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ANNUAL REPORT



MINNESOTA
DENTAL
ASSOCIATION®



STRONG STRIDES IN 2018

I am pleased to present you the 2018 Annual Report of the Minnesota Dental Association. The past year has been one of steady progress on a number of key initiatives. From dental access to public oral health and safety concerns, members of the MDA have worked hard to bring about positive change. The MDA has also been working on several programs to continue adding value to your membership.

I am proud to have led the Association through the past few months and to work side by side with such a strong leadership group and dedicated team of member volunteers. As I have attended district and state meetings and talked with members of the dental community, I have learned a great deal about the concerns and professional interests of today's dentists. From new dentists coming out of school to those that are looking to retire, the commitment to a more unified and stronger profession is clear.

We have worked to provide greater educational opportunities for members through our Oral Health Summit and our newly introduced Total CE programs designed to help members and their office staff meet regulatory compliance requirements. In addition, the MDA has begun reviewing and updating all patient education brochures and added an Opioid & Pain Management brochure to its list of patient education material. In 2018, the MDA also introduced Hesy-Re.com – an online portal to help dental professionals search for and post job opportunities, practices available for purchase, or used equipment. Also introduced in 2018, MDASupplySource.com – a website offering one-stop online shopping and discount pricing, exclusively to MDA members, on more than 65,000 dental products.

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 the 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. Enjoy this report, take pride in your accomplishments this past year, and look forward, as I do, to work on behalf of our profession in the future.

David Andersen, DDS
MDA President 2018–2019

MDA LEADERSHIP

2018–2019 Officers

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David Andersen, DDS

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SECOND VICE PRESIDENT

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SPEAKER OF THE HOUSE

Kevin Dens, DDS

TREASURER

Douglas Williams, DDS

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ADA TRUSTEE FOR THE 10TH DISTRICT

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BARRIERS TO CARE

CHAIR Stephen Shuman, DDS

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NEW DENTIST

CHAIR Kirby Johnson, DDS

PEER REVIEW

CHAIR George Kinney, DDS

RESOLUTION REVIEW

CHAIR Douglas Keim, DDS

SCIENTIFIC SESSION

CHAIR George Noesen, DDS

In the past year ...

1,000+

inquiries fielded from the dental community

210+

media exposures, promoting MDA's actions and oral health to the community

270+

continuing education hours offered through the year to members

75,000+

informational brochures and posters distributed to MDA members, helping to spread the word to patients on opioids, healthy gums, soda and its effect on teeth, as well as sour candies



ADVOCATING FOR YOU

Helping Minnesota Smile

In 2018, the Minnesota Dental Association renewed our Help Minnesota Smile campaign to grow support for raising Medicaid reimbursement rates for dental services in Minnesota. The state currently ranks 49th in the nation for pediatric Medicaid reimbursement rates of children needing dental care, according to a study released by the Health Policy Institute of the American Dental Association.



To increase awareness of this issue with the general public we created a video Public Service Announcement, re-launched www.helpmnsmile.org, and promoted the message using social media ads.

To watch the video and learn more about this effort visit www.helpmnsmile.org.

PROVIDER TAX UPDATE

The MDA is pleased to note that the end of the 2018 legislative session officially marks another year that the Provider Tax sunset remains in place. The MDA's legislative team worked diligently to educate lawmakers about the detrimental impact that the Provider Tax has on dental providers and the patients they serve. As part of these efforts, our team assisted the Minnesota Department of Revenue in the development of a new fact sheet that explains how the MinnesotaCare Provider Tax applies to dental care providers.

ADVANCING DENTISTRY *and Prioritizing Oral Health*

From the opioid crisis to antibiotic resistance to tobacco use, public health remained a hot topic in 2018. The MDA continually highlights how dentists are proactively tackling public health issues.

COMMUNICATION

In 2015, the MDA released its Protocol for Assessment and Treatment of Oral/Facial Pain. The MDA was the first dental association to have established an evidence-based clinical tool to educate dental providers on the use of opioids in acute dental pain management. This issue has only grown since then. The MDA continues to support efforts on opioid prescribing practices while affirming a dentist's independent professional judgment when prescribing opioids. In 2018, our work in this area has included updating the protocol, developing patient-education materials, and sharing information with the public.



TOBACCO CESSATION

This year, the MDA worked in collaboration with several entities to provide a free webinar series on tobacco cessation. The partnership included the Minnesota Department of Health, Bloomington Public Health, Statewide Health Improvement Partnership, Call it Quits Referral Program, and the Delta Dental of Minnesota Foundation.

