

1 Michigan Dental Association

2
3 **EXECUTIVE COMMITTEE MEETING**

4 April 8, 2022

5 Zoom Videoconference

6
7 **Attendance**

8
9 **Present**

10 Dr. Michael Maihofer, President
11 Dr. Vincent Benivegna, President-Elect
12 Dr. Eric Knudsen, Secretary/Treasurer
13 Dr. Todd Christy, Speaker
14 Dr. Christopher Smiley, Editor
15 Karen Burgess, MBA, CAE, Executive Director

9 **Absent**

Dr. Stephen Meraw, Immediate Past President

16
17 **MDA Staff**

18 Rich Evans, Director of Marketing and Communications (for a portion)
19 Michelle Nichols-Cruz, Governance Manager
20 Bill Sullivan, Vice President of Advocacy and Professional Relations

21
22 **CALL TO ORDER**

23 The meeting was called to order by President Maihofer at 9:00 a.m.

24
25 **CONFLICT OF INTEREST**

26 No conflicts were noted.

27
28 **EXECUTIVE SESSION**

29 The EC went into Executive Session from 9:00 am to 9:39 am to address topics where
30 individuals and/or strategy were discussed.

31
32 **LEADERSHIP FORUM**

33 The EC was provided with a written update on the September 16 Leadership Forum.

34
35 Dr. Joanne Dawley, former MDA president, will moderate a diverse panel of MDA volunteer
36 leaders in a discussion about the meaning of inclusion, what inclusion looks like in organized
37 dentistry, and what barriers exist to a fully inclusive culture. MDA is in the process of finalizing
38 the panelists for this presentation.

39
40 The focus this year in the hot topics will be sharing of information by the components. We
41 anticipate identifying topics and potential presenters ahead of time.

42
43 To encourage participants to continue to improve their leadership skills after the Forum, and to

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44 provide added value, Forum participants will receive a copy of a leadership book. Simon Sinek's
45 *Find Your Why* is a practical guide for implementing this perspective for yourself and your team.

46
47 **LEADERSHIP TRACK AT ANNUAL SESSION**

48 Eight courses are being held during the Annual Session that counts towards the Leadership
49 Track. The Committee reviewed registration for Leadership Track courses and Annual Session
50 overall. To-date, Annual Session registration totals 1,517 attendees, including 849 dentists.

51
52 It is interesting to note the high percentage of non-dentists in some of these courses. We will
53 evaluate this more thoroughly after the meeting. In addition, an analysis will be completed to
54 determine if the dentists registered for courses in the Leadership Track are currently
55 volunteers. If not, these dentists may be considered for recruitment into volunteer leadership
56 positions. Attendees will be provided with promotional materials for the Leadership Forum.
57 Registration for the Forum will be open during Annual Session and will be marketed at the
58 House of Delegates meeting and the Welcome Center at the Annual Session. A suggestion was
59 made to include a QR code in the brochure so that people can scan and sign up right at the
60 Annual Session.

61
62 **COMPONENT RELATIONS PROGRAM**

63 The EC was provided with an update on the Component Relations Program, including the
64 monthly component meetings, component e-newsletters, component websites, component CE,
65 Leadership Forum, and membership resources for component societies.

66
67 Membership resources for component societies is a new project where an onboarding toolkit
68 will be created for components. Components are copied on MDA's welcome to membership
69 emails so they know who is new in their component. However, the onboarding of new
70 members is handled differently by each component. A toolkit will assist components in
71 customizing the onboarding experience for new members.

72
73 **POLICY ON DUES REMITS TO THE ADA AND COMPONENTS**

74 The MDA received a proposed House resolution from Oakland District that would urge the
75 Board to submit component dues payments on a structured payment schedule (bi-monthly) so
76 that components can anticipate and fulfill their financial obligations.

77
78 The current MDA policy on dues remittance to components reads as follows:

79
80 Resolution 8-692
81 Resolved, that MDA will forward to the ADA and to district components their portions of dues collected by
82 the MDA within 30 days of their receipt.

83
84 Speaker Christy informed Oakland that it would be appropriate to complete this sooner as the
85 Executive Committee was meeting on April 8, as this policy would align with current MDA

86 practices. Oakland agreed with submitting the following resolution to the EC for
87 implementation rather than submitting a House resolution to urge the board to take this action.

