**– Calling Script 2024**

**Objective**: Calling Potential Members about joining in 2024

**Offers**: All Potential members are eligible to complete the online application set up payment for 2024 (Some are eligible for 50% discount in 2024 see spreadsheet with notes name if highlighted in YELLOW)

**Audience**: Potential Members in MN with an active license to practice

**Speaking with dentist:**

Hi Dr. \_\_\_\_\_, my name is \_\_\_\_\_ calling from the [Minnesota Dental Association] and the ADA. I’m reaching out to share some of the newest member benefits and see if I can help you join the ADA, MDA and local district for 2024. Would you like to hear more about what’s new for members and what the MDA is doing to help dentists?

***If YES:***

Great! I did want to let you know about some of our new and most popular member benefits so you can make the most of your membership.

***IF SPEAKING TO EARLY CAREER/WOMEN DENTISTS- feel free to choose 1-2***

* **ADA Member App:** Put the power of the ADA in your hand with the re-imagined ADA Member App. Get news you choose, tap into the ADA member community with 1:1 and group chat, and easily store your important documents. Plus, you can join real dentists for conversations on dentistry’s daily wins and sticky situations when you listen to ADA’s new podcast, “Dental Sound Bites” — right in the app.
* **Finances:** Manage your debt and build your wealth with member perks including savings on student loan refinancing and mortgage discounts. Plus, get discounts on products and services you use at work and home, including everything from computers and appliances to vacations.
  + Did you know the average you can save with a 10-year refinanced loan through ADA student load refinancing is around $3,200.
* **Wellness:** Take charge and recharge by putting yourself first. Talk with a peer through your state’s well-being program when times get tough, get help preventing pain with ergonomic support, and get free access to thousands of on-demand workouts and 15% off in-person classes and services with ClassPass.
  + Did you know the Minnesota Dental Association offers counseling services to help with the many stressors that impact our lives and practices. This service is available free of charge to members and their families for the first six sessions.
* **CE:** Members can take advantage of many free and discounted CE courses to help keep your skills sharp and meet your CE requirements. The MDA’s Star of the North Meeting will be held April 25-27 in St. Paul at the River Centre. You can get up to 4 hours of free CE at the CE Spot on the Exhibit Floor and 3 additional elective credits for walking the exhibit floor.
  + IF DENTIST IS 1-3 YEARS OUT OF DENTAL SCHOOL: New graduates may be eligible for a free two-year subscription to ADA CE Online.

***IF SPEAKING TO ALL OTHER DENTISTS - feel free to choose 1-2***

* Put the power of the ADA in your hand with the re-imagined ADA Member App. Get news you choose, chat with other ADA members and easily store your important documents. Plus, you can join real dentists for conversations on dentistry’s daily wins and sticky situations when you listen to ADA’s new podcast, “Dental Sound Bites” — right in the app.
* Manage your debt and build your wealth with member perks including mortgage discounts and savings on student loan refinancing and. Plus, get discounts on products and services you use at work and home, including everything from computers and appliances to vacations.
  + Did you know the average you can save with a 10-year refinanced loan through ADA student load refinancing is around $3,200.
* The ADA, the [Minnesota Dental Association], and your local society have your back. Thanks to member dentists, we have successfully enacted, from dental insurance reforms to student loans to issues affecting oral and overall health, our impact is stronger together.
  + The MDA was also successful in passing legislation requiring third party payors to
    - Provide fee schedules prior to the dentist entering a contract
    - Provide reimbursement method that does not incur a fee
    - Disclose any networking leasing arrangement with other entities.
  + For the first time since 2009, Minnesota’s most vulnerable residents, including low-income individuals, people with disabilities, and seniors, will have comprehensive dental benefits starting in 2024.
* Take charge and recharge by putting yourself first. Talk with a peer through your state’s well-being program when times get tough, get help preventing pain with ergonomic support, and get free access to thousands of on-demand workouts and 15% off in-person classes and services with ClassPass.
  + Did you know the Minnesota Dental Association offers counseling services to help with the many stressors that impact our lives and practices. This service is available free of charge to members and their families for the first six sessions.
* Enhance your clinical capabilities, sharpen your leadership skills and meet your CE requirements with ADA’s expansive CE offerings. Members can choose from many free and discounted courses.
  + Did you know you can get over 20 hours of CE at the Star of the North meeting? The MDA’s Star of the North Meeting will be held April 25-27 in St. Paul at the River Centre. You can get up to 4 hours of free CE at the CE Spot on the Exhibit Floor and 3 additional elective credits for walking the exhibit floor.

Your membership in the ADA and the [Minnesota Dental Association] supports our ability to advocate and develop resources and guidance to help you. Are you ready to join membership today?

