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ANNUAL REPORT



Driving Forward

I am pleased to present to you the 2022 Annual Report of the Minnesota Dental Association. 2023 has been a year of continued development and steady progress on several key projects and programs. When I was first installed as MDA president, I took five concepts from one of my favorite books, “Golf is Not a Game of Perfect” into my term as president. I think they are fitting for several different areas of leadership and growth. They are:

- 1. Be immersed in your process and have clear goals.** We sometimes become too result-oriented in life, and quite honestly if you do the process correctly and keep your goal in mind, success usually follows.
- 2. Be present.** When playing golf, if you start thinking about a past shot or a score you might shoot, you can get in big trouble. I think the same can be said with our relationships in life. Be mindful of where your attention is, and this can help you avoid distractions and stay focused.
- 3. Embrace pressure.** Being slightly nervous can help sharpen your focus and activate your nervous system on the golf course. I am really trying to utilize this one right now, although it may not be working very well – but it is something to fall back on throughout the year.
- 4. Challenge yourself.** Increases in challenge help us step up our game in golf and life.
- 5. Lose the ego.** The self must disappear. Self-consciousness interferes with the state of flow on the golf course, and I think the same applies to life. Don't get wrapped up in the outcome and how you look or sound, but stay immersed in the activity, the process, and your ultimate goals.

We have many things happening in dentistry and within your association, including a few critical items. We continue to work on membership so that we remain relevant and THE voice for the profession. We will also keep working on building auxiliaries that we so desperately rely on in our offices. There are also some key legislative items relating to third-party payers, teledentistry, and Medicaid benefits which we are addressing. Thus far during this legislative session, I have testified on two MDA bills: Restoring Comprehensive Adult Dental Medicaid Benefits (HF898/SF782) and Third-Party Payer Package (HF1176/SF782). I truly believe the Minnesota Dental Association is in great health and in a strong position going forward, and I am proud to be part of it.

The various sections of this report reflect the MDA's continued vision of being the authoritative resource for oral health, as well as serving the profession and public. Members work collaboratively every day caring for the public's health and safety, advocating for the profession, building a community of dentistry, and more. I hope you enjoy this report and take pride in the accomplishments of the last year.

Tim Holland, DDS
MDA President 2022–2023

MDA Leadership

2021–2022 Officers

PRESIDENT

Tim Holland, DDS

PRESIDENT ELECT

Rosalie Perpich, DDS

FIRST VICE PRESIDENT

Alejandro Aguirre, DDS

SECOND VICE PRESIDENT

Scott Wagnild, DDS

SPEAKER OF THE HOUSE

Stephen McDonnell, DDS

TREASURER

Loren Taple, DDS

EXECUTIVE DIRECTOR

Carmelo Cinqueonce, MBA

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MINNEAPOLIS DISTRICT

Lee Ann Herbert, DDS

NORTHEASTERN DISTRICT

Kimberly Lindquist, DDS

NORTHWESTERN DISTRICT

Zach Hazelton, DDS

SAINT PAUL DISTRICT

Geetha Damodaran, DDS

SOUTHEASTERN DISTRICT

John Noack, DDS

SOUTHERN DISTRICT

Seth Huiras, DDS

STUDENT DISTRICT

Kevin Marzolf

WEST CENTRAL DISTRICT

Amber Cziok, DDS

ADA TRUSTEE FOR THE 10TH DISTRICT

Scott Morrison, DDS

LEGAL COUNSEL

Angela Amann, JD

MDA Committees

AFFINITY PRODUCTS

CHAIR Travis Schmitt, DDS

BARRIERS TO CARE

CHAIR Stephen Shuman, DDS

BOARD OF DENTISTRY TASK FORCE

CHAIR R. David Resch

CONSTITUTION, BYLAWS AND ETHICS

CHAIR Michael Kurkowski, DDS

DENTAL EDUCATION

CHAIR Herbert Schulte, DDS

ENVIRONMENT AND SAFETY

CHAIR Frederick (Nick) Nolting, DDS

EVIDENCE-BASED DENTISTRY TASK FORCE

CHAIR Patrick Foy, DDS

LEGISLATIVE AFFAIRS

CHAIR Jim Nickman, DDS

MEMBERSHIP

CHAIR Aruna Rao, DDS

NEW DENTIST

CHAIR Yazan Alkhatib, DDS

PEER REVIEW

CHAIR George Kinney, DDS

RESOLUTION REVIEW

CHAIR Howard Taylor, DDS

SCIENTIFIC SESSION

CHAIR Renee Kinney, DDS

In the past year ...

