

2023 oda Annual Report



Barry Taylor, DMD,
ODA Executive
Director

A Message from ODA Executive Director Barry Taylor, DMD

2023 WAS A YEAR OF TRANSITION for the Oregon Dental Association with a new strategic plan, changes in staffing on the ODA team, and moving forward without the hinderance of a pandemic. There were many highlights including some great wins in Salem during the legislative session, a great Regional Event in Florence, and increasing our presence at the OHSU School of Dentistry. And of course, a full in-person Oregon Dental Conference in April. The end of the year was highlighted by a robust MLR discussion at the ODA House of Delegates and the Board of Trustees initiating a task force to look at changes to our component model.

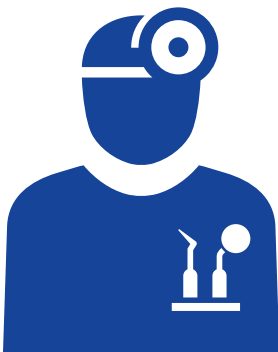
We are headed into 2024 with a full staff and prepared for the changes that the ODA needs to make to adapt to a changing marketplace for membership. This summer, the ADA/ODA will be changing to a more modern and robust association management system, which we hope will help us better manage our membership and member relationships. We also look forward to proposed changes to the ADA dues structure as well as possible changes to the ODA component structure. 2024 will be a great year with focused goals and opportunities for membership recruitment and retention. Driving all of our work will be the ODA core purpose, “to advance the dental profession and to promote the highest standard of oral health and oral healthcare.”

COMMUNITY

Membership

We love to see our members thrive! With the intention of providing each ODA member a comparable membership experience, our goal is to continue to support our 16 local components throughout the state. This effort may look different depending on whether the local component has staff or is purely volunteer driven, is large or small, in the metro area or rural, is highly active or currently rebuilding. The ODA staff is here to support our diverse components and members as we understand one size does not fit all. We worked closely with local component leadership to retain and recruit members

throughout the state using a variety of methods. Member engagement focused on email, direct mail, digital ad campaigns, and social media. Multiple campaigns focused on new dentists (0-10 years out of dental school) or recently lapsed members. Moving into 2024, peer-to-peer recruiting by current members is critical to growing the association. Staff attended 11 component meetings, held four component leadership meetings, and attended six component socials. We were there to listen to you, the members, inform members and non-members of association benefits, and continue to expand offerings to make membership valuable and relevant.



1,989
Total Members

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The ODA has continued highlighting member value to new dentists and OHSU dental students. The New Dentist Council continued to support the ODA Mentor Program. The program currently has three in-person pods and one virtual pod, with 69 mentees participating and 25 mentors who meet monthly to discuss life in dental school, interesting cases, wellness, and life after dental school. We continue to have a presence at OHSU, which led to 22 touchpoints/programs in 2023. We continue to partner with OHSU staff/faculty and ASDA to expand our programming to present relevant topics and have plans to expand faculty outreach. A new dentist social held at this year's regional event in Florence brought together members Friday night for trivia and cocktails.

We are pleased to share that with the support and hard work of our volunteer leaders and staff across the state, we retained 92% of membership. Welcoming 109 new members into ODA membership in 2023, we ended the year with membership totaling 1,989 dentists throughout the state. This represents 51.5% of active dentists. As we move forward into 2024, we will continue to concentrate on retainment of current members while demonstrating the value of membership to all Oregon dentists. Our strength comes in numbers, and we urge you to share your community experiences with colleagues in hopes that they will join your association! We thank you for your support of organized dentistry.

Wellness Initiative

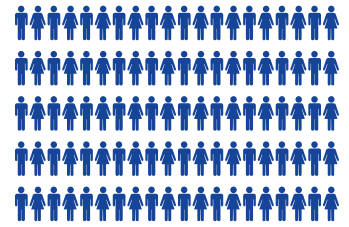
There were many highlights for the Wellness Initiative in 2023 under the leadership of Chair Dr. Julie Spaniel. One highlight was the inclusion of representatives from throughout the five states (OR, WA, ID, MT, AK) in ADA District XI as we begin to build a District XI Wellness Ambassador program.

Dr. Spaniel's involvement as an ADA Wellness Ambassador and a member of the ADA's Dental Wellness Advisory Committee has greatly helped the ODA and ADA be in alignment with their goals for wellness. The ODA continues to be recognized as one of the leading states for addressing wellness.

