Michigan Dental Association

MEETING OF THE BOARD OF TRUSTEES
April 15, 2011
Amway Grand Plaza Hotel
Grand Rapids, Michigan

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Michigan Dental Association

MINUTES OF THE BOARD OF TRUSTEES
April 15, 2011
Amway Grand Plaza Hotel
Grand Rapids, Michigan

OFFICERS:
Dr. Gary Jeffers, president
Dr. Connie Verhagen, president-elect
Dr. Jeffery Johnston, vice-president
Dr. William Wright, immediate past president
Dr. Debra Peters, speaker
Dr. Virginia Merchant, editor
Dr. Norman Palm, secretary
Dr. Robert Coleman, treasurer
Mr. Drew Eason, CAE, executive director

TRUSTEES:
Dr. Mark Barsamian
Dr. Charles Burling
Dr. John Carter
Dr. Brian Cilla
Dr. Larry DeGroat
Dr. Thomas Goodsell
Dr. Howard Hamerink
Dr. Stephen Harris
Dr. Zelton Johnson
Dr. Mark Johnston
Dr. Rob Lovell
Dr. Martin Makowski
Dr. Scott Meldrum
Dr. Clayton Shunk
Dr. Michael Young

ADA NINTH DISTRICT TRUSTEE:
Dr. Dennis Engel

LEGAL COUNSEL:
Mr. Dan Schulte, legal counsel

MDA STAFF:
Mrs. Grace DeShaw-Wilner, CAE, managing vice president of professional affairs
Mr. Thomas Kochheiser, CAE, director of public affairs
Mr. Josh Lord, director of membership and student affairs
Ms. Michelle Nichols-Cruz, board and house administrator
Mr. Brian Stump, director of finance
Mr. Peter Ruddell, Wiener and Associates
Mr. David Foe, director of member communications

GUESTS: (for a portion)
Dr. Curles Colbert, Region IX trustee-elect
Dr. Vincent Mack, Region II trustee-elect
Dr. Robert Richards, Region I trustee-elect
Dr. Colette Smiley, Region IV trustee-elect
Dr. Robert Tremblay, Region VII trustee-elect
Dr. Rhonda Hennessy, member, Michigan Board of Dentistry
Dr. Michael Jennings, president, Michigan Dental Association Foundation
ANNOUNCEMENTS:

Conflict of Interest:
President Jeffers informed the Board that this agenda item is a time for trustees to mention or ask questions/comments regarding conflict of interest. The conflict of interest policy states that the trustee should report potential conflicts to the president with the Board making the final decision as to whether a conflict exists. No conflicts of interest were noted.

New Business:
President Jeffers asked if there was any new business to be submitted for this Board meeting. The Board was informed that if new business is not submitted to the Central Office 14 days prior to a Board meeting a 2/3 vote of the voting members of the Board present is required to consider the resolution.

Two items of new business were presented and approved for discussion. These items appear under "New Business" later in these minutes.

1. Allocation of Monies to Support Online Quizzes for CE Credit
2. Dr. Schaeffer’s Conference in August

REVIEW OF FUND BALANCES:
The Board reviewed the balances of the 2011 Non-Reserve Fund and Contingency Fund.

CALENDAR OF REFERRALS:
The Board reviewed its Master Calendar of Referrals. This item was informational only.

ACTION ITEMS:

BOARD COMMITTEE ON FINANCE (BCF):

MDA Investment Policy Statement:
Background information is contained in a Report to the Board from the Board Committee on Finance.

The following were adopted:

1-4/15/11  Resolved, that the MDA Investment Policy Statement dated 4/15/2011 be adopted.  Adopted

2-4/15/11  Resolved, that Resolution 10-1209 regarding MDA Investment Policy Statement be rescinded and removed from the Board Policy Manual.  Adopted
SPECIAL COMMITTEE ON EXECUTIVE DIRECTOR EVALUATION (SPCEDE):

Executive Director Title Change

Background information is contained in a Report to the Board from the SPCEDE.

The following was adopted:

3-4/15/11 Resolved that the MDA Executive Director is hereby authorized to use the title, “CEO/Executive Director” on the signature line of letters and on business cards and other communications as appropriate.

INFORMATIONAL:

Review of Anderson Economic Group Report on Access Funding:

This item was informational only.

Legislative Update:

Mr. Peter Ruddell of Wiener and Associates provided the Board with a legislative update as follows:

Michigan State Budget:

All dental funding has been maintained in the budget. There are four relatively minor technical issues:

1. I’m Sorry Legislation was presented to the Governor for signature next week.
2. Access to MAPS information passed the House of Representatives this week (107-1).
3. Immunity from civil litigation for volunteer dental licenses passed the House this week.
4. Senate Bill 213 allows Michigan pharmacists to dispense a prescription for a controlled substance written by an out of state dentist is currently at the Senate Health Policy Committee.

Taxes:

Governor Snyder has agreed to an overall tax reform package which will eliminate the Michigan Business Tax and institute a pension tax. The Committee on Governmental and Insurance Affairs will review the Bills once they are introduced and provide a report to the Board.

The tax on dental claims that is to be paid by the insurance company has not been introduced yet.

