

Montgomery Bucks Dental Society
Executive Council Meeting
September 18, 2019
Minutes

Present: B. Dishler, D. Damelio, N. Eraydin, A. Farrell, J. Freedman, M. Garbin, H. Ghazzhouli, L. Green, A. Greenfield, D. Gunawardena, T. Howley, D. Kaffey, L. Kessler, R. Lewin, A. Mason, A. O'Day, L. Pulaski, N. Rosenthal, B. Sajid, J. Scordamaglia, A. Steinkeler, L. Stone, B. Terry, M. Rosenberger, P. Bullock, D. Shah

Call to Order: 7:07 PM, President Ghazzhouli

Minutes from 5/22/2019 meeting were unanimously approved.

- **Reports of Officers**

- **President** - President Hadi Ghazzhouli introduced and welcomed our guests, Drs. Peter Bullock, Maggie Rosenberger, and Dhaval Shah. He discussed membership outreach and would like younger, newer dentists to get involved.
- **President-Elect** - No new activity to report.
- **Corresponding Secretary** - Dr. Danielle Damelio reported that new members will be receiving an email to welcome them to the MBDS and they will all be invited to a Monday night dinner. They are also going to be contacted by one of the officers to go over member benefits through the Member Outreach Initiative.
- **Recording Secretary** - No new activity to report.
- **Treasurer** - Dr. Matthew Garbin attended the Budget meeting over the summer. The summer is slow, and we will have a treasurer's report and update at the next EC board meeting.
- **Directors to 2nd District/ADA Delegation** - Drs. Pappy Chhina, Nuri Eraydin, Hadi Ghazzouli, David Kaffey, and Nancy Rosenthal attended the House of Delegates Meeting. Highlights of the meeting were discussed and it was highly recommended to attend if you have not

yet.

- **Committee Reports**

- **Communications**

- **Bulletin** - Dr. Rachel Lewin asked for content for the next bulletin. The board discussed adding a feature with a summary of member benefits to the next bulletin.

As a reminder, here are the deadlines for the 2019-2020 Bulletins:

- Bulletin 3- Highlighting All Day CE Meeting: Nov 25th
 - Bulletin 4- Highlighting Feb Dinner Meeting: Jan 13th
 - Bulletin 5- Highlighting March Dinner Meeting: Feb 17th
 - Bulletin 6- Highlighting President's Banquet: March 23rd.
 - **Informatics** - Updating the website was discussed due to it being outdated. We will need someone with some knowledge of web design to help out. All ideas are welcome. The committee has been trying to post more frequently on Facebook about Monday night dinners, CE and events. If everyone could like and share the Facebook posts, that would help spread the word.
 - **Business Manager** - From the report - We have 3 companies that committed to ads for the whole year bulletins and a 4th that is working on an ad for upcoming issues. I am billing the clients and we are receiving the payments.

- **Education**

- **All Day CE** - No new activity to report.
 - **Distinguished Speakers Series/Evening CE** -

- Dr. Lisbeth Pulaski reported the line up for 2019-2020 Monday Evening events:
 - Monday September 23 2019 Dr. Eva Anadioti Truth Lies and Prosthodontics
 - Monday October 28 2019 Dr. Bruce Terry “Am I there yet?”
 - Monday February 24 2020 Dr. Mark Wolff Cariology update, Silver Diamide. What is new?
 - Monday March 30 2020 Mr. Yukio Otsubo, CDT, RDT Fixed and Removable options for full Arch Implants
- She will schedule a new meeting to start working on 2020-2021
- The board discussed possibly switching the date of the evening CE to a Tuesday or Wednesday. Both pros and cons were discussed. The committee will try out one or two meetings on a different day to see if it helps with turnout. Email blasts and flyers advertising the event will clearly state the day change so that there is no confusion.
- The idea of recording lectures and providing them at a discount fee to our members was again brought up and there are mixed opinions on this - it was recommended to do a survey of our board members to determine if this is something we want to look into doing.
- Dr. Pulaski is looking for volunteers for this committee, please let her know if you'd be interested in getting involved with this very important committee.
 - **Sponsorship** - So far, sponsorship has been off to a good start for the 2019-2020 year. All meetings have a minimum of 2 confirmed sponsors for the entire year and we expect a similar turnout for sponsors compared to the 2018-2019 year. Please forward the committee any potential sponsors and we will reach out to them.
 - **Fellowship**
 - **Social Programs** - Dr. Anne O'Day discussed upcoming social events with the board. The Social Committee has arranged for an MBDS Oktoberfest to be held October 11 from 6-8pm at Otto's Brauhaus on Rt 611 in Horsham. The ticket cost is \$30pp and will include appetizers, a German Buffet and one drink.