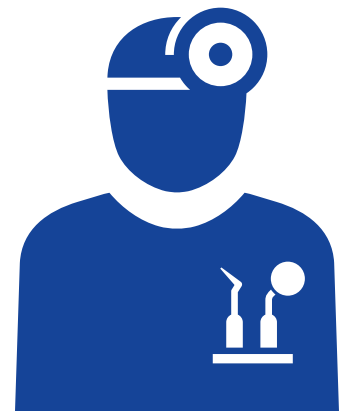
The Wellness Committee, composed of more than 15 Wellness Ambassadors, met twice in person in 2023, and in addition to educational guests, had the opportunity to discuss action items to advance our Wellness Initiative. At the May meeting, which was the first to be attended by Ambassadors from outside of Oregon, there was discussion about the ODC Wellness Track as well as discussion regarding removing all mentions of mental illness in the application process and in the dental rules. Oregon would be following the Oregon Medical Board in an effort to remove stigmatizing language for all applications so that states would have consistent rules. The Oregon Board of Dentistry is currently considering the language proposal.

In November, the Ambassadors met again via Zoom, and we had representatives from four of the five states in District XI. There was discussion among the Ambassadors for activities in their respective states and what they would like to see moving forward as the group becomes active at a district-wide level. The group also suggested that they meet on a quarterly basis. Dr. Felicia Bloom was present to give updates on the ADA Well-Being Summit and other activities that the ADA was working on in regard to well-being.

In addition to the continual promotion of the Wellness Ambassador peer-to-peer support, the ODA was also successful in getting funding approved for the Oregon Wellness Program through the Oregon Board of Dentistry budget. We will continue to advocate for continual funding for the program.



109
New Members



More than
15
Wellness Ambassadors



EDUCATION & PRACTICE SUPPORT

2023 Oregon Dental Conference

The 130th Oregon Dental Conference (ODC) was held on-site at the Oregon Convention Center, April 13-15, 2023. There were 66 speakers who presented 85 scientific continuing education sessions. Two of the sessions were hands-on workshops.

The exhibit hall was held on Thursday, April 13 and Friday, April 14. There were 121 exhibiting companies. There was a Grand Opening Reception on Thursday and an Ice Cream Social on Friday to drive traffic to the hall. Also new last year was the Friday evening party, which combined events for ODA leaders and ODC attendees.

A total of 3,670 individuals attended the conference (3,156 dental professionals and 514 exhibitor personnel). We thank everyone who attended and supported the 2023 ODC!

In 2024, the ODC will continue to be 100% in person at the Oregon Convention Center. It will feature 50 speakers and 80 courses from April 4 to 6, with four hands-on workshops. ODC 2024 will have a focus on health and wellness. Daily yoga, a Wellness Hub with resources and activities in the exhibit hall, and a robust wellness track will be offered including continuing education sessions in nutrition, ergonomics, mental health, and financial health. We look forward to bringing the Oregon Dental Conference back and providing our community with the opportunity to Connect, Learn, and Grow!

Regional Event

On November 3rd and 4th, the ODA successfully hosted the second Regional Event in Florence, Oregon. Dr. Caroline Zeller and Lou Radja each gave very well-received presentations. Attendees were able to earn five hours of CE credit. The Friday evening prior featured a fun trivia social event hosted by ODA's own Dr. Travis Baskerville. The education sessions were followed by a fun tailgate party for those in attendance. This event was open to all ODA members as well as non-members and dental team members, and we reached our goal of over 50 participants in addition to an increase in sponsors from the previous year.

ODA's next regional event is scheduled for the weekend of November 2nd at Brasada Ranch in Central Oregon. We ambitiously hope to have over 100 registrants for this event, which will be highlighted by a great Western-themed party on Saturday evening. Save the date and watch for registration to open soon!

ADVOCACY

2023 Legislative Session

The ODA's legislative agenda was highlighted by the passage of House Bill 3008 to improve transparency of dental plans and prevent surprise business expenses, protect access to care, improve oral health outcomes, and promote public understanding of health care costs. The bill accomplishes this through transparency in insurance practices involving provider networks, as well as transparency in the claims reimbursement process.

The bill requires dental plans to obtain a provider's consent before selling or leasing out provider panels, along with advance approval to receive reimbursement payments via electronic credit cards rather than checks. Insurers are also required to communicate about payment processing fees associated with these electronic reimbursements. For one ODA member, third-party credit card processing fees have added up to \$11,000 a year.

ODA members not only helped craft the bill – they also worked with staff to advocate for these policies in the Capitol: meeting with legislators, testifying to legislative committees, sharing their stories in the news, and more.

