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ANNUAL REPORT



MINNESOTA  
DENTAL  
ASSOCIATION®



## A YEAR TO REMEMBER

I am pleased to present the 2020 Annual Report of the Minnesota Dental Association. 2020 has, without a doubt, been a year to remember. There was so much uncertainty. Uncertainty about the safety of our families, our staff, the patients we serve, the communities we live in, and the viability of our livelihoods.

Never in my 20-plus years of practicing dentistry did the value of belonging to organized dentistry become more clear. The ADA advocated for our profession in the areas of science and in Congress to drive home the message that oral healthcare is essential care. They worked with the CDC and other stakeholders to determine safe standards of care for our dental offices. They also worked in Washington, D.C. to explain the nature of the dental profession, which helped to modify the Paycheck Protection Program, EIDL, and Provider Relief Programs, ensuring the viability of our offices and providing the economic relief so desperately needed. In addition, the ADA worked to obtain and distribute needed supplies of PPE to allow the safe reopening of our practices.

Similarly, the MDA shifted to understand the new realities of practice under COVID-19 and to determine a safe path forward. The MDA created a COVID-19 task force assigned with examining guidance from national and state resources to disseminate a practice guidance plan to safely reopen. The MDA also worked with legislators, the Board of Dentistry, the dental benefit industry, and many other parties to advocate for our members and our patients. Throughout this pandemic, communication with our members has been invaluable. This will continue into the foreseeable future.

A positive lesson from COVID-19 is that we can be nimble and leverage technology to advance the goals of our organization. We had great success meeting in a timely fashion and using structured teams based on the skills needed to accomplish the task. I am excited for the future of our profession. We will emerge from this crisis stronger and I believe we will have a renewed appreciation for what it means to be a part of organized dentistry.

The following Annual Report reflects the MDA's continued work of being the authoritative resource for oral health and serving the profession and the public. I look forward to putting 2020 behind us as we push forward into 2021 and strengthen organized dentistry.

Jim Nickman, DDS  
MDA President 2020–2021

# MDA LEADERSHIP

## 2020–2021 Officers

### **PRESIDENT**

James Nickman, DDS

### **PRESIDENT ELECT**

Amber Cziok, DDS

### **FIRST VICE PRESIDENT**

Tim Holland, DDS

### **SECOND VICE PRESIDENT**

Rosalie Perpich, DDS

### **SPEAKER OF THE HOUSE**

Stephen McDonnell, DDS

### **TREASURER**

Douglas Williams, DDS

### **EXECUTIVE DIRECTOR**

Carmelo Cinqueonce, MBA

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### **STUDENT DISTRICT**

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### **WEST CENTRAL DISTRICT**

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Scott Morrison, DDS

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Angela Amann, JD

## MDA Committees

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**CHAIR** Herbert Schulte, DDS

### **ENVIRONMENT AND SAFETY**

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**CHAIR** Patrick Foy, DDS

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**CHAIR** Michael Flynn, DDS

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### **NEW DENTIST**

**CHAIR** Aruna Rao, DDS

### **PEER REVIEW**

**CHAIR** George Kinney, DDS

### **RESOLUTION REVIEW**

**CHAIR** Jiexiong Yang, DDS

### **SCIENTIFIC SESSION**

**CHAIR** Alicia Bullard, DDS

In the past year ...

# 150+

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

# 650+

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

# 3,000+

number of times MDA's online News page was viewed, providing industry news, journal articles, and up-to-date bulletins for members

# 10,000+

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

# 47,000+

number of times the MDA's dedicated COVID-19 page was viewed, providing continual guidance for dental offices during the COVID-19 pandemic

# ADVOCATING FOR YOU

## *Responding to the COVID-19 Vaccine and Beyond*



2020 was not the year that our Government Affairs Team had expected. We kicked off the year with a policy agenda that included advocating to expand the adult dental benefit set under Medicaid and adding a dentist member to the Rural Health Advisory Committee. The team quickly shifted the Minnesota Dental Association's priorities and response on March 13 when the governor declared a Peacetime State of Emergency. Since then, the MDA has responded with letters to the governor's office, meetings with legislators, and testimony during committee meetings on behalf of the dental profession.

