



**Michigan Dental Association  
Second Quarter Management Report  
April 1 – June 30, 2022**

1 **Executive Summary:** MDA is in a strong financial position as of June 30, with 95% of budgeted dues  
2 collected and nondues revenue up significantly over 2021, thanks in large part to the 2022 Annual  
3 Session. However, expenses were also up, so net revenue at the end of the quarter fell slightly  
4 compared to last year. We had an overall positive experience with the in-person Annual Session in Novi,  
5 meeting budget for number of attendees and for net revenue. Active membership is down due primarily  
6 to retirements, with a related lower market share at mid-year of 71.5%, and there is concern regarding the  
7 trend for a decreased market share among new dentists. Advocacy in the quarter focused on the state of  
8 Michigan 2023 budget, which included the potential for significant funding increases for adult dental  
9 Medicaid. The Public Education Campaign saw more positive gains in terms of metrics, and there were  
10 numerous impactful articles and interviews in the media on MDA and dental topics. MDA Foundation  
11 held a very successful in-person Sparkling Smiles event at Annual Session, and fundraising is up over  
12 last year at this time. A new Foundation Director of Development was hired. Premium volume continued  
13 at a high level for MDAIFG and the radiography program in New Hampshire went live in April. The  
14 tripartite was challenged this quarter due to a ransomware attack on the ADA, which led to a temporary  
15 shut-down of the Aptify database. This was resolved successfully and functionality returned within  
16 approximately two weeks.

17  
18 **Pandemic Activities:** The situation in the second quarter was stable, with no need for any special alerts  
19 and no special arrangements required at Annual Session due to the CDC rating of “low” risk for Oakland  
20 County. Staff continue to work a hybrid schedule and committee and board meetings are offered in both  
21 in-person and Zoom formats.

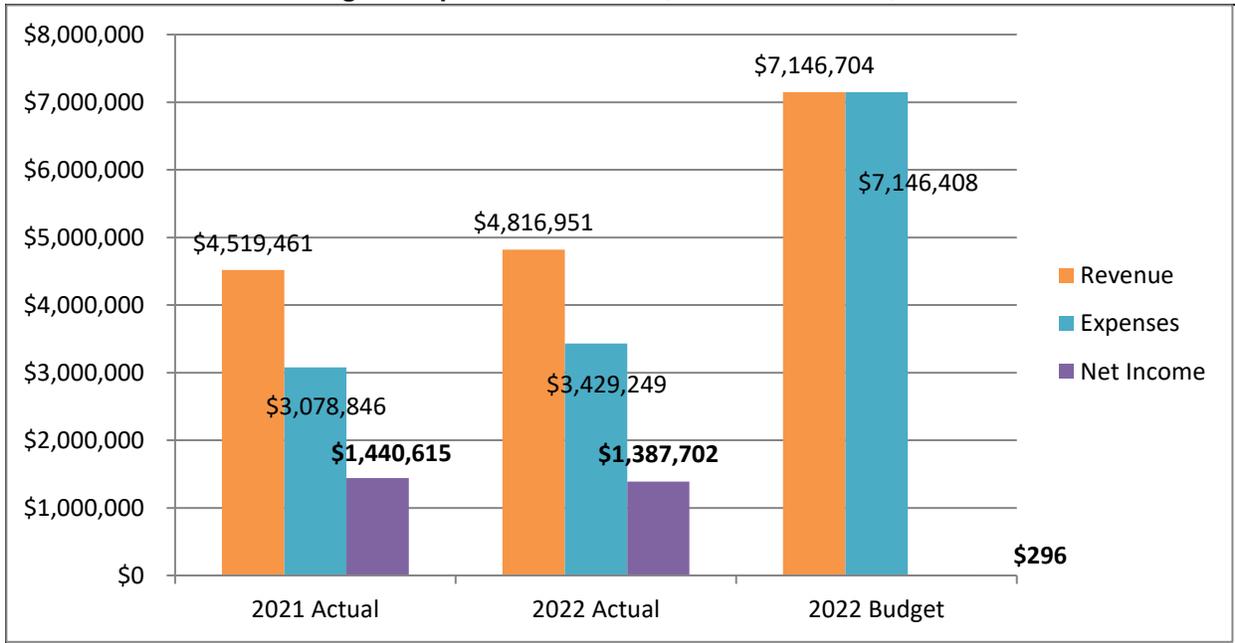
22  
23 **Finance:** The second quarter 2022 financial statements show a net increase in assets from budgeted  
24 operations of \$1,387,702 compared to the 2021 results, which reported an increase of \$1,440,615. The  
25 total non-dues revenues are up compared to 2021, but there are areas with increases and some with  
26 decreases. Annual Session was the single largest contributor to the increase, which is up by \$550,027.  
27 The 2021 meeting was remote and revenues were only \$226,931. Administrative reimbursements are  
28 down due to the restructuring of the Foundation. This reduction will continue through 2022, but is offset by  
29 decreased expenses incurred on behalf of the Foundation.

