



Dr. Brett H. Kessler ADA President-Elect

Building Connections

Introduction & Two-Word Check-in



1. Name
2. State Dental Association
3. Two-Words (one each)
 - What is your focus for your presidential year?
 - Describe how you are feeling about your upcoming year

Move & Mingle: Post-it Q&A



2 Post-It Notes

1. Write one personal question.

Example: Where is your favorite place to vacation?

2. Write one dental association related question

Example: What is one successful initiative your society has in place to recruit new dentists?

Directions:

1. Partner up with another attendee in the room
2. Hold both post-it notes up with the question facing you for your partner to choose one post it note.
3. Your partner will read the question and answer it.
4. You will then choose a post it note from your partner and answer it.
5. Keep the post it notes you choose and then find a new partner.
6. Do this for a 3-4 rounds to meet new peers
7. Keep answers relatively short so that you can meet as many people as you can.

Leading with Purpose

Brett H. Kessler, D.D.S.
ADA President-Elect
July 14, 2024



My Background

Co-owner

- Town Center Dentistry and Orthodontics (TCDO) in Denver

Past President

- Colorado Dental Association

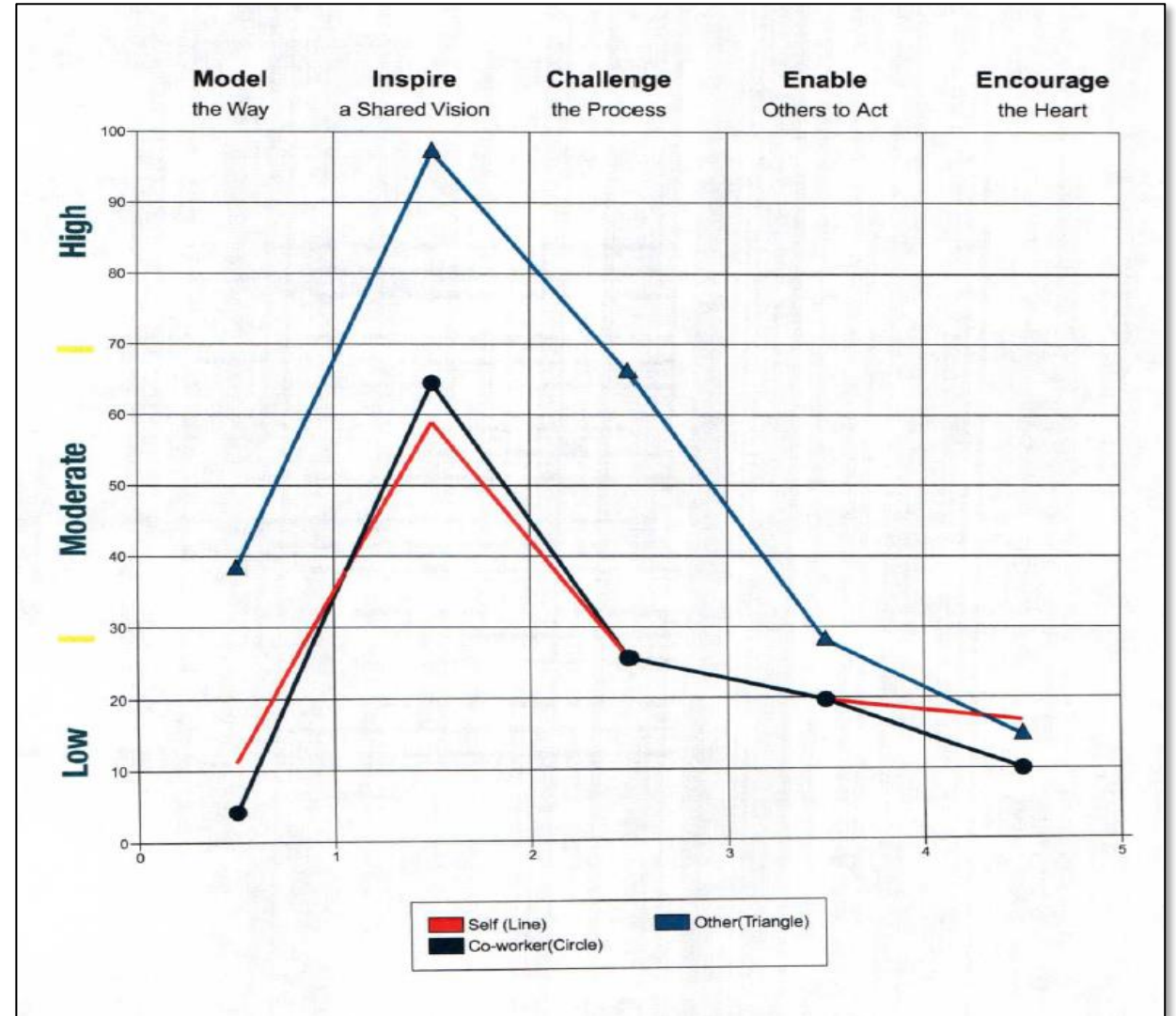
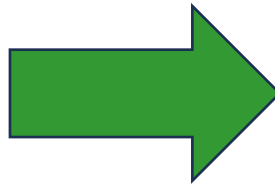
Consultant

- ADA Council on Dental Benefit Plans
- ADA Dental Well-Being Advisory Committee



My Team at TCDO

From Accolades to Reality: A Leadership Reflection



Leadership is
where you
focus.



Disclaimer

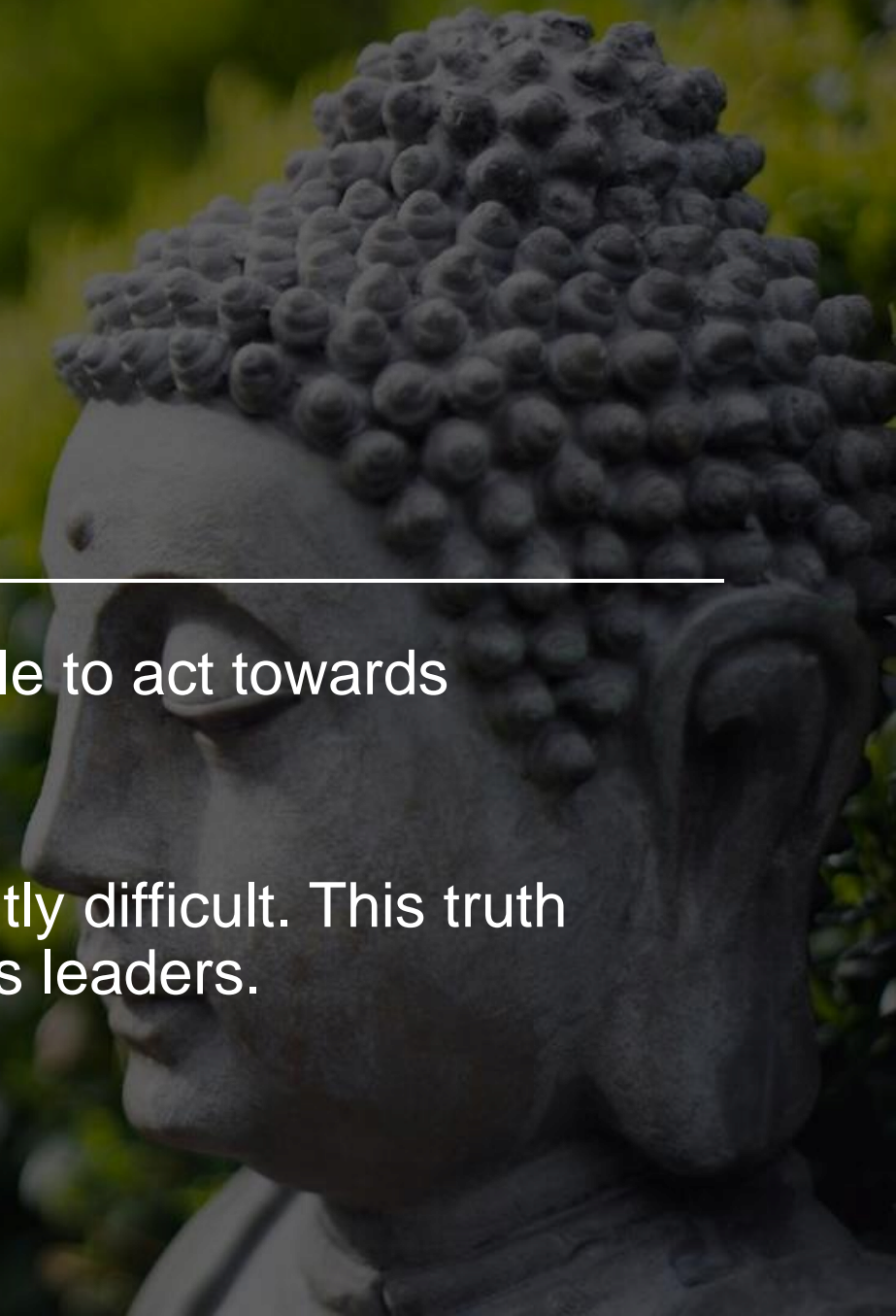
- These are not my original ideas, just my observations.
- They have been collected through personal experiences, classes that I have taken, and books that I have read.
- Passed on to me by many different mentors that I have had throughout my life.



