



Michigan Dental Association  
Unofficial Board Actions  
December 2, 2022

**Trustee Report: Dr. John Hall**

The Board met on December 2 in Okemos at the MDA Headquarters. It was a very enjoyable and productive meeting.

The Board continues to focus on improving market share among Michigan dentists and marketing our members' services to the public.

A hot topic for some members is the subject of cosmetic Botox. The Board is going to further study the subject in order to make a policy recommendation.

We were pleased to receive an excellent presentation from Dr. Jan Hu, interim Dean at the University of Michigan School of Dentistry, on the state of the school.

And last but not least were several awards and appointments made by the Board.

We look forward to serving our member dentists by representing them on the Board into 2023.

John Hall, DDS  
MDA Trustee

**Highlights from the Board of Trustees Meeting**

**Board Development**

The Board held a generative discussion on advocacy strategies. This included ways to increase member involvement with grassroots legislative meetings and the legislative action alerts, helping components with legislative events, and demystifying the process of meeting one-on-one with legislators. The Board discussed the role of ballot initiatives vs. legislation in advancing advocacy goals. They also discussed political endorsements of candidates and agreed, after a thorough review of the potential pros and cons, that the MDA would maintain its policy of not endorsing political candidates.

**Public Education Campaign**

The Board heard an update from Jim Pond and Matthew Maguy of JXM, the MDA's marketing communications firm, on its focus for 2023. Primary targets will continue to be family influencers, blue-

collar workers, and millennials. The 2023 Illness Impact campaign will focus on illnesses such as heart disease and arthritis, Irresistible Stories will expand unique voices and the Care and Share program of resources that members can use on their own websites will continue to develop.

The Board also discussed the Committee on Public Relations' proposed plans for the 2023 campaign and agreed with the Committee's recommendations:

- The MDA should continue to allocate 80% of the public education campaign effort towards education/awareness and 20% towards driving people to the find-a-dentist tool.
- The MDA should continue to focus on the three primary targets consisting of Family Influencers, Blue Collar Workers, and Millennials.
- The MDA should utilize the Public Education Campaign budget to expand on the capabilities of the existing Smile Michigan website, up to and including a complete overhaul of the website user experience.
- The MDA should continue and expand upon the content strategy focusing on Oral Health Comorbidities.
- The MDA should continue to build creative content focusing on providing digital assets for dentists to use within their individual practices that support the goal of expanding dental education/awareness.
- The MDA should bring a focus to organic content with a specific effort focusing on Search Engine Optimization via content development.
- The MDA should continue to focus on developing content that showcases unique stories within dental care.
- The MDA should develop a strategy to increase awareness of Careers in Professional Dentistry as part of the Public Education Campaign.

### **Strategic Plan**

Executive Director Burgess gave an update on progress on the 2021-25 Strategic Plan for each of the strategic plan goals.

Current activity includes:

- research with D3/D4 dental students, nonmember early career dentists, and member early career dentists for Member Value
- the power of audience segmentation through technology for Member Engagement
- expansion of the Leadership Roadshow for Leadership Engagement
- planned evaluation of the MDA product/service matrix with 2022 data for Organizational Sustainability
- the Michigan Diverse Dental Alliance website/video launch for Diversity, Equity and Inclusion
- increasing member awareness and satisfaction regarding MDA advocacy efforts for Advocacy.

Later in the meeting, Sarah Wiese of Bixa Research provided a report on the qualitative research, which included in-depth interviews with 20 young dentists/dental students followed by three focus groups. The goal was to identify what motivates young dentists to join MDA, career challenges and barriers to membership, and value alignment between this generation of dentists and the MDA. Key reasons for

joining organized dentistry included an expectation as a dentist, encouragement from mentors, looking for support and resources, growing a professional network, and making a commitment to their professional community. One important finding was that creating opportunities to build an emotional connection between these young dentists and the MDA would result in greater commitment and loyalty. Their values – honesty, respect, care, integrity and family – align with MDA values. Personalizing offerings, creating fun and interactive experiences, and fostering open communication will help increase member value for this group. The research revealed four pillars to MDA membership for young practitioners – professional growth, personal growth, authentic relationships and social action – and attention to these pillars will also have a positive impact. Focus groups also provided feedback on several concepts. The research will be used to build a plan of action to enhance new dentist membership engagement and participation.

## Medicaid

**Medicaid Reform:** The Board received an update on the adult dental Medicaid program. The 2023/2024 state budget includes an \$85 million investment (44% of the total from the federal government) for adult dental services and provides for the first increase in fees in 30 years. The redesign plan created by the Michigan Department of Health and Human Services (MDHHS) became final on November 30. The redesign contains most of the principles that the MDA has been advocating for over the years. The redesign plan includes:

- Increased reimbursement rates for providers
- Improved patient access and provider participation
- Enhanced care coordination between medical and dental care
- Expand the scope of benefits to include a broader array of preventive and restorative dental services (including sealants, root canals and crowns).

The MDHHS is planning a phased-in approach for implementation with reimbursement rate changes being effective January 1, 2023, and the benefit enhancements and service delivery changes occurring on April 1, 2023. Both rate increases and administrative and coverage changes are important for increasing dentist participation.