800+

job, practice, candidate, buyer, and dental equipment listings on Hesi-Re, MDA's online marketplace

3,000+

followers on MDA Facebook page

300

number of times MDA mobile app was downloaded

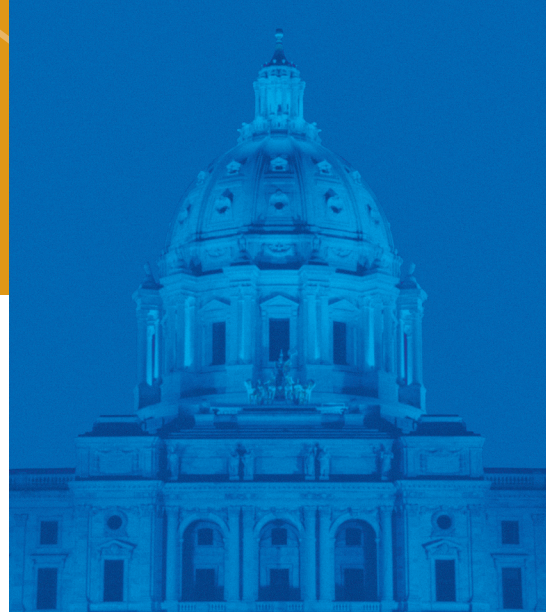
30,000+

number of times mndental.org was viewed

8,000+

informational brochures and posters that 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

Advocating for you



The MDA Government Affairs team went into the 2022 Legislative Session aiming to build off the historic investment in dentistry by the legislature in 2021. Despite 2022 being a non-budget year, the state had a budget surplus of over \$9 billion. Both the GOP and DFL were divided over how to spend the surplus. In the end, the political chess match prevailed, and the major supplemental budget bills (including health and human services) were not completed prior to the deadline of May 22. Since the end of the 2022 Legislative Session, the budget surplus has ballooned to over \$17 billion.

In addition to the budget surplus, there were other political dynamics that overshadowed matters at the Capitol in 2022. The Legislature was once again one of the few legislatures in the country with each chamber divided among parties, leading to both the House and Senate agreeing to very little. This session also saw a return to in person hearings and floor sessions. The Senate returned fully in person while the House had a hybrid option, with committee hearings occurring via teleconference. Additionally, every legislative seat and statewide constitutional officer was up for reelection in November. Legislative districts were also redrawn, leaving many incumbents paired against each other. Given these dynamics, the 2022 Legislative Session left much work undone.

In 2022, the MDA introduced three bills: (1) expanding the adult dental benefit set under Medicaid; (2) a third-party payer package addressing issues such as virtual credit cards, network leasing, and fee schedule disclosure; and (3) addressing the issue of covered/non-covered services. Midway through the session, the MDA decided to table its covered services bill for further review and focus on its other two bills. The MDA was able to strengthen relationships among legislators and neutralized opposition on its third-party payer bill. Due to the political dynamics described above, the MDA's bills ultimately did not pass. Despite its bills being unsuccessful, the MDA had several successes in preventing legislation that would be harmful to its interests.

In the latter half of 2022, the MDA Government Affairs team began preparing for what was sure to be a busy 2023 Legislative Session. With an influx of new legislators and it being a budget year, 2023 will be a busy year for the MDA's legislative agenda. In 2023, the MDA re-introduced legislation expanding the adult dental Medicaid benefit set and its third-party payer package, while introducing new legislation pertaining to covered services and dental assistant licensure by credentials.