What is Leadership?

Leadership is the art of motivating a group of people to act towards achieving a common goal.

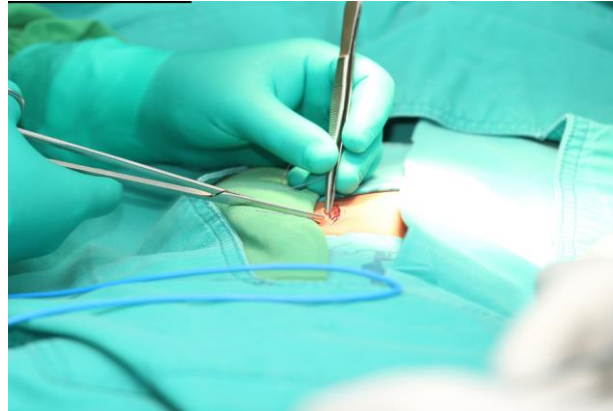
In Buddhism, it is acknowledged that life is inherently difficult. This truth extends to our practice of dentistry and our roles as leaders.



Dentists must have the...



Eye of a sculptor



Hands of a surgeon



Insight of a therapist



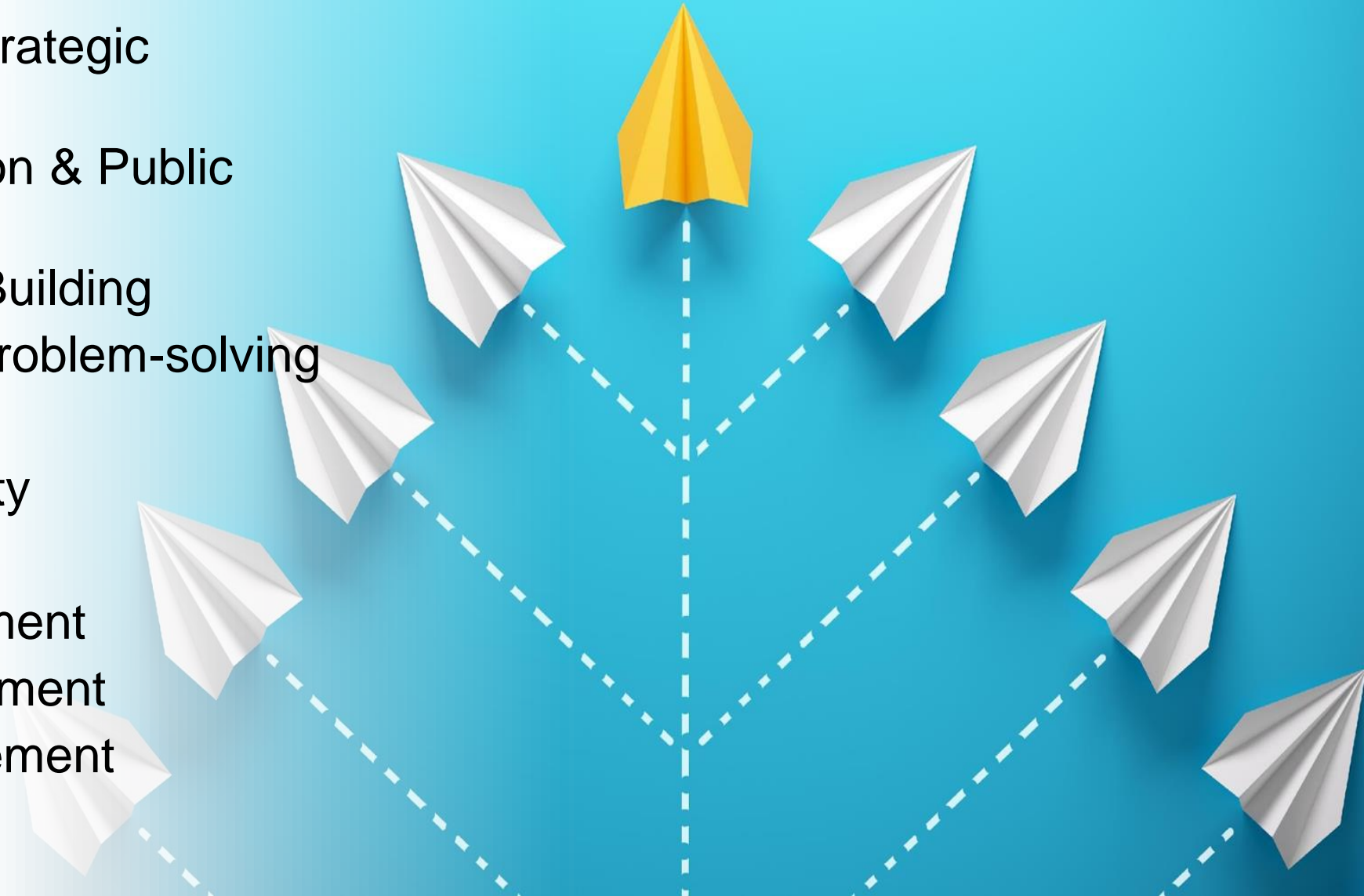
Knowledge of a scientist



Acumen of a businessman

Key leadership skills for a **President-elect**

- Visionary Thinking & Strategic Decision-making
- Effective Communication & Public Speaking
- Collaboration & Team Building
- Conflict Resolution & Problem-solving
- Change Management
- Resilience & Adaptability
- Integrity & Ethics
- Mentorship & Development
- Delegation & Empowerment
- Time & Project Management
- Emotional Intelligence



**Don't
Panic!**



There is no one-size-fits-all approach that anyone can offer you.

The hot water that softens a carrot will harden an egg.

- Clayton M. Christensen,
How Will You Measure Your Life



Effectiveness in leadership
depends on your level of
commitment.



Are you
involved, or
are you
committed?



Consider this...

The chicken was involved in this breakfast.

But the pig was **committed.**





The Power of Perseverance

Just Push
Through It



CONSUMERISM

CUSTOMER
& CLIENT DEMANDS

Disrupters challenge the status quo.

They transform the way we think,
act, do business, learn, and live
our daily lives.

TECHNOLOGICAL
ADVANCEMENTS

DISRUPTION

MARKET
CHANGES

ACCELERATED
TIMELINES

An aerial photograph of a dense city skyline, likely Chicago, with numerous skyscrapers and a large body of water (Lake Michigan) visible in the background under a cloudy sky.

Uber, the largest ride-sharing company, owns no vehicles...

A single idea can transform entire industry

Uber

Disruptors in Healthcare



Technology



Insurance



Regulation



Group Practices



Think different.

**Technically, this glass
is completely full—
50% water and 50% air.**

But to understand its true nature, we
need to look beyond the obvious.

We need to look deeper to
understand **who we are and what
we stand for.**

A hand holding a black compass with a white face and green markings. The compass is held in the center of the frame. The background is a blurred landscape with water and mountains under a blue sky. The text is overlaid on the image.

If you stand for nothing,
you will fall for anything.

Use your core values to guide your path forward.

Do you know
the **core**
values of
your dental
society?



The background of the slide is a photograph of the American Dental Association's headquarters building. The building is a modern, multi-story structure with a prominent glass and metal canopy over the entrance. The words "AMERICAN DENTAL ASSOCIATION" are displayed in large, white, three-dimensional letters across the top of the building facade. The entrance area is busy with people walking, some blurred due to motion. The overall scene is bright and professional.

