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ANNUAL REPORT



MINNESOTA  
DENTAL  
ASSOCIATION®



## ON THE UPSWING

I am pleased to present to you the 2021 Annual Report of the Minnesota Dental Association (MDA). The past year has been one of steady progress as we slowly begin coming out of the pandemic. It has been one of continued growth and determination, and members and staff of the MDA have worked hard to bring about positive change to dentistry. The MDA has been working on several projects to continue adding value to your membership.

With the shortage of dental auxiliaries, it was important for the MDA to take part in finding solutions. We worked with several other dental organizations on the development of the Dental Assisting Recruitment Project. The program engages dentists to recruit and hire high school students with the goal of them pursuing a dental assisting education and career.

I've also had the pleasure to be one of the first clinics to participate in the Dementia-Friendly Dental Practice training. It was quick, 90-minute training that my entire team took part in. The training has been employed many times in my office since the short time we completed training. I encourage others to take advantage of this opportunity; it's unquestionably an asset to the clinic and to patients.

I look forward to the continued work on the MDA's legislative initiatives, which include addressing third party payer issues dealing with virtual credit cards, network leasing, fee schedule disclosure, and restoring comprehensive adult dental Medicaid coverage.

In 2021, the MDA began work on developing an MDA mobile app. The app is a tool for members to stay connected and involved, and to keep current on news, legislative updates, and regulatory issues. It is a platform where we continue member engagement through important, real-time alerts right at our fingertips.

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.

Amber Cziok, DDS  
MDA President 2021–2022

# MDA LEADERSHIP

## 2021–2022 Officers

### PRESIDENT

Amber Cziok, DDS

### PRESIDENT ELECT

Tim Holland, DDS

### FIRST VICE PRESIDENT

Rosalie Perpich, DDS

### SECOND VICE PRESIDENT

Alejandro Aguirre, DDS

### SPEAKER OF THE HOUSE

Stephen McDonnell, DDS

### TREASURER

Douglas Williams, DDS

### EXECUTIVE DIRECTOR

Carmelo Cinqueonce, MBA

## Board Of Trustees

### 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

Hayley Mathie

### WEST CENTRAL DISTRICT

Scott Wagnild, DDS

## Board Of Trustees cont.

### 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, DDS

### CONSTITUTION, BYLAWS AND ETHICS

**CHAIR** Michael Kurkowski, DDS

### DENTAL EDUCATION

**CHAIR** Herbert Schulte, DDS

### ENVIRONMENT AND SAFETY

**CHAIR** Frederick (Rick) 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** Loren Taple, DDS

In the past year ...

# 140+

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

# 900+

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

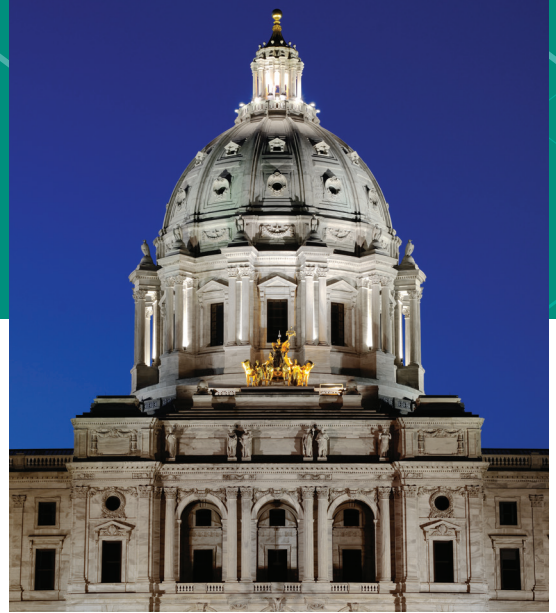
# 2,000+

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

# 12,000+

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



2021 was a historic year for investment in dental care. Given a forecasted budget deficit, the MDA Government Affairs team originally set out to protect against potential cuts to the adult dental benefit set and any proposals to raise the provider tax. During the legislative session, the state budget forecast shifted to a substantial surplus. The MDA Government Affairs team quickly adjusted its policy agenda to be more proactive, meeting with stakeholders on legislation that would rebase Minnesota's dental rates through Minnesota's Medicaid program. While the 2021 regular legislative session ultimately ended without a budget, the Health and Human Services Chairs reached a compromise during a special session and created a historic budget bill with significant attention on oral health.

