

***MONTGOMERY-BUCKS DENTAL SOCIETY EXCECUTIVE BOARD MEETING***

**Date: September 15, 2014**

**Time: 7:00 p.m.**

**Place: Blue Bell Country Club**

**Present: J. Axler, B. Azizi, J. Burrell, I.J. Freedman, H. Ghazzouli, L. Green, A. Greenfield, C. Gregory, S. Heleniak, A. Hemmer, T. Howley, D. Kaffey, G. Katz, L. Kessler, C. Limberakis, G. Mara, E. S. Moriconi, A. O'Day, N. Rosenthal, J. Sameroff, R. Shah, R. Singer, C. Soffin, L. Stone, A. Stout, B. Terry**

**Excused: None**

**Absent: All Others**

**Call to Order: The meeting was called to order by Dr. Anne O'Day, President of the Montgomery/Bucks Dental Society**

**DISCUSSION**

**ACTION**

**TOPIC**

**Dr. O’Day’s President Report**

The brochure for the 2014-2015 Continuing Education Series was compiled; set and printed by Archway press; and mailed to our members in late April/early May. We did not print extra brochures to include at the PDA meeting this year as we did not see registrants out of the area this past year, which did not justify the nominal, but extra, expense. The CE brochure was also posted on the website.

Members should note that in the CE brochure, as well as on our website ([www.mbds.org](http://www.mbds.org)), we have listed updated requirements/responsibilities for registrants in regard to the free courses included in the full CE package. Please see the website for complete information.

. A motion was made to have MBDS do email blasts for dental volunteers to serve the North Penn area. This was passed in a vote by the committee.

No report

**President Elect Report  
Dr. Joanne Burrell**

The treasurer’s report was tabled at this meeting as the numbers are not finalized.

The treasurer’s and budget report will be discussed at the next executive committee meeting.

**Treasurer Report  
Dr. Angel Stout**

Dr. Chhina sent a report about the new Dentists Conference to Dr. Freedman which is attached.

**DISCUSSION**

**ACTION**

**Corresponding Secretary Report  
Dr. Pappy Chhina  
TOPIC**

Dr. Moriconi reports that all committee reports have been received and duly noted.

**Recording Secretary Report  
Dr. Steven Moriconi**

Report is attached. Dr. Limberakis mentioned that 1 to 2 moderators for the Valley Forge Dental Conference are required. Dr. Burrell

There being no further business the meeting was adjourned by the president, Dr. Anne O'Day @ 9:00 p.m. The next Montgomery/Bucks Dental Society Executive Committee Meeting will occur on November 6, 2014.

Respectfully submitted,

E. Steven Moriconi, D.M.D.  
ESM/kh  
October 9, 2014

**POWER OF 3: BUILDING MEMBER VALUE  
REPORT TO THE PDA MEMBERSHIP COMMITTEE,  
THE SECOND DISTRICT DENTAL ASSOCIATION,  
AND THE MONTGOMERY-BUCKS DENTAL SOCIETY**

The 2014 ADA Annual Conference on Membership Recruitment and Retention was held at the ADA Headquarters in Chicago, April 4-5. The conference drew 125 staff and volunteers involved with dental society membership growth efforts, including dental society leaders, membership chairs, executive staff and membership staff from across the country.

Representatives from Pennsylvania included PDA Staff Member Mary Donlin, Dr. Nicole Johnson, Dr. Steven Radack, Dr. I Jay Freedman, Dr. Nancy Rosenthal, Dr. Cary Limberakis, Dr. Steven Isczkula, Dr. Brian Christian, Dr. Alyssa Nielubowicz, and Dr. Lawrence Montgomery.

The goals of the conference were to build ADA and association management networking by the way of interaction with membership peers from around the country, access cutting-edge information that can help membership efforts, and to learn from nationally recognized speakers and industry experts.