ADA Core Values

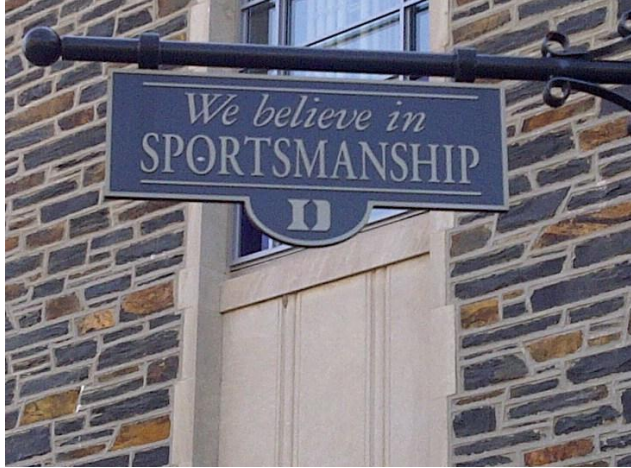
- Commitment to Members
- Integrity
- Excellence
- Commitment to the Improvement of Oral Health
- Science/Evidence-Based
- Diversity
- Inclusion

We make people healthy.



PASSION LED US HERE

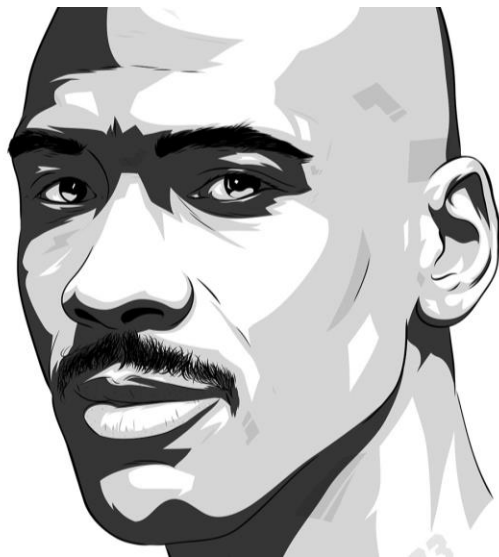
Align everything you do with your **values**.



Coach K's Winning
Playbook:
Core Values and
Leadership

Who and
what **inspires**
you, and
why?





The Human Behind the Hero



Even
Superman
had a
weakness.

What is your kryptonite?

Be more concerned with your character than
your reputation...

Your character is what you really are, while
your reputation is what other people think you
are.

- Coach John Wooden

When you are wrong, **promptly admit it.**



STORY OF
DR. A



STORY OF
DR. B

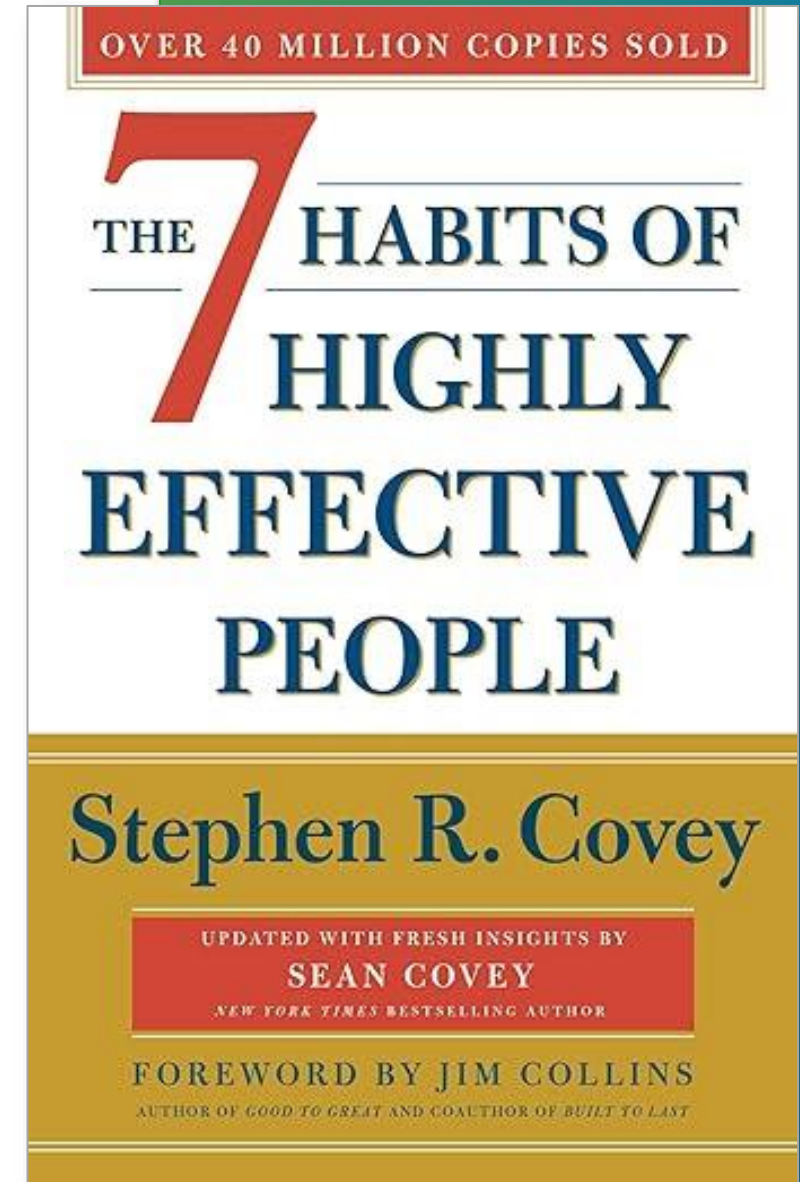
October 21, 1998

Recovery gave me a second chance. It's a fragile gift that I treasure and the foundation of everything I do.

I am committed to living my best life and sharing my story with others.



As presidents-elect, these habits can help you lead with **effectiveness** and **purpose**.



Habit #1

Be Proactive

Highly effective people change their lives by focusing on what they can control.



Be Proactive: Responding to Stimuli



STIMULI



PAUSE &
REFLECT



RESPOND &
REACT



Habit #2

Begin with the end in mind.

Visualize your goals and set a clear direction for your organization with a principle-centered mission statement.



My Mission Statement as a Leader

I lead within the scope of my core values, so I am most effective at creating synergy and achievement.

I match my actions with my intentions, so my integrity is apparent to all who cross my path in life. By living with intention, I inspire others to live their lives to their fullest potential.

Through persistence and discipline to my mission, I live peacefully and within my means.





My Mission Statement for my family

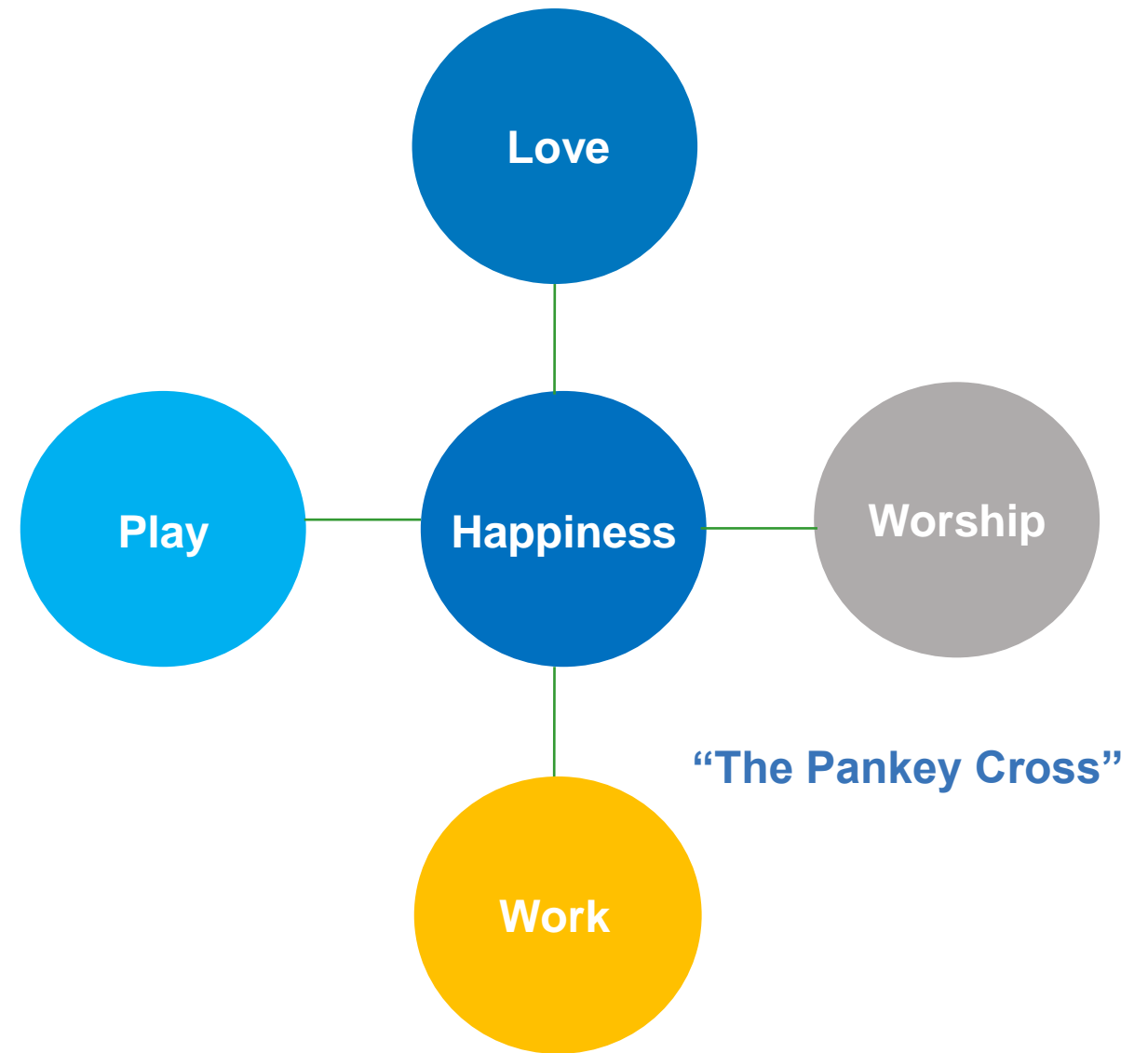
I recognize that my most important legacy is my family.