## Policy

**ADA Strategic Promotional Incentive (SPI):** The Board agreed to match the ADA SPI, which offers a financial incentive to non-members to encourage them to join. The incentive is offered from January to June, and in 2023 will target non-members with recently lapsed membership (last three years), women, racially and ethnically diverse dentists, and new dentists three to five years out of dental school.

**Botox and Dermal Fillers for Cosmetic Purposes:** SB 1068 seeks to limit the authority to administer Botulinum Toxin Type A (Botox) or dermal filler for cosmetic purposes to (1) a physician, (2) a licensed physician's assistant, or (3) a nurse practitioner as a delegated act of a physician. The Board is aware that the lack of language in Michigan law or rules addressing the use of Botox and dermal fillers for cosmetic purposes by dentists has created a situation where dentists may unknowingly be offering services outside of the scope of dentistry. The Board agreed that establishing clear standards for the use

of Botox for cosmetic purposes by dentists is in the best interests of MDA members and the broader dental profession, as well as patients.

The Board approved a policy in support of dentists with proper training administering Botox and dermal fillers for therapeutic purposes with a patient of record. In addition, the president will appoint a workgroup to create an MDA policy recommendation and discuss future legislation to support the administering of Botox and dermal fillers for therapeutic and cosmetic purposes in accordance with CODA-training standards. The Board further agreed to oppose the proposed legislation (SB 1068).

**MDA Policy on Dental Therapists:** The proposed dental therapist rules proposed by the Michigan Board of Dentistry do not go beyond what is required by the dental therapist law. Several current policies that were enacted in response to special dental therapist issues in the past were rescinded. The Board approved a resolution that the MDA is opposed to the further development of dental therapists in the state of Michigan.

**MDA 2023 Legislative Priorities:** The Committee on Governmental and Insurance Affairs recommended the continuation of 2022 priorities and the addition of a loss ratio for dental insurance companies for the 2023 priority list. The Board of Trustees agreed. The total list includes: dental loss ratio, dental benefit company transparency, teledentistry, state budget, student debt, and dental workforce.

**MDA Mission, Vision, and Values:** The Board discussed the process for reviewing and potentially revising MDA's mission, vision, and values. As these are a reflection of the MDA overall as an organization, the Board approved funding for a consultant to assist with a thorough evaluation with input from others in addition to the Board of Trustees. The evaluation will occur in January and February, with a recommendation to be finalized by the Board at its March 10, 2023 meeting.

**2025 MDA Annual Session:** The MDA policy for rotation is that the Annual Session is held in southeast Michigan every third year. The Board discussed the city for the 2025 Annual Session and agreed that it be held in downtown Detroit. The venue will be finalized once additional research has been conducted.

### **Dental Education**

**University of Michigan:** Dr. Jan Hu, University of Michigan's Interim Dean, provided the Board with a presentation on the state of the dental school. She provided information about students, faculty, and patients as well as recent dental school initiatives. Dr. Hu noted that plans are in development to celebrate the school's 150<sup>th</sup> anniversary in 2025. She shared the demographics of the 109 students in the D1 class, which includes 58 students from Michigan and 51 non-residents; 62 women and 47 men; has an average age of 23 and is diverse from a racial/ethnic perspective. The average GPA is 3.8 and DAT score 22. She highlighted information regarding the post-doctoral and allied programs in dentistry as well as the departments in the dental school, and noted that U of M was the top recipient of research grants from NICDR in 2021.

## Awards and Appointments

**2023 MDA Awards:** The Board approved the 2023 award recipients. The awards are scheduled to be presented at the first House of Delegates meeting at next year's Annual Session. The names of the recipients will be announced once all recipients have been notified.

**New Award:** The Board established a new Donated Dental Services award – the “Rising Star Volunteer Dentist” award. This award will recognize a dentist volunteer who is newer to participating in the Michigan Donated Dental Services (DDS) program and who has demonstrated exceptional dedication to the mission of the program. Nominees will be submitted to the Board for consideration by the Committee on Access to Care.

**2023 LEAD Program:** The Board approved the following participants for the 2023 LEAD Program: Drs. Amanda Beck, Sarah Bouwkamp, Lisenia Collazo, Steven Gray, Melissa Keil, Sheridan Kelley, Jayne Kessel, Aimee Matthews, and Hayley Popp. The kick-off for the 2023 class will be in January.

**MDA Dental PAC:** The Board approved the following as directors of the Dental PAC Board of Directors for a three-year term to begin January 2023: Drs. Saranna Berger, Erick Rupprecht, Riley Schaff and Hassan Yehia.

**MDA Foundation Board of Directors:** The Board approved the directors of the Michigan Dental Association Foundation for a two-year term. Community-at-Large directors approved included Nancy Harmon, RDH, Christina Hix, Dawsar Najory, and Ted Schumann, II, CPA, CFP. Dentist Directors included Dr. Gary Hall, Dr. Daniel Peters, Dr. Marvin Sonne, and Dr. Tamika Thompson.