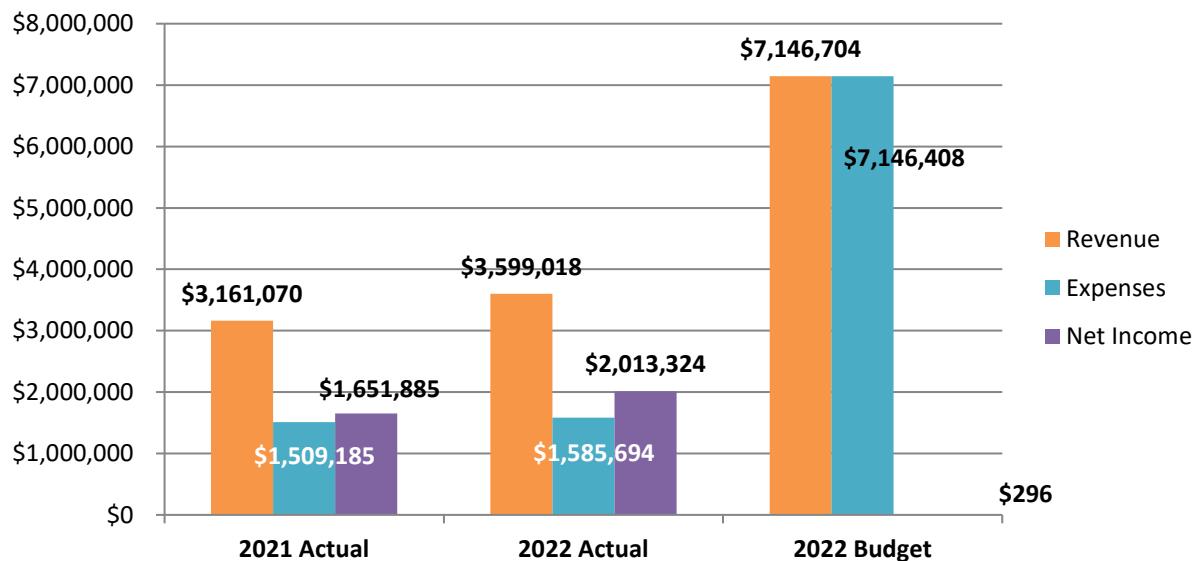




Michigan Dental Association
First Quarter Management Report
January 1 – March 31, 2022

- 1 **Executive Summary:** MDA is in a strong position as of March 31, with 88% of budgeted dues collected
2 and nondues revenue up significantly over 2021, thanks in large part to the 2022 Annual Session. Active
3 membership is down compared to last year, as is the size of the market, resulting in a similar market
4 share of 68.5%. This reflects the large number of retirements in 2021. It was a busy quarter for
5 advocacy, as the legislature has shifted its focus from the pandemic to the budget and other legislation.
6 The Public Education Campaign demonstrated increased effectiveness in terms of metrics. MDA
7 Foundation fundraising is up over last year at this time, and the assessment of the Foundation's
8 operations concluded with the acceptance of all the consultant's recommendations, with implementation
9 to follow in the second quarter. MDA Insurance and Financial Group had a solid first quarter and
10 launched marketing for the Stynt co-endorsement; Prosperident is a new endorsement this quarter.
11
- 12 **Pandemic Activities:** The MDA COVID webpage was overhauled and updated in this quarter. The new
13 page is streamlined and contains the most up-to-date information. There was one special alert sent to
14 the membership this quarter, when the CDC's updated mask guidance caused some confusion, as there
15 was no change for healthcare providers. There continues to be a mix of in-person and virtual meetings.
16 The MDA headquarters is open full-time and staff are working both in the office and remotely.
17
- 18 **Finance:** The first quarter 2022 financial statements show a net increase in assets from budgeted
19 operations of \$2,013,353 compared to the 2021 results which reported an increase of \$1,651,885. The
20 largest increase in revenues is from non-dues revenue, primarily Annual Session Revenue, which is up
21 by \$254,247 compared to 2021. Expenses are up slightly from 2021.
22 Of 2022 revenue received as of March 31, dues revenue totaled \$2,605,359 (71.8%) and non-dues
23 revenue totaled \$1,023,659 (28.2%). The MDA collected 88% of the budgeted dues and assessment
24 revenue by the end of the first quarter of 2022. Non-dues revenue is up compared to 2021 by \$364,968,
25 related primarily to Annual Session Revenue.
26 Expenses are down compared to 2021 by \$76,509.