The final budget included \$61 million in appropriation to increase dental reimbursement for medical assistance and Minnesota Care, an increase of up to 98%. Minnesota had long ranked near the bottom nationally in dental reimbursement, with rates set over 30 years ago. The budget also preserved Critical Access Dental payments set at 20% above the reimbursable rate. The legislature also directed the Department of Human Services (DHS) to provide recommendations on dental rate rebasing during the 2022 legislative session. Additionally, the budget included reinstating Medicaid coverage of nonsurgical treatment for periodontal disease in adults.

Many legislators cited the 2021 Health and Human Services budget as one of the best they have seen in a generation. The dental provisions were highlighted by many legislators as being a major piece of the overall budget.

The MDA Government Affairs team was also busy preparing for the 2022 legislative session. The MDA's policy agenda focused on third party payer issues (including network leasing issues, method of payment, and fee schedule disclosure) and restoring comprehensive adult dental Medicaid coverage. The MDA will continue to monitor the impacts of higher Medicaid reimbursement rates and advocate for further funding of oral health given the state's budget surplus.

## HIGHLIGHTS OF 2021:

- › The MDA was successful in passing legislation that would allow dentists to administer the COVID-19 vaccine.
- › The MDA was successful in adding a permanent dentist membership position to the Rural Health Advisory Committee.
- › The MDA participated in a Dental Home Project with the Dental Services Advisory Committee to create a dental home pilot program. Legislation pertaining to the pilot program was introduced in the 2022 legislative session.
- › The MDA was successful in advocating for Medicaid dental fee schedules to be disclosed by health insurance companies to providers upon request.
- › DHS will establish performance benchmarks for dental access for managed care organizations and county-based purchasing plans. If benchmarks are not met, it would trigger a single administrator.
- › DHS will submit an annual dental utilization report detailing information pertaining to adults and children who received at least one dental visit.
- › Health insurance companies were directed to establish a uniform credentialing process.

# ADVANCING DENTISTRY *and Prioritizing Oral Health*

The MDA continually highlights how dentists are proactively tackling public health issues.

## CONTINUATION OF WORK WITH THE DEMENTIA-FRIENDLY DENTAL PRACTICE

In 2021, the first dental practice embarked on pilot testing for the Dementia-Friendly Dental Practice. The goal of the initiative is for dental practices to increase their ability to care for adults living with dementia, while creating an environment that is safe, respectful, and welcoming. 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 School of Dentistry in funding by Delta Dental of Minnesota Foundation came together to provide this training.

## DENTAL ASSISTING RECRUITMENT PROJECT

With Minnesota in dire need of dental assistants, the MDA, Minnesota Oral Health Coalition, and the Early Childhood Dental Network came together to create the Dental Assisting Recruitment Project. The program actively engages dentists to recruit high school students to get them interested in pursuing dental assisting education and a career as a licensed dental assistant. Coincidentally, the dental assisting profession checks almost all of Generation Z's work-related boxes. Based on a very successful program in North Dakota, the project connects students to dental assisting by using commercial marketing methods and meeting them in their high schools and on social media. They are a generation that tends to look for employers who can offer stability, security, and opportunities for growth; they care about autonomy and independence; and they want their boss to be a coach and invest in them. These and other aspects of a career in dental assisting are the focus of the recruitment initiative.



## LIMITED RADIOLOGY REGISTRATION FOR DENTAL ASSISTANTS WITHOUT A LICENSE

In 2021 the MDA supported and participated in efforts to authorize dental assistants without a license to perform x-rays. Through the great work of the Board of Dentistry Policy Committee, a proposed rule change was drafted and authorized. In turn, the University of Minnesota School of Dentistry began creating a program for unlicensed dental assistants to provide radiological services under a limited radiology registration. The course, to be launched in 2022, provides the skills needed to produce high-quality diagnostic intraoral, panoramic, and CBCT images. In addition to completion of the course, individuals will need to pass a nationally recognized radiation exam and the Board's jurisprudence exam.



