Membership

This past year, recruitment and retention efforts focused on engaging member dentists and welcoming new members, as well as creating meaningful programs to help dentists succeed in their practice while guiding the next generation. Through an American Dental Association (ADA) Engagement Grant, the ODA offered a competitive incentive to all sixteen local dental societies to encourage active recruitment and retention of a segment of new dentist members (classes 2015-2018), with the winners receiving funding to support programs and offerings at the local level. Mid-Columbia Dental Society and Umpqua Dental Society split the retention award, both achieving 100% retention of their recent graduates. The recruitment award was split between Klamath County Dental Society, Mid-Columbia Dental Society, Rogue Valley Dental Society, and Southwestern Oregon Dental Society, who all reached 100% recruitment of their recent graduates. We thank all local dental society leaders and staff for the success of not only this campaign, but all efforts to foster participation and engagement at the local level, as we know this is critical to member satisfaction.

After our 2018 record-shattering year of new member growth, 2019 was focused on retention. We are pleased to share that, with the support and hard work of our volunteer leaders and staff across the state, we exceeded our strategic plan retention goal: retaining 94% of membership. In addition, we saw an average growth of 4% in the target markets of new dentists and female dentists. Welcoming 204 new members into ODA membership in 2019, we ended the year with net member growth and an increase in active member market share, with membership totaling 2,614 dentists and dental students throughout the state. Our strength comes in numbers, and we thank you for your support of organized dentistry!

In June, ODA partnered with the ADA to develop and deploy a member value survey. Response rates far exceeded the previous year’s efforts and allowed ODA to determine and benchmark new membership satisfaction and loyalty measures. Member responses to the research surpassed the
average loyalty score across associations. The survey findings reconfirmed previous member value assessments, ranking state advocacy and the Oregon Dental Conference as the most important and highly valued benefits at the state level. In addition, ODA publications joined this short list, with high marks of importance and value. It was determined that awareness of current endorsed products/services and additional member “perks” is an area of focus for the future and will be addressed with plans already underway for a board subcommittee to convene in the coming year. At the local level, benefits that were viewed as most important and high quality were CE programs, networking opportunities, and general membership/business meetings. An area of focus for the future at the local level is offering and promoting additional awareness of career line opportunities. A big thank you to those who participated in this survey, and all other calls for feedback, as we are always looking for ways to refine and enhance membership offerings to best support our growing and diverse membership!

**Oregon Dental Conference®**

The Oregon Dental Conference (ODC) continues to be a highly valued member benefit and well-respected meeting in the dental community, offering high-quality, evidence-based education for the entire dental team. The 2019 conference was held April 4-6, at the Oregon Convention Center and brought 5,727 dental professionals together to Connect, Learn, and Grow! With the Oregon Convention Center under renovation, the conference embraced an “under-construction” theme, taking the opportunity to recreate the attendee experience, retaining old favorites, while offering new enhancements.

Staggered CE schedules were implemented, and the Solutions Marketplace hours were expanded to allow attendees the flexibility to learn and connect when worked best. The ODA member lounge was created as a special thank you and onsite perk for ODA member dentists, offering a quiet space to relax and recharge between commitments. The cadaver lab workshops were expanded from one to two full days, increasing hands-on, cutting edge learning opportunities.

The 2019 Solutions Marketplace retained the new look launched in 2018, continuing to foster connections with dental-specific partners. With 176 booths, representing 147 companies, the Solutions Marketplace guaranteed the best opportunity in the state for one-stop shopping and networking.

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 72% among dentist and hygienist attendees. With over 217 dental offices sending five or more attendees to the conference in 2019, the ODC is definitely a team sport with the goal of educating and energizing dental professionals!

### ODC By the Numbers

- **72%** Loyalty among dentist and hygienist attendees.
- **176** Booths in the Solutions Marketplace, representing 147 companies.
- **217** Dental offices that sent five or more staff to the ODC.
- **5,727** Total Attendees
Legislative Agenda

For ODA members, 2019 was a legislative success. While tracking more than 129 applicable bills this legislative session, member-led advocacy efforts were successful in passing:

- Increasing scope of practice for dentists: HB 2220
- Strengthening liability protection for dentists: SB 834
- Paving the way for licensure reform and modernization in Oregon: SB 824

ODA employed a new member engagement system in 2019 to alert individuals when their action was needed to express opinions to legislators or regulators. The system facilitated 225 individuals writing 307 letters to their legislators encouraging passage of SB 824. ODA also utilized the engagement system to facilitate ODA member comment on important OHA proposed rules related to pilot projects. Fifty-six members sent letters of concern to OHA through our alert.