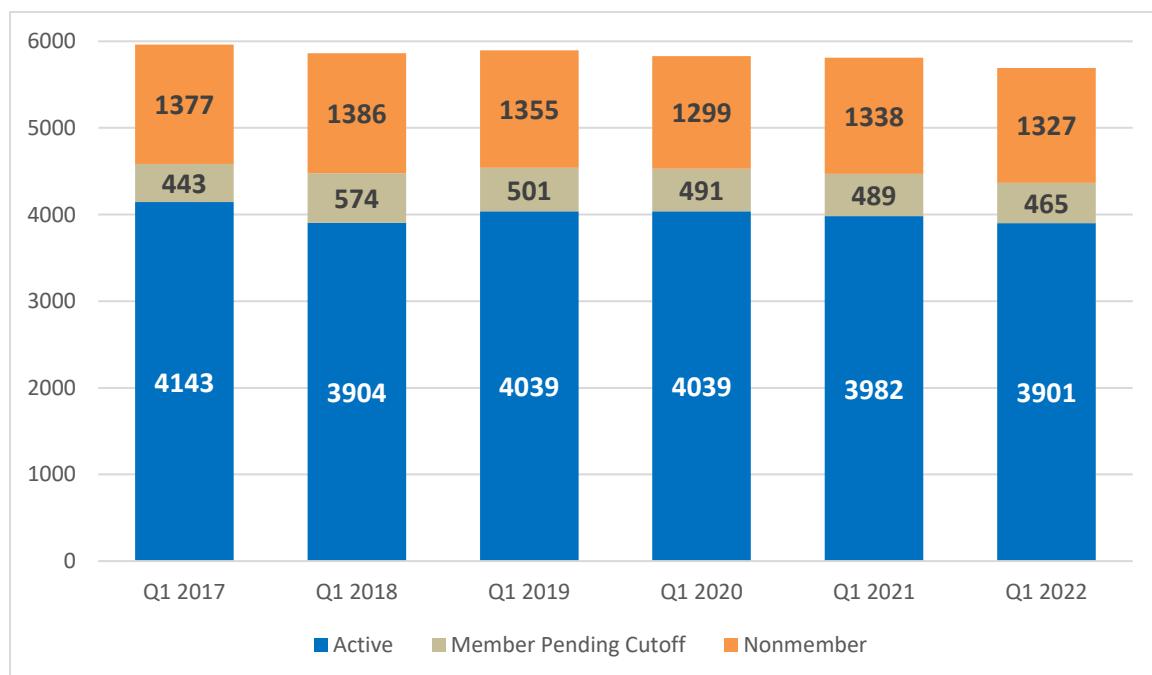
27 MDA Net Income from Budgeted Operations March 31, 2022 vs. March 31, 2021



28
29

30 **Membership:** The MDA's active membership at the end of Q1 2022 is lower than at the same time in
31 2021, but so is the current market. The market share for active, licensed dentists in Michigan is consistent
32 at 68.5% and will climb throughout the year. The number of nonrenews is also down, reflecting the higher
33 than usual number of members transitioning from active to retired membership.

34
35 **MDA Active Membership Q1 2017-2022**



37
38
39 **Retention:** Q1 retention efforts for the 2022 membership year included a mailed invoice to the member's
40 preferred mailing address, a second mailed invoice to new dentist's home address, and email reminders.

41 Michigan was also the first state to utilize the ADA retention calling campaign, where every member who
42 hadn't renewed, received a phone call from ADA staff.

43
44 **Recruitment:** The Strategic Promotional Incentive (SPI-ADA membership incentive to recruit
45 nonmembers from key market segments) officially kicked off in January and runs through June. Thus far,
46 the campaign has included targeted mailings, emails, social media ads and recruitment phone calls, and
47 has had a strong response. In addition, all 2021 graduates from the two Michigan dental schools have
48 converted to active membership in 2022.