Throughout the session, a major sticking point was whether insurance companies should be required to have dentists opt into these agreements rather than making them opt out, which often leads to surprise expenses. Ultimately, we were successful in ensuring opt-in requirements were included. While some states currently have opt-in requirements when it comes to virtual credit card reimbursements, *Oregon is the first in the nation to require consent in advance of network leasing.*

The ODA Lobby Team also spent considerable time and effort on HB 2979, which was a \$20M budget request addressing the dental workforce crisis. HB 2979 won unanimous approval in the House Committee on Health Care, then stalled in the Joint Committee on Ways and Means. Developed by ODA members,

and sponsored by dentists Rep. Hai Pham and Rep. Cyrus Javadi, HB 2979 would have addressed Oregon's shortage of dental support staff by funding the primary pathways Oregonians take to become dental assistants and hygienists and better supporting those working in rural and underserved areas. The bill would have invested in high school and community college education and training programs for dental assistants and hygienists, expanded eligibility for incentives to all oral health professionals serving high-need communities, and improved access to free resources for dentists offering on-the-job training.

ODA staff and leadership collaborated with stakeholders throughout the session and built a coalition including over two dozen organizations. ODA members testified to legislators, participated in interviews featured on local news programs, and sent a record 1,500+ letters advocating for the bill to state lawmakers.

Although HB 2979 stalled during the walkout, the initiative is strongly positioned for future efforts.

Additionally, the ODA advocated for a number of other bills including better funding for an Office of Oral Health, bills addressing dental assisting examination barriers, and successful passage of the Oregon Board of Dentistry budget, which includes funding for the Oregon Wellness Program.

2024 Legislative Agenda Development

With a short session approaching in 2024, the ODA will be monitoring bills related to oral health as well as advocating against the 3-6% rate decrease proposed in the Oregon Health Plan. The ODA Lobby Team will also be doing the groundwork for possible legislation regarding a Dentist/Dental Hygiene Compact, possible legislation regarding MLR, and other bills to address the complications with third-party payers.



ODA will be monitoring bills related to oral health



LEADERSHIP

ODA leaders are the livelihood of the organization, giving their time and expertise to advance the association, profession, and patient care. We continue to see record participation in leadership and opportunities for membership engagement. This is in part due to our highly successful Leadership Academy, which offers members the opportunity to experience a backstage pass to ODA experiences and offerings while developing and enhancing their leadership and interpersonal skills. Additionally, ODA leaders and staff continue to work on increasing engagement at the component level.

House of Delegates

The 2023 House of Delegates was offered virtually on September 23 with 76 participants. The ODA HOD has the distinction of being the only state to hold their meeting virtually. In addition to resolutions and other business, the delegates participated in a robust discussion about the Medical Loss Ratio issue after Dr. Caroline Zeller moderated a panel discussion with representatives from the American Dental Association, California Dental Association, and Massachusetts Dental Society.

THE DENTAL FOUNDATION OF OREGON

2023 was filled with a number of positive experiences including achieving Platinum status on Candid (formerly GuideStar) for the sixth year in a row, and for the first time ever, they were independently evaluated and rated by Charity Navigator, earning a 92/100 score! Both organizations are the premier destinations for nonprofits and nonprofit research.

The DFO also closed out a busy 2023 with plans for the February 2, 2024, official launch of the new Tooth Taxi, as they retire the first mobile clinic, which has traveled over 90,000 miles within the borders of Oregon providing care onsite at schools. The team is excited to welcome

a brand-new replacement mobile clinic as this marks an exciting new chapter in the history of the program, and with that comes new opportunities yet to be realized.

Steadfastly adhering to the DFO's mission to advance oral health education, provide charitable care, and coordinate resources for Oregon's children and vulnerable communities since its launch in 2008, the positive impact of the Tooth Taxi program can be demonstrated by the numbers: 25,613 patients screened; 15,455 unique appointments on the Taxi; 25,785 students received classroom oral hygiene education resulting in \$8,816,047 in FREE dental service! 🎯

CLOSING MESSAGE

2023 was a transitional year for the ODA, and we had many successes to celebrate. Declining membership continues to be a challenge for all dental associations, and the ODA is not immune to this. As we look forward to 2024, we are encouraged by exciting events such as the ODC and Regional Event, our HOD, and our increased emphasis on components to engage our membership. Our volunteer leadership is strong, robust, and very active. Our outstanding Lobby Team will continue to advocate for dentists and oral health in Oregon, and we will pursue legislation in 2025 to address third-party payer issues. The ODA staff has set their goals for 2024 and want to make it a great year.