I am a partner with Gina communicating my feelings and thoughts in a caring way for the best possible relationship between us, in support of each other and our family.

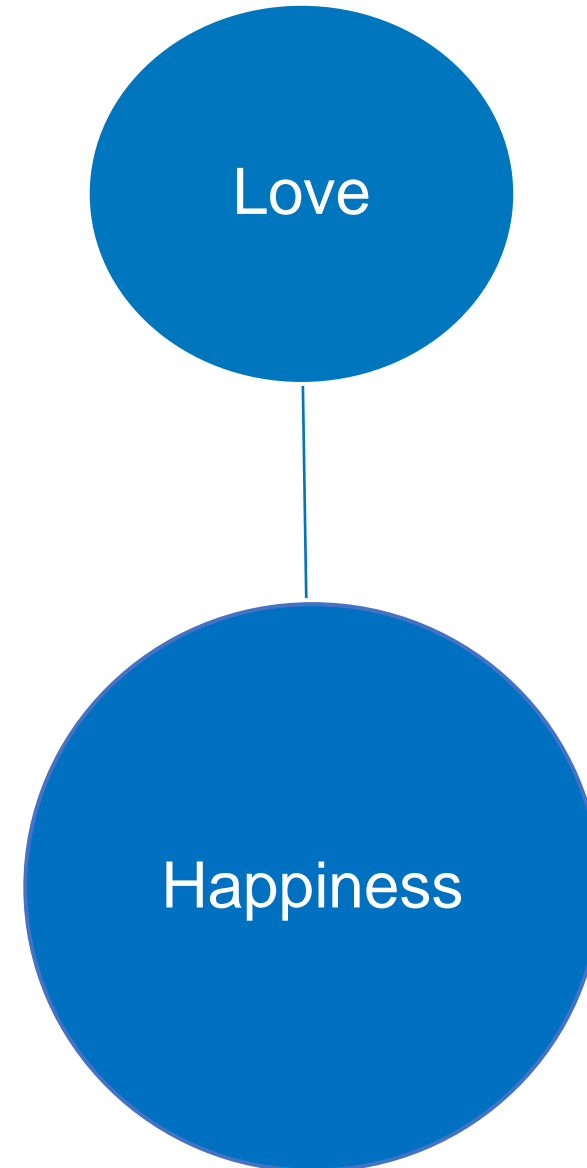


To achieve true
peace...

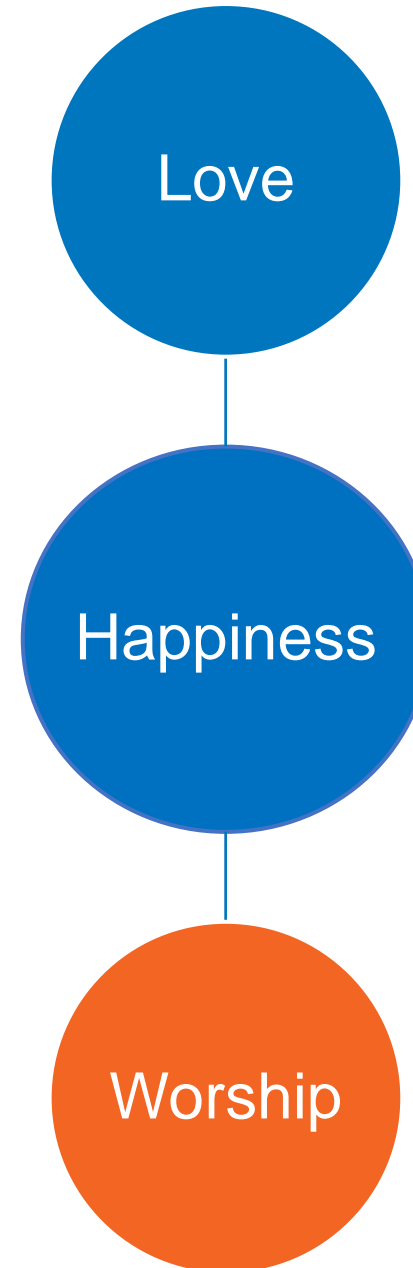
I balance love
and worship with
work and play.



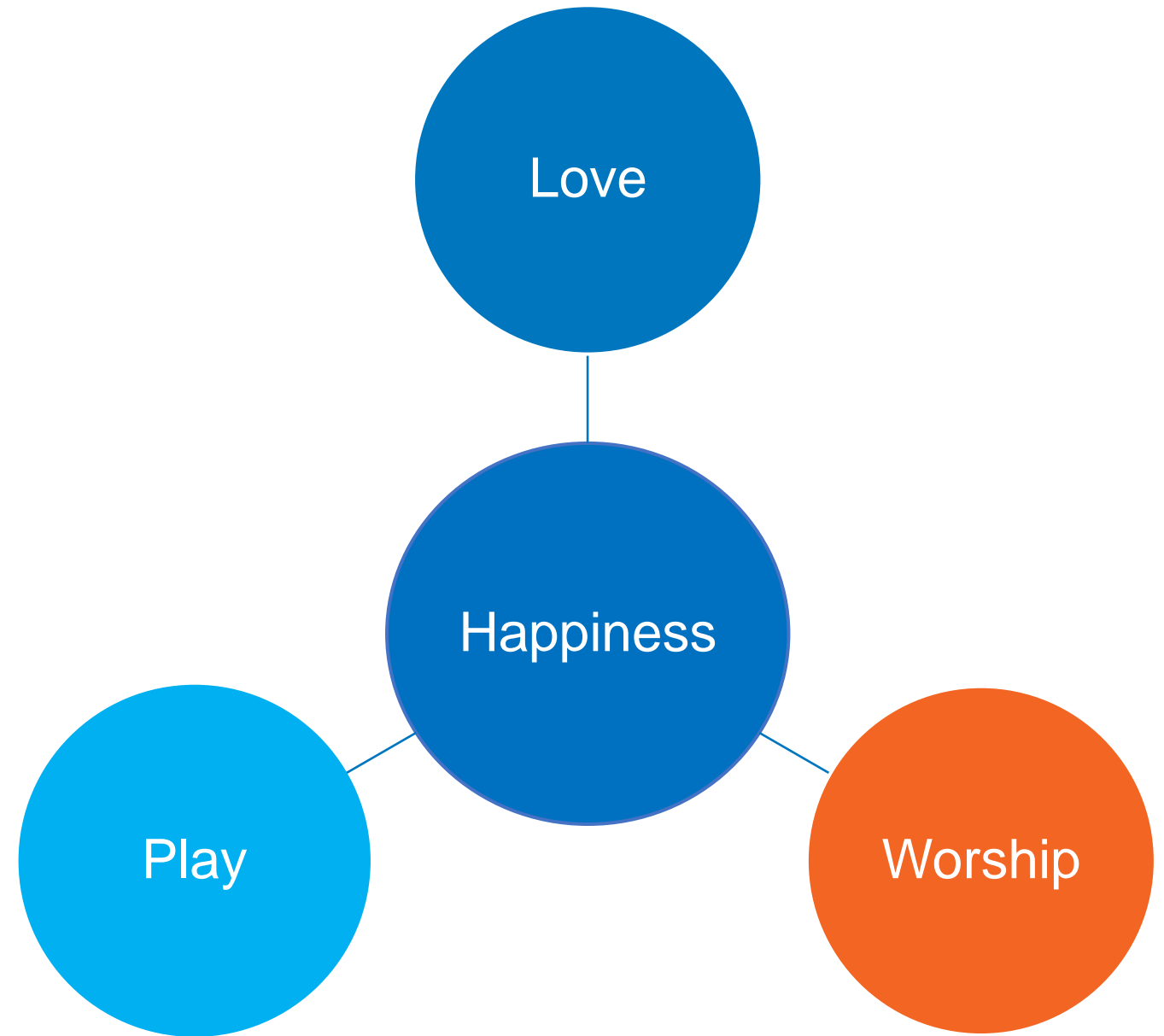
I show love through actions towards my family, friends, team, patients, and community.



