

1 Michigan Dental Association  
2 Minutes of the Committee on Continuing Education (CCE)

3  
4 January 19, 2022

5  
6 Present

Absent

7 Dr. Kevin Sloan, chair

Ms. Sarah Kowalski, student mbr

8 Dr. Cindy Bauer, member

9 Dr. Chris Clifford, member

10 Dr. Diane Hines, member

11 Dr. Jessica Lambert, member

12 Dr. Michael Nykamp, member

13 Dr. Anna Pogoncheff, member

14 Dr. Benjamin Underwood, member

15 Ms. Julia Mastracci, student mbr

16 Dr. Asmaa Abdel-Salam, consultant

17 Dr. Lawrence Haber, consultant

18 Dr. Mehul Patel, consultant

19 Ms. Allison Restauri, RDH, consultant

20 Dr. Neeta Chesla, Liaison

21  
22 Staff Present

23 Andrea Sundermann, Director/CE

24 Shawna Owens, Manager/CE

25 Jody Marquardt, Assistant/CE

26 Marcia Bethea, Part-time Assistant/CE

27  
28 **WELCOME**

29 The meeting (via Zoom) was called to order at 7:05 p.m. by Dr. Sloan. A quorum was  
30 present. Each member self-introduced and shared what expertise they bring to the  
31 committee.

32  
33 **APPROVAL OF MINUTES**

34 The minutes from the September 22, 2021 meeting were approved online.

35  
36 **2022 ANNUAL SESSION UPDATE**

37 Online registration opened on December 15, 2021. 434 registrants so far, 294 attending  
38 Dr. Frank Spear, which is now making money after expenses. Registration count in 2019  
39 at this same time was 311.

40  
41 Marketing: Committee members confirmed that they received the preview in the mail.  
42 The 2022 Marketing plan is similar to what has been done in the past. February Journal  
43 will feature the full preview, targeted eCards to different groups (New dentists,  
44 hygienists, dental assistants, front office team including Certified Dental Business  
45 Professional enrollees).

46

47 Special Events: Michigan Dental Association Foundation will host Sparkling Smiles Thank  
48 You Reception on Wednesday, April 27. University of Detroit Mercy will host an Alumni  
49 Reception on Thursday evening, April 28 and the University of Michigan will host an  
50 Alumni Luncheon on Friday, April 29. There hasn't been any information provided for a  
51 combined dinner event of the ICD, ACD and PFA organizations. The President's Event on  
52 Friday evening, April 29 will honor three presidents and feature a live band, trivia, food  
53 and spirits.

54

55 Exhibits: Total of 87 booths sold at this time. Some companies have reported that they  
56 cannot commit due to Covid travel restrictions that are still in place. Two big ones in this  
57 situation are Henry Schein and Crest Oral B. To accommodate these vendors MDA could  
58 offer booth space without requiring booth personnel. Booth could feature materials,  
59 display pictures and QR code to download on electronic devices that would then  
60 connect attendees with representatives virtually. This could generate revenue even  
61 from those that can't be in-person.

62

63 The exhibit hall will feature a "Member Dentist Only" hour on Thursday, April 28 from  
64 7:30-8:30 a.m. A "grab-n-go" breakfast will be provided.

65

66 Hosting: When registration opened in mid-December so did the opportunities to host.  
67 Several hosts have already signed up. Committee members can contact staff with their  
68 preferences. A list with openings will be emailed to the committee. CE Committee  
69 Members are eligible for getting a complimentary room during the Annual Session when  
70 they host two days of courses. Hosts also receive free CE credits.

71

72 Hotel Reservations/Parking: Hotel reservation forms should be turned in as soon as  
73 possible to MDA staff. Email confirmations will sent sometime in March. For those that  
74 live close to Suburban Collection Showplace and don't need a hotel room, parking  
75 passes will be provided.

76

77 Combined Committee Dinner: The CCE and the Committee on Annual Session (CAS) will  
78 have dinner together on Wednesday, April 27 at 7:00 p.m. in the Fireside Lounge of  
79 Suburban Collection Showplace (SCS).

80

81 Photo request for the final program, email to [sowens@michigandental.org](mailto:sowens@michigandental.org) by February  
82 15, 2022.

83

84 Anesthesia Emergency course at the Annual Session is drawing big numbers. Attendance  
85 is limited to 50 people due to its hands-on nature and could be why it's so popular. This  
86 Saturday morning Annual Session course still needs hosts. Repeating this course at the  
87 MDA building either this fall or fall of 2023 was recommended.

88

89 The April Callis-Birchmeier courses are also drawing attendance, which are practice  
90 management topics and supports Dr. Mehul Patel's theory that dentists and dental  
91 team members want more continuing education to improve office functions.

92

93 There is a lot of diverse needs and diverse interests currently happening in the dental  
94 profession. It is hard to hit a zone that appeals to many so when a topic comes along  
95 that draws it should be capitalized on and offered again at a different time and/or  
96 location.

97  
98 COVID Protocols: Committee members were asked if they were apprehensive about  
99 attending a live event. Several said no, others were okay with it as long as safety  
100 precautions were in place. All were in agreement that the sooner protocols can be  
101 determined and communicated the better.

