



**Michigan Dental Association
Third Quarter Management Report for the House of Delegates
July 1 – September 30, 2021**

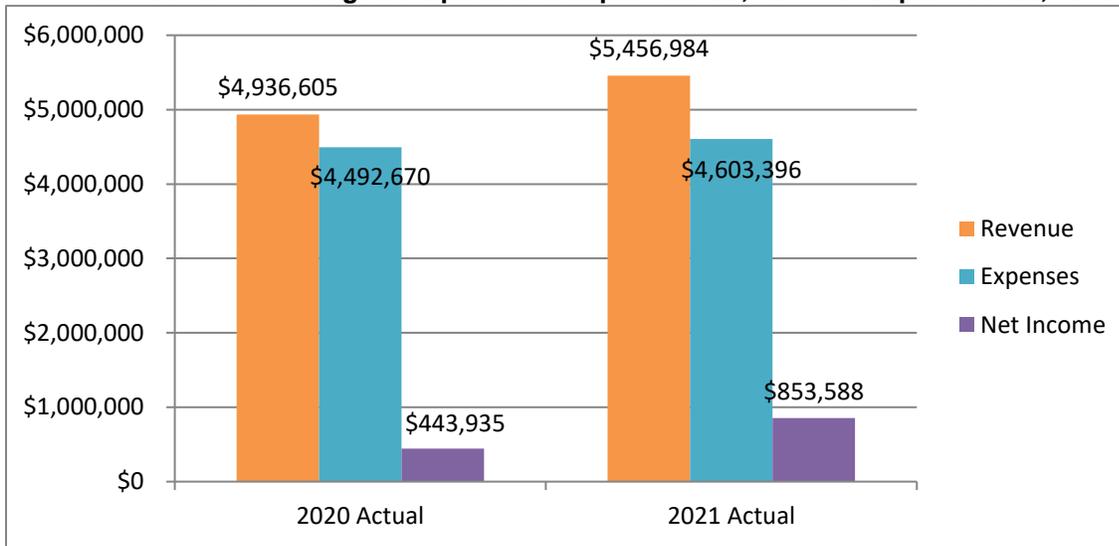
1 **Executive Summary:** Financially, the MDA is making a good recovery from the COVID-19 pandemic.
2 YTD net revenues are up compared to 2020, at \$853,588 vs. \$443,995 last year. The MDA has collected
3 105% of budgeted 2021 dues/assessment revenue. Membership numbers and membership market share
4 are similar to what is typically seen at this time in the year. The MDA launched the 2021 Member Value
5 Survey in September. From an advocacy perspective, the MDA's dental specialty bill was signed into law,
6 and the 2022 State of Michigan budget included funding for all MDA priorities. In-person CE returned with
7 lower levels of participation than usual, but feedback was positive. The MDA Foundation's fundraising is
8 up over last year, and the MDA's Diversity and Inclusion Fund, developed in collaboration with MDF and
9 the diverse dental organizations, gave its first grants to Michigan's two dental schools. MDA Insurance
10 and Financial Group had a good third quarter, launching multiple new endorsements, and the New
11 Hampshire Dental Society committed to participating in the MDA's Radiography Training Program.

12
13 **Pandemic Activities:** Pandemic-related activity is similar to the second quarter, with many meetings
14 continuing to be held by Zoom, and many member calls stable dealing with vaccination and staffing
15 issues. Two new resources were added to the MDA website: one about new CDC recommendations and
16 one about office procedures. Monthly component relations meetings continued via Zoom. While
17 participation declined somewhat over the summer months, it picked up again in September. At the
18 request of components, the MDA offered two collaborative component webinars.

19
20 **Finance:** The third quarter 2021 financial statements show a net increase in assets from budgeted
21 operations of \$853,588 compared to the 2020 results, which reported an increase of \$443,935. The total
22 non-dues revenues are similar to 2020, but there are areas with increases and some with decreases.
23 Annual Session is up by \$101,724 as 2020 Annual Session had very little revenue. Endorsed Program
24 Revenues are up from this point in 2020 by \$192,498 as businesses get back to normal. Overall revenues
25 from IFG are down through September, but will be very close to 2020 by the end of October. Expenses
26 are up slightly compared to 2020.