I worship daily
through
meditation and
prayer.



I play to recharge and center my life and spirit. I stay fit and live a healthy lifestyle.



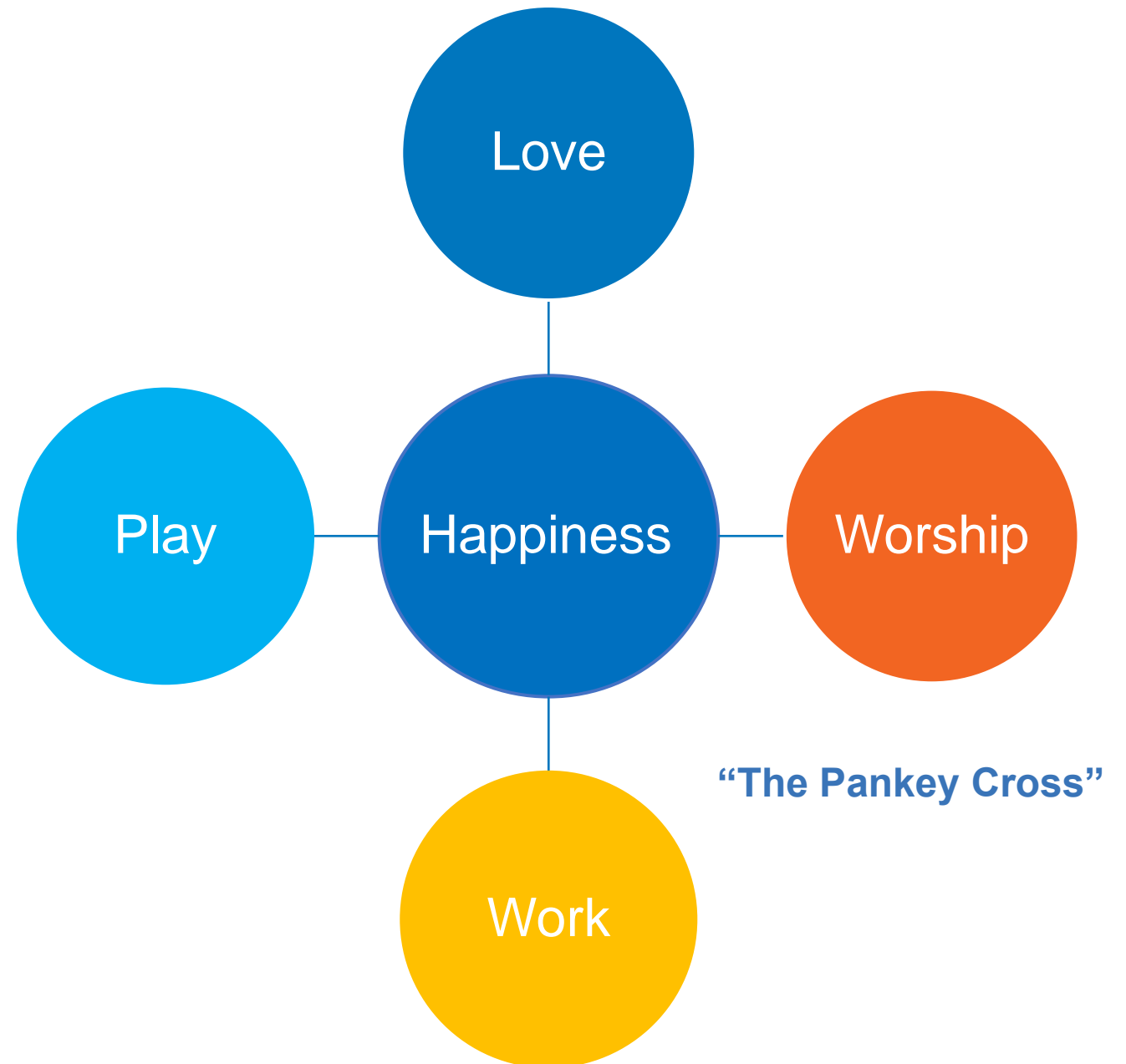


PLANT-BASED
vega.
IRONMAN
WORLD CHAMPIONSHIP

OCTOBER 12TH 2019

OFFICIAL TIME
14:27:00

I help my patients' souls shine through their smiles and give back to serve a greater good.



"The Pankey Cross"

My Core Values

- Courage
- Integrity
- Family
- Humility
- Humanity



Do you have
a **mission**
statement?



Habit #3

First things first.

Organize and execute around your most important priorities. Live by the principles you value most, not by the agendas and forces surrounding you.



Quadrant 2 – The Key to Personal Progress

Q2 activities are not urgent, but important.

Important	
Urgent, Q1	Not Urgent, Q2
Crises	Prevention activities
Pressing problems	Relationship building
Deadline-driven projects	Recognizing new opportunities
	Planning, recreation
Not Important	
Urgent, Q3	Not Urgent, Q4
Interruptions, some calls	Trivia, busy work
Some mail, some reports, some meetings	Some mail, some calls
Proximate pressing matters	Time wasters

Habit #4

Think win-win.

Promote mutual benefit in interactions by seeking solutions that benefit all involved. If Win-Win isn't possible, consider 'no deal' as an alternative.



