AADB State of the Organization

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American Association of Dental Boards

AADB Annual Meeting
October 17, 2017
Atlanta, Georgia

Goals for this Presentation

• General overview and update
• Prompt some thought and discussion
• Set stage for later sessions
Membership Overview

Primary Categories
- Agency members
- Active board members
- Former board members
- Life members
- Administrators
- Lawyers
- Educators

Thank you for your support!

Board of Directors Overview

Substantial Yearly Meeting Schedule
- 3 face-to-face meetings
- 3 or 4 tele-conference meetings
- Other short “as needed” meetings
Board Elections Here in Atlanta

4 of 8 Board Positions...
- Secretary
- Public Member
- Hygiene Member
- Administrator (AADA)

Balloting tomorrow morning, 7 – 8:30 a.m. Visit the AADB registration desk in the Augusta Ballroom foyer.

Results announced during tomorrow’s luncheon in the Chastain room on the sixth floor.

Staff Overview

Very Lean

2 Full-time Staff
- Richard Hetke, Executive Director
- Aaron Adair, Director of Operations

3 Part-time Staff
- Donna Adler, Senior Administrative Assistant
- Melissa McNealy, Administrative Assistant
- Stephanie Rojas, Administrative Assistant
Reasonable Support Services

5 Primary Providers

- Accountant
- Information technology
- Website hosting
- Office equipment
- ADA (telecom, mail, printing, space)

June 30 Fiscal Year

- **2016-2017 Operating Budget**
  - Budget: $45,000 deficit
  - Actual: $20,000 surplus
  - Line-item analysis for Board

- **2017 – 2018 Operating Budget**
  - Budget: $57,000 deficit
  - Forecast: Small surplus
  - Focus:
    - Clearinghouse revenue
    - Membership growth
    - General expense management
    - New revenue sources
Financial Overview (continued)

Reserves
- Currently $325,000
- Annual expenses: $500,000
- Reserve below norm

Outside Accountant
- Monthly review and meeting
- Responsive and reasonable
- 2016-2017 Audit (Review)
  - Audit complete
  - Board reviewed
  - Clean report

Membership Communication

2 Communication Goals...
- News about AADB
- Updates about the profession

“Knowledge is Good”
Membership Communication (continued)

Many Channels Employed...
- Annual and Mid-Year meetings
- Executive Director Monthly Report
- *The Bulletin* (Quarterly)
- Update and breaking development member email broadcasts
- Tele-seminars
- Website
- Social Media

Membership Development

- Only 35% of current state board members are AADB members
- Huge potential membership recruitment upside
- Increasing efforts to recruit new members
  - Current board members
  - Former board members
  - Adjunct players: Administrators, lawyers, etc.
- Recent recruiting efforts...
  - Direct mail pieces
  - Deputizing current AADB members
  - Reviewing pricing and promotional programs
  - Select email broadcasts to nonmembers
• Currently produce 2...
  • Annual Meeting (October)
  • Mid-Year Meeting (April)

• No movement for more or fewer meetings

• Other features always reviewable and negotiable
  • Location
  • Duration
  • Format
  • Content

• Chicago Mid-Year Meeting in April 2018

• Hawaii Annual Meeting in 2018?

Save the date!

AADB 2018 Mid-Year Meeting
April 22 - 23
Embassy Suites Chicago Magnificent Mile
Chicago, Illinois USA
• New site running for 15 months

• Usage numbers are good

• Features
  • Organizational overviews
  • Membership and leadership directories
  • Access to services
  • Information about prior and future meetings
  • Executive Director reports and The Bulletin
  • Tele-seminar recordings

• Coming in November…

Launching November 2017
Signup Today:
dentalboards.org/userlogin
AADB Clearinghouse for Board Actions

- Continued smooth sailing...
  - Timely entry of orders into the database
  - Rapid processing of queries

- Dedicated part-time staff performing well

- Exploring various software upgrades

- State Boards: Send us your orders ASAP

The Composite

- 29th Edition to be released February 2018

- Goal: To exceed our 46-state record

- The Composite Committee will...
  - Review the format
  - Reconsider the content and categories
  - Evaluate pricing schemes
  - Investigate an online version
Assessment Services Program (ASP)

- Multifaceted service for state boards...
  - Expert Review Assessment (ERA)
  - Dental Professional Review and Evaluation Program (D-PREP)
  - Remediation
- Substantial efforts to market ASP...
  - Plugs in membership communications
  - Presentations at membership meetings
  - 12 state board presentations