88
89 The following were adopted as interim Association policy and will be forwarded to the Board
90 for ratification at its June 2022 meeting:

91
92 **1EC-422** Resolved, that the MDA shall remit to the ADA and the **Adopted**
93 component dental societies their portions of dues collected **Assoc. Policy**
94 by the MDA semi-monthly from November through March, **Manual**
95 and monthly from April through October. These mid-month
96 and end-of-month remittances shall include all money received
97 by the MDA through the prior day.

98
99 **2EC-422** Resolved, that Resolution 8-692 be rescinded and removed **Adopted**
100 from the *Association Policy Manual*.

101
102 **RECRUITMENT PLAN TO ENHANCE PARTICIPATION IN VOLUNTEER LEADERSHIP AMONG**
103 **UNDER-REPRESENTED POPULATIONS**

104 Strategy 7.1 of the MDA 2021-25 Strategic Plan calls for a recruitment plan to increase
105 participation in volunteer leadership positions among under-represented populations. The
106 promotional strategy is to increase MDA’s diverse leadership recruitment efforts during 2022 –
107 specifically to increase diversity within MDA Committees and the LEAD Program.

108
109 Messaging will focus on the personal and professional benefits of pursuing MDA leadership
110 opportunities through a testimonial approach featuring current Committee and LEAD Program
111 members from diverse backgrounds. The target markets will include diverse members (Lead
112 Generation & Conversion) as well as awareness for all members.

113
114 The theme of the campaign is “Lead. Support. Inspire.” to connect with members on an
115 emotional level and positions the benefits of becoming a member that can be appealing to all
116 age groups. This will provide an opportunity to personalize the content and copy to a diverse
117 audience.

118
119 The goals of the plan are to obtain at least three to five 5) MDA Committee Interest Form
120 submissions from diverse members, LEAD Program application submissions from diverse
121 members, and Leadership Forum registration submissions Form submissions from diverse
122 members. It is also a goal to increase all submissions, applications, and registrations.

123
124 The report was provided to the EC for input before the launch of the campaign in mid-May. The
125 campaign will also be provided to the Committee on Diversity, Equity, and Inclusion at its
126 meeting next week for input and to ensure that campaign reflects the objectives of the
127 strategic plan.

128 **EXECUTIVE DIRECTOR VEHICLE**

129 The Executive Director’s contract provides for an MDA vehicle. The lease on the current vehicle
130 has its final month in April. After reviewing the options, staff is recommending that the MDA
131 purchase this vehicle rather than turn it in.

132
133 The lease is in the Michigan Dental Association’s name, and after purchase, the title will be in
134 the name of the Michigan Dental Association. When a new vehicle would be appropriate, the
135 car could be a trade-in on the cost of a new purchase or lease.

136
137 Prices are high and availability is low for new cars. In addition, the buy-out for the Lincoln is
138 just \$24,086.15 - a bargain for a vehicle that has only 21,500 miles.

139
140 MDA is currently paying \$670.79/month for the lease, or \$5366.32 for May - December 2022,
141 and these funds are already budgeted. The Committee on Executive Director Evaluation is
142 requesting that the EC fund the remaining cost of \$18,719.83, plus taxes (estimated to be no
143 more than \$1,000).

144
145 The following was adopted as interim policy and will be forwarded to the Board for ratification
146 at its June 2022 meeting:

147
148 **3EC-422** Resolved, that \$18,719.83 plus applicable taxes be allocated **Adopted**
149 from the 2022 Non-Reserve Fund to purchase the Executive
150 Director’s leased vehicle from Lincoln Automotive, to be titled in
151 the name of the Michigan Dental Association.

152
153 **MULTIPLE EMPLOYER WELFARE ARRANGEMENT AUDIT**

154 The MDA sells health insurance through a Multiple Employer Welfare Arrangement (MEWA).
155 The MEWA is an entity that is established in state law. Under this law, the MDA is required to
156 file audited financial statements with the state 90 days after the end of each fiscal year.

157
158 The MDA’s accounting firm, Plante Moran, recently informed Craig Start, MDAIFG President,
159 that due to some national audit standard changes they would no longer be able to complete
160 the MDA’s audit within the 90-day time frame required in state law. The state granted the
161 MDA a one-time waiver for 2022 but stated the MDA would need to get the law changed for
162 2023.