# 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.

## DENTAL ENTREPRENEUR PROGRAM

The MDA's Dental Entrepreneurial Program launched in 2019 and quickly became a popular program amongst MDA members. Traditionally held as an in-person, one-day course, the 2021 event was transformed into a digital format and courses spanned from February to April. The intent of the series was to take a practical look at practice ownership and learn more about operations, financials, regulatory compliance, and practice management. Participants had full access to a webpage containing resources and 12 webinars.

## DEVELOPMENT OF MDA APP

The MDA began development of an MDA mobile app that would be officially launched in 2022. The goal of the app is to provide a user-friendly platform that serves as a hub for events, legislative updates, regulatory alerts, continuing education, and other key information. It was important to create an app where members would also have access to a member directory and "member-only" sections, in addition to public-facing content.



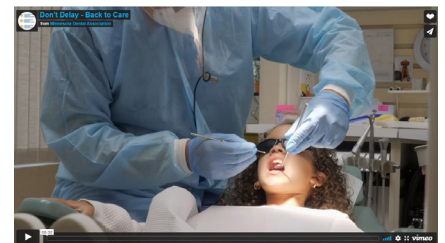
## THE STAR OF THE NORTH WENT "HYBRID"

The ongoing pandemic conditions in 2021 required the Star of the North Meeting to offer a "hybrid" version of the conference. This hybrid experience provided in-person options to learn from speakers, preview products in the exhibit hall, and network. For those unable to attend in person, we offered an interactive virtual exhibit hall and over 58 hours of online CE.

The 138th annual scientific session drew a total of 1,800 hybrid attendees, 575 exhibitors, and 1,250 who attended virtually. We provided over 154 hours of continuing education content on 27 topics. We worked with the convention facility and hotel partners to provide a safe environment. In-person attendees expressed gratitude for the opportunity to meet face-to-face. Virtual attendees also shared their appreciation for the online options and the ability to maintain their CE requirements during the pandemic.

## PUBLIC AWARENESS CAMPAIGN

The MDA launched a radio and social media public awareness campaign on the importance of regular dental visits, with a call to action to visit [www.mndental.org](http://www.mndental.org) and make an appointment with an MDA member dentist. The promotional videos, "Safe Care," "Back to Care," and "Stay Healthy," explain why regularly visiting the dentist is important, how oral health affects overall health, and the protections dental offices have implemented to ensure safety due to COVID-19.

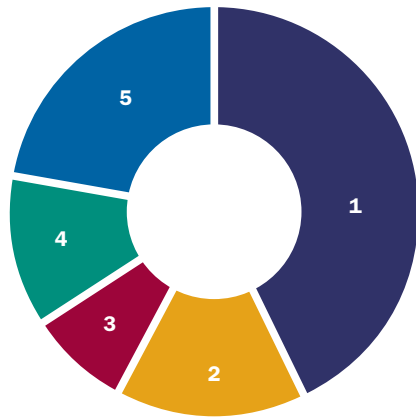


## MDA MEMBER ETHICS FLYERS

As patients returned to dental offices and addressed delayed care due to COVID-19, there was a concern that new types of concerns may arise. The MDA's Constitution, Bylaws, and Ethics Committee released three new flyers for use by members. The "Proud Member of the MDA" and "MDA Membership and Ethics Benefits" flyers demonstrate an individual commitment to the ADA Principles of Ethics and Code of Professional Conduct. The "MDA Membership Enhances Professional Development" flyer explains how MDA membership provides advantages via access to professional guidance, education, and opportunities.

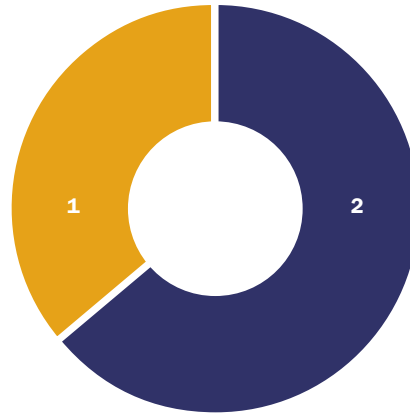
# FINANCIAL HIGHLIGHTS

As of December 31, 2021



## Expenses \$2,696,736

- Membership – 41%**  
Services, Communications, Legislative, Regulatory
- Meetings – 16%**  
Star of the North, House of Delegates, other meetings and events
- Publications – 9%**  
Northwest Dentistry Journal, Hesy-Re, MDA News, News & Views
- Other – 11%**  
Component society support
- MDA Administration – 22%**  
Operations, Board of Trustees, Committees