In addition to advocating for our members throughout the pandemic, the MDA and its Government Affairs Team continued to prepare for the 2021 legislative session. The MDA hopes to pass legislation that would allow dentists to administer the COVID-19 vaccine, continue to advocate for adding a dentist member to the Rural Health Advisory Committee, and encourage the legislature to pass legislation that would provide patient protections for those receiving care through telemedicine.

The MDA will also continue to advocate for preserving and expanding the adult dental benefit set through the Help Minnesota Smile coalition. Given the current budget deficit, the MDA is focusing more of its attention on preserving what the State currently covers, but we will look for opportunities to expand and to stress the importance of providing a robust benefit set.

The year 2020 undoubtedly showed the value of organized dentistry throughout the tripartite membership.

The COVID-19 pandemic has brought to light the enormous value and benefit of a Government Affairs team at the ADA and MDA, dedicated to advocating on behalf of our members. They have worked countless hours responding to the governor's executive orders, advocating for financial support and access to PPE, and making sure that our members are heard and represented.

### HIGHLIGHTS OF 2020:

- › The MDA sent multiple letters to the governor and asked members to take part in a call to action, encouraging the State to postpone the provider tax payment. On April 10, the Minnesota Department of Health responded and issued a 60-day extension on the Provider Tax payment due on April 15.
- › The MDA and our members called on the governor and the State to expand eligibility for small business loans and/or grant programs for dental clinics. Dental clinics were able to sign up for a lottery system to access financial assistance from the State.
- › Through multiple letters to the governor and the Commissioner of Health, and through meetings, the MDA continued to advocate for dentists as essential healthcare providers.
- › The MDA spoke on behalf of our members and expressed concerns about the distribution of the COVID-19 vaccine to dental clinics. We shared members' frustrations with the governor's office, with Commissioner Malcolm, and during Senator Benson's committee hearing.

# 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.

## CONTINUATION OF WORK WITH AREA AGENCY ON AGING

The MDA has been working with Dr. Steve Shuman and Dawn Simonson from the Minnesota Area Agencies on Aging to develop a practice model, tools, and a training package to be disseminated to the dental clinics in Minnesota. The goal is to provide dental practices tools and resources to better address dementia in patients. The project will span five years, and the curriculum will be developed for the entire dental team. The project will be aligned with ACT on Alzheimer's, a multi-stakeholder initiative that is now assisting communities across Minnesota to become dementia-friendly and better support people living with dementia, and their caregivers. Initial funding for the project has been secured by the Delta Dental of Minnesota Foundation and the University of Minnesota Academic Health Center's HRSA-funded Geriatric Workforce Enhancement Program. Currently, the workgroup is exploring ways to pilot test the training in a dental practice. The MDA will solicit volunteer clinics for pilot testing in 2021.



## VAPING AND ORAL HEALTH BROCHURE

The MDA's Environment and Safety Committee partnered with the Department of Health and the Physicians Network of Minnesota to produce an educational brochure on vaping. With the increased use and popularity of vaping devices among young adults and children, the MDA recognized the need to introduce a new patient brochure focused on vaping and oral health. This brochure educates patients and caregivers on the dangers of vaping and offers resources to quit tobacco use, including E-cigarettes (vaping).



## DENTAL ASSISTANT WORKGROUP

The MDA convened a workgroup seeking to tackle the ongoing shortage of dental assistants. The goal of the group is to learn and understand the reasons behind the shortage of dental assistants, as well as to explore changes that could help address the shortage of dental assistants in Minnesota. The workgroup has reviewed a few items, including the recent proposal by the Board of Dentistry to establish a Limited Radiology Registration of unlicensed individuals. This registration would allow an unlicensed individual to take radiographs on patients upon completing course work and proper examination. The group has also discussed the Dental Assisting State Licensing Exam (DASLE).