163
164 In consultation with Plante Moran, the MDA determined that changing the 90-day requirement
165 to 180 days would address the problem. Due to the time-sensitive nature of the topic, the EC
166 was asked to establish an interim policy to allow the MDA advocacy team to move forward with
167 seeking legislation in this regard.

168
169 The following was adopted as interim policy and will be forwarded to the Board for ratification
170 at its June 2022 meeting:

171
172 **4EC-422** Resolved, that the MDA supports changes to the Multiple Employer **Adopted**
173 Welfare Arrangement (MEWA) law to allow for timely filings of state
174 required financial reports.
175

176 **FUNDING FOR WELCOME CENTER**

177 Ms. Burgess requested funding of up to \$2,500 for the creation of a video loop in the Welcome
178 Center at the 2022 MDA Annual Session. MDA has a large monitor and is set from a technology
179 standpoint, however creating a video loop that incorporates the various items to be displayed
180 requires outsourcing. Information included would focus on member benefits, as well the
181 videos on Donated Dental Services, dental care during pregnancy, and the public campaign
182 videos and ads.
183

184 A suggestion was made to play the video at the beginning of each House meeting. Staff will
185 determine if this is feasible and able to be incorporated with the current slides for the House.
186

187 The following was adopted:

188
189 **5EC-422** Resolved, that up to \$2,500 be allocated from the 2022 **Adopted**
190 Non-Reserve Fund for the creation of a video loop for
191 the Welcome Center at the 2022 MDA Annual Session.
192

193 **OFFICER/STAFF REPORTS**

194 *MDA Foundation:* Ms. Burgess informed the EC that the MDA Board will be provided with a
195 report at its April meeting with recommended changes to the MDA Foundation Bylaws and the
196 election of additional directors. The recommendation is to hire a Foundation Director to focus
197 on fundraising with administrative responsibilities handled by the Foundation Administrator.
198

199 *Legislative Update:* Mr. Sullivan provided a brief legislative update:
200

- 201 • *Network Leasing:* The network leasing bill is in the process of being drafted.
- 202 • *Teledentistry:* An issue with the Michigan Department of Health and Human Services on the
203 teledentistry bill has been resolved and MDA is looking for a bill sponsor.
- 204 • *General Anesthesia in Dental Office Setting:* The hospital ASC and facility fee for hospital
205 dentistry should be able to be accomplished. However, the anesthesia fee is more
206 complicated as it is difficult to provide one specific fee and Medicaid is being restructured.
- 207 • *Michigan Board of Dentistry Rules:* Changes to the MBD rules are moving through the
208 process. Orthodontists have concerns with some of the delegation of duties for orthodontic
209 dental assistants and will bring forward those concerns during public comment. The full
210 board will review the rules on April 14 and the rules will then move to the Joint Committee
211 on Administrative Rules and could be approved by the end of the year.
212

213 *Dental Implant Registry.* Dr. Maihofer referenced a resolution coming before the 2022 MDA
214 HOD, and informed the EC that the 2021 ADA House discussed a resolution on a national dental
215 implant registry. This resolution was defeated by the House as a registry would take the focus
216 away from a current technology initiative (the ADA Dental Experience Research Exchange -
217 DERE), costly, and a significant cybersecurity risk for the association to manage. In addition,
218 UDI's cannot be captured in the DERE software and it would be a HIPAA violation to do so.

219
220 Instead of an implant registry, the House approved the development of a dental implant form
221 to be filled out by the dentist and provided to the patient. Most dental implant companies
222 provide a card where the details of the implant can be provided to the patient. Drs. Deb Peters
223 and Mark Johnston are working on this issue with their respective ADA councils.

224
225 Oakland is aware of this but believes that MDA should advocate for the creation of a registry.
226 There is no mechanism in place for the Board of Dentistry to establish a dental implant registry.
227 The authority to create this type of registry lies with the legislature.

228
229 *Nominating Committee:* A suggestion had been made that the House be informed that Dr.
230 Smiley intends to serve as editor for one year to allow the Nom Com to recruit applicants for
231 the editor position. This will be done.

232

233 **ADJOURNMENT**

234 The meeting was adjourned at 10:42 am.

235

236 Michael Maihofer, DDS

237 President

Eric Knudsen, DDS

Secretary/Treasurer