Oregon Dental Association
Strategic Plan 2016-2019

Core Values
• Integrity, honesty, ethics
• High standards and quality care based on scientific principles and clinical judgment
• Lead, represent and provide service to the profession and the public; patient advocacy; promote the value of health
• Education

Core Purpose
“To advance the dental profession and to promote the highest standard of oral health and oral healthcare.”

KEY ISSUE AREAS 2016-2019

1. Engagement – ODA member engagement adds valuable support and enhanced experience for our community.

Objective(s):
A. Improve member recruitment and retention with a goal of 67% market share by 2019 yearend
   1. Establish personal contact whenever possible
   2. Develop benefits that enhance a dentist’s ability to do their work and manage evolving career paths
B. Expand communication modalities
   1. Explore additional electronic communications methods (e.g. emerging) to enhance member experience
C. Encourage member participation and invest in development of future leaders
D. Explore and develop a more diverse set of ad-hoc volunteering opportunities
E. Build and develop collaborations with partners for additional insight and data to accurately measure member participation and benefit usage
   1. Continually engage partners like component dental societies, ADA, Moda, DFO, etc.
   2. Establish metrics to benchmark and measure member engagement, predictive analytics and loyalty levels.
F. Advance quality oral health
   1. Promote evidence based dentistry.
   2. In coordination with stakeholders, develop a mechanism to study patient satisfaction.
2. **Awareness** – ODA is the trusted leader in oral health.

**Objective(s):**

A. Encourage ethical practices.
   1. Create relationships with OBD and communicate ODA code of ethics and educational needs
   2. Coordinate with partner organizations that promote ethics (e.g. ACD, SPEA, etc)

B. Build and enhance relationships with legislators and policy makers
   1. Promote additional participation in DOPAC and grassroots network.

3. **Learning** – ODA provides access to essential and emerging professional development experiences.

**Objective(s):**

A. Advance and expand dental education.
   1. Provide high-quality, evidence based education for all members of the dental team (e.g. Oregon Dental Conference)
   2. Develop new and emerging forms of education delivery.

B. Expanding participation of the dental team in education and community offerings.
   1. Oregon Dental Conference
   2. Dental Foundation of Oregon
   3. Oregon Mission of Mercy

4. **Organizational Capacity & Resources:** ODA has the appropriate resources to support association programs and strategic initiatives.

**Objective(s):**

A. ODA must ensure it has the human and financial resources to sustain existing programs and member service at an exceptional level, before embarking on new initiatives.

B. Continually monitor and evaluate utilization and value of existing programs and services.