The Power of Three
April 2014

Underlying Assumptions

• A vibrant, influential and responsive professional association is critical to the long term sustainability of the dental profession.

• A vibrant, influential and responsive professional association is dependent on the percentage of dentists that are engaged as members and volunteer leaders.

What is the Power of Three?

• A Renewed Focus on the Member

• A Framework for a New Way of Thinking about Member Value

• A Framework for a more Collaborative Way of Working Together to Improve the Member Experience

Why the Power of Three?

• Membership growth is stagnant. This is a significant risk to the long term sustainability of the ADA national, state and local societies.

• The external environment is extremely challenging for dentists. Each level of ADA exists to help all members succeed.

• Dentists need a vibrant, responsive, and influential professional association more now than ever before.
What can we do together to grow membership?

• Offer unique compelling measurable value including solutions to everyday problems that a diverse membership faces, wherever and whenever a member engages us.

• Provide an incredible member experience through superb service, and ease of use.

• Provide an emotional connection.

What do we need to do?

Provide Unique Value: Products and services members want at each level according to each level’s capacity and capability

Provide superb service and ease of use... The Easy Button according to each level’s capacity and capability

Create an Incredible Experience and Emotional Connection according to each level’s capacity and capability
How are we going to grow membership in the Power of Three?

Through Partnerships.

Examples of Current /Proposed Partnerships

- Aptify Implementations-NH, MN, VA 16 total in 2014
- Membership Program for Growth Grants
- Alaska Consulting Engagement
- Action for Dental Health
- State Public Affairs Program
  - Dental School ASDA/ADA Student Outreach  June 2014
  - EBD/Dental School Faculty Outreach  June 2014
  - CDHC-AZDA
- Member Communications Pilots- NJDA TBD
- Component By Laws simplification-All
- Member Health Insurance Portal-All
- Inter-Professional Strategy and Oral Health Literacy - CDA

Changing Paradigm
Guiding Principles

- Keep the member, our primary customer, as the central focus.
- Respect our differences.
- Clarify roles and responsibilities at each level.
- Manage and where appropriate, eliminate duplication of effort.
- Mutual benefit.
- Collaborate not compete.
- Target diverse member segments
- Measure Results: Mutual Accountability
- Develop a “client service” culture when working together (national, state, local) in partnership

Criteria for “Start, Stop, Enhance” Decisions

National
- What does national do best?
- What can we stop doing, start doing or do better?
- What is unique from the members viewpoint?
- What drives member loyalty? Touch the most members?
- What problem does it solve? What want does it meet?

State and/or Local
- What do states and local societies do best?
- What can we stop doing, start doing or do better?
- What is unique from the members viewpoint?
- What drives member loyalty? Touches the most members?
- What problem does it solve? What want does it meet?

Facing Change

Amazing things rarely happen in our comfort zones.

We are not all the same………

- How else do we differ? Size, Culture, Systems, Capacity, Capabilities, Governance, etc……..

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<th>Region</th>
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<th>Population</th>
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<tr>
<td>Under 500</td>
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ADA American Dental Association®
### National Roles/Responsibilities

- Provide “client services” (content expertise, research, SPA + MPG grants, toolkits, research/evidence, public web resources, consulting, templates, direct marketing, call center, library, EBD, JADA) to the state and local dental societies.
- Advocate at the federal level. Keep States informed.
- Standards Development: dental materials, informatics, education, testing.
- Provide a safety net for state and local societies.
- Provide direct member benefits and services and fill the local or state gap for member value and service when and where requested.
- Serve the direct ADA members including dental students and dental residents.
- Maintain the member/non-member data base of record for the profession
- Maintain relationships with critical external stakeholders

### States and local societies have different wants/needs. Can the national organization develop a more customized client centered approach to helping dental societies at each level grow membership?

Yes, with advice and input.

### National Direct Member Services

- Insurance: Great West Life, Disability, MedCash, AXA Financial Planning
- Publications/Digital Information: JADA
- Scientific Information: Evidence Based Systematic Reviews
- Help Members with Contracts, Third Party Payor Issues
- CDT
- Member Service Call Center
- ADA Products On Line Store
- Federal Legislative Advocacy
- Issues Management-Public Education Information
- Find a Dentist-MouthHealthy.org
- Library
- Advocacy: Federal
- Standards- Seal Program, Professional Product Review
- Center for Professional Success: Practice, Learn, Live resources
- Give Kids a Smile
- Continuing Education
- Web based resources: ADA.org MouthHealthy.org

### Dental Society Client Services: Grants

- Membership Program for Growth
  - $500,000 to assist in development of customized membership marketing plans and campaigns
- State Public Affairs program
  - $2.9 million to develop and implement state-specific government affairs efforts
- Emergency Grants: Legal, Sustainability, Etc.
  - Case by case, as needed
Dental Society Client Services

- ADA authored social media (Twitter/Facebook) content via Expion
- Issues management toolkits
- Brand/Website Templates
- TS/Aptify; Association management system and shared membership information
- Member Market Research and Analysis
- Peer Review/Code of Ethics information and resources
- Dental Wellness information and resources
- Diversity and Inclusion programs, information resources
- HPRC Environment/Health Policy Research

In Closing……

- The Executive Director Advisory Committee (EDAC) will provide advice/feedback to the national ADA organization as partnerships and initiatives with states and local societies move forward.
- NHDS, LDA, MDA, FDA, Indianapolis District Dental Society, San Fernando Valley Dental Society, San Francisco Dental Society, Northern Virginia Dental Society

Discussion

jeffersg@ada.org