**The program began with a session facilitated by ADA President, Dr. Charles Norman, on Tripartite Dialogues. Ideas were exchanged by participants about how national, state and local entities (The Power of Three) can assist one another in efforts to enhance membership value and increase membership growth. Dr. Norman explained that the ADA Power of Three campaign was designed to renew organized dentistry's commitment to the members.**

**The opening keynote speaker was Kelly McDonald, author of Crafting the Customer Experience for People Not Like You. Ms. McDonald spoke about diversity in dentistry and how organized dentistry is being challenged to foster long-term membership loyalty, and to deliver a better member value.**

**The next session was moderated by Thomas Parcella, Manager, ADA Financial Analysis and Planning. Mr. Parcella shared the results of recent membership survey research. This research included strong data that indicates that a dentist's membership decisions tend to be fixed early in his or her career. Members who are retained 5 years post graduation to full dues status are likely to be lifetime members; however, many members are lost during this time period as dues increase. In addition, whether or not you become a member of the ADA can be affected by which dental school you attended; graduates of dental schools with engaged faculty members tend to remain members throughout their career. Dentists who have not been members for the last six years likely will never join. The focus of membership efforts should be dental school and recent graduate engagement according to the research.**

**The afternoon session began with Dr. Kathleen O'Loughlin, ADA Executive Director moderating Emerging, Promising & Best Practices – Part I. In this session, local dental societies presented their membership initiatives and events that were hosted in the past year. By sharing these ideas, programs attendees were able to return to their local dental societies with the framework for programs that have worked in other parts of the country. The local dental societies were encouraged to track the number of new members gained from these practices to evaluate the success of the programs.**

**Later in the afternoon, small Break Out Sessions were held. Dr. Montgomery attended, "Reaching Out and Connecting with New Dentists," hosted by Bridget Baxter, Manager of Membership Outreach. This session had a panel of new dentists who shared their stories about ADA membership and how organized dentistry assisted them in succeeding. Dr. Montgomery also attended, "Increasing Pathways to Leadership," hosted by Dr. Maria Maranga, ADA Council on Membership and ADA Diversity and Inclusion Committee.**

**Dr. Nielubowicz also attended "Reaching Out and Connecting with New Dentists." Following the presentations by the new dentist panelists, small breakout groups were formed to brainstorm about the most compelling member benefits for new**

**dentists. Some of the benefits discussed included the ADA's Center for Professional Success at the national level, the CE tracker and potential for assistance with loan consolidation at the state level, and networking and job fairs at the local level.**

**Day 2 began with "Emerging, Promising & Best Practices, Part II," moderated by Dr. Tom Kelly, Chair, and Dr. Mike Durbin, Vice Chair of the ADA Council on Membership. Attendees continued with presentations of best membership practice events, projects and activities hosted by their dental society.**

**Dr. Kelly and Dr. Durbin then presented information on key ADA initiatives, including the ADA website redesign, the new Aptify Tripartite Software system, and the new focus of the Center for Professional Success (helping member dentists succeed in their practices). Steve Rauchenecker, Director ADA Council on Membership and Membership Outreach concluded the program with a presentation about how to craft solutions that will help enhance member value throughout the membership life cycle.**

**All member attendees from Pennsylvania are returning with new ideas and energy to confront the challenges that lie ahead for us in the areas of membership retention and recruitment in our state.**

**Respectfully Submitted,**

**Lawrence P. Montgomery, III, DDS  
Alyssa Nielubowicz, DMD**

**Dr. Jay Freedman:**

**Membership - 5 members of MBDS attended the ADA Conference on Recruitment and Retention in Chicago over the first weekend in April. Drs. Rosenthal, Montgomery, Limberakis, Freedman and Nielubowicz heard from the ADA experts on the status of Pennsylvania (an at risk state), membership conversion from ASDA to ADA at our 3 dental schools are among the 10 worst in the USA and so much more. The forum was engaging, provocative, energizing and we had an opportunity to network with other states and create a membership core of Pennsylvania membership champions and create 3 strike forces to improve membership from the ground up (i.e. – dental school forward). If you consider yourself a membership champion, contact me to get more involved.**