49
50 **Advocacy and Professional Relations:** Several MDA priorities saw positive movement during this
51 quarter. A bill is being drafted regarding the network leasing issue. The MDA was also able to work with
52 the MDHHS to address its concerns on the MDA teledentistry proposal so that the MDA can now move
53 forward and get a bill drafted.

54
55 Dr. Vince Benivegna and MDA staff attended several meetings of the Michigan Board of Dentistry
56 Workgroup on the dentistry administrative rules. The meetings covered topics such as delegation of
57 duties, license reciprocity, CE, and the newly created specialties. The draft rules are now ready to be
58 taken up by the full Board of Dentistry.

59
60 The state budget has been a major focus during this quarter as well. Many meetings took place between
61 MDA staff and the MDHHS, legislators who sit on the budget committees, and other stakeholders. Dr.
62 Benivegna also testified for the MDA at the State Senate and House appropriations sub-committees.

63
64 MDA objected to a potential bill that would have required OJT dental assistants to obtain a certificate
65 from the state in order to take x-rays. The bill would have also taken away a dentist's ability to use hand
66 held x-ray machines. The bill is not moving forward.

67
68 The MDA/IFG also encountered a problem involving the MDA Health Plan that requires an amendment to
69 state law. The issue involves when the IFG MEWA must submit yearly reports to the state. MDA staff was
70 able to get the Speaker's Office to put in a bill request to address the problem.

71
72 As part of the strategic plan, the MDA has been engaging more on social media in order to increase
73 awareness among MDA members about advocacy done on their behalf. To this end, the MDA live-
74 streamed the day's activities on Instagram when Dr. Benivegna testified before the House and Senate
75 budget committees.

76
77 Finally, MDA staff attended 52 Lansing fundraisers this quarter. In addition, there were four events that
78 occurred in legislators' districts with 25 member dentists participating.

79
80 **Access and Prevention:** The MDA was represented in meetings of the MOHC policy committee, MOHC
81 continuing education committee, MOHC Medicaid workgroup, MDHHS Health IT Advisory Committee,
82 MOHC Economics, MDHHS stakeholder meetings on the Governor's budget proposal,
83 MDHHS/Medicaid/budget staff on the Governor's budget proposal, MDHHS State Health Assessment,
84 and Medical Care Advisory Council (Medicaid advisory).

85
86 There were several activities related to medical-dental integration: The MDA's perinatal resource page for
87 members was revised to include the member video, guidelines, and a number of other resources for
88 dental offices. The MDA promoted the state's upcoming Hypertension-Oral Health Summit. The MDA
89 *Journal* printed an article from the MDHHS Oral Health staff on the new kindergarten screening law.

90
91 **Michigan Donated Dental Services (DDS):** The program provided 33 patients with donated dental
92 treatment valued at \$121,386. This is a slight decrease from the previous quarter. The program continues

93 to see dentists declining new cases at a high rate. For each patient, Donated Dental staff often needs to
94 send requests to more than five dentists before finding one to see the patient for a consultation. Dentists
95 in southeast Michigan have accepted patients at a greater rate than dentists in the rest of the state. This
96 ongoing issue has caused a significant increase in wait times in the majority of the state. The program
97 released a [video annual report](#) online which has been promoted through MDA's publications and social
98 media to increase awareness and volunteerism.
99

100 **Governance and Leadership Development:** The first quarter had numerous governance and leadership
101 activities.
102

103 *House Committees:* The Nominating Committee (Nom Com) met January 12 and slated candidates for
104 the Board of Trustees and ADA Delegation; the House of Delegates was notified January 18. The Bylaws
105 Language Review Committee (BLRC) met on March 14 and reviewed three proposed changes to the
106 MDA Bylaws; two regarding membership dues categories for limited time practice/professional leave and
107 non-dental spouse and one on editorial changes. The Committee on Credentials, Rules and Order also
108 met on March 14 to discuss its duties for the 2022 House of Delegates meetings and review and approve
109 the 2022 House agendas and *Manual of the House of Delegates*. The MDA Election Commission met on
110 January 18 to review the candidate guidelines and develop specific guidelines on campaigning for the
111 2022 candidates.
112