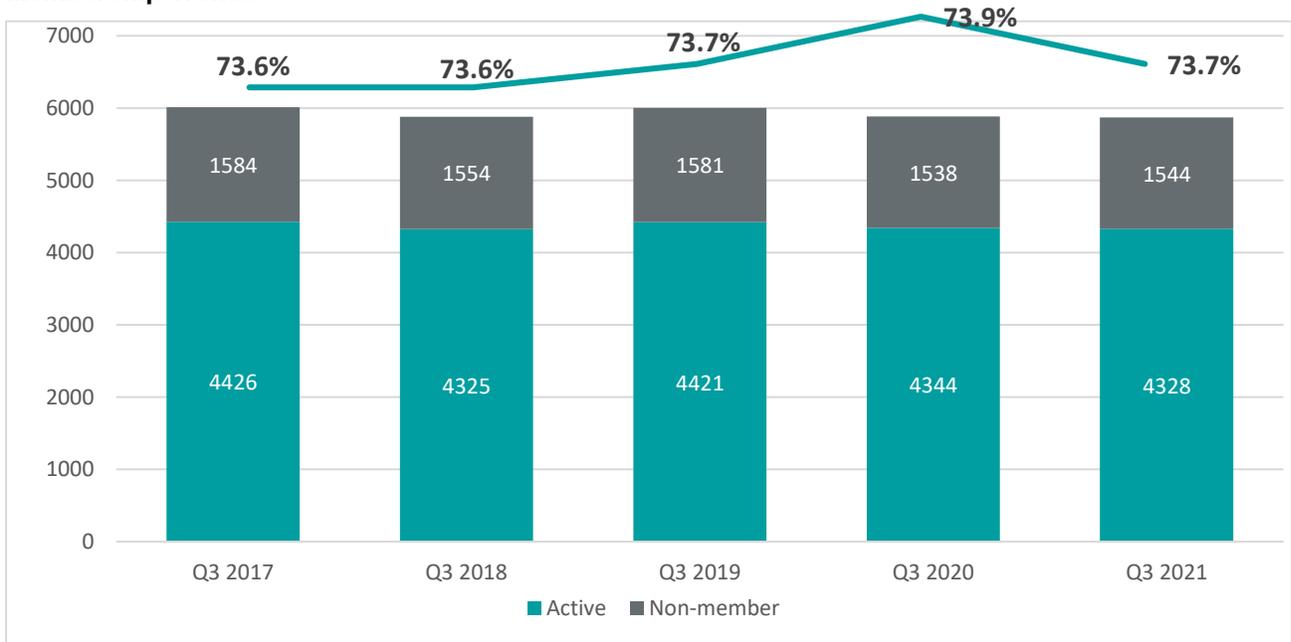
27 Of 2021 revenue received as of September 30, dues revenue totaled \$2,697,863 (49.4%) and non-dues
28 revenue totaled \$2,759,121 (50.6%). The MDA collected 105% of the budgeted dues and assessment
29 revenue by the end of the third quarter of 2021. Non-dues revenue is up compared to 2020 by \$459,735.

30 **MDA Net Income from Budgeted Operations September 30, 2021 vs. September 30, 2020**



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33 **Membership:** The MDA's market share is 73.7% with 4,328 members. The market share and number of
34 active members is similar to previous years at Q3.
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36 **Membership Trends**



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60 **Dental School Outreach:** Dental student outreach efforts continued in unique ways and with the use of
61 web conferencing. The MDA hosted multiple events in the 3rd quarter:

- 62 • University of Michigan ASDA/MDA D1 Orientation via Zoom
- 63 • Welcome Dinner for University of Michigan D1 students
- 64 • Welcome Dinners for Detroit Mercy Dental D1 and D2 students
- 65 • University of Michigan ASDA Tailgate
- 66 • Sponsorship of ASDA activities to promote awareness and engagement (e.g., Instagram
67 Scavenger Hunt, 5K race, CDCA exam refreshments)

68 *Mentor Program:* The Mentor Program continues to grow as more members become aware of the
69 program. Program metrics and feedback from mentors who have been contacted has been positive.
70

71 *Member Research:* The MDA launched the 2021 Member Value Survey to assess the MDA Net Promoter
72 Score overall and identify lagging segments, as well as evaluate value the awareness and value of MDA
73 benefits and services. At the end of the quarter, about 300 respondents have completed the survey.
74

75 **Advocacy and Professional Relations:** The Board of Dentistry established a workgroup to develop
76 rules on the criteria for issuing licenses for the new dental specialties, anesthesia rules updates, and rules
77 for Canadian dentists to work in Michigan. The MDA is actively participating in the discussions.
78

79 The MDA participated in several meetings with the ADA regarding license portability between states. The
80 most recent meeting covered an effort by the US Defense Department to promote interstate compacts
81 among the states to accomplish license portability.
82

83 The state budget was recently completed with all of the MDA's priorities included in the budget signed by
84 the governor. These priorities include: Healthy Kids Dental funding, Health Michigan funding and funding
85 for the Donated Dental program.
86

87 The Committee on Government and Insurance Affairs met this quarter and considered many issues.
88 Items acted on included choosing the Legislator of the Year, supporting a package of bills that require
89 permanent revocation of licensure or registration of a person convicted of sexual conduct under the
90 pretext of healthcare treatment, and opposing a bill that bans healthcare providers from having policies
91 that limit who can accompany minors into office operatories.

92 To ensure that members know the facts about the MDA Dental PAC, the MDA created a video which was
93 included in an e-communication and is posted on the MDA website. The video explains the basics of what
94 a PAC is and how the MDA Dental PAC operates.
95

96 During the third quarter, member dentists attended seven local district fundraisers for state legislators and
97 attended three local meetings with legislators to discuss issues such as network leasing and the
98 workforce shortage. There was also one component legislative event that took place. In all, 48 member
99 dentists participated in these activities.
100

101 **Access and Prevention:** The MDA Committee on Access to Care provided feedback on infrastructure
102 improvement ideas developed by the MOHC and monitored hospital operating room access, and on a
103 dental benefit in Medicare.
104

105 MDA staff took part in discussions with the ADA and several other state associations on initiatives to
106 improve Native American oral health. Staff continued to build the relationship between the MDA and
107 MOHC, including monthly meetings with the MOHC executive director and RWC Advocacy staff.
108

109 The MDA was represented by staff in meetings of the MOHC continuing education committee, MOHC
110 policy committee, MOHC hospital access workgroup, MDHHS vaccine stakeholders, West
111 Michigan/Spectrum hospital access workgroup, and Medical Care Advisory Council (Medicaid advisory).
112

113 **Michigan Donated Dental Services (DDS):** The program provided 49 patients with donated dental
114 treatment valued at \$186,560. For the fiscal year, the program provided 132 patients with \$680,227 in
115 donated care. This compares to 165 patients treated at a value of \$628,459 in FY 2019-2020. The
116 pandemic, which began in March 2020, continues to impact workflow, scheduling, and volunteer
117 availability. Staff completed a report assessing the impact of the pandemic on the program. The program

118 is in significant need of more general dentist volunteers in much of the state. A presentation was made to
119 component dental society leadership in September.

120
121 **Governance and Leadership Development:** The third quarter saw much activity as noted below.
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123 *Nominating Committee:* The Nominating Committee held its first meeting on August 11. Nominations
124 opened for the MDA Board of Trustees and ADA delegation on August 20 with a November 1 deadline.