30  
31 Of 2022 revenue received as of June 30, dues revenue totaled \$2,785,497 (54.7%) and non-dues  
32 revenue totaled \$2,305,173 (45.3%). The MDA collected 95.0% of the budgeted dues and assessment  
33 revenue by the end of the second quarter of 2022. Non-dues revenue is up compared to 2021 by  
34 \$454,904, again, primarily due to Annual Session.

35  
36 Expenses are up from the first half of 2021 by \$350,403, of which \$230,021 relates to the increased  
37 activities during the Annual Session.

38

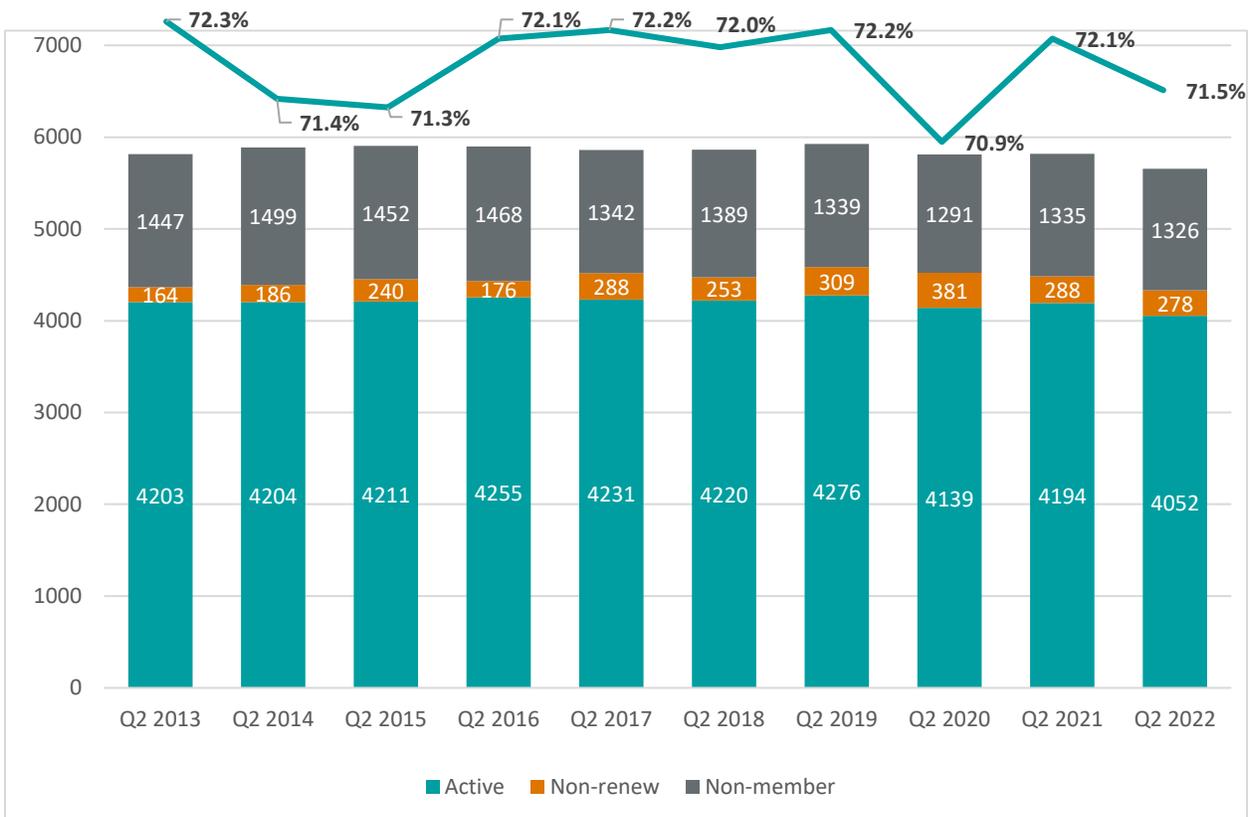
39 **MDA Net Income from Budgeted Operations June 30, 2022 vs. June 30, 2021**