# 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.

## COMMUNICATING IMPORTANT MATERIAL TO MEMBERS

The COVID-19 pandemic impacted our daily lives and changed at a rapid pace. To assist during this time, the MDA created a dedicated COVID-19 resource page. The page provided “returning to work” information as well as additional guidance in one place. Since the page was created, it has received over 40,000 unique page views. In addition to the COVID-19 resource page, the MDA sent out daily COVID-19 updates providing the latest information related to the pandemic.



## CREATION OF COVID-19 TASK FORCE

While responding to and interpreting Executive Orders, and advocating for economic relief were focal points, we also engaged in looking towards the future and establishing a pathway back to delivering necessary and essential oral healthcare. Immediately following the governor's order on limiting non-emergent care, the MDA established a COVID-19 task force. The task force met weekly throughout the spring and summer. The COVID-19 task force continuously reviewed and discussed several COVID-19-related issues, all with a focus on how to best serve our members in a time of need. The task force developed a document entitled “Things to Consider in Your MN Office.” The task force designed this document to complement the ADA's “Return to Work Interim Guidance Toolkit.”

Additionally, the MDA participated on a Board of Dentistry COVID-19 task force. Together, we engaged in and worked with the appropriate authorities with a goal of responsibly loosening restrictions and guiding members back to practice.

As we worked to help guide members back to practice, the MDA continued to respond to the governor's actions and work with other dental groups to ensure that dentistry was included in financial relief packages. The MDA worked with media consultants to pitch stories on the economic hardship experienced by the dental profession and the impact on patients' oral health.

## THE STAR OF THE NORTH WENT VIRTUAL

Due to the ongoing restrictions with COVID-19, the MDA was forced to transition the Star of the North Meeting to a virtual platform and provided a virtual experience for attendees. The event featured on-demand CE courses, a virtual exhibit hall, plus opportunities to network with other dental professionals through a chat option.



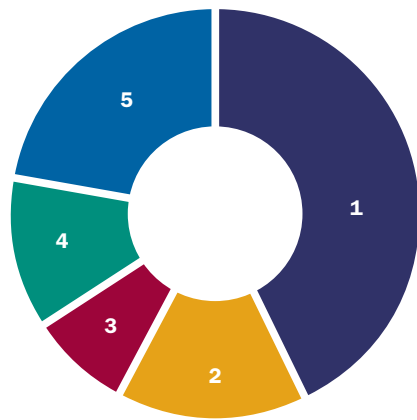
The Star of the North Meeting strives to be THE source for continuing education in Minnesota and works to provide a variety of speakers and topics to meet the needs of our members, particularly during this unique time. Our 137th annual scientific session saw over 3,400 attendees log in for CE. The meeting provided members and their dental teams over 100 hours of continuing education, covering 20 different topics. Although the meeting did not have quite the same experience as it would have had it been in person, the MDA received many messages of appreciation for offering the virtual meeting option and allowing our attendees to earn CE during this challenging time.

## BRINGING YOU THE EXPERTS

The MDA coordinated a series of webinars for our members' benefit as they specifically related to the COVID-19 pandemic, including understanding business insurance policies, understanding local markets and transitions, and real estate relief strategy in a COVID-19 market. These webinars are available for MDA members to watch on demand.