**MBDS has a membership retention and recruitment program as we present our 2<sup>nd</sup> Annual Practice Management program, 6/20/2014 at Normandy Farms where Breakthrough Communications will be the topic.**

**MBDS have two programs to encourage the participation of under-represented minorities planned. One in the fall dedicated to those of south central Asian heritage and one in the winter for East Asian heritage. Funding has been acquired for the fall program thru Bank of America and funding for the winter program is being pursued.**

**MBDS has received a significant sponsorship to fund our 3<sup>rd</sup> Annual R&R Practice Management program to be held in June 2015. MBDS will have access to our choice of speaker and programs from the McKenzie Group. Publicity will start six to seven month before the program.**

**Side note: Day on the Hill and MOM-n-PA are wonderful opportunities to monitor one or more of the youngest members of our profession. Welcome them into your circle, ask them to join you for lunch, give them your card and make them feel the intangible value of ADA membership.**

**Government Relations  
Bernie Dishler**

**The ADA Action for Dental Health is a plan to show the public and the lawmakers all that dentistry is doing for the underserved. In all of our meetings with legislators we always get these activities into the conversation.**

**I just attended a meeting with a national coordinator of Dental Lifeline. They operate Donated Dental Services. I learned that Bucks County has a one year waiting list for patients to be treated. We have not solicited volunteers in a while and I suspect a number of you do not know much about DDS.**

**Donated Dental Services helps patients who need dental care and have accompanying medical issues. A person can be on a transplant list and cannot afford the dental clearance. Their medical insurance covers the medical costs but they can't get it without dental treatment. Volunteer dentists are asked to take one case a year. The volunteer labs cover all of the laboratory costs. The dentist receives a description of the patient's needs and she/he decides whether they want to accept this case. They make an appointment for exam and treatment planning and again the dentist can decide not to accept this case. The caseworker assures that the patient will have transportation and be at the office on time.**

**We need twenty general dentists in Bucks County to treat one case a year. Please e-mail me ([dishyork@aol.com](mailto:dishyork@aol.com)) that you are willing to be help these patients.**

**We have introduced the Assignment of Benefits bill in the House. We need co-sponsors. If you sent in the Action alert for this- thank you. If you did not, please do it. If you go to the Home page of Padental.org. then click on Advocacy Center ON THE LEFT MARGIN. All of the recent Action Alerts appear there.**

**If you are not getting the Action Alerts it is because the PDA does not have your current e-mail address. If you are not sure just send a note to the Membership Dept. ([med@padental.org](mailto:med@padental.org))**

**I hope by now everyone has signed up for Day On The Hill on June 3<sup>rd</sup>. I can safely say that this is the best investment you can make for the future of your practice.**

**I am sorry that I will not be at the Executive Committee meeting. We are meeting with the Chair of the House Appropriations Committee that evening.**

**Distinguished Speakers Series  
Evening Meetings Committee Report  
May 18, 2014**

**Our last Distinguished Speakers Series event held on March 31<sup>st</sup> was very well attended and was a great way to end the 2013 – 2014 evening meetings.**

**Our line up of speakers for the 2014 – 2015 Series includes a wide range of topics and speakers so as to help our membership acquire the necessary CE for licensure renewal in 2015. Some details are yet to be finalized but our speakers and topics are as follows:**

**9/22/14 Dr. Nick Conte (Denstply supported) - restorative dentistry topic TBD**

**10/27/14 Dr. Louis Rossman - endo - we're working on the topic, but likely to be implant vs. endo when to save when not to.**

**12/4/14 Dr. Maria Fornatora - oral pathologist from Temple. Topic TBD**

**2/23/15 Dr. Jason Goodchild (Denstply supported) - crown and bridge impressions**

**3/30/15 Dr. Joseph Fiorellini - chair of perio at Penn, Peri-implantitis.**

**Respectfully submitted,**

**David M. Kaffey, DDS**