Highlights of 2022:

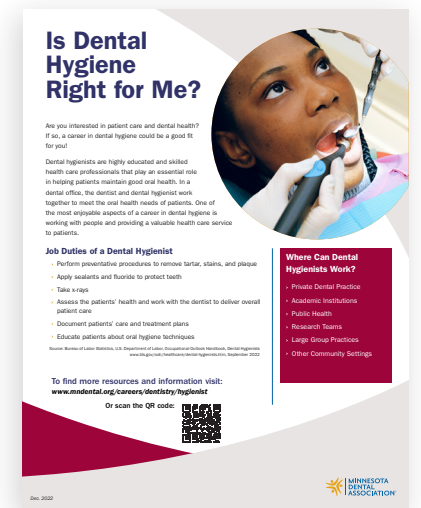
- » The MDA supported legislation that clarified that a dental clinic is not considered a diagnostic imaging facility when it performs diagnostic imaging using dental cone beam computerized tomography. This legislation was passed into law and reduced reporting requirements and inspections for dental clinics that utilize that technology.
- » The MDA was successful in neutralizing opposition to our third-party payer package, which addressed issues such as virtual credit cards, network leasing, and method of payment.
- » The MDA was successful in defeating language that would replace the dentist membership position from the Rural Health Advisory Council.
- » The MDA supported legislation that clarified that a collaborative practice dental hygienist must be employed directly by a licensed dentist and reimbursed for the services that they provide.
- » The MDA was able to strengthen legislative relationships and educate legislators on its political agenda.

Advancing Dentistry and Prioritizing Oral Health

With a growing aging population, dementia-friendly dental practices are needed more than ever. The MDA continually highlights how dentists are proactively tackling public health issues.

Updated Materials on Promoting Allied Dental Professions

As you may recall, in 2021 the MDA, Minnesota Oral Health Coalition, and the Early Childhood Dental Network came together to create the Dental Assisting Recruitment Project. In 2022, the MDA revised and updated the flyer “Is Dental Hygiene Right for Me?” which highlights the dental assistant profession with current data and statistics. Taking it one step further, the MDA created “Is Dental Hygiene Right for Me?” covering facts and data on a career in dental hygiene. The MDA has encouraged dental practices to share these materials and promote dental career opportunities to local schools and communities. These flyers, plus additional resources, are available at no charge on the MDA website and in the MDA app. The MDA has made these resources available to the Minnesota School Counselor Association (MSCA) as well as at various high school career and college fairs in which we plan to participate.



Continuation of Work with The Dementia Friendly Dental Practice

In 2022, the Dementia Friendly Advanced Training (DFDP-Advanced) continued to be rolled out to other dental providers. The interactive training helped staff serve patients with dementia more effectively and confidently while creating an environment that is safe, respectful, and welcoming for people living with dementia. Since the program rolled out, over 200 dental team members have participated. The MDA, in collaboration with ACT on Alzheimer's, a program of Trellis (formerly Metropolitan Area Agency on Aging), the University of Minnesota's NorthStar Geriatrics Workforce Enhancement Program and the School of Dentistry, with funding from Delta Dental of Minnesota Foundation, came together to provide this training.

Serving the Needs of Today's Dentist

We're working hard to find new ways to provide value to our members through meaningful events, stronger communication, and new online resources.

Star of The North

For the first time in several years, the Star of the North conference was fully in-person. We welcomed over 5,000 attendees to the Saint Paul RiverCentre for our 139th Annual Scientific Session April 28–30, 2022.

We had over 40 speakers present lectures and workshops at Star of the North, with a total of 85 education sessions being offered, and over 200 hours of CE being delivered.

Close to 200 exhibitors joined us in the Exhibit Hall. An additional 10.5 hours of CE were available for attendees browsing the Exhibit Hall and partaking in CE Spot and Table Clinic presentations.

Networking opportunities included a Buyer's Happy Hour in the Exhibit Hall, as well as the BIG Party on Friday evening. Attendees also enjoyed our Keynote Session with Mike Veeck.

Compliance Minute

Compliance Minute, introduced in the fourth quarter of 2022, is the MDA's member-exclusive e-bulletin. The goal of Compliance Minute is to bring awareness and to share information on compliance-related topics to keep dentists and their dental teams safe, compliant, and informed. Each e-bulletin focuses on a different topic and is archived and accessible to members on the MDA website. Members are encouraged to share their topic suggestions by completing a form located on the MDA website and linked in each issue of the email.