ANTIBIOTIC STEWARDSHIP

The MDA worked in collaboration with the Minnesota Department of Health and Minnesota Board of Dentistry to release dental commitment posters to help dentists show their commitment to antibiotic stewardship. The development of the poster is part of a broader effort to promote antibiotic stewardship and is a response to the increasing prevalence of antibiotic resistance and negative consequences of antibiotic use.

CARING FOR COMPLEX SPECIAL NEEDS

In order to better service all Minnesotans, the MDA has assembled a list of dental practices capable of providing care to adults and adolescents with more complex special care needs. The directory is available to MDA members and staff to assist in making appropriate referrals for care.

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.

ORAL HEALTH SUMMIT ✨ 2018

BRINGING YOU EXPERTS

The MDA held its inaugural **Oral Health Summit** on October 5, 2018, featuring industry leaders and subject matter experts discussing key issues related to oral health, dentistry, and public health. The event included a keynote address from Minnesota Department of Human Services Commissioner Emily Piper, along with presentations on dental economics and trends, PGY1 as a pathway to licensure, collaborative dental hygiene, varying practice models, and Medicare oral health benefit.



DELIVERING INFORMATION YOU NEED

In 2018, the MDA started implementing plans for a **Total Compliance and Education** course. The program is designed to be a series of continuing education programming to help members and staff meet regulatory compliance. The first offering covers OSHA and infection control. Future offerings will include topics such as recordkeeping, opioid education, radiology, and more.



SHINING BRIGHT AT THE STAR OF THE NORTH

The **Star of the North Meeting** strives to be THE source for continuing education in Minnesota and works to recruit innovative and informative speakers to present "close to home" for the convenience of our members. Our 135th annual Scientific Session welcomed over 8,200 attendees. The meeting provided members and their dental teams over 250 hours of continuing education, covering 25 different topics. The tradeshow featured 222 companies with a variety of products and services to benefit our members and to help their practices succeed. Networking opportunities included Buyer's Night, cooking classes, receptions, and class reunions.



SAVING YOU TIME AND MONEY WITH ONLINE TOOLS

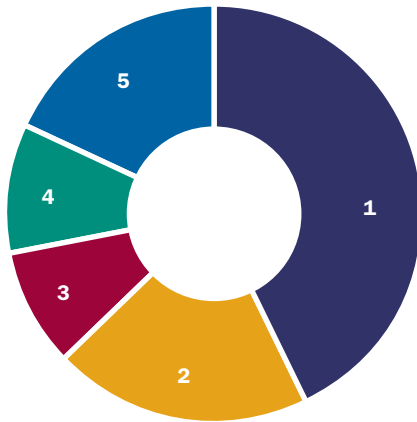
The MDA's online marketplace, **Hesy-Re**, was launched in March of 2018. South Dakota partnered with Hesy-Re in August 2018, and New Mexico came on board in November 2018. Since then, Hesy-Re has posted over 700 listings, which include job opportunities, practices for sale, used dental equipment for sale, and candidates seeking employment.



On October 1, 2018, the MDA launched **MDA Supply Source**, an online dental supply buying storefront developed to provide members with discounts on more than 65,000 dental products from over 300 trusted brands.

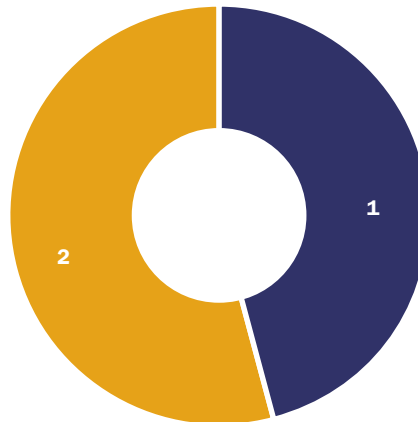
FINANCIAL HIGHLIGHTS

As of December 31, 2018



Expenses \$3,272,374

- Membership – 43%**
Services, Communications, Legislative, Regulatory
- Meetings – 20%**
Star of the North, HOD, Mission of Mercy, Other meetings and events
- Publications – 9%**
NWD, Hesy-Re, MDA News, News & Views
- Other – 10%**
Component society support
- MDA Administration – 18%**
Operations, Board of Trustees, Committees



