

2018



oda

MEMBERSHIP REPORT

A MESSAGE FROM THE EXECUTIVE DIRECTOR



Conor McNulty, CAE
Executive Director

As 2018 comes to a close, we are grateful for a year of significant achievements and activity at the ODA. Your Board of Trustees and volunteer leaders at all levels continue to scan the horizon; addressing critical issues facing dentistry and identifying opportunities to deliver value and advance the profession.

I'm happy to share that 2018 has been a record year for membership and volunteer engagement. This special report highlights positive trends that benefit all dentists of Oregon. Please read and share with your colleagues as these are our collective successes.

We appreciate your continued support, and wish you and your families the best as we close out the year and welcome in 2019.

MEMBERSHIP

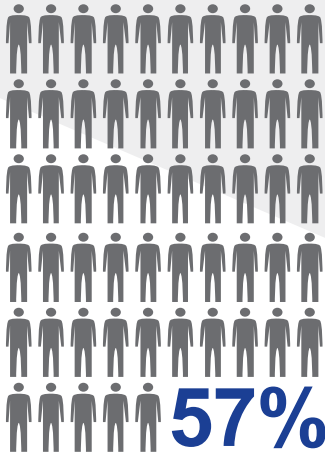
Over the past year, recruitment and retention efforts focused on engaging member dentists, welcoming new dentists and members, as well as creating meaningful programs to help dentists succeed in their practice while helping to guide the next generation. Working towards the very best in member-vetted solutions for members' personal and professional needs, the ODA partnered with two new endorsed services in 2018 – Astra Practice Partners and HealthFirst Sharps Management. These new member-vetted endorsed programs offer member savings and support in finance, technology, HR solutions and sharps management.

We are pleased to share that with the support and hard work of our volunteer leaders across the state, we have met our strategic plan goal increasing membership by 1%. In addition, we have seen an average growth of 10% in the ADA target markets of new dentists and female dentists. Each year we see an increase in new members from the year prior, 2018 not only followed this trend but shattered goals and records, seeing 57% more members than 2017 with 242 new active members and 76 student members.



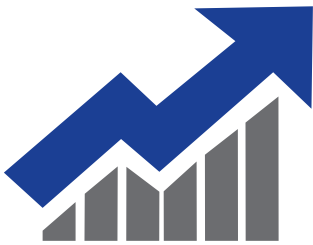
2,582

Member Dentists



57%

New Member Growth



1.8%

Total Member Growth

2018 Membership Count by Local Dental Society (as of 11/20/18)

	Members	New Members
CENTRAL	140	9
CLACKAMAS COUNTY	238	19
CLATSOP COUNTY	39	3
EASTERN	66	1
KLAMATH COUNTY	37	5
LANE COUNTY	215	14
MARION POLK	206	21
MID-COLUMBIA	31	2
MULTNOMAH	579	110
ROGUE VALLEY	48	2
SOUTHERN OREGON	109	8
SOUTHERN WILLAMETTE	119	7
SOUTHWESTERN OREGON	50	4
UMPQUA	41	-
WASHINGTON COUNTY	333	33
YAMHILL COUNTY	35	4
STUDENT MEMBERS	296	76
TOTAL	2,582	318

Find-A-Dentist Platform Continues to Grow

The Find-a-Dentist Tool addresses the “busyness gap” that member dentists have reported, bringing in new business to keep practices thriving. Two years into the three-year pilot program, the Find-a-Dentist tool is far exceeding projections and goals. This confirms patients understand and highly value the ethics and patient safety standards that are guaranteed by ADA and ODA members. In 2018 alone, the ADA Find-A-Dentist Tool registered over 2.5 million visits and 1 million profile views. Oregon is trending above the national average with 69% of member profiles updated.



5,922
Total Attendees

OREGON DENTAL CONFERENCE

The Oregon Dental Conference (ODC) continues to be a highly valued member benefit offering high-quality, evidence-based education for the entire dental team. The 2018 event, held April 5-7, at the Oregon Convention Center brought nearly 6,000 dental professionals together to Connect, Learn and Grow!



95

Number of Educational Sessions Available for CE

The ODC continues to grow as a well-known and highly respected meeting in the dental community with consistently strong attendance. Creating an enhanced ODC Experience, offering much beyond traditional learning opportunities, is the ultimate goal when planning future events.

In 2018, an exciting new hands-on surgical instruction course, utilizing cadaver specimens, was offered in conjunction with the ODC. This course proved to be a hit with both oral surgeons and general dentists, prompting plans to expand to a multi-day format for 2019.



65

Speakers and Panelists

Also in 2018, the Exhibit Hall had a new look and refined focus on what matters most to attendees! The *Solutions Marketplace* offered an enhanced experience, increasing connections with dental-specific partners. With positive feedback from attendees and exhibitors, the *Solutions Marketplace* floorplan will be retained for 2019.