113 *House of Delegates Trainings:* Speaker Christy held an orientation for new delegates/alternates on
114 January 25, to review expectations and the governance structure, as well as a training session on March
115 22, for all House members that provided more in depth information on issues such as parliamentary
116 procedure and how to write and submit a resolution. Both webinars are available online for viewing. In
117 addition, on March 28, Speaker Christy held an open forum for the House of Delegates on the 2022
118 Bylaws proposals.
119

120 *Virtual Trustee Forum:* On February 24, the MDA hosted a Virtual MDA Trustee Forum to provide House
121 of Delegates members with information prior to the March 3-4 Board meeting. Content included member
122 engagement, Covid-19 protocols for Annual Session, endorsement of Prosperident for embezzlement
123 investigation services, potential Bylaws amendments, strategic plan update, and several legislative
124 policies. It can be viewed online, along with previous forums. There were 28 attendees (one alternate,
125 eleven delegates, eight Board members, four component executives, one committee chair, two staff and
126 one former president).
127

128 *Board of Trustees Development:* The Board meeting kicked off on Thursday, March 3, with ADA
129 Executive Director, Dr. Ray Cohlma, providing a report on ADA activities that included evolution and
130 expectations of dentistry today, membership trends, keys to the ADA's future relevance, goals, values,
131 and priorities, and envisioning a new future.
132

133 The Board also viewed four short videos on equity and health equity. Health equity is when every person
134 has the opportunity to attain their full health potential, and no one is disadvantaged from achieving this,
135 due to social position or other socially determined circumstances.
136

137 *Presidential Visits:* President Maihofer visited seven components during the quarter: Saginaw Valley
138 District on January 20, Macomb District on February 2, Ninth District on February 3, Washtenaw District
139 on March 7, Muskegon on March 8, Oakland County on March 16, and Detroit District on March 23. The
140 January 14 West Michigan visit was canceled due to lingering pandemic concerns. Additionally, February
141 events were converted to Zoom presentations due to inclement weather. Lastly, as COVID necessitated a
142 recorded presentation for the virtual Class of 2024 University of Michigan White Coat Ceremony in 2021,
143 Immediate Past President Meraw was the keynote speaker at an in-person ceremony for the Class on
144 March 11.

145 *Leadership Exploration and Development (LEAD):* The new LEAD class kicked off its year-long
146 leadership journey with an in-person meeting in January to learn about organized dentistry, governance,
147 DiSC profiles, and leadership skills. LEAD participants also attended the March MDA Board Meeting.

148
149 **Diversity, Equity and Inclusion:** The Committee on Diversity, Equity, and Inclusion made progress on
150 the development and implementation of the collaborative initiatives of the Michigan Diverse Dental
151 Alliance. The MDA ad agency completed over six hours of video interviews with dentists and dental
152 students and a rough draft of a motivational video is underway. Also in process is a collaborative
153 microsite for the Michigan Diverse Dental Alliance to provide information about dental careers. The
154 overall goal is to raise awareness among students of diverse backgrounds about the opportunities
155 available in the dental profession and to provide resources to assist them in considering a dental career.
156

157 **Continuing Education:** The MDA held four in-person CE events, three live webinars, and offered 37 on-
158 demand courses which engaged over 800 dentists and dental team members. The Certified Dental
159 Business Professional (CDBP) program continues to grow. Three online CDBP courses were added in
160 the first quarter: Charting and Recordkeeping in the Age of Analytics, The Use of Analytics in Practice
161 and by Third Party Payers, and CDT Code Changes in 2022 & Their Use in the Age of Analytics. There
162 are now a total of 24 CDBP courses available online.
163

164 The Committee on Continuing Education selected speakers and topics for the next CE catalog covering
165 Summer 2022- Spring 2023. The catalog will be available at the Annual Session and mailed to all
166 members in May 2022. It will also appear in the June issue of the MDA Journal.
167