## Total MDA Revenue \$3,660,067

- Dues – 38%**  
Dues payment from members
- Other – 62%**  
Revenue earned from advertisements, investments, grants, meetings, programs, and events

# MEMBERSHIP

## District

Minneapolis .....	1,146
Northeastern .....	221
Northwestern .....	103
Southeastern .....	282
Southern .....	177
Saint Paul .....	689
West Central .....	365
Student .....	210

## Membership Types

Active .....	2,124
Retired .....	792
Residents .....	67
Dental Students* .....	210

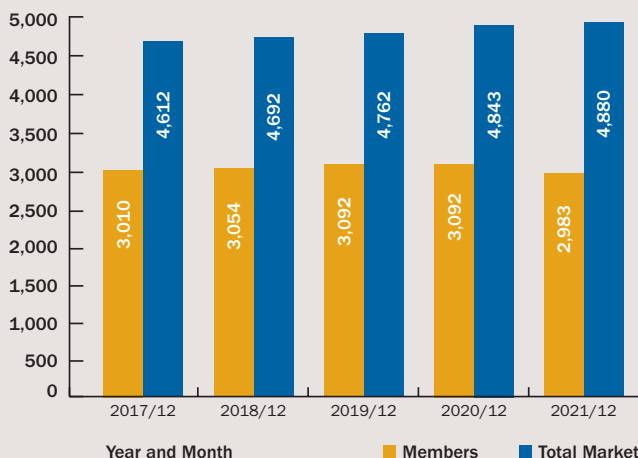
## MDA Dues

collected ..... \$1,416,028

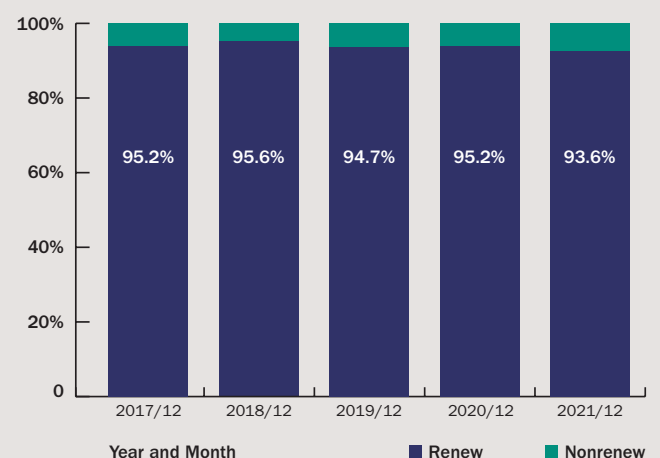
\*Dental Students do not count toward the membership total in the graph below

# MEMBERSHIP HIGHLIGHTS

## All Dentists in Minnesota – 5 Year Market Trend



## 5 Year Active Renew & Nonrenew Trend





## UPCOMING MDA EVENTS



SAVE THE  
DATE!

### COVERING TWO IMPORTANT TOPICS: **OSHA & DENTAL CODING**

**FRIDAY, OCTOBER 28, 2022**

**Best Western, Shoreview**

Total Compliance & Education is a series of continuing education programming to help members meet regulatory compliance. This program will provide OSHA training followed by what you need to know in dental coding.

**ADA CER·P®** | Continuing Education  
Recognition Program

The Minnesota Dental Association is an ADA CER·P Recognized Provider. ADA CER·P is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CER·P does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry.

**MORE INFORMATION  
COMING SOON!**

## BRIDGE TO A BRIGHTER FUTURE



### **STAR OF THE NORTH MEETING**

**APRIL 27-29, 2023**

The 2023 Star of the North Meeting is the Upper Midwest's premier dental conference. With networking opportunities, the latest technology and services, and CE tracks customized to meet your needs, this meeting has it all!



[www.mndental.org](http://www.mndental.org)