Total MDA Revenue: \$3,323,870

- Dues – 47%**
Dues payment from members
- Other – 53%**
Revenue earned from advertisements, investments, grants, meetings, programs, and events

MEMBERSHIP

District

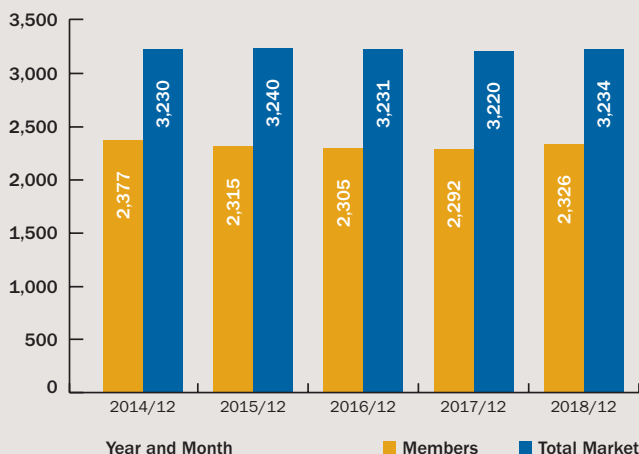
Minneapolis	1,174
Northeastern	222
Northwestern	109
Southeastern	282
Southern	180
Saint Paul	707
West Central	381
Student	355

Membership Types

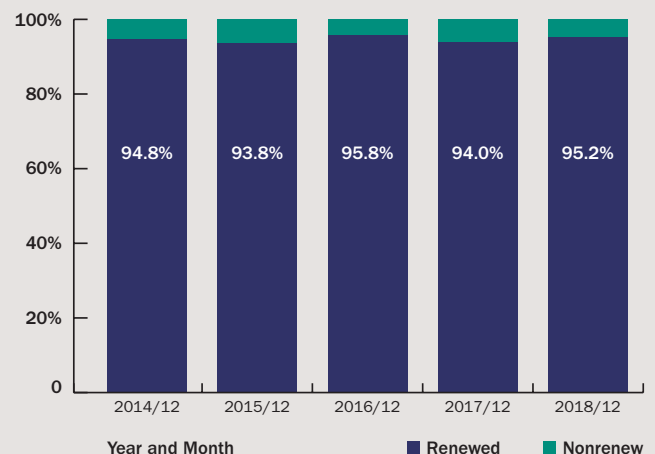
Active	2,300
Retired	729
Residents	26
Dental Students	355

MEMBERSHIP HIGHLIGHTS

5 Year Market Trend



5 Year Active Renew & Nonrenew Trend



MDA HIGHLIGHTS 2013–2018



LEGISLATIVE/POLICY

- + Over the past five years, the MDA and dental stakeholders have successfully worked to infuse over \$18 million in recurring funding through increased reimbursement for dental providers rendering care to Minnesota Health Care Program patients
- + Worked extensively to secure a private practice's ability to access CADPP payments; these add-ons have increased funding to dental providers serving Minnesota's most vulnerable patient population
- + Sought and obtained an exemption from onerous regulations on practices that use a CBCT system



CONTINUING EDUCATION AND COMPLIANCE

- + Sponsored a HIPAA Educational Webinar Series with subject matter expert Danika Brinda
- + Hosted a series of webinars about electronic health records (EHR)
- + Developed a Hazardous Waste Manual and Management Plan
- + Provided resources available to assist providers with complying with the Safe Patient Handling Act
- + Worked in conjunction with MNOSHA to provide an OSHA Training Workbook for members
- + Participated and provided input on the Board of Dentistry's document entitled "Guidance on Dentist Professional Responsibility"



COMMUNICATION

- + Redesigned a series of MDA benefit fliers: Member Benefits, Endorsed Vendors, and Wellness
- + Launched new website featuring comprehensive member center
- + Refreshed our brand guidelines and visual identity
- + Made publications available in new digital format
- + Grew social media on various platforms
- + Redesigned the MDA email blast and electronic newsletter in a powerful marketing email platform that seamlessly connects to our Hesy-Re website and allows for optimized transactional email capability
- + Kept the MDA in the media and public eye with scheduled news releases throughout the year
- + Created a new MDA News layout that is consistent with MDA branding and allows for customizable content and design elements in each issue



MEMBER SERVICES

- + Revived the MDA Membership Directory
- + Developed Section 1557 material for practices
- + Launched Hesy-re.com and MDA Supply Source
- + Maintained dedicated staff available to assist with practice management questions



www.mndental.org