168 **First Quarter 2022 Continuing Education Activities**

1/7-9/22	Multiple Speakers	Winter Scientific Session	Crystal Mountain
1/21/22	Robert Maguire	Economics of Communication	Novi
1/28/22	Chris Smiley	Charting & Recordkeeping	Live Webinar
2/4/22	Chris Smiley	Analytics-Third Party Payers	Live Webinar
2/11/22	Larry Sangrik	Medical Emergencies	Muskegon
2/18/22	Chris Smiley	CDT Codes 2022 Update	Live Webinar
3/11-13/22	Multiple Speakers	Spring Scientific Session	Traverse City
1/1-3/31/22	Multiple Speakers	37 Available Courses	On-Demand

169
170 **Peer Review:** The Peer Review department as a whole received approximately 358 calls from member
171 dentists, staff, peer review committee members and patients. Peer Review programs saw activity this
172 quarter as below.
173

174 *Peer Review/Dental Care:* The MDA processed 27 new patient complaints in the first quarter of 2022. Of
175 those 27 new complaints, 11 cases were pursued by the patients filing the complaint. The remaining 15
176 were not pursued by the patients for a variety of reasons, including MDA staff counseling of the
177 patient. The cases pursued (11) for the first quarter is higher than the same quarter in 2021 and 2020. Of
178 the complaints filed in the first quarter of 2022, 100% were filed by patients, and the majority focused on
179 quality of care. A total of 10 cases were resolved in the first quarter. The Peer Review Dental Care
180 Committee heard two appeals.

181 **Peer Review/Ethics:** Ethics continues to have a steady stream of activity, with staff fielding and resolving
182 most of the inquiries and complaints. The first quarter saw seven new ethics cases, and current cases are
183 being reviewed by the appropriate component dental society.

184

185 **Peer Review/Health and Well Being:** There were two new cases this quarter. The committee is
186 continuing to oversee the Member Assistance Program (MAP). Usage reports for the first quarter indicate
187 that 8 people used the program, including six members, one spouse and one other family member. Five
188 took advantage of counseling and one life coaching. Two received answers to legal questions.

189

190 **Practice Management:** In the first quarter, staff saw an increase in calls assisting member dentists and
191 their office staff with practice management questions and issues. The MDA distributed many free-to-
192 members resources in the first quarter – especially notable is the 896 requests for the new MDA
193 Compensation Survey. A total of 114 dentists requested the 2019 MDA Fee Survey. The MDA also offers
194 print copies of publications and other resources, which are not a large source of revenue. Seven copies
195 of the *Staff Matters Human Resource System* were sold, along with several other books, patient
196 brochures, posters and stickers.

197

198 **Human Resources:** In the first quarter, the IFG filled the executive assistant position, hiring Mary
199 Oglesby, and Lisa Sillman left her position in the Health/Life Department.

200

201 **Marketing/Communications:** Efforts in this quarter were focused on continuing to build awareness of
202 the MDA as Michigan's primary oral health connection through the digital ad campaigns *Teeth Have*
203 *Feelings Too: Cheat Day* and *Illness Impact: Diabetes & Oral Health*, and drive patients to the Find-A-
204 Dentist tool primarily through Paid Search advertising.

205

206 The Find-A-Dentist campaign is the consistent paid search effort through Google and Microsoft Ads
207 (Bing) with the primary focus of generating new patients for MDA member dentists. Facilitating use of the
208 FAD tool is a secondary goal of digital campaigns noted above.

209

210 *Teeth Have Feelings Too: Cheat Day* is an interactive educational video-based campaign that
211 encourages viewers to consider an area of their oral health in a whole new light – from the tooth's
212 perspective. It targeted health-conscious gym-goers among the Millennial and Blue Collar target
213 audiences. Ads ran across YouTube, Over the Top (OTT) video, display, as well as social media including
214 Facebook, Instagram, and TikTok.

