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**American Dental Association  
Strategic Plan: 2007-2010  
Key Strategies for 2008**

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**Key Strategies for 2008**

1 **Glossary of Acronyms**

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3	<b>ADAF</b>	American Dental Association Foundation
4	<b>BMPs</b>	Best Management Practices
5	<b>CDEL</b>	Council on Dental Education and Licensure
6	<b>CDHC</b>	Community Dental Health Coordinator
7	<b>CDT</b>	Certified Dental Terminology
8	<b>CE</b>	Continuing Education
9	<b>CEBJA</b>	Council on Ethics, Bylaws and Judicial Affairs
10	<b>CELL</b>	Center for Continuing Education and Lifelong Learning
11	<b>CND</b>	Committee on the New Dentist
12	<b>EBD</b>	Evidence Based Dentistry
13	<b>GKAS</b>	Give Kids A Smile
14	<b>HOD</b>	House of Delegates
15	<b>MRM</b>	Member Relationship Management
16	<b>OPA</b>	Oral Preventive Assistant
17	<b>PBRN</b>	Practice Based Research Network
18	<b>PPR</b>	Professional Product Review
19	<b>PRC</b>	Paffenbarger Research Center

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**GOALS AND OBJECTIVES: 2007 - 2010**

The following pages include five strategic ADA goals for the years 2007 - 2010. Objectives for each of these goals are listed as measures to guide the progress of the Association, and are intended to cover the three year period unless noted otherwise. Strategies and action plans to achieve the objectives are the responsibility of ADA agencies and are subject to ADA Board of Trustees approval.

**Goal: Achieve Effective Advocacy**

for both oral health and the dental profession, within the health care, public and policy communities.

**Objectives**

- 1) Preserve the dentist as the leader of a team which provides comprehensive oral health care services in any health care system.
  - a) **Native American Summit and follow up work**
  - b) **Preparation for Access Summit (including Medicaid Provider Symposium)**
  - c) **Future of Health Care/Universal Coverage Task Force**
  - d) **State Public Affairs Plan**
  
- 2) Advocate for innovations that measurably increase access to care for all segments of the population.
  - a) **Native American Summit and follow up work**
  - b) **Preparation for Access Summit (including Medicaid Provider Symposium)**
  - c) **Expanded GKAS**
  - d) **Oral Health Literacy Initiative**
  - e) **Elder Care Initiative**
  - f) **Future of health care/universal coverage Task Force**
  - g) **CDHC pilots and OPA curriculum development**
  - h) **H.R. 2472, “The Essential Oral Health Care Act of 2007”**
  
- 3) Maintain the trusted professional image of the dentist among the top three professions.
  - a) **Branding Initiative**
  - b) **State Public Affairs Plan**
  - c) **Expanded GKAS**
  - d) **CDEL/CEBJA initiative on student cheating/academic integrity**
  - e) **BMPs that now include amalgam separators**

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1 4) Achieve full geographic practice mobility for licensed dental professionals nationally by 2008 and  
2 explore international mobility issues by 2010.

- 3
- 4 5) Advocate for the small business interests of the dental office.
- 5 **a) Dental tourism research/additional work for 2008**
  - 6 **b) Model state legislation (and state advocacy strategies) on foreign labs**
  - 7 **c) Dental Market Index**
  - 8 **d) Future of Health Care/Universal Coverage Task Force**

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**Goal: Build Dynamic Communities**

10 to collaborate through new, cost effective ways on strategic initiatives and policies.

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**Objectives**

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- 15 1. Achieve a net growth in membership market share of at least 0.5% annually with an ultimate goal of  
16 75% by 2010.
- 17 **a) Membership Initiative (and its various sub-parts)**
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- 19 2. Explore new categories of ADA membership addressing oral health care team members, other related  
20 populations and the international community.
- 21 **a) Implementation of approved member categories and ongoing exploration of membership**
  - 22 **Note: Completed Dental Team Member Initiative (2007)**
- 23
- 24 3. Establish at least three innovative mechanisms that enhance collaboration across all communities of  
25 interest within dentistry, the global health care community and the public.
- 26 **a) Our Legacy-Our Future/ADAF Innovations Campaign (dental education community)**
  - 27 **b) Expanded GKAS (industry; other stakeholder groups)**
  - 28 **c) Native American Summit (numerous outside stakeholder groups included)**
  - 29 **d) Access Summit (numerous outside stakeholder groups included; note: includes Medicaid**
  - 30 **Provider Symposium)**
  - 31 **e) Expanded PPR (industry; dental schools)**
  - 32 **f) Oral Health Literacy (medicine, public health, industry)**
  - 33 **g) Elder Care (long term care industry, geriatric medicine, etc.)**

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**Goal: Create and Transfer Knowledge**

to improve oral health, being the most trusted source for information.