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41  
42 The MDA experienced realized gains on its investments of \$59,621 and unrealized losses on its  
43 investments of \$1,157,663 in the first half of 2022.  
44

45 **Membership:** The current market share is 71.5% with 4,052 active members, and 278 members who  
46 have yet to renew. Active membership stands at 142 members fewer than the end of June 2021, thanks  
47 primarily to the high number of retirements. The renewal rate for active members is consistent with 2021.

**Q2 Active Membership 2013-2022**



49 *Dental School Outreach:* The MDA and MDA Insurance sponsored a social event at the Delta Sigma  
50 Delta Annual Regional Meeting held at the University of Michigan in April. More than 300 student leaders  
51 from seven different dental schools attended. The MDA and MDA Insurance staff also spent two days at  
52 Detroit Mercy distributing senior composite photos and signing graduating students up for membership.  
53

54 The D1 students at the University of Michigan were welcomed on campus the week of June 20. During  
55 the orientation week, the MDA and ASDA sponsored a Lunch and Learn session introducing the two  
56 organizations and sharing the benefits of membership, as well as a scavenger hunt and dinner to  
57 celebrate at the end of the week.  
58

59 *Other Outreach:* The New Dentist Committee in partnership with MDA Insurance hosted two social  
60 networking events this quarter. One in conjunction with Annual Session in Novi, and one in partnership  
61 with Resort District in Thompsonville. Additionally, a private lunch with new dentists and Dr. Frank Spear  
62 was held at Annual Session.  
63

64 **Advocacy and Professional Relations:** The state budget dominated the MDA's advocacy efforts in the  
65 second quarter. President Benivegna testified in front of the state House of Representatives budget  
66 committee and the state Senate budget committee on the MDA's priorities. MDA staff took part in 20  
67 meetings with members of the legislature on the state budget. In addition, many meetings were held with  
68 the Michigan Oral Health Coalition, Delta Dental of Michigan, Blue Cross, the Michigan Department of  
69 Health and Human Services, and the state budget office.  
70

71 Staff met with Senator Curt VanderWall, chair of the Senate Health Policy Committee, regarding the  
72 MDA's teledentistry proposal. Senator Kim LaSata introduced Senate Bill 1085 for the MDA/IFG. This bill  
73 will fix the reporting problem that IFG is facing under the current MEWA law. Action on the bill is expected  
74 in the Fall.  
75

76 The Board of Dentistry continued its review of the dentistry rules. Dr. Vince Benivegna and MDA staff  
77 took part in several meetings with the Board of Dentistry workgroup reviewing the rules. The rules are  
78 now working their way through the administrative rules process.  
79

80 MDA staff took part in several meetings this quarter that included:

- 81 • Regular ADA meetings on workforce and dental insurance.
- 82 • A CMS meeting on customer engagement.
- 83 • An introduction meeting with the governor's new health policy director.
- 84 • Regular MOHC policy committee meetings.
- 85 • A meeting with the Department of Licensing and Regulatory Affairs regarding CE tracking.  
86