Attendee loyalty and experience remains a top focus and key measurement in determining the success of the event. The industry benchmark for a healthy conference is 50% attendee loyalty, which reflects individuals who attend at least two out of three consecutive years. The ODC far exceeds this benchmark, enjoying 66% overall attendee loyalty, exceeding 70% among dentist and hygienist attendees.

ODC By the Numbers

70%

Loyalty among dentist and hygienist attendees.

182

Booths in the solutions marketplace, representing 144 dental companies.

207

Dental offices who sent five or more staff to the ODC.

LEGISLATIVE AGENDA & HEALTH POLICY

The ODA found success in the 2017 and 2018 legislative sessions. This year, we supported a bill mandating that dentists and other prescribers register with the state's prescription drug monitoring program (PDMP). The PDMP reported a 93% increase in registered DDS/DMD prescribers by third quarter 2018. To help ensure an adequate workforce in all areas of the state, the ODA successfully advocated for the renewal and funding of key provider incentive programs during the 2017 Legislative Session, including the Health Care Provider Incentive Loan Repayment Program and the Primary Care Loan Forgiveness Program. DOPAC, ODA's Political Action Committee, had another successful 2017-2018 election cycle, supporting and building relationships with winning candidates friendly to dentistry who become legislators. Throughout 2018, ODA has developed its 2019 legislative agenda, with the goal of furthering access to care, integrating oral health with physical and behavioral health, and helping ODA members be more successful in their practices.

The ODA continues to collaborate and participate in each of the Oregon Dental Pilot Projects, which aim to test innovative oral health delivery models of care. We have representation on each of the dental pilot project advisory committees, working to ensure patient safety and quality of care received by patients within the projects, and advocating for careful project design to ensure meaningful results are available at the end of each study. Focused efforts and collaborations with the ADA's Health Policy Institute, the Oregon Health Authority, and other stakeholders continue with the purpose of providing the best research, insight, and increased opportunities for access to dental care in Oregon.

Key 2019 Legislative Agenda Items Developed

- Further integrating dentistry into primary care by allowing dentists to provide immunizations.
- Improving patient and provider transparency through error disclosure protections.
- Improving Oregon's work on oral health school screenings.
- Clarifying that the Board of Dentistry could accept the OSCE: Objective structured clinic examination.
- Protecting patients in pilot projects by allowing the Board of Dentistry to review patient charts.



93%

Increase in registered DDS/DMD prescribers in the Prescription Drug Monitoring Program.*



\$18M

Allocated to the state's 2017-2019 provider incentive program.



42+

Members participated in DOPAC check deliveries and personal legislator connections throughout the election cycle.

*PDMP report as of 3rd quarter 2018.

LEADERSHIP & GOVERNANCE

We continue to engage and encourage members from throughout the state to become involved in leadership roles. In 2018, we've seen record member engagement and participation across ODA Council, Committee, Board and ad-hoc leadership roles. Your voice and input are critical.

The Leadership Development Committee developed and launched the inaugural ODA Leadership Academy in January 2018. The program provides participants with a unique backstage pass to ODA offerings and experiences, while developing and enhancing leadership and interpersonal skills. Ten participants took this journey of continued excellence and leadership growth. Feedback was overwhelming positive with one participant noting:

“Through the Academy, I made dentist friends that practice in many different capacities, with different amounts of experience, from different areas of the state. I was introduced to different aspects of our state’s dental association, and got to explore several avenues of how I could contribute. I went from being just a new dentist, to feeling like a valuable member of Oregon’s dental community.”

The Academy curriculum will be enhanced based on the feedback received from the inaugural participants and looks forward to another successful year of supporting leadership growth and participation.

The 2018 ODA House of Delegates tested a new one-day format at Sunriver Resort on September 8th, resulting in the highest delegate participation in ten years. Delegates discussed and voted on important issues that will shape the Association’s work moving forward, including Board of Trustees configuration, bylaws and policy revisions, and the creation of a House of Delegates Task Force to explore the future of this longstanding governance model. As directed by House Policy adopted in 2017, the ODA House of Delegates location will rotate between Central Oregon and Portland. The 2019 House of Delegates will be held on September 28, at the DoubleTree by Hilton Hotel Portland.

As 2018 closes, it marks the completion of the third year of the ODA’s four-year Strategic Plan. ODA leadership and staff continually monitor and track progress and make educated, collaborative decisions that best support the satisfaction of the plan’s objectives in four key issue areas: Engagement, Awareness, Learning and Capacity & Resources.

The ODA’s strength comes from individual dentists like you. Thank you for your membership and support of organized dentistry- together we are able to accomplish more.