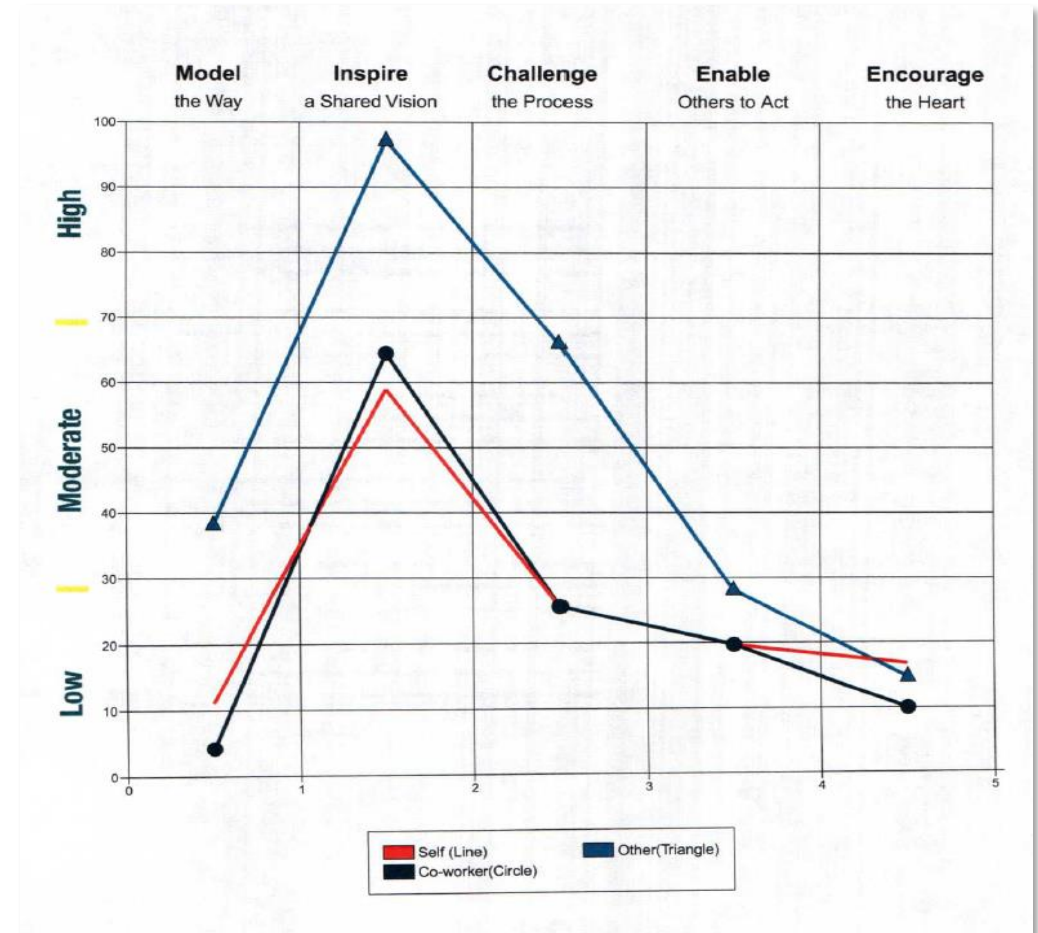
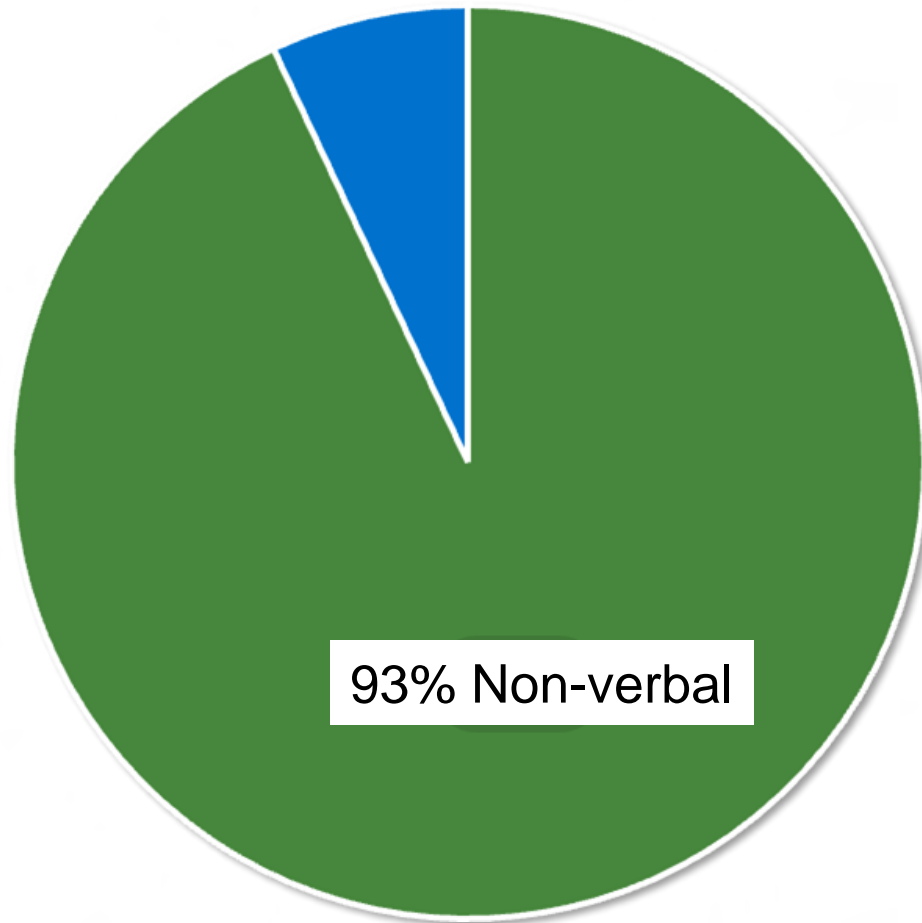
Habit #5

Seek first to understand, then to be understood.

Put yourself in the other person's perspective and **listen empathetically** for both feeling and meaning.



Communication Breakdown Verbal vs. Non-Verbal



The single biggest problem with communication is the illusion that it has taken place.

- George Bernard Shaw



Emotional Intelligence

The other kind of smart!

Habit #6

Synergize.

Use trustful communication to leverage individual differences to create a whole that is greater than the sum of its parts.



Habit #7

Sharpen the saw.

Take time out of your “business” to take care of your physical, mental, emotional, and spiritual well-being.



Internal



Be proactive



Begin with the end



First things first

External



Think win-win



Seek first to understand



Synergize

Both



Sharpen the saw

Re-evaluate and
revisit constantly

Balance





Swimming Against the
Current:

**The
Leadership
Challenge**

Five Key Practices



Model the way



Inspire a shared vision



Challenge the process



Enable others to act



Encourage the heart

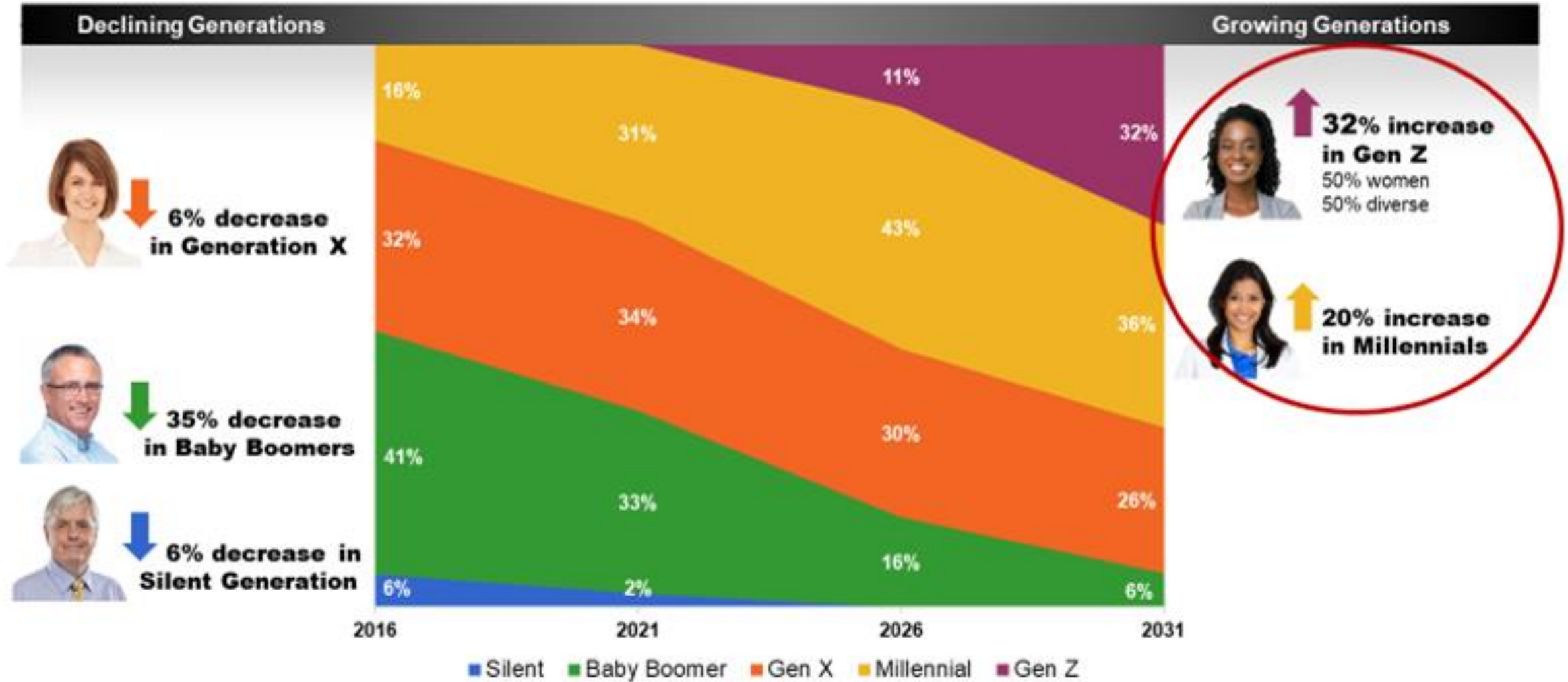
**Embrace the
challenge,
stay focused, and
keep pushing
forward.**



Be faithful in small things because it is in them that your strength relies.