87 In June, the MDA held a successful relationship-building dinner with the Michigan Dental Hygienists  
88 Association and the Michigan Dental Assistants Association. This is an event that occurred yearly prior to  
89 COVID, but had not taken place for the past two years.  
90

91 MDA advocacy at the component level (which includes legislator meetings and fundraisers) included nine  
92 events with 42 member dentists participating. In addition, the MDA PAC was very active with MDA staff  
93 participating in 25 fundraisers in Lansing. President Vince Benivegna, trustee Lauryne Vanderhoof and  
94 MDA staff also attended a fundraiser for Governor Whitmer to show MDA support for her historic proposal  
95 to invest in and reform the adult dental Medicaid program.  
96

97 **Access and Prevention:** The MDA was represented in meetings of the MOHC Medicaid workgroup,  
98 MOHC continuing education committee, MOHC policy committee, LGBTQIA+ Learning Collaborative, and  
99 Medical Care Advisory Council (Medicaid advisory).

100 Staff worked with a number of entities on MDA state budget priorities including Medicaid reform and  
101 hospital access: MOHC, Michigan Society of Anesthesiologists, Blue Cross Blue Shield, Sen. Outman,  
102 the State Budget Office, Rep. Whiteford, Sen. Santana, Sen. Shirkey, Medicaid staff, the House and  
103 Senate Fiscal Agencies, and Governor’s office. The MDA provided testimony at the House and Senate  
104 Appropriations hearings on the dental items within the MDHHS budget.

105  
106 Throughout much of the quarter, the MDA met weekly with the MOHC executive director, MCDC lobbyist,  
107 McCall Hamilton, Resch Strategies, and Delta Dental to discuss strategy related to the state budget  
108 dental proposals. The MDA was key in arranging participants and background for the Medicaid  
109 Roundtable hosted by the MOHC and Resch. Drs. Michael Campeau, Lauren Johnson and Melanie  
110 Mayberry participated. This resulted in media coverage by MIRS, Gongwer, NPR/Michigan Radio,  
111 Alpena News, and NAPD SmartBrief.

112  
113 The MDA hosted Dr. Chelsea Fosse from the ADA HPI to speak about the need for Medicaid reform in  
114 Michigan at the spring MOHC Conference. Dr. Fosse presented both state and national data.

115  
116 **Michigan Donated Dental Services (DDS):** The program provided 32 patients with donated dental  
117 treatment valued at \$142,391. This is a slight increase from the previous quarter. The program continues  
118 to see dentists declining new cases at a high rate. For each patient, Donated Dental staff often needs to  
119 send requests to more than five dentists before finding one to see the patient for a consultation. Dentists  
120 in southeast Michigan have accepted patients at a greater rate than dentists in the rest of the state. This  
121 ongoing issue has caused a significant increase in wait times in the majority of the state.

122  
123 **Governance and Leadership Development:** The Board of Trustees and ADA Delegation were elected  
124 by the House of Delegates in April. The election process utilized electronic voting. An online survey  
125 revealed 52% of HOD members were “very satisfied,” 42% “satisfied,” and 6% “not satisfied” with the  
126 election process overall.

127  
128 House members were also asked about the proceedings in general. A total of 72% said “yes, the House  
129 engaged in meaningful discussion,” 20% answered “somewhat,” and 8% said “no.”

130  
131 Overall satisfaction with the 2022 HOD was positive compared to 2021:

	2021	2022
Very satisfied	37%	55%
Satisfied	47%	32%
Somewhat satisfied	13%	8%
Not satisfied	3%	5%

132  
133  
134 Speaker Christy held a HOD/Component Leadership Training on April 27, during the MDA Annual  
135 Session. There was no fee for this continuing education credit session. The session was attended by  
136 component/HOD leaders with 17 of the 26 components represented.