**YES:** Wonderful! Thank you. Let’s get started by verifying your contact information.

Verify address, phone and e-mail address.

I will send you a link to join, once you complete the application you will receive a 2024 dues payment online. If you have any questions, please feel free to reach out to me or call the MDA directly at 800-950-3368

**Wrap up:**

Would you like to make a note of your ADA number? You’ll use this to access exclusive content on ADA.org and mndental.org and to login to the ADA Member App. Do you have any questions or anything else I can help you with today?

We’re so grateful you have decided to be a part of the organized dental community! I’m excited to build our new day together. Please reach out if you ever need anything or have any questions. Thank you and have a great day.

**NO:** Okay, thanks for letting me know. Would you be willing to share why you’re not interested in joining organized dentistry?[Take notes and make sure to fill out potential member form]

We appreciate your feedback. Thank you for speaking with me today. It’s thanks to the strength of 161,000+ ADA members that helps us successfully advocate for you and bring you essential resources when you need them. We hope you will join us in the future.

**Speaking with office staff:**

Hello, my name is \_\_\_\_\_\_ calling from the ADA and the [Minnesota Dental Association]. I’m calling to invite Dr. \_\_\_\_\_\_ to join the ADA & MDA in 2024. We’d love to have Dr. \_\_\_\_\_\_‘s voice in our community and make sure they have access to the member benefits and upcoming resources.

I have all of the information right in front of me can I help the Doctor’s set help their 2024 membership with you today?

(*If they offer to take a message*: Please take a moment to contact the [Minnesota Dental Association] at 612-767-8400 (Toll-free: 800-950-3368) to join. {your give them your contact information}

**Voicemail:**  
Hello, Dr. \_\_\_\_\_. My name is Dr. \_\_\_\_\_\_\_\_\_\_ calling on behalf of the [Minnesota Dental Association], American Dental Association (Your District). I’m sorry that I missed you. We noticed you are currently not a member of the ADA and we want to make sure you have access to the member benefits in 2024.

I’m happy to help you join over the phone – just call me back at [Provide your phone number] or you can join online at ADA.org/JOIN. Have a great day!

**Email Follow-up:**

**Subject line:** Dr. [LastName], following up on my voicemail

Dear Dr. [LastName],

I’m sorry to have missed you on the phone. I don’t want you to lose out on your member benefits, which is why we wanted to send a reminder that it’s a New Year and time to join the ADA, MDA and District in 2024.

By joining, you’re influencing what’s next for dentistry while continuing to access member perks designed with you in mind – including:

* **ADA Member App.** Put the power of the ADA in your hand: chat with other ADA members, get news you choose, and easily store your important documents.
* **A new ADA podcast: “Dental Sound Bites.”** Tune in for conversations on dentistry’s daily wins and sticky situations on the ADA Member App (get exclusive content!) or wherever you get your podcasts.
* **Well-being**. A suite of resources connect you with someone to talk to during tough times through your state’s well-being program, ergonomic support and discounted ClassPass membership.
* **CE.** Stay up to speed on the latest trends and techniques, and meet your CE requirements. Choose from 500+ CE courses and take advantage of member pricing!
* **Advocacy.** Your support helps us continue to advance legislation that matter to you and your patients.

Please feel free to give me a call at [PHONE NUMBER], or [join online](https://ebusiness.ada.org/Membership/TripartiteApplication.aspx) at your convenience.

Best,

ADA Signature line

**Link to Join online**

<https://ebusiness.ada.org/Membership/TripartiteApplication.aspx>

**If asked: “What would I get out of ADA membership?”**

Here are a few reasons why your colleagues have renewed their memberships this year.

**RESOURCES & LINKS:**

* CE: <https://www.ada.org/education/continuing-education>
* Wellness & Mental Health Resources: <https://success.ada.org/en/wellness>
* ADA Member App: <https://www.ada.org/ada-member-app>
* Dental Sound Bites Podcast: <https://www.ada.org/podcast>
* Practice Resources: <https://success.ada.org/en/practice-management/patients/practice-resources>
* Financial Resources: <https://www.ada.org/resources/students/manage-your-finances>
* Member Savings on Products and Services: <https://www.adamemberadvantage.com/>
* ADAPT: Buy or Sell a Practice, Hire an Associate, or Find A Job: <https://www.adapracticetransitions.com/>
* Advocacy: <https://www.ada.org/advocacy>
* Solve Dental Insurance Issues: <https://www.ada.org/resources/practice/dental-insurance>
* Scientific Discoveries Advancing Oral Health: <https://www.ada.org/resources/research/science-and-research-institute>

**State Benefits/Facts :**

As a member, you receive:

