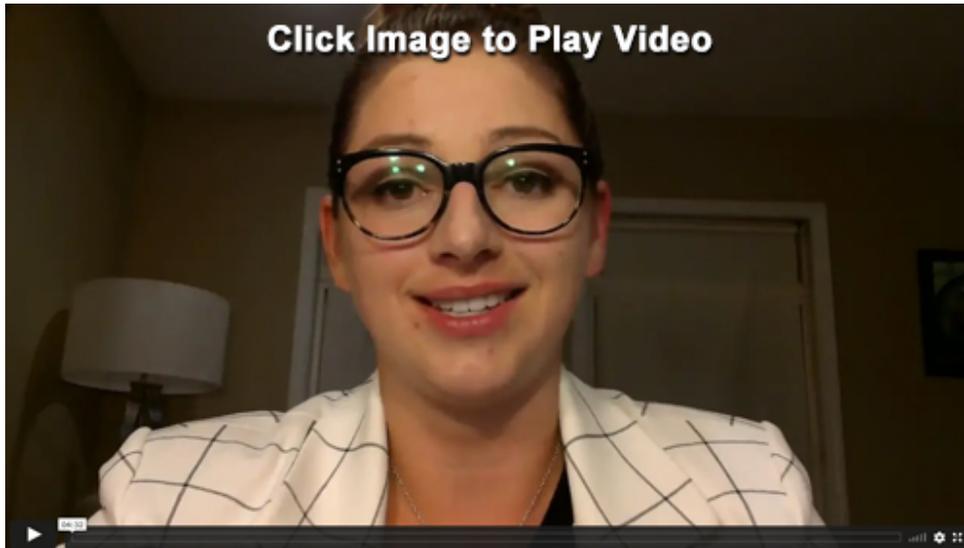




Michigan Dental Association
Unofficial Board Actions
February 18-19, 2021

Trustee Report: Dr. Lauryne Vanderhoof



Highlights from the Board of Trustees Meeting

Board Development

The Board meeting kicked off on Thursday, February 18 with Janine MacLachlan facilitating an interactive training session on how to deliver persuasive messages. Take-aways included focusing on the audience, presenting over Zoom and the three key elements in any presentation (lead with the headline, include no more than three key points and end with a call to action).

The Board also viewed a leadership development video from Brooke Deterline, Corporate Director, Heroic Imagination Project, titled "[Creating Ethical Cultures in Business.](#)" Ms. Deterline emphasized acting with courage and ingenuity in the face of challenging situations to foster leadership credibility and candor, build trust, engagement and reduce risks.

Annual Session

The MDA Board of Trustees voted to hold this year's MDA Annual Session virtually rather than as an in-person meeting due to the ongoing COVID-19 pandemic. The now-virtual meeting will take place as scheduled on April 22-24, and all courses, speakers, dates, and course times will remain the same, just as if the meeting were being held in person. Attendees will receive "in-person" CE credits for attending the live CE sessions. All courses will run either one or two hours in length. [Detailed information](#) was emailed to the membership on February 22, 2021.

Endorsement

TDSC Group Purchasing Organization: In 2018, the MDA entered into an affiliation agreement with The Dentists Supply Company (TDSC), which was then owned by the California Dental Association. As a result of the financial impact of the pandemic on the company, TDSC was sold to Henry Schein (HSI) with the CDA retaining a minority ownership position. In order to facilitate the transition of the business to Schein ownership and provide discounted dental supplies to members with continued revenue opportunities to state dental associations, a Group Purchasing Organization (GPO) was formed. The MDA Board approved entering into a GPO and exclusive vendor agreement with TDSC Powered by Henry Schein, subject to a mutually agreeable contract.

MDA members will be able to participate in the GPO as a benefit of membership and purchase products online at prices below the full-service Henry Schein model. If there are dental products members wish to purchase at a higher fee with personal assistance through a Henry Schein representative, this will continue to be an option. Members may also maintain all their current buying options - there is no obligation on the part of MDA members to buy anything from any particular dental supplier.

Governance

Strategic Planning: The MDA Board of Trustees approved the [2021-25 MDA Strategic Plan](#) at its meeting in December 2020, and also identified priorities for 2021. The Board received information about early implementation steps taken.

ADA/MDA Code of Ethics: The ADA Council on Ethics, Bylaws and Judicial Affairs (CEBJA) added an advisory opinion to the Code of Ethics in Section 3 under the Code of Professional Conduct, 3. A. 1. The advisory opinion is in direct response to [providing guidance during a pandemic](#). The 2021 House of Delegates will be provided with a full report on this advisory opinion.