137  
138 In June, the MDA regions submitted names for the 2022-2023 Nominating Committee. The Committee  
139 includes:

Region I: Dr. William Ballard	Region VII: Dr. John DeCarolis
Region II: Dr. Michael Dincau	Region VIII: Dr. Curt Ralstrom
Region III: No name submitted	Region IX: Dr. Marvin Sonne
Region IV: Dr. Samuel Bander	Region X: Dr. Howard Hamerink
Region V: Dr. Michael Peters	Region XI: No name submitted
Region VI: Dr. Matthew Turchi	Region XII: Dr. Charles Burling

141 *Virtual Trustee Forum:* Prior to the June Board meeting, the Board of Trustees held a Virtual MDA Trustee  
142 Forum to provide House of Delegates members with information prior to the Board meeting. Content  
143 included highlights of the upcoming agenda. It can be viewed online, along with previous forums. There  
144 were 25 attendees.

145  
146 *Board of Trustees:* A full Board orientation was held June 3, where leadership topics were discussed and  
147 training was provided on DiSC and public speaking.

148  
149 The MDA conducted a joint Board training session for the MDA, MDAIFG, MDAF, MDAH and Dental  
150 PAC Boards on June 17. The session was led by Dr. David Rice, of IgniteDDS on Millennials and  
151 Generation Z with a focus on how to engage these generations in organized dentistry. The next day, the  
152 Board held a generative discussion on Millennials and Gen Z, following up on Dr. Rice's presentation and  
153 including background information related to membership trends and recent ADA research. The Board  
154 also viewed a video by Dr. Shivani Patel on "It's Time to Rethink Public Health." Dr. Patel used the  
155 example of the COVID-19 pandemic to outline some of the many barriers to care including lack of internet  
156 access, education, access to dental treatment, transportation, and time constraints. The Board discussed  
157 the impact of these barriers on dental care.

158  
159 *Presidential Visits:* President Benivegna attended the University of Michigan Commencement on May 6  
160 and the University of Detroit Mercy Commencement on May 13. Because this year's UP Dental Meeting  
161 conflicted with the June Board meeting, Dr. Benivegna recorded a presentation to be shown during the  
162 event.

163  
164 *Leadership Exploration and Development (LEAD):* A LEAD participant attended several of the meetings  
165 and events during the June Board and affiliate Boards meetings.

166  
167 **Component Relations Program:** Monthly Component Relations meetings continued via Zoom this  
168 quarter. The MDA continued the collaborative component newsletters, with six components still taking  
169 advantage of the opportunity, including Livingston, Oakland, Detroit, Sault Ste. Marie, Lakeland Valley,  
170 and West Michigan. Components that are interested in launching a website using the ADA template are  
171 continuing the process, including Livingston, Cloverland, Muskegon, and potentially Lakeland Valley.  
172 Leadership Forum preparation continued through the quarter, with registration numbers ahead of pace  
173 compared to the last Forum in 2019. A survey was released in May 2022 to begin the Onboarding  
174 Membership Toolkit, which will facilitate a collaborative approach to welcoming new members. Another  
175 survey was released at the end of June 2022 to launch the Component Bylaws project, with a goal of  
176 helping components easily update their bylaws.

177  
178 **Diversity, Equity and Inclusion:** DEI committee members attended two student networking events at  
179 both dental schools in the second quarter. Members were able to attend U of M's Profiles for Success  
180 Program and UDM's Summer Enrichment Program (SEP) student networking dinner. Additionally, the  
181 committee approved grants to both programs in the amount of \$6,000 each from the MDA Foundation  
182 Diversity & Inclusion Fund in April.

183  
184 **Continuing Education:** Annual Session was held April 27-30, at the Suburban Collection Showplace in  
185 Novi. Fifty continuing education courses were offered with options for every member of the dental team.  
186 The most popular clinical speaker was Dr. Frank Spear, who presented a full day on interdisciplinary  
187 treatment planning and complex dental problem involving esthetics and function. Keynote speaker Sarita  
188 Maybin's topic "If You Can't Say Something Nice, What Do you Say?" attracted over 800 attendees.  
189 Courses that met the new state requirements for license renewal were also well-attended.

190  
191 There were 144 companies filling 150 booths in the exhibit hall. In 2019, there were 164 companies  
192 occupying 207 booths. Total attendance was 2,522.