There will also be a German Brass Band playing that evening. The event is open to both docs and staff. The registration form is in the Bulletin. Payment and a head count of attendees is required prior to the event. Eblasts will be going out soon.

A wine tasting dinner is also being planned at Talamore or the Joseph Ambler Inn. It will be limited to 40 people.

More casual events will also be planned for this year, including another Escape room night in the winter and, in the spring, a show at the Bucks county Theatre or the Ambler Theatre or a chef dinner” at Normandy Farm/ an outing to a sports event, etc. We keep in mind our fiduciary responsibility to remain solvent and will choose events that will require a minimal outlay of reservation expense.

It was also mentioned there have been requests to revive the NYC trip to see a show in December and this will be considered for next year.

The committee chair is always open to suggestions.

- **Fellowship & Advisory** - No new activity to report.
- **Finance**
 - **Audit** - No new activity to report.
 - **Budget & Finance** - The budget was reviewed by the board.
 - **Financial Investment Committee** - No new activity to report.
- **Governance**
 - **Nominating** - No new activity to report.
 - **Constitution & By Laws** - No new activity to report.
- **Membership**
 - **Membership** - The board reviewed and discussed the membership report from Dr. Jay Freedman:

In addition to Dr. Ghazzouli's membership initiative and My 2nd District's Membership Strategic Plan, here is a summary of The ADA Membership Conference attended by Dr. Limberakis and myself this past July. Much of what we need to focus on as a board and as individuals are included.

Membership Conference 2019

Initial comments from Dr O'Loughlin mirrored the information received at the Gettysburg Meeting. Specifically, the necessity of financial sustainability, dues streamlining, member retirement cliff, and non member outreach both private and corporate. The main idea being the ADA's inability to continue discounting membership fees. Interesting to her discussion was "design thinking". This is the future of ADA strategic planning. That is envisioning a future of what members want, observing what they think and figuring out problems they may not even realize are happening. Developing innovative ideas from leadership and scaling out those out for results.

Central to the ADA's focus was the Persona Research. This was extensive insight into the types of dentists, their interests, drives and motivations. I felt this was significantly more detailed than the Associated Lab (AL) results from last year because it identified more extensively the target groups most likely to join the ADA. These are the type of dentists which we could target for membership to bend our membership curve.

TAKE AWAY points- Membership is a whole organizational priority from top to bottom and should be the sole focus of every Association.

The established diversity of students in dental school represent the richest source of potential new members, ie, women, minorities, diverse backgrounds. Realize established demographic does not reflect current enrollment.

Associations need to expand their organizational capacities both in their staffs and leadership pipelines to accomodate membership needs. Tactics discussion to follow.

Develop membership strategy to address trend of employee dentists.

The presentation of Best Practices Pearls

Autumn Wolfer showcased Association strategies which positively bent their membership curves.

Michigan- hired a **Membership Concierge** who on a daily basis interacted with members to address their needs. Formal training was given to this staff. Formal leadership training programs

Florida- utilizing a staff membership "**Champion**" who contacted 5-10 members every day using scripted dialogue to dentists OR their staff being sure to highlight important topics to practice.

New York- had extensive outreach to **Residency students**, relied on zero dues first year and listing of job opportunities and contacts

Minnesota- outreach to dental schools with **BOOTCAMPS** designed to teach

graduates how to enter private practice and not be confined to DSO's. The Bootcamp's were varied such as enteprenuer training, practice management, compliance and general business training. Binders were created for students. Speakers were recorded and posted online. Dental school Professors were found to be very negative to private practice.

Ohio- Designed events with a **work/life balance** with emphasis on including dentists family members at events. Promoted on social media with minimal cost. **Formal leadership training** programs.

Virginia- used Aptify to track members whereabouts.

TAKE AWAY points- The MBDS may want to consider training Membership Champions as most association's with the most robust membership increase did this.

**** ***** Extensive training was given to volunteer dentists who personally interacted with both member and non member dentists. Committees had formal training with written job descriptions and expectations.

My suggestion would be to place a new Member dentist on every committee. This would develop the Leadership pipeline and ensure strategic continuity.

Another suggestion (and will implement) establish task force within the MC for diversity, business, benefits, advocacy to stimulate committee interest

Extensive efforts to develop Component presence in the dental schools.

Subsequent discussion revolved around dues streamlining which we have already discussed. We should promote Laurel Road financing for dental students as they have better rates AND track ADA membership as a condition for loan. I was surprised to learn students had debt as high as 800K! ADA's Adapt will likely expand in January and currently will not purchase practices. They are a fee based conduit for purchasers/sellers.