125
126 *ADA House of Delegates:* The ADA Ninth District (Michigan and Wisconsin) held a pre-ADA House of
127 Delegates caucus meeting on September 23 in Benton Harbor, Michigan. Some of the resolutions
128 discussed included the ADA budget and dues, policies on dental benefits and dental practice, legislation,
129 and access to care.

130
131 *Virtual Trustee Forum:* Prior to the September Board meeting, the Board of Trustees held a Virtual MDA
132 Trustee Forum to provide House of Delegates members with information prior to the Board meeting.
133 Content included highlights of the upcoming agenda. It can be viewed online, along with previous forums.
134 There were 20 attendees (six delegates, three alternates, six Board members, two component
135 executives, one former president and two staff).

136
137 *Board of Trustees:* The Board held a special meeting on August 31, 2021 and heard presentations from
138 relevant parties and stakeholders regarding the use of human patients in the clinical licensure process.

139
140 *Board Development:* At its September 2021 meeting, the Board of Trustees held a generative discussion
141 on what constitutes a good volunteer and inspires members to become involved in leadership.
142 The Board also viewed a video titled “How Great Leaders Inspire Action (The Golden Circle).” The
143 speaker, Simon Sinek, explained a simple but powerful model for inspirational leadership starting with a
144 “why” question. Believing in a cause (why) attracts others with similar beliefs.

145
146 *Presidential Visits:* President Maihofer represented the MDA at the opening of Macomb Community
147 College’s new Dental Science program on September 17, and several staff attended Oakland County
148 District’s 90th anniversary gala on September 22.

149
150 **Diversity, Equity and Inclusion:** The Committee on Diversity, Equity, and Inclusion was finalized and
151 began monthly meetings in July. The committee created a subcommittee to collaborate on the diverse
152 dental organization initiatives developed in collaboration with the Wolverine Dental Society, Society of
153 American Indian Dentists, the Hispanic Dental Association, and the Society of American Indian Dentists.

154
155 In implementing one of these initiatives, the University of Detroit Mercy was presented with a \$6,000
156 check to support the school’s Summer Enrichment Program to support test prep and the DAT among
157 Michigan residents. Funding was provided through the Michigan Dental Association Foundation’s Growth
158 in Diversity & Inclusion Dental Fund.

159
160 **Continuing Education:** The MDA held two in-person CE events, two component live webinars, three
161 health plan updates and offered over 40 on-demand courses which engaged 900 dentists and dental
162 team members.

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165 **Third Quarter 2021 Continuing Education Activities**

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|-------------|-----------------------|-----------------------------|------------------------|
| 7/1-9/30/21 | Multiple Speakers | Pre-recorded Webinars | On-Demand MDA website |
| 7/22/21 | Brandy Ryan | How to Fire Someone | Component Live Webinar |
| 8/18/21 | Seena Patel | Myofacial Sources of Pain | Component Live Webinar |
| 9/3/21 | Tina Voss/Craig Start | Health Plan Update | Livonia |
| 9/9/21 | Tina Voss/Craig Start | Health Plan Update | Marquette |
| 9/10/21 | Frank Viola | Hurts so Swell | Marquette |
| 9/17/21 | Karen Baker | Advances in Pharmacotherapy | Novi |
| 9/30/21 | Tina Voss/Craig Start | Health Plan Update | Frankenmuth |

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Peer Review: The Peer Review department as a whole received approximately 250 calls from member dentists, staff, peer review members, and patients. Peer Review programs saw activity this quarter as below.

Peer Review/Dental Care: The MDA processed 23 new patient complaints in the third quarter of 2021. Of those 23 new complaints, nine cases were pursued by the patients filing the complaint. The remaining 14 were not pursued by the patients for a variety of reasons, including MDA staff counseling of the patient.

Peer Review/Ethics: The third quarter saw 10 new ethics cases and current cases are being reviewed by the appropriate component dental society.

Peer Review/Health and Well Being: There were no new cases this quarter. The committee is continuing to oversee the Member Assistance Program (MAP). The usage reports reviewed by the committee indicate the program is being used by our members, their immediate families, and the dental students from U of M and UDM. An informational webinar for members is [now archived](#) on the MDA website for viewing.