193 *Certified Dental Business Professional (CDBP)*: Fourteen people enrolled in the CDBP, and three  
194 candidates completed the certification in the second quarter. Total enrollment is now at 383. Sixteen  
195 courses were offered at the Annual Session that counted toward this certification.

196  
197 **Peer Review**: The Peer Review department as a whole received approximately 290 calls from member  
198 dentists, staff, peer review committee members and patients. Peer Review programs saw activity this  
199 quarter as below.

200  
201 *Peer Review/Dental Care*: The MDA processed 22 new patient complaints in the second quarter of 2022.  
202 Of those 22 new complaints, 12 cases were pursued by the patients filing the complaint. The remaining  
203 10 were not pursued by the patients for a variety of reasons, including MDA staff counseling of the  
204 patient. Of the complaints filed in the second quarter of 2022, 100% were filed by patients, and the  
205 majority focused on quality of care. A total of 11 cases were resolved in the second quarter. The Peer  
206 Review Dental Care Committee heard two appeals.

207  
208 *Peer Review/Ethics*: Ethics continues to have a steady stream of activity, with staff fielding and resolving  
209 most of the inquiries and complaints. The second quarter saw five new ethics cases, and current cases  
210 are being reviewed by the appropriate component dental society.

211  
212 *Peer Review/Health and Well Being*: There were two new cases this quarter. The committee is continuing  
213 to oversee the Member Assistance Program (MAP). Usage reports for the second quarter indicate that  
214 eight people used the program, including six members, one spouse, and one other family member. Five  
215 took advantage of counseling and one, life coaching. Two received answers to legal questions.

216  
217 **Practice Management**: Many free-to-members products were ordered from the MDA webstore, with the  
218 Compensation Survey and the Fee Survey proving most popular.

219 :  
220 **Public Awareness**: The MDA Public Awareness Campaign continued to generate strong metrics and  
221 drove more patients to the MDA public website. The four videos focused on searching for information  
222 online, youth sports, diabetes and oral health, and asthma and oral health.

223  
224 Total users to SmileMichigan increased by 30% compared to the previous period (Q1-22), and nearly  
225 41% over last year (Q2-21). Usage of the FAD tool is consistent, with unique searches up. Spread  
226 across the membership, total Q2 searches equate to an average of roughly five search queries per  
227 member dentist. A majority of the Q2 FAD searches were a direct result of campaign efforts, contributing  
228 to more than 65%, mostly acquired directly from Paid Search efforts.

229  
230 From an awareness and education perspective, this past quarter, the Teeth Have Feelings Too:  
231 Searching Symptoms and Chip Shot ads combined have been seen more than 3 Million times, with over  
232 4,750 hours of video consumed which is the equivalent to 198 days. Combined, the Illness Impact:  
233 Diabetes & Oral Health and Asthma & Oral Health ads were seen over 2.2 million times with over 5,875  
234 hours of video consumed.

235  
236 **Media and Public Relations**: The Michigan Oral Health Coalition hosted an online media roundtable to  
237 educate interested journalists about the Governor's adult dental Medicaid reform proposal. A number of  
238 outlets ended up publishing or airing stories, even if just small blurbs: *MIRS*, *Gongwer* and at least two  
239 other major outlets, including one at [WBKB-TV11 in Alpena](#) and [Michigan Radio](#).

240  
241 *The Detroit Free Press* published a June 12 [story](#) on an event hosted by Team Smile, Delta Dental  
242 Foundation and the Detroit District Dental Society.

243 A publication in Detroit called *Urban Aging News* published a story on the MDA Donated Dental Services  
244 program. It featured a photo of a dentist member and patient that the MDA provided. In addition, it

245 provided information to readers on eligibility and how to contact the MDA to be considered for care. The  
246 PDF of the print publication is [available here](#) (article on page 7).  
247

248 **Twitter:** One hundred-fifty new followers were added in Q2 bringing our total followers to 5,240. This  
249 increase resulted in a noticeable bump in engagement. In June, the MDA participated in a Delta Dental  
250 Foundation one-day Twitter chat on LGBTQ+ access to dental care, and there was a significant spike in  
251 impressions and site visits as a result.  
252

