



Michigan Dental Association
Unofficial Board Actions
September 23-24, 2021

Trustee Report: Dr. Michelle Dziurgot

Dear Colleagues,

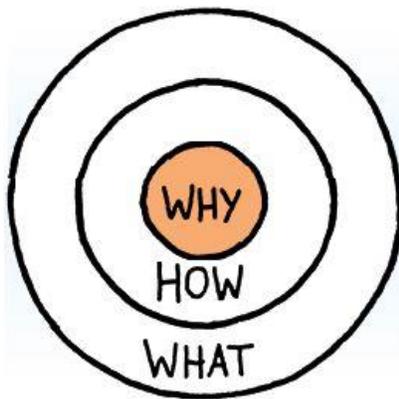
The Michigan Dental Association Board of Trustees in-person meeting began on Thursday, September 23rd at 3:00 pm in Benton Harbor, Michigan, upon closure of the American Dental Association Ninth District caucus. Here are my reflections on our engaging first day!

Board Core Values were presented, and include: S. Servant leadership E. Engaged volunteer leaders R. Respectful dialogue V. Visionary action E. Ethical behavior.

Review of the fund balances of the MDA was presented by Dr. Eric Knudsen.

Our MDA Executive Director, Karen Burgess, spoke on the Strategic Plan Update. Here’s an overview of the goals: Goal 1: Define and Deliver Exceptional Member Value, Goal 2: Engage and Develop Relationships with Members Goal 3: Ensure Organizational Sustainability, Goal 4: Understand and Improve Diversity, Equity and Inclusion at All Levels, Goal 5: Advocate Effectively for the Dental Profession and the Public’s Oral Health.

Don Winn provided educational session about the MDA Reserves, which are managed by Merrill Lynch/Black Rock.



The BOT then viewed the Ted Talk video – The Golden Circle by Simon Sinek. The point of the video was to demonstrate that the most successful organizations focus on the “Why” – what is the reason you do what you do? His example was Apple, and he noted that the company has been successful with a wide array electronic devices and services, because the “Why” of the company is compelling to others. If you are guided by the “why,” then the “how” and “what” comes out of that. Many other companies go from the outside of the golden circle inward.

This led to an interesting discussion about the “why” for board members. What is your purpose, belief? Why do you exist, get out of bed in the morning? Inspired leaders all think from the inside out – Why, How then What. People buy what you believe in. Those that lead inspire us, we follow them to better ourselves. Some comments from this discussion include: “Young members want something inspirational, what is our why? Maybe our why is wrong. We are a community to serve patients and that helps member dentist succeed.” “Oral Health is essential to overall health – how to put out this inspiration? We want non-

members and outsiders to believe in our Why too. We need an inspirational message for why the MDA exists. Are there non-members that believe what we believe?" "During Covid the back to work toolkit was given to non-member dentists as well. We took care of the non-members. We should advance oral health by making all dentists better." "What is success – financial or being a better dentist giving better care?"

Also during the Board meeting - we are getting to know each Trustee more personally. Dr. Maihofer is asking two board members to tell their stories at each meeting. This month, Drs. Jerry Kohen and Melanie Mayberry delved into their personal history. Their wonderful stories brought lumps to the throat and tears to the eyes on how family – grandparents and parents --shaped both of these amazing dentists to who they are today.

All the best,

Michelle Dzuirgot, DDS

Highlights from the Board of Trustees Meeting

Board Development

The Board held a generative discussion on what constitutes a good volunteer and inspires members to become involved in leadership. It was noted that a good volunteer believes in the mission of the organization and makes the time to volunteer. Board members shared reasons why they got involved, commenting that that they get more out of volunteering than they give both socially and professionally, that it is energizing to be around other volunteers, they enjoy being knowledgeable about the organization, and that they like ensuring the success of the profession by influencing dentistry and mentoring future leaders. Being part of a cause, being able to work with like-minded individuals, having their voice heard, and having a positive influence at the national, state, and local level were other positive aspects for volunteering.

The Board also viewed a video titled "How Great Leaders Inspire Action (The Golden Circle)." The speaker, Simon Sinek, explained a simple but powerful model for inspirational leadership starting with a "why" question. Believing in a cause (why) attracts others with similar beliefs.

Budget/Dues

2022 Budget and Special Assessment: At this meeting, the Board finalized the 2022 budget and special assessment. The draft budget had been transmitted to the House of Delegates for comment and no comments were received. In comparison to the 2021 budget, 2022 is a return to the norms prior to the pandemic. In 2021, the special assessment was reduced by \$100, and the dues increased by \$100 due to the uncertainty of the pandemic. In 2022, dues and assessments returned to the 2020 levels at \$550 for full dues and \$295 for the special assessment.