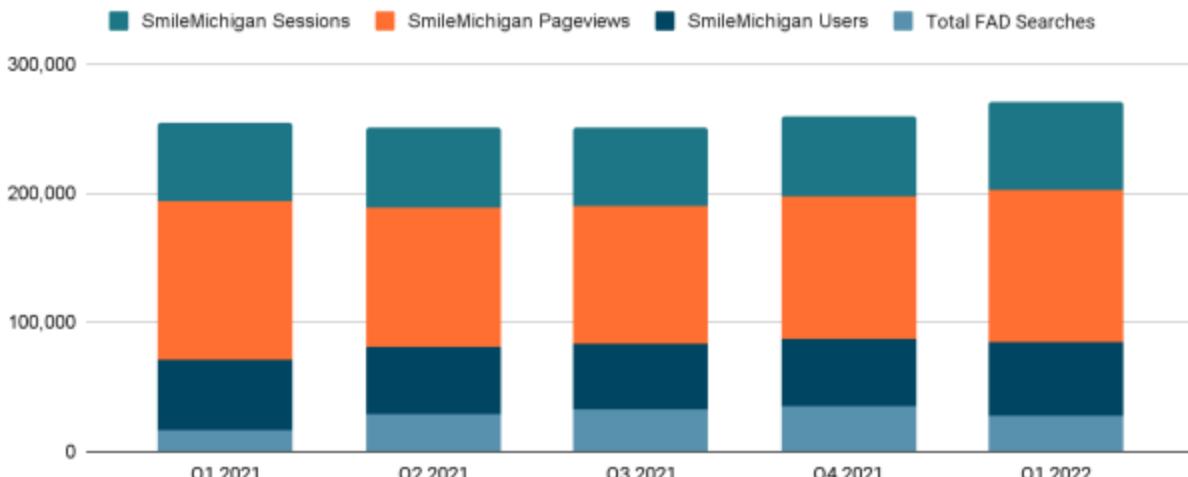
215

216 *Illness Impact: Diabetes & Oral Health* is a WebMD-style education campaign that diverts query-based
217 search away from less credible sources and towards the MDA. The first installment addresses the
218 connection between chronic illness, diabetes, and its commonly associated dental disease. Ads ran
219 across YouTube, Over the Top (OTT) video, display, as well as social media including Facebook and
220 Instagram.

221

222 The Q1 campaigns were successful at driving more potential patients to the Michigan Dental Association.
223 Traffic to the site improved quarterly with more users visiting and engaging with the site, reading content,
224 and performing FAD searches.

SmileMichigan Traffic



225
226

227 A total of 27,492 FAD search queries were conducted this quarter, of which 12,081 were unique FAD
228 search queries. Compared to Q1 last year, FAD tool usage is up 68% with unique searches increasing
229 71.5%. Spread across the membership, total Q1 searches equate to an average of roughly 5.5 search
230 queries per member dentist. A majority of Q1 FAD searches were a direct result of campaign efforts.

231

232 From an awareness and education perspective, Teeth Have Feelings Too: Cheat Day ads have been
233 seen more than 914k times, with over 2,000 hours of video consumed which is the equivalent to more
234 than 84 days.

235

236 In the initial weeks of the campaign, Illness Impact: Diabetes & Oral Health ads were seen more than a
237 million times with over 2,100 hours of video consumed.

238

239 **Media and Public Relations:** *Gather Veterans*, a publication for Michigan veterans, reran a paid story on
240 Donated Dental Services in January.

241

242 WOOD-TV, Grand Rapids, aired a long segment on Feb. 1 on how the COVID pandemic has affected
243 dental patients, referring to the MDA and featuring a number of MDA member dentists.

244

245 Governor Gretchen Whitmer's press release on her 2022-2023 budget proposal featured a quotation from
246 Dr. Maihofer, which subsequently appeared in some news reports or in online verbatim postings of the
247 release.

248

249 **E-Communications:** The first quarter of 2022 saw 86 electronic transmissions from the MDA, with 26
250 sent to members, nonmembers, and dental staff promoting the 2022 Annual Session. Routine ongoing
251 communications included six issues of the Journal eNews, two Executive Directors Updates, three IFG
252 Check-up, and six issues of Delegate Digest. The average open rate for Delegate Digest was 71%.

253

254 In addition to these regularly scheduled communications the first quarter included two transmissions of
255 component e-newsletters to the dental societies, which now includes Detroit, Lakeland Valley, Livingston,
256 Oakland County, Sault Ste. Marie, and West Michigan.

257

258 **MDA Website:** The MDA COVID webpage was updated and streamlined in this quarter, making it easier
259 for visitors to find needed information.