253 **E-Communications:** The routine e-communications included the Journal E-News, Executive Director's  
254 Update, IFG Checkup, as well as eight issues of Delegate Digest. Open rates were strong, particularly  
255 for Delegate Digest..  
256

257 In addition to these regularly scheduled communications, the second quarter included the May/June  
258 transmission of component e-newsletters to the dental societies, which now includes Detroit, Lakeland  
259 Valley, Livingston, Oakland County, Sault Ste. Marie, and West Michigan. The average open rates for all  
260 of these was an impressive 61% and the average click rate was 6%.  
261

262 **MDA Website/App:** Website traffic decreased slightly on the MDA, MDAF, and MDA Services websites  
263 during the second quarter. The MDA Public site (smilemichigan.com) saw a significant increase. The  
264 MDA Connection app grew 3.6% and had almost 2000 pageviews during the second quarter.  
265

266 **MDA Foundation:** The second quarter began with the Foundation's annual Sparkling Smiles Celebration.  
267 The in-person event took place on April 27 during the MDA Annual Session in Novi. More than 174  
268 people attended, and the event raised a total of \$67,197. In addition to donors and sponsors, eight  
269 grantees attended along with three scholarship recipients. Overall, the event was a huge success and  
270 highlighted the impact the philanthropy of the MDA community has on the dental health of Michigan's  
271 most in-need residents.  
272

273 The Foundation approved access-to-care grant award funding to eleven organizations for a total of  
274 \$80,775. Additionally, a \$2,500 mini-grant was awarded during the Sparkling Smiles Celebration and  
275 \$6,000 Diversity and Inclusion grants were awarded to each of the state's two dental schools bringing the  
276 total amount of Foundation grant award funding to \$95,275 for 2022.  
277

278 On June 17, the Foundation Board met for its first in-person board meeting since March 2020. The  
279 meeting took place at MDA Headquarters in conjunction with the other MDA and affiliate board meetings.  
280 The Board welcomed new board members: Drs. Reem Al-Abbousi, Elizabeth Knudsen, and Shanelle  
281 Pearse. Highlights of the meeting included a brief orientation, review of the Foundation's audit and  
282 investment account performance, approval of 2022 grant recipients and review of final recommendations  
283 made by Interim ED Natalie Zundel. The Foundation is setting a new path forward with streamlined  
284 governance, a shift to an ambassador board mindset and a focus on fundraising.  
285

286 At the end of June, it was announced that Anne Berquist had been hired as the new Foundation Director  
287 of Development. Ms Berquist has experience in fundraising, communications, and foundation  
288 management, primarily in the arts. Her first day with the Foundation will be July 11.  
289

290 **MDA Foundation Fundraising Trends:** Q2 2022 saw a 13% growth in fundraising over Q2 2021. This  
291 can be attributed to increased revenue from the 2022 in-person Sparkling Smiles Celebration over the  
292 2021 virtual event. Overall, 2022 fundraising is 44% higher than 2021 fundraising at the same time last  
293 year.  
294

295 **MDA Insurance & Financial Group:** MDA Services & Marketing continued to vigorously promote its  
296 endorsed programs in the second quarter. Of special significance is the launch of the Prosperident

297 embezzlement investigation and protection service. Members received an announcement of this  
298 endorsement via direct mail in May. Direct mail was also used to relaunch Best Card, US Bank Credit  
299 Cards, DMMEX Easyrefine and DBS's CPA services.

300  
301 MDA IFG had a successful Annual Session presence in the trade show, occupying four prime booths and  
302 obtaining 51 entries for three different drawings. The entries constituted leads for insurance sales  
303 executives to follow up on. Endorsed vendors occupied 13 booths in the endorsed vendor row. Nine  
304 seminars were presented by endorsed vendors.

305  
306 A contract amendment was entered into with Dental Business Specialists (DBS) to include filing for the  
307 Employee Retention Tax Credit as an endorsed service.

308  
309 TDSC.com, powered by Henry Schein, reached a new savings milestone: \$30 million.

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