Optional Contributions on Dues Statement: The 2022 dues statement will contain optional contributions of \$65 for the MDA Dental PAC, ADPAC and MDA Foundation. For Washtenaw members only, an optional contribution of \$50 for the Washtenaw's scholarship fund will also be included.

Governance

Strategic Planning: Executive Director Karen Burgess gave an update on the progress to date on the 2021-2025 strategic plan, highlighting a member survey which is currently being conducted, progress on the diversity and inclusion priorities of the Committee on Diversity, Equity, and Inclusion, as well as a progress on advocacy objectives and the roll-out of a new member communications plan about advocacy.

MDA Health Plan: The MDA Board approved Drs. Michelle Dzuirgot, Mark Johnston, Eric Knudsen, Dave Schoonover, and Michele Tulak-Gorecki to run for election for the MDA Health Plan board; the four other nominees are nominated by the MDA Insurance and Financial Group Board. The entire slate of nine member dentists must also be confirmed through election by the MDA Health Plan's participating employers.

Leadership Demographics: The Board received an informational report that compared the demographic composition of various volunteer agencies and MDA active membership. The Executive Committee had previously noted the need for greater diversity of experience and perspective within volunteer leadership and had highlighted the LEAD program and committee participation as key areas for improvement. At this meeting, it was noted that committees have become more diverse and in board discussion, it was suggested that every component be asked to help identify and recruit LEAD participants.

Policy

MDA Policy Review: Every five years, the MDA Board undertakes a review of all existing policies, and relevant committees make recommendations whether to maintain, amend, or rescind existing policy. At this meeting, the Board reviewed policies related to Access, Governmental and Insurance Affairs, Continuing Education, Membership, Peer Review and Publications. The Board agreed with committee recommendations. Policies were rescinded primarily if they were no longer relevant or new policies had been approved which made them moot. Policies were updated to bring them in line with current practices or to remove references to agencies which no longer exist. No action was taken for policies to be maintained. Additional policies will be reviewed at the Board's December 2021 meeting.

Dental Licensure and Use of Human Subjects: The Board held a special meeting on August 31, 2021 and heard presentations from relevant parties and stakeholders regarding the use of human patients in the clinical licensure process, including the deans of both Michigan dental schools, representatives of the Michigan Board of Dentistry, individuals representing ADEX, the American Dental Association, and the Wisconsin Dental Association. ADEX is the exam administered in Michigan, and it was noted that very high percentage of exams were administered using a CompeDont tooth rather than a live patient, but that the rules here allowed for either option.

At this meeting, the Board held a follow-up discussion and approved policy in support of the elimination of the single encounter, live patient, procedure-based clinical dental licensure examination format. The Board did not endorse any particular exam or process.

The Board also wanted to learn more about the impact and potential for the elimination of the clinical licensure exam and will follow up with more information and discussion at a future meeting.

Permanent Revocation of Licensure for Criminal Sexual Conduct: The MDA supports House Bills 4857 and 4858 that would require permanent revocation of licensure or registration of a person convicted of sexual conduct under the pretext of medical treatment. These bills include licensed and registered dental professionals (dentists, RDHs and RDAs).

Dental Vision Bill: Senate Bill 543 would amend Public Act 125, the Nonprofit Dental Care Corporations Act. This is the public act that enables Delta Dental of Michigan. This change would allow nonprofit dental care corporations to also provide vision insurance. Delta Dental is currently the only nonprofit dental care corporation operating in Michigan. The Board does not see a benefit in supporting or opposing this bill for members or the association and agrees it is outside the MDA's vision statement and chose to remain neutral on this bill.

Adults Accompanying a Minor: Senate Bill 404 would prevent medical facilities from having policies that do not allow a parent, guardian or other individual to accompany a minor or an adult with a developmental disability. Currently, many dental offices do not allow a parent in the room with their minor children during difficult procedures or sedation.

The Board opposes this bill as it believes that the best practice is for the dentist and parent/guardian to communicate based on individual experience if there is a disagreement with the office policy. The parent/guardian has the option to seek care in another setting with a provider whose policies they agree with. The parent/guardian has the mechanisms to file a complaint with the MDA's peer review system or the state Board of Dentistry.

Medicare Dental Benefit/National Legislation: The ADA contacted all state dental associations asking that each dental association sign on to a letter to congressional leaders in support of ADA lobbying efforts opposing including the dental benefit in Part B of Medicare. The MDA signed on to the letter to oppose placing the dental benefit in Part B. The entire ADA policy will be addressed at a future Board meeting, after relevant committees have the opportunity to study and make recommendations.