102  
103 The Committee on Annual Session (CAS) meeting last week and they were in support of  
104 requiring proof of vaccination and mandatory mask wearing. In addition the Table  
105 Clinics were canceled due to challenges with social distancing and crowd control. Dr.  
106 Neeta Chesla, CAS chair, commented that it was difficult for the committee to make  
107 decisions on protocols since there's no way of knowing what the situation will be in  
108 April. The executive committee of the board will discuss this issue on January 21. It  
109 could be referred back to the CAS for a recommendation that the board would then  
110 vote on at its March 4<sup>th</sup> meeting.

111  
112 Dr. Anna Pogoncheff shared Chicago Midwinter's waiver, which releases Chicago Dental  
113 Society from liability and must be signed to attend. The waiver does ask for vaccination  
114 status but being vaccinated is not required.

115  
116 No Virtual Option: The Annual Session will happen in-person and no virtual option will  
117 be available. Even if the State were to shut it down the MDA will not be prepared to  
118 transition to virtual it would just be cancelled.

119  
120 Staff is looking into the possibility of live streaming Dr. Frank Spear's presentation and  
121 possibly audio/video recording the most popular sessions, but those would be offered  
122 on-demand after the Annual Session. Dr. Frank Speak will not allow us to record him but  
123 is willing to let us stream it live.

124  
125 **2023 ANNUAL SESSION (May 3-6) Grand Rapids**

126 Keynote: Still need speaker. A list of possibilities was emailed, committee members  
127 were asked to respond with their top 3-5 preferences.

128  
129 New for 2023: Mini-masterminds was also discussed at the CAS meeting. This concept  
130 would start with finding out member pain points ahead of time and then find mentors  
131 or experts to be on-site to meet with members and share solutions. This would be held  
132 in the Welcome Center and CE could be granted.

133  
134 Speakers: Annual Session speaker list was shared. Lee Anne Brady coming back as the  
135 Wednesday speaker. Dr. Joshua Austin is a new and a younger dentist that is getting  
136 good reviews from other dental societies. Need more practice management courses.  
137 Committee members were asked to share topic and speaker ideas for the 2023 Annual  
138 Session.

139

140 **CE SEMINAR REVIEW**

141 Counts and revenue for 2021 were shared. Fall of 2021 were the first in-person events  
142 since Covid hit and actually did okay in terms of attendance. The webinars offered in the  
143 fourth quarter covering the new license requirements of Implicit Bias, Infection Control  
144 and Ethics Jurisprudence had attendance numbers in the 800s and 900s. This pushed  
145 revenues to a historical high, recording the best fourth quarter ever.

146

147 The Winter Scientific Session held in January 2022 had good participation, masks were  
148 required and good feedback was received for speakers Jodi Schafer and Dr. Peter  
149 Holden.

150

151 **CE SEMINARS Summer 2022-Spring 2023**

152 March 1, 2022 is the CE catalog deadline. Catalog will cover June of 2022-March of 2023.  
153 Schedule of events and speakers was shared.

154

155 Summer Scientific Session – going to give it another try as a combined golf and  
156 continuing education experience in Treetops Resort in Gaylord. Sponsors would  
157 purchase golf for a foursome and member dentists could golf for free. CE topics will be  
158 medical billing and systemic disease. Staff will reach out to the committee for help in  
159 promoting this event.

160

161 **Set/Discuss Prices:**

162 Staff shared pricing history from 2014-2021. The last time prices were increased on the  
163 one-day events was for the 2016-2017 CE catalog series. Discussion about raising prices  
164 just to match inflation was suggested. Staff uses a 3% increase on the expenses when  
165 budgeting. Dr. Sloan made the point that MDA provides non-biased continuing  
166 education unlike companies that claim to be giving cutting edge information but then  
167 try to sell something in exchange for attending a CE event. Raising fees may not be in  
168 the organization's best interest in terms of competition. Dr. Mehul Patel stated that it  
169 comes down to content not cost and MDA does a great job providing quality  
170 programming at a reasonable price. A few dollars more will not be noticed. Dr. Ben  
171 Underwood added that continuing education is a huge member benefit so having  
172 inexpensive, high quality CE is a charge of this committee to give that to our members. A  
173 fee increase should be considered if expenses are increasing.

174

175 The following was adopted:

176

177 **RESOLVED**, that pricing for all MDA CE activities be raised 3% for 2022-2023.

178

179 **OLD/NEW BUSINESS**

180 Scouting: Dr. Anna Pogoncheff will scout Chicago Midwinter.

181

182 **FUTURE MEETING DATES**

183

- CE Subcommittee Meeting: Friday, March 4, 2022 via Zoom at 9 a.m. Link will be emailed.

184

- 185 • Full Committee Meeting: September 21, 2022 at 1:30 p.m., MDA building  
186 • Full Committee Meeting: January 18, 2023 at 1:30 p.m., MDA building – could be  
187 moved to an evening virtual meeting.

188 In closing, committee members expressed concern about a vaccine mandate to attend  
189 the Annual Session. Will the MDA be alienating attendees, specifically dental team  
190 members? April is still three months away so it's difficult to make decisions about  
191 protocols. There was more support for having attendees sign a waiver than for showing  
192 proof of vaccination.

193  
194 Dr. Sloan asked if the newer dentists on the committee would bring forth ideas for  
195 content. The future should focus on offering more CE that helps the younger generation.

196  
197 The CCE meeting adjourned at 8:33 p.m.