

Oregon Dental Association Strategic Plan 2020-2022

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 2020-2022

Engagement: ODA will create and sustain a community that advances Oregon oral health.

1. Increase member loyalty levels, based on established KPIs and annual research
2. Increase membership participation in governance and research
3. Build and enhance relationships with dentists from a variety of different practice models
 - A. Specific outreach to DSOs, group practices, FQHCs, etc.
4. Increase member diversity
5. Build and enhance relationships with strategic healthcare decision-makers (e.g. Moda, OHA, health care executives, legislators, BOD)
6. Advance component support and collaboration to ensure a consistent member experience throughout the state.
 - A. Enhance communication strategies (Print, social media, email, etc.) to connect with current and prospective members

Advocacy: ODA proactively advocates for the dental profession to provide quality, accessible, and safe oral care for Oregonians.

Dental Profession

1. Improve practice model sustainability
 - A. workforce
 - B. third party reimbursement
 - C. address the auxiliary staff shortage
 - D. explore mid-level provider models to increase dental care capacity and reduce dental care costs
2. Expand organizational knowledge of emerging practice models
3. Preserve the dentist’s clinical expertise as the head of the dental team
4. Promote diversity in workforce
5. Build and sustain key stakeholders and relationships (I.e. Key coalitions and workgroups of greatest impact)

Public

1. Increase access to care solutions for underserved and vulnerable populations

- A. Increase the number of Oregon Health Plan dentists
 - B. Increase alternative models (CDHC) that build capacity and efficiency within the dental delivery system
 - C. Explore charitable care opportunities for collaboration with key partners (i.e. DFO, OAGD, Moda, etc.)
2. Educate the public about dentists and other provider types
 3. In alignment with the ADA, promote the value of the dentist-patient relationship

Development: ODA is committed to providing personal, professional, and leadership opportunities for continuous growth.

1. Advance and expand participation of the dental team in education offerings based on established organizational KPI benchmarks
2. Increase awareness and presence of ODA wellness initiatives
3. Advance member participation, support and cultivation of future leaders

Organizational Health: ODA is an enriching environment for members and staff.

1. Increase net membership annually
 - A. Focus membership recruitment and retention on diverse member segment and practice models to reflect the makeup of the profession.
2. Encourage members from all backgrounds and practice modalities to participate in leadership
3. Provide customized support for components
4. Build the organization capacity by increasing non-dues revenue to stabilize member dues
 - A. Promote utilization and education of programs and services with members
 - B. Form Non-Dues Revenue Task Force to review and make recommendations for building organizational resources that meet the current and future demands of the association
 - C. Ensure organization has adequate human and financial resources to sustain existing programs and service levels
5. Encourage adequate opportunities for staff development and growth