

1 Michigan Dental Association
2 New Dentist Committee
3 Meeting Minutes
4 October 1, 2021
5 via Zoom Video Conference
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8

9 **Present**

10 Dr. William Ballard, III, vice chair
11 Dr. Cate Nelson, chair
12 Dr. Molly Pauli, member
13 Dr. Riley Schaff, member
14 Joseph Spyrka, student member
15 Dr. Emily Varsanik, member
16 Dr. Mike Vilag, member
17 Dr. Hasan Yehia, member
18

19 **Absent**

20 Dr. Gabe Holdwick, observer, ADA new dentist committee
21 Tommy Lau, student member
22 Dr. Matt Lieto, consultant
23 Dr. Nick Ritzema, consultant
24

25 **Staff**

26 Ms. Angela Kanazeh, director of membership
27

28 **Call to Order**

29 The meeting of the New Dentist Committee was called to order at 2:03 pm. A quorum
30 was present.
31

32 **Welcome**

33 The committee welcomed the new student members and they introduced themselves,
34 giving background about their volunteer involvement at the dental school.
35

36 **ADA New Dentist Committee Update**

37 Dr. Cate Nelson, ADA Council on Membership Member, provided an ADA update. Much
38 of the ADA's membership initiatives are focused on the new dentist segment and
39 diversity and inclusion. There is a new membership pilot program focused on a new
40 membership dues model for large group practices is in the works. The Council is also
41 working on some new membership resolutions; no action by MDA committees is
42 needed at this time.
43

44 **Marketing**

45 Rich Evans, MDA director of marketing and communications, joined the committee to
46 introduce himself and learn what is most important to new dentists. Committee

47 members were asked which benefits they find most valuable. Many benefits were
48 shared, the most frequent products and services mentioned included:

- 49 - all the information they need is in one place
- 50 - comprehensive regulatory compliance resources
- 51 - MDA Insurance
- 52 - COVID resources
- 53 - CE – including online especially during the pandemic
- 54 - networking
- 55 - support of dental students

56 Committee members shared it is important to highlight what the MDA does. The breadth
57 of benefits is so vast, members don't realize all that is available to them, and they often
58 don't know about the advocacy work happening at the state level. They find the
59 executive director update to be very informative and it helps leaders know about MDA
60 accomplishments. The Committee suggested highlighting a few themes that would
61 resonate with new dentists, including:

- 62 - dentists would have been lost without COVID information and resources
- 63 - focus on "what's in it for me"
- 64 - the long list of benefits available to members

65 Mr. Evans thanked the Committee for their candid sharing and discussion because it
66 helps provide guidance for future marketing initiatives.

67

68 **Membership Recruitment and Retention**

69 The market share for active members is 73.7%, with 4328 active members. The new
70 dentist market is larger by 107 dentists, however the new dentist market share is down
71 2.3% from last year at this time. Additionally, the changes to dues categories has
72 increased the number of members paying full dues at the ADA level by 575. Retention
73 data for the new dentist segment was reviewed and will continue to be monitored.

74

75 The quarter-year recruitment campaign started in September and runs through
76 December. The MDA is participating in an ADA pilot program that offers nonmembers
77 the chance to join and pay for 2022 membership and get membership for the remainder
78 of 2021 for free. The campaign has resulted in 23 new members so far and marketing
79 will continue through November. The campaign will likely result in less new members
80 than previous years at this time, but the retention rates will be significantly higher.
81 Additionally, the SPI recruitment campaign during the first two quarters of the year
82 resulted in 43 new members.

83

84 **New Dentist Events**

85 Event plans to bring together new dentists and fourth year dental students were
86 discussed, including whether to make the event only social or social with continuing
87 education. Examples of local component continuing education events were shared, as
88 well as topics that may be of interest to dental students. The New Dentist Committee
89 will host two Network Lounge events in first quarter; one in Ann Arbor and one in Detroit
90 with the goals of connecting new dentists and dental students, demonstrating the value
91 of MDA membership and providing mentorship.

92 Educational events were also discussed, and new options were proposed to connect
93 committee members with dental students. The interactive panel using Zoom still has
94 value, but pre-recording video messages could also be valuable. The Committee would
95 like dental students to be surveyed so their questions can specifically be addressed.
96

97 **Mentor Program**

98 There are currently 35 mentors and only a few have had connections. The second
99 phase of marketing for the program will start in 2022. Ideas to identify and showcase
100 mentors at Annual Session were discussed, including mentors wearing a uniquely
101 identifiable lanyard or button, a space for mentors in the exhibit hall and have mentors
102 identify themselves in sessions or when in other group activities. The membership
103 department will explore this further and create a plan for the event.
104

105 **Annual Session**

106 Options for the New Dentist Network Lounge at Annual Session were discussed
107 including the logistics involved if the group were to go to an off-site venue. The
108 Committee wants to support the President's event and staying on-site may be a better
109 option. Ms. Kanazeh will look at options and follow up with the Committee through
110 email.
111

112 There were special events planned for new dentists with Frank Spear at the last Annual
113 Session where he was scheduled. The Committee asked if there were similar plans for
114 the upcoming event. Ms. Kanazeh will follow up with Ms. Sundermann and send an
115 update through email.
116

117 **Local Dental Societies**

118 The Committee discussed new strategies and ideas to support the local components
119 and the new dentists in the components. The first step is to identify which components
120 have a new dentist chair and/or committee, as well as what activities within the
121 component target new dentists. A communication from the MDA New Dentist
122 Committee Chair was also discussed as a tool to develop a connection and show
123 support. Committee members stressed the importance of local component leaders
124 sharing information about the Mentor Program, not only to support new dentists, but all
125 members.
126

127 **Adjournment**

128 The meeting was adjourned at 3:47 pm.