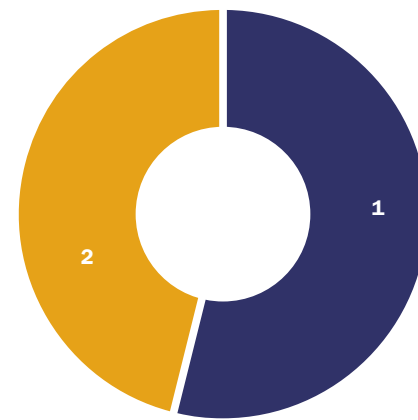
# FINANCIAL HIGHLIGHTS

As of December 31, 2020



## Expenses \$2,354,354

- Membership – 43%**  
Services, Communications, Legislative, Regulatory
- Meetings – 15%**  
Star of the North, House of Delegates, other meetings and events
- Publications – 8%**  
Northwest Dentistry Journal, Hesy-Re, MDA News, News & Views
- Other – 12%**  
Component society support
- MDA Administration – 22%**  
Operations, Board of Trustees, Committees



## Total MDA Revenue: \$2,710,268

- Dues – 54%**  
Dues payment from members
- Other – 46%**  
Revenue earned from advertisements, investments, grants, meetings, programs, and events

# MEMBERSHIP

## District

Minneapolis .....	1,198
Northeastern .....	223
Northwestern .....	102
Southeastern .....	291
Southern .....	188
Saint Paul .....	712
West Central .....	378
Student .....	323

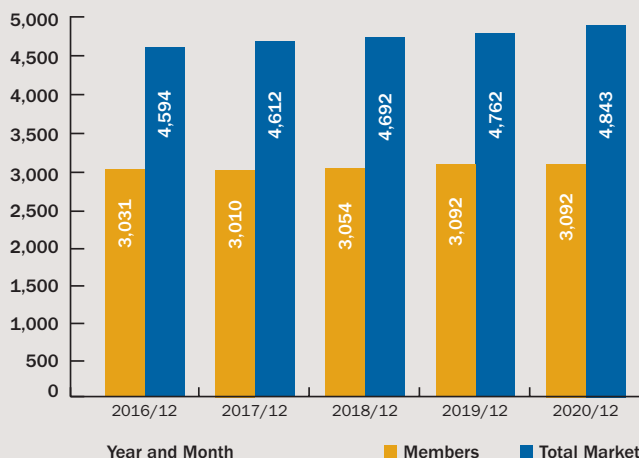
## Membership Types

Active .....	2,255
Retired .....	747
Residents .....	90
Dental Students* .....	323

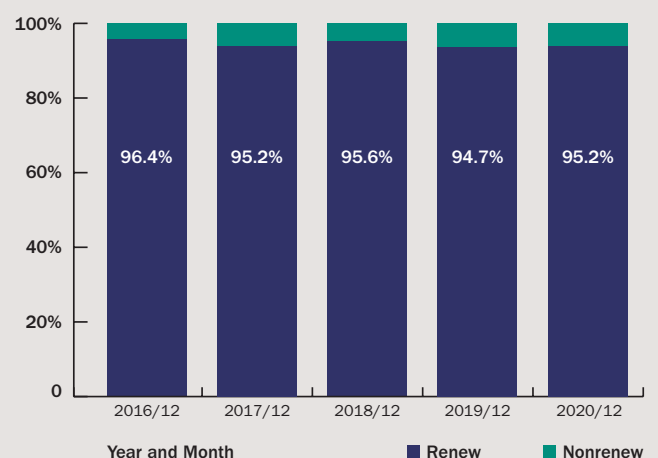
\*Dental Students do not count toward the membership total in the graph below

# MEMBERSHIP HIGHLIGHTS

## All Dentists in Minnesota – 5 Year Market Trend



## 5 Year Active Renew & Nonrenew Trend





# UPCOMING MDA EVENTS



## STAR OF THE NORTH MEETING AUGUST 12-14, 2021

Join us for the re-designed “hybrid” Star of the North Meeting. This hybrid event experience is designed to meet the different needs of our attendees in this unique time. The conference will provide seamless opportunities to attend in-person, virtually, or both! We will feature live lectures and hands-on workshops, plus an exhibit hall full of dental products and services. The virtual audience can watch on-demand CE lectures for 60 days and visit the virtual exhibit hall to network with vendors and other attendees. Join us this summer to Connect, Discover and Grow. Watch for registration coming in April 2021.

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