Summary: The ADA is currently in the final year of its 2011-2014 Strategic Plan with approximately 91% of the objectives having been achieved. Both tripartite membership and the ADA financial position have improved substantially over prior years. The ADA ended 2013 with a market share of 65.5% compared to 66.2% the previous year. Even though the market share trend for active licensed dentists continues to be negative, there is strong evidence that the trend is slowing. (-0.7% compared to -1.1%) Positive factors influencing this trend include net increases in key targeted market segments (women, minority dentists and new dentists). A primary emphasis for 2014 will be targeting reinstatement of non-renewals. Total dues revenue increased by 4% over 2012, and expenses came in at -3% compared to budget. Investment returns grew by 27% due to extremely favorable equity markets in 2013. Net uncommitted reserves stand at $75.5m representing 64% of budgeted annual expenses against a target of 50%. Non dues revenue grew primarily through a substantial increase in royalties from the Great West Life Program as well as moderate increases in testing revenues, product sales and sponsorships. One area that continues to lag behind budget is advertising revenue, as the move to digital returns fewer advertising dollars. Finally, Conferences and Continuing Education were slightly behind budget largely due to moving all continuing education into that division and lower attendance at the New Orleans meeting. In spite of having to compete with Halloween and lower overall attendance the New Orleans meeting was highly successful and net CE revenues exceeded expectations.

The ADA’s first MOM Project in New Orleans was considered a huge success, and it will continue to be incorporated into future meetings as much as possible. Value of care provided was $326,982 (200+ root canals, 663 cleanings, 537 extractions, 51 partials and 10 sets of complete dentures).

With respect to the Annual Meeting, the first HOD conducted in a solely electronic format, of the 35% attendees who completed the 2013 HOD Survey, 95% indicated overall satisfaction with the 2013 House, an improvement of 9% over the previous year.

Dental Practice/Professional Affairs: The Center for Professional Success (CPS) and CAPIR completed contract negotiations on three educational certificate programs that are expected to be launched later this year. One of these is an online executive practice management certificate program through Notre Dame.

Education and Professional Affairs: The number of CE providers approved by CERP increased by 2% in 2013. This is a significant increase over previous years. CDEL and CERP have launched a communications plan to increase member awareness and enhance the perceived value of the CERP program. Discussions continue regarding the establishment of a new ADA agency/commission to oversee CERP, and resolutions proposing amendments to ADA Bylaws and adoption of Rules for a new commission will likely be transmitted to the 2014 HOD for consideration.
Information Technology: In December the ADA Board appropriated funds to accelerate the Association Management Software (Aptify) implementation schedule among constituent societies.

Membership, Tripartite Relations and marketing (MTRM): At the end of 2013 the market share for new dentists was 65.8%, three-tenths percent higher than the overall membership. This was the first time that this had occurred, and it represents a positive trend in membership participation among new dentists and the result of continued focus and effort with this market over the last ten years. ADA utilized the services of an outside agency to implement a fall reinstatement campaign to regain lapsed members. The impact of this campaign was strong, with 832 members reinstating their membership, in comparison to 471 who reinstated during the same time in 2012. Tripartite initiatives also had a significant impact on member recruitment in 2013 with a net of 972 new members in comparison to 300 the previous year. Nevertheless, retention continues to be a problem, particularly among well-established dentists. Looking at renewal rates among active life members, ADA experienced a non-renewal rate of 4.8% in 2013 compared to 2.5% in 2012, representing a loss of 666 active life members in 2013, but still lower than the 5% originally projected as a result of the change in policy regarding dues of active life members enacted by the HOD. A new year-long member value campaign and new member welcome program is being debuted in the first quarter of 2014 to increase the impact of overall retention of ADA members.

The Council on Membership established an ad hoc subcommittee to finalize the 2014-1016 Membership Plan for Growth, a primary initiative of the “Power of 3” tripartite engagement campaign. Future success and growth of the ADA are dependent on ADA-wide change management efforts throughout the organization and the tripartite. The intent of the plan is to grow membership by improving tripartite alignment through such means as Aptify, changes in infrastructure, and efforts to achieve goals and improve branding; creating and communicating a compelling and unique rationale for membership; ensuring that all members receive a consistent quality member service experience; increasing overall member engagement; and driving member loyalty beginning in dental school and following the member throughout his/her professional career. The work of the subcommittee was completed in November 2013. It was then brought forward to the Council at its January meeting, served as the focus of the Board Retreat earlier this month, and is slated to be finalized by the Board at its March meeting.

Several early deliverables of the “Power of 3” effort were made available in early November. Membership Success Factors, Member Value Plan templates and a recruitment and retention toolkit were all made available to constituent and component societies. In December, 30 constituent and 45 component societies participated in member service training webinars, and a Stakeholders’ meeting convened in Chicago in mid-February to further the alignment discussion and determine where there is a duplication of benefits or a need to create additional value. Every constituent dental society provided information for the profile.

In December, the Board agreed to add three alumni of the Institute for Diversity in Leadership to the Diversity and Inclusion Committee. The Board also endorsed the Committee’s request to expand the IDL class from 12 to 16 dentists and to create a national diversity leadership network.
Science/Professional Affairs: Finally, in the area of scientific affairs, the ADA successfully negotiated in tandem with representative of the World Health Organization to draft the international Minamata Convention on Mercury, a treaty designed to protect human health and the environment from anthropogenic emissions and releases from mercury and mercury compounds. The treaty went into full force on February 14th. It calls for a phase down instead of a total ban on dental amalgam in 2020. The treaty also includes provisions to promote and develop safe, cost-effective, mercury-free dental materials as alternatives to dental amalgam. In addition, the treaty supports the development of meaningful public health preventive programs designed to decrease the need for all dental restorative materials, including dental amalgam.