In February 2019, ODA hosted a successful dental day at the capitol where students and members gathered, learned and advocated for ODA’s legislative agenda. Participants met with their legislators and added compelling personal stories to advance legislative efforts.

Regulatory Monitoring

ODA continues to be an active participant in all relevant regulatory actions affecting dentistry and oral health. In 2019, ODA participated in numerous rulemaking and policy advisory committees, ensuring ODA member interests are well represented. Highlights include successful inclusion of dental plans in DCBS rulemaking on prior authorization, vaccine administration rules both at the Board of Dentistry and OHA, and continued advocacy for safe and quality care provided through dental pilot demonstration projects.

Due to continued membership outreach and communication, 97% of ODA members are in compliance with statutory requirements to be registered in the state’s Prescription Drug Monitoring Program (PDMP). ODA members also continue to actively participate in ongoing policy discussions focused on how dentists can help stem the state’s opioid epidemic.

Leadership and Governance

We continue to engage and encourage members from throughout the state to become involved in leadership roles. In 2019, we’ve continued to see record member engagement and participation.

Additional Bill Information

HB 2220 allows dentists to administer vaccines, with no limit on age of the patient or type of vaccine. The law requires providers to take a Board of Dentistry approved course prior to administering vaccines and follow all storage and reporting requirements as defined by the Oregon Health Authority. Oregon becomes the first state in the country to pass legislation as expansive as HB 2220, and ODA received numerous inquiries from local and national media and other state dental associations on the issue.

SB 824 clarifies that the Oregon Board of Dentistry may accept alternative examinations (such as the OSCE: objective structured clinic examination) as minimum requirements for licensure for dentists and hygienists. The language will allow the OBD to consider new tests, like the OSCE, as they are developed, with the goal to move away from live patient exams that present ethical issues and are not necessarily the best test of competency.

SB 834 allows an Oregon Board of Dentistry licensee to explain an error to a patient without the threat of that conversation being used against them in court. Apology laws do not limit the patient’s rights to pursue legal action against the provider. However, data from other states suggest that similar legislation has prevented many civil cases from being filed by allowing a dentist and a patient to find an acceptable solution outside the courthouse.
across ODA Council, Committee, Board and ad-hoc leadership roles. Your voice and input are critical; together we can accomplish more.

The Leadership Development Committee oversaw the second class of the ODA Leadership Academy, guiding a group of nine emerging leaders in exploring the many aspects of the ODA, while developing and enhancing their leadership and interpersonal skills. The curriculum in 2019 was enhanced based on the feedback of the inaugural 2018 class, with overwhelming positive feedback and reviews.

“The ODA leadership academy was a really good experience. The opportunities were abundant, but the obligation was entirely doable. It was a non-threatening introduction to the various roles within the ODA that allowed for some meaningful participation. I would highly recommend it to any member who wants to learn more about the organization, leadership in general and to make a difference in your own life as well as in your profession.”

The Academy has proven to be an extremely valuable program not only to participants, but also the Association, providing a natural leadership pipeline and supporting the Leadership Development Committee’s charge to identify and develop leaders. It will be continued and further enhanced for 2020.

The 2019 ODA House of Delegates continued with a single-day format at the DoubleTree by Hilton Hotel in Portland on September 28th, where delegates discussed and voted on important issues that will shape the Association’s work moving forward. A highlight from the meeting was the ODA House of Delegates Task Force, reporting their efforts to date and requesting feedback from delegates on preliminary recommendations. The Task Force will utilize this important feedback to shape, refine, and finalize their suggestions on the future of the House of Delegates submitting formal recommendations and resolutions to the 2020 ODA House of Delegates for consideration. The 2020 House of Delegates will be held on September 26th, at Riverhouse on the Deschutes in Bend.

The end of 2019 marked the closure of the ODA’s 2016-2019 Strategic Plan. ODA staff, leadership, and members can be proud of the progress made by the Association over the last four years in the areas of engagement, awareness, learning, and capacity & resources. A work session, utilizing an outside facilitator, was held in September guiding ODA leadership and staff in refining the key issue areas and objectives for the next phase of the plan, which kicked off in January. At the first ever “Breakfast with the Board,” delegates at the 2019 House of Delegates weighed in on the draft 2020-2022 Strategic Plan outline, with overwhelming positive feedback in the proposed key issue areas: engagement, advocacy, development, and organizational health. The Strategic Plan will continue to guide and direct the Association’s priorities and efforts in the coming years to best support the satisfaction of the plan’s objectives.

“The ODA’s strength comes from individual dentists like you. We are thankful for our diverse membership, representing all practice models, working together to support organized dentistry — together we can accomplish more.”