NEW BUSINESS:

Online CE Quizzes:

Editor Merchant informed the Board that one of her goals has been the ability for members to read a Journal article and then take a related online quiz that would count toward their CE requirement for licensure. The quiz would contain approximately ten questions. The plan is that
the quiz will be completely automated where the scoring is done electronically. If the participant receives 70% or better on the quiz, he would receive CE credit and the certificate could be printed automatically by the member.

A custom module would be created by MDA’s external vendor so that staff could input the questions/answers. The intent is to have two to four of these article/quiz combinations annually.

A question was raised as to whether the Web portal would allow charging for the quizzes or whether they would be free of charge. It was decided that the member would not be charged; it will be a benefit for dues-paying members.

MDA will work with the MDA’s website designer to determine whether the fee quoted will include the ability to expand this module with regard to future online MDA CE courses. Most likely there will be additional costs if the MDA chooses to expand into more comprehensive online courses.

The following was adopted:

4-4/15/11 Resolved, that up to $2,000 be allocated from the 2011 Contingency Fund to enable the MDA Web site to conduct electronic quizzes.

Dr. Luke Schaeffer’s Access to Care Symposium:
Dr. Norman Palm, chair, Special Committee on Access to Care, informed the Board that Dr. Schaeffer, a sociologist at UM, will hold a one-day symposium on access to care in one of the social work buildings at the University of Michigan. No date has been set yet. There will be a maximum of 120 invitees as the venue will not hold more.

On March 16, Dr. Schaeffer sent information regarding a mid-level provider similar to a physician’s assistant. He is planning a conference to discuss this and other possible solutions.

Dr. Palm held a conference call with Dr. Schaeffer on March 25 to discuss the conference and a meeting was held with both dental school deans on April 6.

A format for the symposium was discussed. MDA has been invited to be a sponsor as well as the Michigan Department of Community Health. The Michigan Dental Hygienists’ Association has not committed yet as its Board does not meet until May.

The tentative schedule is as follows:

- Defining the Problem (Dr. Palm and Dr. Schaeffer will be on this panel)
- Workforce Solutions (an Alaska representative is a possible speaker)
- Collaborative Solutions (presentation and panels)
- Oral Health Education Solutions (how poverty impacts patient motivation)
Wrap-Up: Where to Go from Here

In addition, Dr. Schaeffer would like the symposium videotaped and each stakeholder will be able to invite 20 people.

Board Discussion/Ideas:

The Board believes this would be an opportunity to highlight the advantages of the CDHC. The MDA supports the CDHC and it has been forwarded through the Michigan legislature. It was suggested that Dr. Palm review the MDA's position and history on the CDHC with Dr. Shafer.

Consider asking Dr. Schaeffer to work toward more funding similar to the Healthy Kids Dental model. This model is working; it just needs funding to expand it.

MDA should be able to advance-approve anything printed with regard to the conference if it will be a co-sponsor of the event.

The Board discussed whether it believes the event should be videotaped. Before consenting to videotaping, legal counsel requested that Dr. Schaeffer provide a consent form to the MDA that details what will be videotaped, what the videotape will be used for and to whom it will be distributed. Dr. Palm will work with MDA legal counsel on this aspect.

Will the media be invited to this event?

ADA public affairs department suggested that MDA take this opportunity to make the focus of the conference the "United Voice" report. Dr. Palm carry this message to Dr. Schaeffer.

A suggestion was made to invite a representative from the ADA to attend the symposium. Dr. Palm has been in contact with the ADA and has asked for representatives.

The following was adopted:

5-5/15/11    Resolved, that Dr. Norman Palm and Mr. William Sullivan represent the Michigan Dental Association and its access to care core values at the one-day symposium on Access to Care held by Dr. Luke Schaeffer, and that videotaping will be subject to a mutually agreeable written consent, and be it further

Resolved, that Mr. Schafer be urged to use the MDA United Voice whitepaper as a guideline when setting the agenda for the event.

Dr. Hamerink requested that his abstention be recorded in the minutes.
EXECUTIVE SESSION:

Update on Alleged Denturism:
Legal counsel provided the Board with an update on alleged denturism.

Special Committee on Executive Director Evaluation:
According to Board policy, the Board is to be provided with an annual informational report on the executive director’s compensation. The Board was provided with and reviewed the informational report.

Current policy, contained in the Board Policy Manual, reads:

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<tr>
<th>Resolution 58-207:</th>
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<tr>
<td>Resolved, that beginning in 2008, the MDA Board of Trustees shall receive annually an informational report in executive session on compensation of the Executive Director, and be it further</td>
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<tr>
<td>Resolved, that this report shall contain the following information:</td>
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<tr>
<td>1. Total compensation, including salary benefits, bonuses, and accrual or payment of deferred benefits, including retirement benefits and</td>
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<td>2. Basic information about any contracts of employment or extensions to contracts of employment entered into with the MDA Executive Director, beginning and termination dates of the contract and any extensions to the contract.</td>
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Additionally, the Board received a final report on the 2010-2011 executive director evaluation.

Gary Jeffers, DMD, MS
President

Norman Palm, DDS, MS
Secretary