

As we review the past year, the MDA is pleased to highlight several achievements from 2024. Looking ahead, we remain focused on advancing our objectives and delivering exceptional support to our members. We will continue to leverage our successes, navigate emerging challenges, and pursue innovative strategies to enhance the value we bring to our community.

## ADVOCATING FOR YOU

In 2024, the MDA:

- Successfully passed legislation to revise application criteria for dental assistants applying by credentials, allowing eligibility with either DANB certification or graduation from a CODA-accredited program instead of requiring both.
- Successfully passed legislation for Minnesota to join the Dentist and Dental Hygienist Interstate Licensure Compact.
- Successfully obtained an exemption for dental services under Minnesota's medical debt legislation.
- Advocated for increased funding to expand capacity in dental hygiene and dental assisting programs.
- Advocated changes to the definition of a dental covered service to improve patient access and reimbursement.
- Proposed and advocated for a middle tier dental assistant classification to the Board of Dentistry.

## SERVING THE NEEDS OF MINNESOTA DENTISTS

### Dementia Friendly Dental Practices Training –

The MDA continues to collaborate with organizations to offer free training programs on Dementia Friendly Dental Practices. In 2024, 80 dental professionals participated in the program. By completing the training, participants enhance their ability to care for adults living with dementia, while fostering a safe, respectful, and welcoming environment. This initiative was made possible through a partnership between the MDA, ACT on Alzheimer's (a program of Trellis), the University of Minnesota's NorthStar Geriatrics Workforce Enhancement Program, the School of Dentistry, and funding from the Delta Dental of Minnesota Foundation.

### Dental Allied Professional Recruitment Projects –

The MDA reviewed and updated the dental assisting and dental hygiene educational resources, which are housed on the MDA website. Dedicated to advancing the dental allied professions, the MDA continues to engage with a range of organizations to advance this initiative.

**TOTAL CE SERIES** – Total Compliance and Education (Total CE) attendance more than doubled this year, reaching a total of 1,666 participants. Topics included radiation, MN OSHA, recordkeeping, and infection control, all delivered virtually. Total CE is a series of continuing education programs designed to help members and their teams stay current and maintain regulatory compliance.

Star of the North Meeting  
MINNESOTA DENTAL ASSOCIATION



Our 141<sup>st</sup> Annual Scientific Session,  
the Star of the North, was held  
April 25-27, 2024



**5,818**  
Attendees



**104**  
Education Sessions



**221**  
Exhibitors

## IN THE PAST YEAR...

**650+**

Job, practice, and dental equipment listings on Hesi-Re, MDA's online marketplace

**37,000+**

Views of mndental.org

**9,200+**

Total followers on MDA social media platforms

**144**

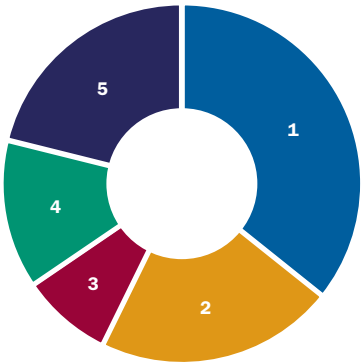
Email blasts sent to keep members informed. The MDA regularly sends out comprehensive email blasts. These emails are a vital resource to members, delivering timely updates on a variety of important topics like legislative updates, regulatory issues, district events, industry news, and more!

**9,100+**

Informational brochures and posters were distributed from the MDA, helping to spread the word to patients on opioids, vaping, healthy gums, and the negative effects of soda and sour candies on teeth.

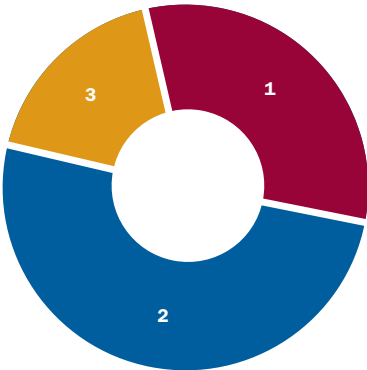
FINANCIAL HIGHLIGHTS

As of December 31, 2024



Expenses  
\$2,944,913

- 1. **Membership – 36%**  
Services, Communications, Legislative, Regulatory
- 2. **Meetings – 24%**  
Star of the North, House of Delegates, other meetings and events
- 3. **Publications – 8%**  
Northwest Dentistry Journal, Hesy-Re, MDA News, News & Views
- 4. **Other – 10%**  
Component society support
- 5. **MDA Administration – 22%**  
Operations, Board of Trustees, Committees



Total MDA Revenue  
\$4,072,333

- 1. **Dues – 30%**  
Dues payment from members
- 2. **Other – 50%**  
Revenue earned from advertisements, grants, meetings, programs, and events
- 3. **Investments – 20%**  
Unrealized Gain/Loss

MEMBERSHIP

District

Minneapolis .....	1,014
Northeastern .....	208
Northwestern .....	89
Saint Paul .....	620
Southeastern .....	274
Southern .....	171
West Central .....	337
Student .....	239

Membership Types

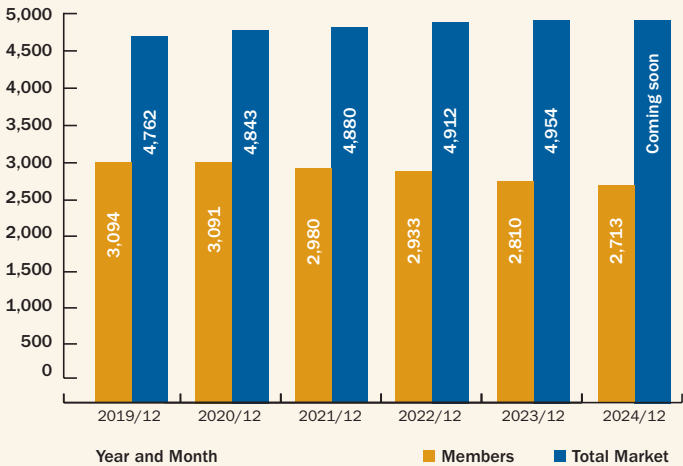
Active .....	1,835
Retired .....	812
Residents .....	66
Dental Students* .....	239

MDA Dues collected ..... \$ 1,228,349.00

\*Dental Students do not count toward the membership total in the graph below

MEMBERSHIP HIGHLIGHTS

All Dentists in Minnesota – 6 Year Market Trend



6 Year Active Renew & Nonrenew Trend

