program would launch in the second quarter of 2020, however it was delayed due to the pandemic.

Feedback from the Board suggested that that the program should be launched now for those still willing to serve as mentors as there may be dentists in need of a mentor during this time.

CONTINUING EDUCATION UPDATE

Ms. Sundermann served as a member of the MSAE Safe Meetings in Michigan Task Force that developed guidelines for safe meetings in Michigan. The guidelines will be available June 1 and shared with the components.

CE Seminar Series: She reported that all CE programs scheduled for the year at the MDA building were moved to virtual programs.

The October 2 program for Livingston and Washtenaw Districts at the Suburban Collection Showplace remains an in-person meeting at this time. Based on recommendations from the Governor, this could be cancelled and moved to a virtual meeting.

The UP seminars will now be held virtually as Northern Michigan University does not have the space needed based on social distancing. The seminars will now be open to the full membership.

The September risk management seminar will be held September 11 in Grand Traverse and the Health plan updates will continue to be live meetings at this time.

Ms. Sundermann is developing back-up plans for the Annual Session in the event it cannot take place in person. Backup plans would include live webinars with the availability to view for one year. This is still in the planning stages and pricing and dates are being researched.

ADA ANNUAL SESSION/HOD

Ms. Burgess informed the Board that, at this time, the ADA Annual Session and House of Delegates meetings will be held in person. The ADA Board will discuss and make a decision at its meeting in mid-June.

The Ninth District Pre-Caucus is still on schedule to be held in Benton Harbor. Any discussions on changing to a virtual caucus has been deferred until the ADA makes a final decision.

110 The ADA has been developing a back-up plan for virtual House of Delegates meetings in the
111 event the Annual Session cannot be held in person. Dr. Todd Christy, Speaker, and Michelle
112 Nichols-Cruz, Governance Manager, met recently with the ADA Speaker and staff to debrief on
113 the MDA’s virtual House meeting and discuss what worked well and what needed
114 improvement. Dr. Christy was asked his thoughts on expanding the dates of the House and his
115 opinion was to try to keep the dates/times as close as possible to the original dates as dentists
116 already have those dates on their calendar. The ADA is considering a software program that
117 would allow people to register at different access levels (delegates, alternates, observers, etc.).
118 This would allow for integrated voting for delegates so that two separate systems would not be
119 required.

120

121 **OPEN DISCUSSION**

122 *Member Resources:* Ms. Burgess informed the Board that the MDA has sent a lot of
123 information regarding COVID-19 to both members and non-members. MDA will start to reduce
124 providing communications to non-member dentists and transition to urging them to consider
125 membership.

126

127 Dr. Meraw recently forwarded a communication to the membership acknowledging their
128 support for the MDA and advocacy involvement in reopening dental practices. The purpose of
129 the communication was to remind members of the benefits and value they receive as
130 members.

131

132 *Dental School Graduates:* Dr. Meraw forwarded a letter to the UM graduates congratulating
133 them on their graduation. This same communication will be sent to UDM graduates as well at
134 the appropriate time.

135

136 *ADA Resources:* Dr. Smiley reminded Board members that the ADA has a wealth of resources
137 available on its website on COVID-19 and reopening of dental offices. Information is continually
138 changing and members should be checking the website regularly for new information

139

140 *PPE Distribution:* The Board was informed that there is a lot of confusion regarding dentist’s
141 access to PPE from the state of Michigan. The process does not seem to be inclusive of
142 dentists. Staff are seeking clarification and advocating for dentistry. There is wide variability
143 from state to state. Dr. Rodriguez noted that by July there should be an abundance of PPE
144 being manufactured in the US. He reported that the ADA Task Force continues to work on
145 additional guidance on how to be safe with the lack of PPE.

146

147 Mr. Sullivan reported that the MDA had received a supply of masks and face shields from the
148 state, which were donated after manufacturing by GM. A system was set up for distribution
149 and an email was forwarded to the components to determine how much of the supplies they

150 would need for dentists in their area. Shipping of the supplies to components will begin soon.
151 The components will distribute the supplies.

152

153 **NEW BUSINESS**

154 No new business.

155

156 **ADJOURNMENT**

157 The meeting was adjourned by President Meraw at 9:30 am.

158

159

160

161 Dr. Stephen Meraw

Dr. Eric Knudsen

162 President

Secretary/Treasurer

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