* **Personalized Regulatory and compliance help.** How do you comply with rules regulations—and know when they change? MDA keeps you up to date and offers personal assistance. Compliance minute is a monthly e-bulletin exclusively for MDA members on compliance-related topics. These brief highlights are intended to keep you and your dental team safe, compliant, and informed.
* **Stay Informed and Stay Connected with the MDA app.** With the MDA app, members can stay current on news, legislative updates, regulatory issues, and more. When installing the app, be sure to allow notifications so you don’t miss important information!
* **Continuing education.** Have a blast at the biggest dental meeting in the state—or find something local that fits your schedule. Your membership gets you fantastic CE options. The Minnesota Dental Association Star of the North Meeting will be April 25-27 Registration is FREE for members the cost for non members is $845.00.
* **Legislative advocacy.**MDA ensures member dentists can work with the legislature, so that new laws protect Minnesota dentists and patients. Every Monday during the session the MDA sends a weekly electronic newsletter with a video updating members on status of bills and important information related to dentistry.
* **Agenda for 2024**
  + Advancing the MDA’s legislation removing barriers to licensure for out of state dental assistants applying for licensure by credentials.
  + Advancing the MDA’s legislation strengthening Minnesota laws pertaining to covered services, effectively eliminating third party payor’s ability to force write offs.
  + Addressing the allied dental personnel workforce shortage through a comprehensive proposal to the Board of Dentistry.
  + Advocating for a Dental/Dental Hygienst Interstate Licensure Compact
  + Advocating for automatic reimbursement rate increase for Minnesota Healthcare programs.
* **Dispute resolution.** MDA and component societies help dentists and patients resolve disputes, outside the courtroom. Peer Review is a quality assurance program and an impartial process to help resolve patient complaints about treatment quality. Access to Peer Review helps safeguard members from malpractice actions and can mitigate legal/court fees.
* **Professional connections.**No matter where you are in Minnesota, or in your career, we help you connect with colleagues to enhance your practice—and your life.
* **Virtual Town Hall Meetings:** **“MDA Now,”** is a live webinar series, hosted by MDA President and MDA Executive Director. This 1-hour town hall-style format focuses on MDA activities and topics. Scheduled bimonthly, these virtual town halls are hosted live. Members are encouraged to ask questions and interact with MDA leadership.
* **Information resources.**As a dentist, what you don’t know can hurt you. Your membership keeps you in the loop, and helps you avoid risk. Northwest Dentistry, the official journal of the MDA, is published bi-monthly, News and Views is a bi-weekly electronic newsletter. Capitol Corner a weekly electronic newsletter sent out every Monday during the session, and the MDA Compliance minute a monthly e-bullentin these brief highlights are intended to keep you and your dental team safe, compliant, and informed.
* **Lif​e & practice resources from MDA.**Compliance, marketing, insurance, student loan refinancing, supplies, real estate—to name just a few. Trusted companies with members-only pricing.
* **Giving back.** A chance to stand with your colleagues and help patients in need, through the MDA at Mission of Mercy, Give Kids a Smile, and Minnesota Dental Foundation.
* **WELLNESS PROGRAM & FREE CONFIDENTIAL COUNSELING:** This service is available free of charge by the Minnesota Dental Association to all members and their families. Help is available by phone 24 hours a day, 7 days a week by call 800-632-7643.
* [Hesy-Re.com](http://www.Hesy-Re.com) (MDA’s job board) If you’re looking to hire, seeking employment, want to buy or sell a practice, or want to buy or sell equipment, Hesy-Re is an online platform that uses an algorithm and ranking system to match dentists, business owners with potential buyers, or hiring managers with potential employees.

**Additional Benefits/Facts (ADA) (if asked):**

# ADA BENEFITS/FACTS:

* **Representation** – the ADA works tirelessly to influence public policies affecting the work you do every day – the practice of dentistry and the oral health of the American public. *(ADA.org/Advocacy)*
* **ADA Credentialing Service, Powered by CAQH Proview –** Just add your information once and it’s made available to the participating payers, hospitals and employers you choose.
* **Contract Analysis Service** –Get peace of mind in understanding and analyzing your proposed provider contract.
* **Respected Publications** – You get the latest in research and clinical information in the *Journal of the American Dental Association* every month, and up-to-the-minute professional news with *ADA News*. And the ADA Morning Huddle provides an update on the latest dentistry news each morning.
* **Market your practice** – Help potential patients find you easier with the ADA’s Find-a-Dentist. Update your profile and easily promote your practice.
* **ADA CE Online** – You can now purchase a one-year subscription to ADA CE Online and access the full library of courses with more added and updated every month. All CE credits earned will be stored in your ADA CE Online transcript.
* **Exclusive discounts on Products and Services** – Take advantage of great savings to help you manage the business-side of your practice, as well as your personal life, more smoothly and efficiently. *(ADAMemberAdvantage.com)*