MDH Radiation Regulatory Review For Dental Facilities

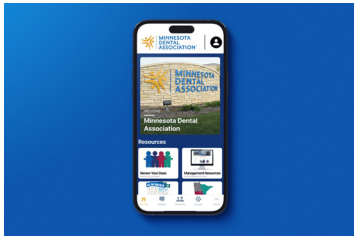
The MDA partnered with the Minnesota Department of Health's (MDH) X-Ray Unit to bring our members a free live webinar, "MDH Radiation Regulatory Review for Dental Facilities." Member dentists and their teams received regulatory guidance for compliance as registrants of dental facilities. The program also reviewed Minnesota Rules in Chapter 4732 and what to expect during an MDH inspection. One continuing education credit was also provided to those completing the webinar.

Total Compliance & Education

Total Compliance & Education (Total CE) returned as an in-person meeting in 2022. Total CE is a series of continuing education programs intended to keep members and the dental team compliant and meet regulatory requirements. This session provided OSHA training followed by dental billing and coding. We are working on plans to integrate the next Total CE into the 2023 Star of the North meeting.

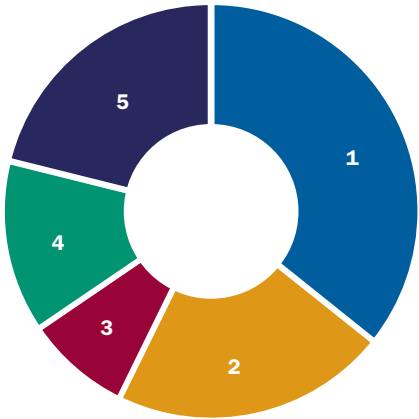
Launch of MDA Mobile App

The MDA launched its mobile app during the first quarter of 2022, allowing members to stay current on news, legislative updates, regulatory issues, and more. Additionally, users can receive timely notifications right at their fingertips by signing up for MDA push notifications. Once logged in to the member side of the app, members have access to key news and events, CE opportunities, member benefit information, legislative updates, and more. The MDA app is currently available in Google Play and the Apple App Store.



Financial Highlights

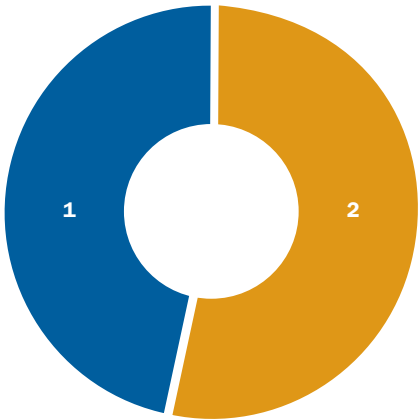
As of December 31, 2022



Expenses

\$3,056,969

- 1. Membership – 36%**
Services, Communications, Legislative, Regulatory
- 2. Meetings – 22%**
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 – 13%**
Component society support
- 5. MDA Administration – 21%**
Operations, Board of Trustees, Committees



Total MDA Revenue

\$2,983,002

- 1. Dues – 45%**
Dues payment from members
- 2. Other – 55%**
Revenue earned from advertisements, investments, grants, meetings, programs, and events

Membership

District

Minneapolis	1,139
Northeastern	216
Northwestern	98
Saint Paul	660
Southeastern	283
Southern	177
West Central	360
Student	215

Membership Types

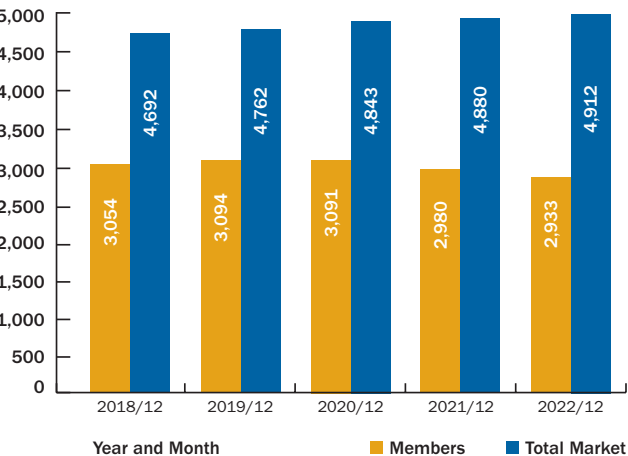
Active	2,048
Retired	816
Residents	69
Dental Students*	215

