

Third letter from the ADA Trustee to the NYSDA Components – September 2023  
Trustee's Corner

As we reach the fall season, I would like to take this opportunity to thank all of you for letting me serve as your Trustee to the Second District. It has been a challenging and rewarding experience and I look forward to representing you over the next three years. Since my last correspondence, there has been a lot happening at the American Dental Association and I will try to give you as much information as possible. As many of you know, the California Dental Association's Board of Directors unanimously passed a proposal this past spring to put a resolution before the California House of Delegates that would allow their constituent/component members the option of joining the ADA, beginning in January 2025. After an intense and thoughtful debate through the summer, the CDA Board decided to recalibrate and not bring a resolution forward to the California House of Delegates this November.

It is critically important to understand the ADA Board of Trustees does not want to go down this road. We believe the Tripartite and the Power of Three is paramount to our accomplishments. The Tripartite has been in existence for 110 years and has been intimately associated with our success as an organization and a profession. Whether it is advocacy, science, continuing education or helping members succeed throughout their career journeys, the ADA is stronger when we are together. The ADA looks forward to increasing and promoting the value of membership to all dentists. We feel strongly it will be a better ADA in the near and distant future with the Power of three including the entire country.

Many members do not realize how much the ADA can help as you progress through your career. We are there for evaluating employment agreements. We also have debt management tools and can offer financial planning. A good number of us have taken advantage of the group insurance programs, including the life insurance and disability plans. The ADA can assist with physical and mental wellness, and we have a yearly meeting devoted to this topic. The ADAPT (American Dental Association Practice Transitions) program connects a large network of member dentists who are buying or selling practices, hiring associates or in the process of looking for new employment. All these wonderful services are available at your fingertips by contacting the American Dental Association or going onto ADA.org. We are also open to new suggestions from members if you feel it will help individual dentists, our association, and/or our profession. You can contact me anytime you would like. My information is at the end of this letter.

At my last correspondence with you, I discussed the dilemma of decreasing membership. The ADA is strongly looking at new solutions to counter this long-term trend. As we speak, a group is working on a new membership model. A tiered model framework is being developed over the next few months which will be shared with the state and local organizations soon after. The tiered membership model is scheduled to be completed by March of 2024. The Strategic Forecasting Committee and an Action group will be assisting with the intricate details of the plan. Our new information technology platform, Salesforce/Fonteva, will be launched in early July of 2024. This will allow us to use a new billing system in a much easier manner than by using our current system, Aptify. The billing process for the 2025 dues will be completed in October 2024 using the new platform and utilized by the end of the year.

The ADA Board of Trustees met in Chicago from July 30<sup>th</sup> until August 1<sup>st</sup>. I can report to you that your ADA is financially strong, even with the decrease in membership. Our non-dues revenue has helped keep us monetarily healthy. Our recent external audit report for 2022 received an unqualified opinion by KPMG. The ADA Board of Trustees will begin a new budgeting process to a 12-month, rolling mission-based budget, starting in November. It is expected that the transition to a mission-based budget will assist in identifying the need for cessation of certain programs due to those programs' ineffectiveness to generate metrics that support positive movement in supporting the ADA's strategic forecast. The ADA Board will be assisted along the way by Action groups from the Strategic Forecasting Committee, which is a committee of the ADA House of Delegates. This way the House has input throughout the entire year, instead of just during the annual meeting.

On March 24<sup>th</sup> this year, ADA President George Shepley was able to attend the White House Conference on Hunger, Nutrition and Health, at the White House in Washington, DC. Dr. Shepley created the ADA Task Force on Sugar, Nutrition and Diet, which has had a very productive year. They have met virtually several times, reviewing existing ADA policy on the three subjects. They also agreed to new recommendations concerning healthy foods, avoiding ultra-processed foods and promoting access to potable water. Future ideas include educating dental students, prevention and patient education, more

interprofessional education and an increase in dental research. The task force was approved for another year to have the Council on Scientific Affairs explore the feasibility of developing science-based guidelines to document the impact of added sugar consumption on oral health outcomes and to develop an action plan to educate the public on foods with added sugar consumption as it relates to oral and systemic health.

I would like to thank every one of you for your membership. As I mentioned, I have been honored to serve as the ADA Trustee for the Second District. My second year begins at the conclusion of the ADA annual meeting in Orlando in October. I wish all of you and your families the best in the coming months and I will be in touch with you with another Trustee's Corner in the beginning of 2024. If you need to contact me, my email addresses are [drndowd@gmail.com](mailto:drndowd@gmail.com) and [dowdb@ada.org](mailto:dowdb@ada.org). My cell number is 716-510-3217.

Sincerely, Brendan

Brendan Dowd, DDS

ADA Trustee, Second District