Practice Management: In the third quarter, staff saw an increase in calls assisting member dentists and their office staff with practice management and Covid-19 questions and issues. The MDA distributed many free-to-members resources in the third quarter:

- *New Delegation of Duties* chart
- *2018 MDA Dental Office Compensation Survey* report
- *2019 MDA Fee Survey* report
- *Dentist’s Guide to Michigan Law* (digital)
- *50 Most-Asked Human Resources Questions* (digital)
- CE Record-Keeping Folder
- *Most-Asked Ethics Questions* (digital)
- *Guide to Dental Contracts* (digital)
- *After 55: A Guide for Members in Late Stage Practice* (digital)
- *Most-Asked Legal Questions* (digital)

Human Resources: In the third quarter, the MDA filled several open positions: Neema Katibai was hired to replace Josh Kluzak as governance manager, Rich Evans was hired as director of marketing and

201 communications replacing Jenny Armistead, and Sophie Brenke was hired as component relations
202 coordinator.

203
204 **Marketing/Communications:** In the third quarter, the Public Education campaign focused on promoting
205 the Find-A-Dentist (FAD) tool through paid search ads on Google and Microsoft ads, as well as the cross-
206 platform digital campaign, Let's Talk: Health.

207
208 The third quarter's installment of the video series Let's Talk campaign, "[Health](#)" featured member dentists
209 talking directly to the public. Member dentists shared their commitment to patient well-being, while
210 stressing the importance of routine dental care for overall health. The video, and its digital ad elements,
211 direct the public to the [Care Goes Beyond Coverage](#) page on [smilemichigan.com](#) with more information
212 on MDA dentists, accessing preventive care, and the MDA Find-A-Dentist tool. Metrics for the campaign,
213 including impressions, click-throughs, site traffic, and FAD searches were all positive.

214
215 **Media and Public Relations:** Last quarter's meeting with Dustin Walsh, the health care reporter for
216 *Crain's Detroit Business*, led to an article on the hospital anesthesia access issue. Mr. Walsh interviewed
217 MDA staff and pediatric dentist members for the story.

218
219 **MDA Foundation:** The Foundation focused on board and committee member recruitment, check
220 presentations, scholarship applications, and board development this quarter. The Board approved using
221 funds raised for the canceled 2020 Mission of Mercy that was to be held in Flint for a program to be
222 developed collaboratively with the Genesee District Component in 2022. Fundraising is up over the same
223 time period in 2020, which was somewhat depressed due to the pandemic, but growth is also fueled by
224 the Development and Major Gift committees.

225
226 **MDA Insurance & Financial Group:** During the third quarter of 2021, MDA Services finalized
227 endorsement contracts with Dental Business Specialists (CPA/Tax Filing), Alerus financial (payroll, Sect.
228 125 plans), ChoiceTel and iCoreConnect (Complete Dental IT) and for the additional iCoreConnect
229 products approved for endorsement. New product launches began using the various MDA and IFG
230 communication channels. The MDA Services portion of mdaprograms.com was reorganized to make it
231 easier for viewers to find the services that they need. In addition, MDA Services was informed that the
232 New Hampshire Dental Society wished to begin offering the MDA MyDentalRadiography online training
233 program, and discussions began on that contract.

234
235 Beginning September 1, MDA Services launched a TDSC.com "Shop and Save" contest, challenging
236 each MDA member to save the most through December 31 to win a trip to Chicago valued at \$1,500, a
237 voucher for a 6-hour CE class, and assorted MDA and IFG swag. The object of the contest is to recruit
238 new shoppers to the site, and to increase the dollars spent on the site, thereby demonstrating the savings
239 potential for members.

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241 The property & casualty department had an excellent third quarter with commission revenue up over the
242 same period in 2020. The MDA Health Plan continues to add new groups each quarter.

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