Results have been disappointing
Expectations moving forward

Tele-seminar Program

- Program debuted earlier this year
- Basics of the program
- 2 presentations to-date...
  - Use and regulation of lasers
  - ADA’s new OSCE
- 2 more planned for later this year...
  - Regulation of dental assistants
  - State action immunity primer
- Welcome topic suggestions
Regulatory News and Updates

- Recently added member service
- Goal: Keep our members informed
- Simple process…
  - Google Alert key word-search technology
  - Review and edit results
  - Circulate selected news items
    - Social media (LinkedIn, Twitter, Facebook)
    - Periodic “In the News” email broadcasts of hot topics
    - Monthly “News Round-up” email broadcasts
- Well received by members

AADB Committees

- Basic reorganization last year
- Some committees quite active
  - Program and Meetings
  - Finance
  - Membership
  - Website
  - Tele-seminars and webinars
- Others will convene soon
  - Assessment Services Program
  - Composite
  - Continuing Education
  - Corporate Governance
  - Marketing
  - Reference
  - Sponsorships
AADB / ADA Relationship

- Tempest in a teacup
- Contentious issues breed contentious debate
- 95% of the AADB / ADA discussion:
  - Thoughtful
  - Constructive
  - Professional
- Examples abound:
  - Correspondence
  - Meetings
  - Mutual assistance
- Credit to Presidents Ackley and Burns

Outreach to Other Organizations

- Relatively little in 3rd and 4th quarter 2016
- More active in 2017:
  - ADA
  - DANB
  - ALD
  - AAE
  - ADEA
  - ASDA
  - OSAP
- Traditional Thursday Morning Meeting
  - After Annual Meeting
  - ADA, ASDA, ADEA, CDEL, CODA
Representation with Other Organizations

- Seats at many tables...
  - CODA
  - CODA Appeals Board
  - JCNDE
  - CDEL
  - CCEPR
  - CCEPR Appeals Board
  - DANB

- Annual review of appointments
- Reports from some of the representatives later

Advocacy

Inherent difficulty with 50+ boards

- There is some common ground...
  - Autonomy of state dental boards
  - Immunity of action when properly taken
  - Separation between regulators and regulatees

- ADA OSCE issue...
  - No challenge to the decision per se
  - Concern regarding regulator / regulatee issue
  - Specific concern regarding live-patient component
Revenue Generation

- Benefits of additional revenue are obvious...
  - Increase our low reserves
  - Control membership dues and meeting fees
  - Fund new projects and programs

- We have not found the Silver Bullet...
  - Avoid raising dues and fees
  - ASP has very limited potential
  - Clearinghouse has solid potential
  - CE market is a crowded one
  - Leverage our gatekeeping and data

- Increased focus in next year

Continuing Education (CE) Certification

- Renewed certification as ADA CERP provider
- CERP process is time consuming and tedious
- CE as revenue generator or added service...
  - Market has many players
  - Course development is time consuming
  - Key Question: Can we make money?

ADA CERP® Continuing Education Recognition Program
The AADB Foundation

- The AADB Foundation has been reconstructed
  - New articles of incorporation
  - New bylaws
  - New management and operating structure

- Common theme: Keep it simple

- Bottom line: We are starting over
  - No assets
  - No programs or projects
  - New management team

AADB Headquarters

- Suite 760 of the ADA Building

- Facilities are adequate

- ADA is our landlord; rent below market

- ADA also provides some support services
  - Mail and shipping
  - Copying and printing
  - Security, cleaning, maintenance

- No present intention to move office
Key Issues Facing AADB

- Membership development
- More and better member services
- Balanced budget
- Revenue generation (building reserves)
- More committee contribution
- Greater advocacy for members
- Regain our rightful place

Goals from Last Year

- Goals set in Denver...
  - Complete staff and office reorganization
  - Manage to the budget
  - Refine our website
  - Improve and expand member services
  - Begin one new revenue project

- 4 of 5 accomplished

- Failed to develop and introduce a new revenue source
Goals for Next Year

- Goals set here in Atlanta...
  - Manage to the budget
  - Prudent investment of reserves
  - Grow membership
  - Improve and expand member services
  - Become stronger advocate
  - Introduce one new revenue project

- Reviewed at the 2018 Annual Meeting

Thank you for your continued support of AADB.

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