A drive home point is every volunteer organization needs committed talent. We should recruit from anywhere from members who wish to serve. All of the associations I spoke with have and continue to utilize ADA consulting services. Some very good strategies discussed to increase new dentist leadership.

1-Start at the top. integrate new dentist focus in strategic plan, develop policies on diversity and inclusion, engage seasoned leaders as mentors.

2- Cast a wider net. post positions on website, ask new dentist leaders for recommendations.

3- Consider more flexible governance structures. shorter term limits, leverage technology to hold virtual meetings, develop daytime mutually agreeable calls to prevent family interference.

4- Groom dental students and new graduates. develop dental school relationships.

5- Make it meaningful. encourage active participation, ask what's meaningful and frequently engage new leaders.

The consensus is young leadership attracts new young members and giving them responsibility along with veteran leadership there to mentor and provide historical perspective is good for the association.

- **Membership Benefits** - It was realized and discussed that many members, including our own board members, are not aware of all the benefits of membership. There is miscommunication of our benefits and we will need clarification for all our board members - we need to be knowledgeable and engaged so that we can share that knowledge with other members and non-members. Member benefits were discussed including PDA Perks for which you must be a member of the ADA to get discount pricing. Concerning the membership outreach initiative it was mentioned that the contact numbers we have for members are primarily office numbers which makes it more difficult to get in phone contact with members. Emails will be sent for now until we can have better contact numbers (ie cell phone contact) to reach out to members.
- **New Dentist Subcommittee** - The MBDS Elmwood Park Zoo Event was held on Saturday, September 14th. The weather was great and 56 people attended (31 adults and 23 children). The attendees included dentists and their families. Dr. Amy Farrell spoke to individuals about the advantages of being a member in organized dentistry and invited them to our future CE events and social events. It was discussed that inviting other dentists personally helped to gain a lot of the dentist attendees. The committee hopes to expand the event and to do so is asking board members to spread the word by reaching out personally to member or non-member dentists either in

person or via phone call, text, or email. Dr. Jay Freedman also advised writing a grant request to request event funding in order to expand the event.

- **Member Insurance Programs** - No new activity to report.
- **Peer Review**
 - **Insurance Review** - No new activity to report.
 - **Ethics & Law Enforcement** - No new activity to report.
 - **Patient Relations** - Dr. Bruce Terry reported that there were 2 cases over the summer that were handled through telephone/email. It was also mentioned that handling patient relation cases is another great benefit of membership that our members should be aware of.
- **Public Interface**
 - **Community Dental Awareness** - No new activity to report.
 - **Interprofessional Relations** - No new activity to report.
 - **Government Relations** - Dr. Bernie Dishler discussed the previous Assignment of Benefits Bill which we were close to getting approved but lost. They have changed the bill and it is now called the Direct Payment Bill, House Bill 564. It will direct insurance companies to pay the provider directly when service is rendered instead of paying the patient. Members are urged to please call your State Legislator to tell them you are in favor of House Bill 564. The Washington DC Lobby Day was also mentioned; the PDA has a \$5k budget to help cover travel expenses for members who are interested in attending.
- **Executive Director** -No new activity to report.
- **Parliamentarian** - No new activity to report.
- **Ad Hoc Committee Reports** - No new activity to report.

Old Business: Members were reminded about the new PDA GO app - please download the app and sign up to receive alerts. It was suggested we set up board member groups through the app for communicating with one another.

New Business: The following new business was discussed:

- The board discussed the new law mandating escripts which will go

into effect on October 24th 2019. There is an app called iPrescribe that was mentioned by a board member and may be beneficial to members to write e-scripts for patients.

- PDA Congress will be held on October 26th in Harrisburg. They will be discussing the potential introduction of midlevel providers to PA from 1-5pm. In the morning PDA committees will meet. The MBDS approved a \$500 allowance funding for unreimbursed hotel/travel expenses.
- Pennsylvania Dental Meeting will take place April 24-25 at Mount Airy Lodge. They will have a new dentist event on Saturday afternoon.
- Mom-n-PA will take place on June 5th & 6th in Philadelphia. They will need 200 dentist volunteers and 800 non-dentist volunteers. Volunteer sign up will begin March 1st.
- Dr. Jay Freedman announced ADA's new ADAPT program which matches you with another dentist of similar characteristics and values for potential associateship or practice sales. They have started pilot programs in certain states and will likely expand in January.

Adjournment: 8:40 PM