**Objectives**

- 1) Increase the Association's value to the public through the transfer of timely, relevant and emerging oral health information, annually.
  - a) **Adding separators to BMPs (and related activities)**
  - b) **New restorative materials brochure**
  - c) **New Anesthesia Guidelines**
  - d) **Infant Formula/EBD assessment**
  - e) **Sealants/EBD assessment**
  - f) **Oral Cancer initiatives**
  - g) **Oral Health Literacy Initiative**
  - h) **Elder Care Initiative**
  
- 2) Increase the understanding of oral health by the public, other health professions and legislators by developing at least one initiative specifically tailored to each group every year.
  - a) **State Public Affairs Initiative**
  - b) **Meth Mouth legislative initiative**
  - c) **Children's Oral Health legislative initiative**
  - d) **Oral Health Literacy Initiative**
  - e) **Elder Care Initiative**
  
- 3) Increase the Association's value to the profession annually, through the transfer of timely science and practice information based on data, new knowledge and emerging theory.
  - a) **PPR**
  - b) **EBD Center Initiatives (Web site; Champions Conference; EB clinical recommendations, etc.)**
  - c) **Science in the News**
  - d) **Adding separators to BMPs (and related activities)**
  - e) **New restorative materials brochure**
  - f) **New Anesthesia Guidelines**
  - g) **Implementation of Health Screening Program Business Plan**
  - h) **Oral Health Literacy Initiative**

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- 1 4) Participate in at least three initiatives that develop and advance clinical dental practice research.  
2 **a) PBRN collaboration**  
3 **b) Implementation of Health Screening Program Business Plan**  
4 **c) External Review of PRC**  
5  
6 5) Advance the culture of lifelong learning in the dental profession by developing at least four new  
7 mechanisms that address the unique learning needs of the various demographics of the profession  
8 **a) CELL initiatives (new hands on courses; lifelong learning self-assessment; etc.)**  
9 **b) Disaster preparedness program implementation (training dentists)**  
10 **c) SUCCESS dental student programs**  
11 **d) New annual session CE programming**  
12 **e) EBD Champions Conference**

**Goal: Lead in the Advancement of Standards**

that are essential for the safe, appropriate and effective delivery of oral health care.

**Objectives**

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19 1) Promote adherence to the *ADA Principles of Ethics and Code of Professional Conduct* through at least one  
20 initiative annually, for the safe, appropriate and effective delivery of care.  
21 **a) CDEL/CEBJA initiative on student cheating/academic integrity**  
22 **b) SUCCESS dental student programs**  
23  
24 2) Promote annually, through various forums, current U.S. educational standards; innovation; and lifelong  
25 learning curricula in dental and auxiliary programs in order to meet changing patient treatment needs.  
26 **a) CELL initiatives**  
27 **b) CDHC pilots and OPA curriculum development**  
28  
29 3) Participate, annually, in the leading national and international standards development organizations  
30 effecting standards for oral healthcare products, equipment, materials, and informatics.  
31 **a) Electronic Health Record Work Group**  
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33 4) Collaborate on dental education standards through new initiatives to continuously improve dental  
34 education with interested international dental schools.  
35 **a) International Accreditation**

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- 1 5) Increase the understanding and incorporation of evidence-based dentistry in the clinical judgment of  
2 practitioners by providing at least three products, services, or educational opportunities annually.
- 3 **a) EBD Champions Conference**
  - 4 **b) Sealant EB recommendations**
  - 5 **c) Infant Formula EB recommendations**
  - 6 **d) New EBD Web site**
  - 7 **e) SUCCESS dental student program for sophomores**

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9 **Goal: Attain Excellence in Operations**  
10 through progressive and efficient business management practices.

11 **Objectives**

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  - 14 1. Achieve a 2% real growth annually in non-dues revenues in order to minimize dues increases.
    - 15 **a) New Publishing Sales Force initiatives (linked platform advertising; supplements; posters; on-**
    - 16 **line opt-in product promotion/info series)**
    - 17 **b) Personalized and other new products in Salable Catalog**
    - 18 **c) Growth/Expansion of CDT products and licensing**
    - 19 **d) Branding Initiative**
  - 20
  - 21 2. Explore and implement at least three new and innovative means to achieve direct member and/or  
22 potential member input and leadership development that is representative of the demographics of the  
23 profession.
    - 24 **a) Institute for Diversity**
    - 25 **b) Kellogg Program (executive business)**
    - 26 **c) CND Leadership Development on-line programming**
    - 27 **d) Branding Initiative**
    - 28 **e) Ongoing environmental scanning**
  - 29
  - 30 3. Gather and utilize appropriate information and market research for major ADA initiatives and target all  
31 new ADA products, services and activities with greater acknowledgment of the diversity of the  
32 membership across generational, cultural and professional perspectives.
    - 33 **a) Future of Health Care/Universal Coverage Task Force**
    - 34 **b) Ongoing environmental scanning**
    - 35 **c) ADA centralized marketing**

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- 1 4. Examine and optimize the ADA processes, management and governance structures annually to focus all
- 2 resources to achieve the Association's strategic goals.
- 3 **a) MRM implementation**
- 4 **b) ADA Marketing Staffing Assessment/utilizing the MRM process**
- 5 **c) HOD New Business Task Force**