Policy

ADA Teledentistry Statement: The Board approved as MDA policy the ADA's updated [Teledentistry Statement](#).

Vaccine Administration Policy: Michigan state law currently prohibits dentists from administering vaccines unless they are under supervision of a physician. The Board agreed that dentists with the requisite knowledge and skills should be allowed to administer critical vaccines to prevent life or health-threatening conditions and protect the life and health of patients and staff at the point of care. The Board adopted such policy to facilitate a change to scope of practice when appropriate.

COVID-19 Vaccine Administration: In many states, dentists are currently helping with COVID-19 vaccinations. Recognizing that dentists have the appropriate skills and training to do so, the MDA encouraged Governor Whitmer to allow dentists to serve in the delivery model of the COVID-19 vaccine if they wish to do so. Dentists could administer the vaccines at vaccine sites on a voluntary basis, if allowed through emergency authorization.

COVID-19 Vaccination for Dental Professionals: In order to provide guidance to dentists and dental team members, and to set an appropriate example for the patients and the public, the Board approved policy urging all dental professionals to be vaccinated against COVID-19 unless there is a compelling medical reason not to do so.

COVID-19 Survey: The MDA conducted a member survey to evaluate the impact of COVID-19 on its members. After re-opening in the spring, dentists saw increased patient demand, but many reported that it has plateaued or even decreased. The majority of practices have adequate PPE at 14 days or more in supplies, and gloves appear to be the item that is not as readily available, while face shields are most available. In general, operating costs are up and profitability is down. Staffing has been a challenge, with some positions – particularly dental assistants – being hard to hire. Dentists used a variety of incentives, including increased pay and benefits, to attract or retain dental staff. Dentists reported that individual dental team members had to quarantine due to COVID exposure, and a small percentage reported having to close their office in order to quarantine. The survey also addressed transmission in the dental office setting, revealing that there was only one reported confirmed transmission from a patient to a dental team member. This level – 0.13% - is in line with the previously reported statistics from November JADA article of under 1%. Respondents also documented challenges in their personal as well as professional lives due to the pandemic. Feedback showed that MDA and ADA resources were well-used and appreciated.

Executive Session

Election Certification: The Board of Trustees held discussion of the events of January 6 associated with the certification of the presidential election, ultimately deciding to take no action.

Action on Board Nominations: The Board approved directors for the MDA Insurance & Financial Group. In addition, the Board of Trustees reviewed candidates seeking MDA endorsement for the Michigan Board of Dentistry and forwarded nominees for this purpose.

2021-2022 Committee Appointments: The Board approved the slate of committee members for 2021-2022.

Membership

2020 Membership Update: Ms. Angie Kanazeh, Director of Membership, provided the Board with an overview of 2020 membership trends. She recapped the retention initiatives in 2020, and noted that 95% of 2019 members had maintained membership at EOY 2020.

MDA membership grew to 5,992 members, including active, active life, retired and retired life members, up from 5,966 at the end of the year in 2019. Active membership also grew from 4,500 to 4,504. A successful quarter-year membership recruitment campaign contributed to maintaining active membership numbers, resulting in 84 new members, up from 37 the previous year.

New active members were pursued in key market segments such as women and ethnically diverse dentists, resulting in an increased number of members in these segments (both in the state and nationally). The market share decreased slightly by .4 percentage points, from 77.1% to 76.7%, but still remains strong and above 75%.

Member Engagement: The Board held a generative discussion on the importance of member engagement and what leads to a feeling of engagement. Engaged members who feel connected to the organization, value the benefits, and participate in events and volunteer opportunities are more likely to maintain membership and promote the organization. Ideas discussed include increased use of online communities, peer-to-peer conversation, the mentor program, social media, engaging at the local level, being nimble due to generational differences, defining engagement, determining metrics and receiving feedback on services that are utilized and that effective.

Workforce

RDA Marketing Campaign: The Dental Assisting Workgroup had suggested and the Board had approved a pilot marketing campaign aimed at encouraging 15-18 year olds to pursue an RDA profession. The intent of the campaign was to highlight the RDA as a profession, not just a job, as well as the generous pay and benefits. The campaign was undertaken in 2020, with ads linking back to a landing page that then connected to the application/information websites for RDA programs in Michigan. The campaign was successful in generating viewership and visits to the landing page, but did not result in a noticeable increase in students enrolling in CODA accredited dental assisting programs.

Given the challenges of the pandemic, it is possible that the marketing campaign would be more successful in the future. The Board discussed other options to increase student enrollment (i.e., providing support for current RDA programs, working with Michigan's unemployment agency and partnering with accredited programs to create an on-the-job trained RDA.)