MDA Dues collected \$ 1,378,252.00

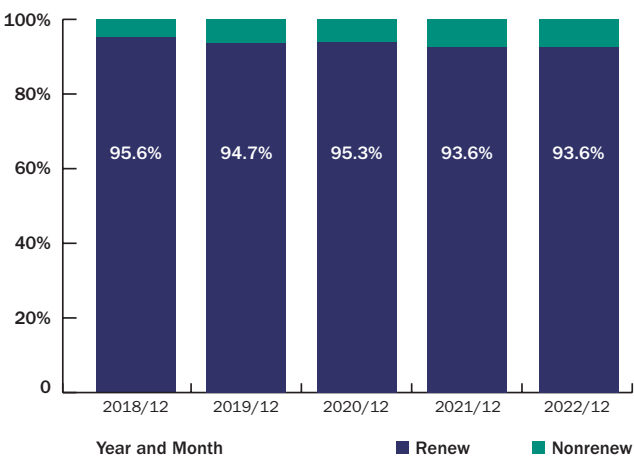
*Dental Students do not count toward the membership total in the graph below

Membership highlights

All Dentists in Minnesota – 5 Year Market Trend

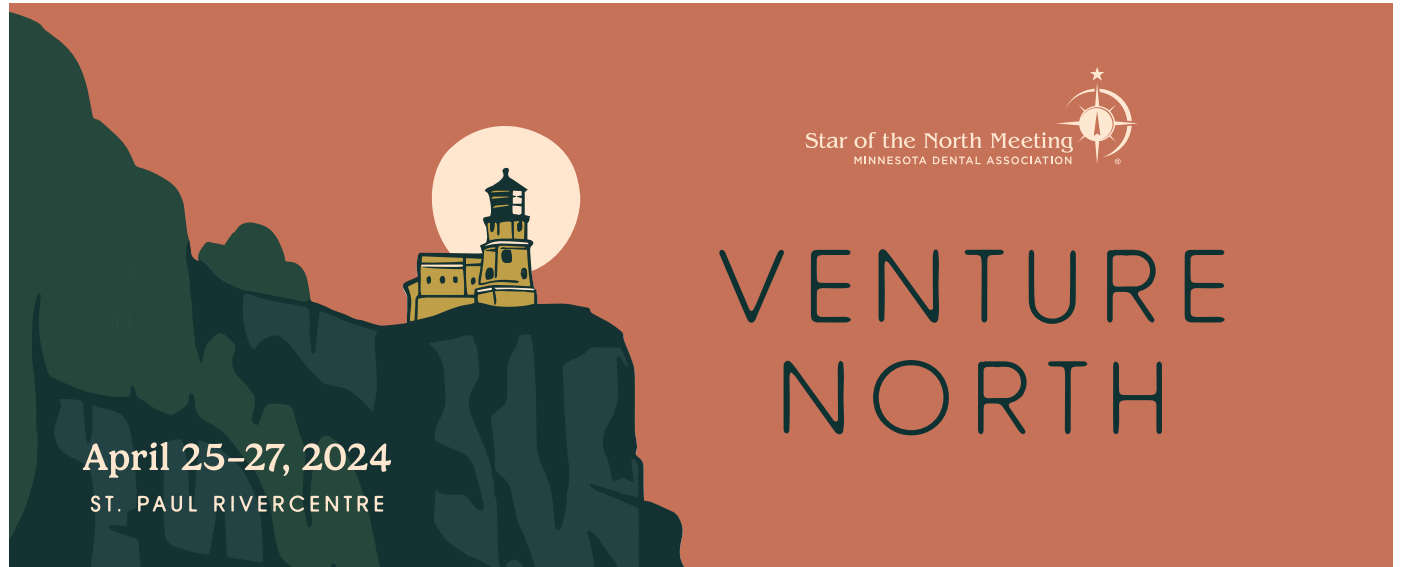


5 Year Active Renew & Nonrenew Trend





www.mndental.org



MDA MOBILE APP



DOWNLOAD TODAY!

Stay informed and connected with the new MDA mobile app. With the MDA app, members can stay current on news, legislative updates, regulatory issues, and more. Not a member? You'll still have access to important dental information.



Find the app in Google Play or the Apple App Store. When installing, allow notifications so you don't miss important information!