260

261 Website traffic increased on three of the four MDA websites during the first quarter, with only the MDA
262 Foundation site recording a slight decrease. The Dental Professionals site showed the greatest increase
263 with 6,215 visitors, due in large part to traffic related to MDA Annual Session and review of CE
264 requirements. The MDA Public site saw an increase of 4,665 visitors and the MDA Programs site traffic
265 increased by 2,634 visitors. Unique pageviews also increased on three of the four sites, with only the
266 MDA Foundation site showing a minor decrease. The Dental Professionals site showed the largest jump
267 in unique pageviews recording an increase of 22,369 over the last quarter, followed by the MDA Public
268 Site increasing by 6,227, and MDA Programs with an increase of 2,194 pageviews.
269

270 **MDA Connection App:** At the end of the first quarter, 814 MDA members had downloaded the MDA
271 Connection App. In the first quarter, there were 249 visitors and 2,606 pageviews. The most popular
272 pages include CE, Membership, News, and Practice Resources.
273

274 **MDA Foundation:** Foundation board members elected the following new officers via an electronic vote in
275 February: Dr. Dan Peters, president; Dr. Beth Rosenberg, vice-president, and Ted Schumann II,
276 secretary/treasurer. In addition, Nancy Harmon, RDH was appointed as the president's designee for the
277 year.
278

279 At the end of March, Interim ED Natalie Zundel completed her assessment of the Foundation and
280 presented the final report to the work group of MDA and Foundation board members. All
281 recommendations were accepted by the work group. The Interim ED contract was extended to June 30,
282 allowing Ms. Zundel to assist with implementation.
283

284 Also in this quarter, the Foundation came to agreement with the Genesee District Dental Society to
285 transfer the funds raised for the Flint Mission of Mercy to the society's trust in the Community Foundation
286 of Greater Flint. These funds are to be used for dental care and oral health literacy initiatives within 18
287 months. A total of \$57,092.15 was transferred at the end of March.
288

289 The Foundation is excited to be hosting the Sparkling Smiles Celebration in-person again this year on
290 April 27. During Q1, preparations for this annual event were finalized along with sponsorship solicitation.
291 To date, the Sparkling Smiles Celebration has raised over \$30,000 and 145 people have RSVP'd to
292 attend.
293

294 **MDA Foundation Fundraising Trends:** Q1 2022 saw a 47% growth in fundraising over Q1 2021 at
295 \$63,726 vs. \$43,240. This can be attributed to early and targeted efforts in soliciting sponsorship for the
296 Sparkling Smiles Celebration, as well as increased donations to restricted funds. The Washtenaw District
297 Dental Society has been matching donations for its scholarship fund raised through voluntary dues
298 donations. In addition, the Foundation received a number of unsolicited gifts made in memory of Dr. Elroy
299 Woolf.
300

301 **MDA Insurance & Financial Group:** MDA Insurance & Financial Group began 2022 with continued
302 strong participation in the MDA Health Plan and the MyBlue individual health insurance program.
303 Premium growth was also strong in the Property & Casualty department. In addition, new endorsed
304 services and a radiography training program were added, as detailed below.
305

306 **Endorsements:** During the first quarter of 2022, the MDA co-endorsement of the Stynt temporary
307 services agency was launched. The endorsement was promoted via direct mail to practices in
308 southeastern Michigan, which represents the area with the most temps available. Others are learning
309 about our co-endorsement with the ADA Member Advantage program via the *CheckUp* printed
310 newsletter, social media, other e-communications and promotions in the *MDA Journal*.
311

312 The MDA approved the endorsement of Prosperident for embezzlement prevention, education and
313 investigation. Two-year agreements with the MDA and MDA IFG were signed, and marketing plans were
314 developed for Q2 and beyond.

315

316 TDSC: The winner of the MDA Services Shop to Win promotion on behalf of TDSC.com, Powered
317 by Henry Schein, was announced. The number of MDA member shoppers continue to grow.

318

319 *Radiography:* The January 1 launch of the New Hampshire Dental Society's Radiography program
320 was delayed to April 1 in order to transition to a new vendor.

321

###