- Mother Teresa

A Generational Transition



—

Bridging Generations through Mentorship



Do you have
a mentor or
coach?



How will you
use your
dash?



Bibliography

Seven Habits of Highly Effective People – Stephen Covey

Start with Why – Simon Sinek

The Infinite Game - Simon Sinek

Atomic Habits – James Clear

Good to Great - Jim Collins

The Song of Significance – Seth Godin

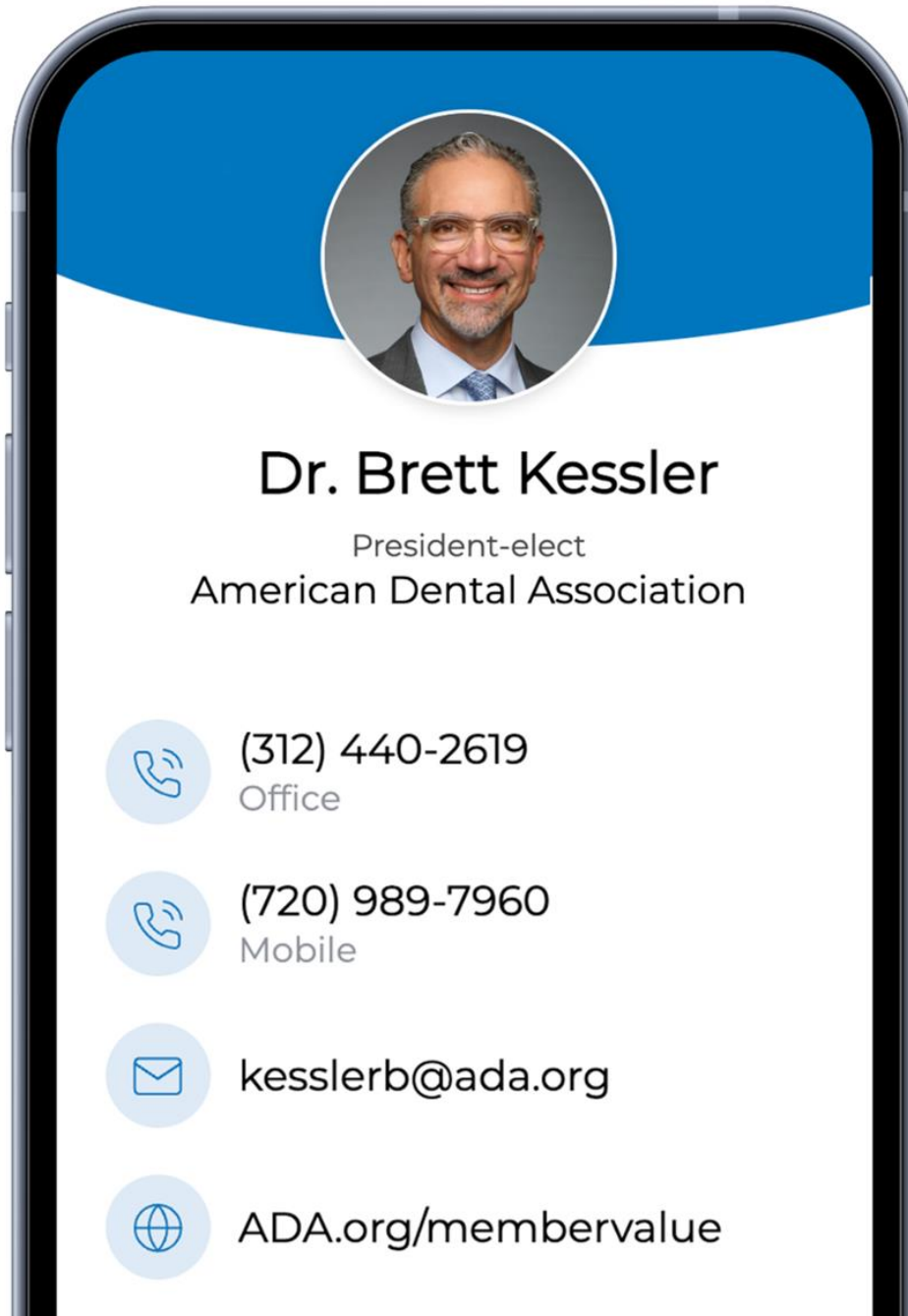
The Leadership Challenge - Kouzes and Posner



Seth Godin

"When you dance on the edge of infinity, there's always enough...Because you aren't taking opportunity from anyone else, **you're creating it.**"

[#anythingispossible](#)



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American Dental Association



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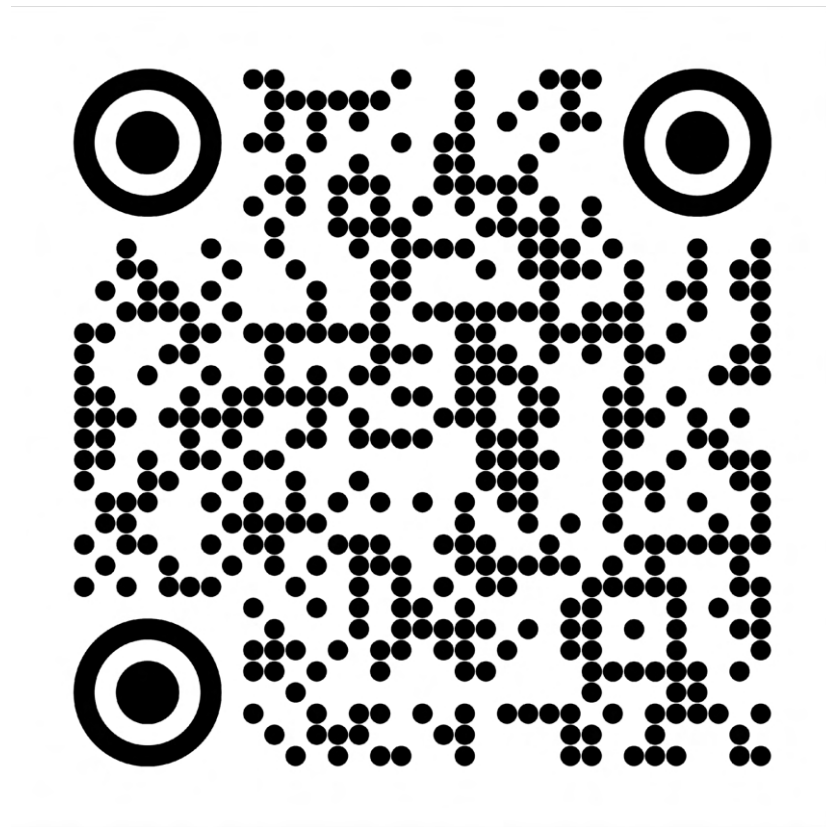
kesslerb@ada.org



ADA.org/membervalue

Contact Me!

kesslerb@ada.org



Networking Break



Sponsored by:





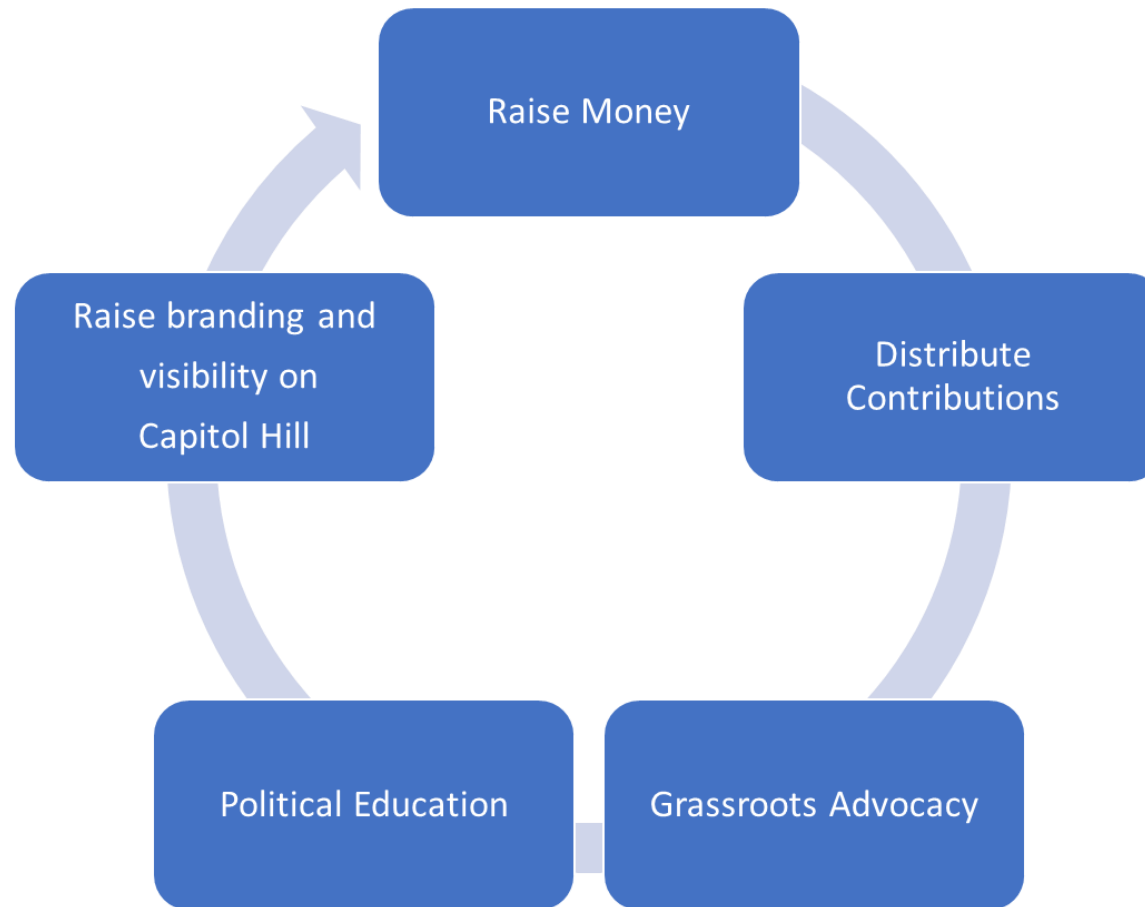
American Dental Political Action Committee

ADA American Dental Association®

State Presidents-Elect Conference July 2024

Dr. Hal Fair, Chair * Dr. Steve Brown, Chair-Elect
American Dental Political Action Committee

Five functions of ADPAC



About ADPAC



The State & ADPAC

Partnership Program

Compliance

- Going paperless/digital
- Can provide legal advice
- State PAC Conference during Lobby Day

Grassroots

- Campaign School
- ADA Dentist and Student Lobby Day
- State action alert technology

Lobby Day 2024



ADA Dentist and Student Lobby Day

- Lobby Day 2024 was held April 7-9
- 1,200 attendees; including 780 students
- 400 Hill meetings
- Built intangible relationships
- Raised \$110,000 for ADPAC
- Raised \$50,000 for Rep. Mike Simpson



ADPAC Giving Levels

- \$5,000- Leadership Circle (new!)
- \$2,000- Double Diamond (\$3,000 with spouse)
- \$1,000- Diamond (\$1,500 with spouse)
- \$500- Capital Elite (\$750 with spouse)
- \$250- Capital Club (\$375 with spouse)
- \$150- New Dentist Capital Club
- \$50- Student Capital Club

4 ways to give to ADPAC


- Text ADPAC to 345345
- QR Code
- Online
- Via credit card in-person

CONTRIBUTE TODAY!


ADPAC Giving Levels:

- \$50 – Student Capital Club
- \$150 – New Dentist Capital Club
- \$250 – Capital Club Member
- \$500 – Capital Elite Member
- \$1,000 – Diamond Member
- \$2,000 – Double Diamond Member
- \$3,000 – Triple Diamond Member
(*\$2,000 ADPAC contribution + \$1,000 contribution to the candidate of your choice*)

Scan the QR code



#ToothParty

ADPAC 
American Dental Political Action Committee
ADA American Dental Association®

**Text ADPAC to 345345
to contribute today!**

#ToothParty

2024 Leadership Circle

- Dr. Alejandro Aguirre
- Dr. Deborah Bishop
- Dr. Jim Boyle
- Dr. Linda Edgar
- Dr. Bryan Edgar
- Dr. Hal Fair
- Dr. Darren Greenwell
- Dr. Leigh Kent
- Dr. Brett Kessler
- Dr. Gary Oyster
- Dr. Rich Rosato



ONE VOICE **UNITED**

Text ADPAC to 345345



#ToothParty

Thank you

Dr. Hal Fair

Chair, ADPAC

FairJH@bellsouth.net

803.917.4634

Dr. Steve Brown

Chair-Elect, ADPAC

Jawbreaker65@cox.net

401.714.7413



ADA New Membership Model Pilot

Michele Reeder

Senior Vice President,
Affiliate Services

Jeanine Pekkarinen

Director, Tripartite
Development & Relations



Membership & Engagement Model Pilot Program

Presidents-Elect Conference
Sunday, July 14

Presenters:

Michele Reeder, Senior Vice President, Affiliate Services

Jeanine Pekkarinen, Director, Tripartite Development & Relations

Vision for our Future

1

Appeal to a **broader demographic** of dentists and business needs

2

Address issues fundamental to our membership challenge: **Value/Price**

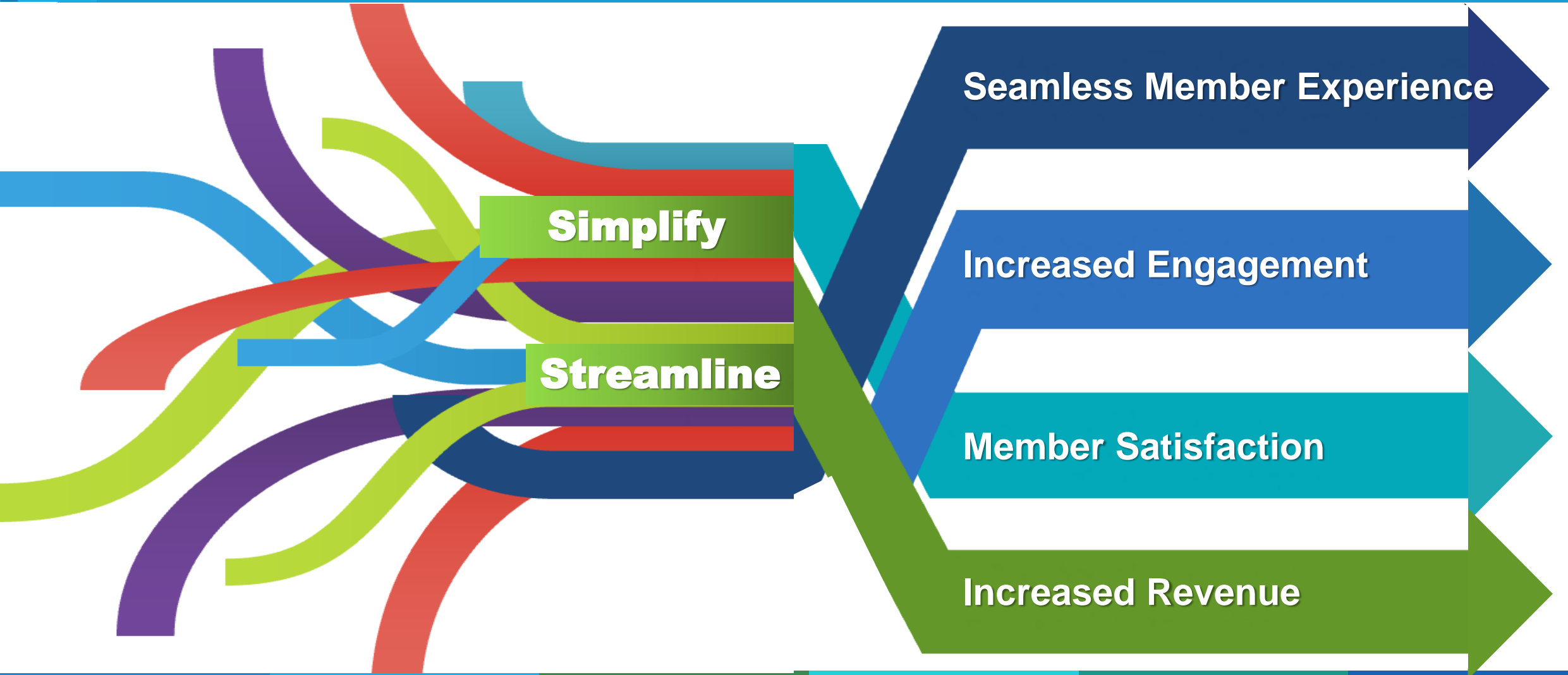
3

Stabilize and grow tripartite membership

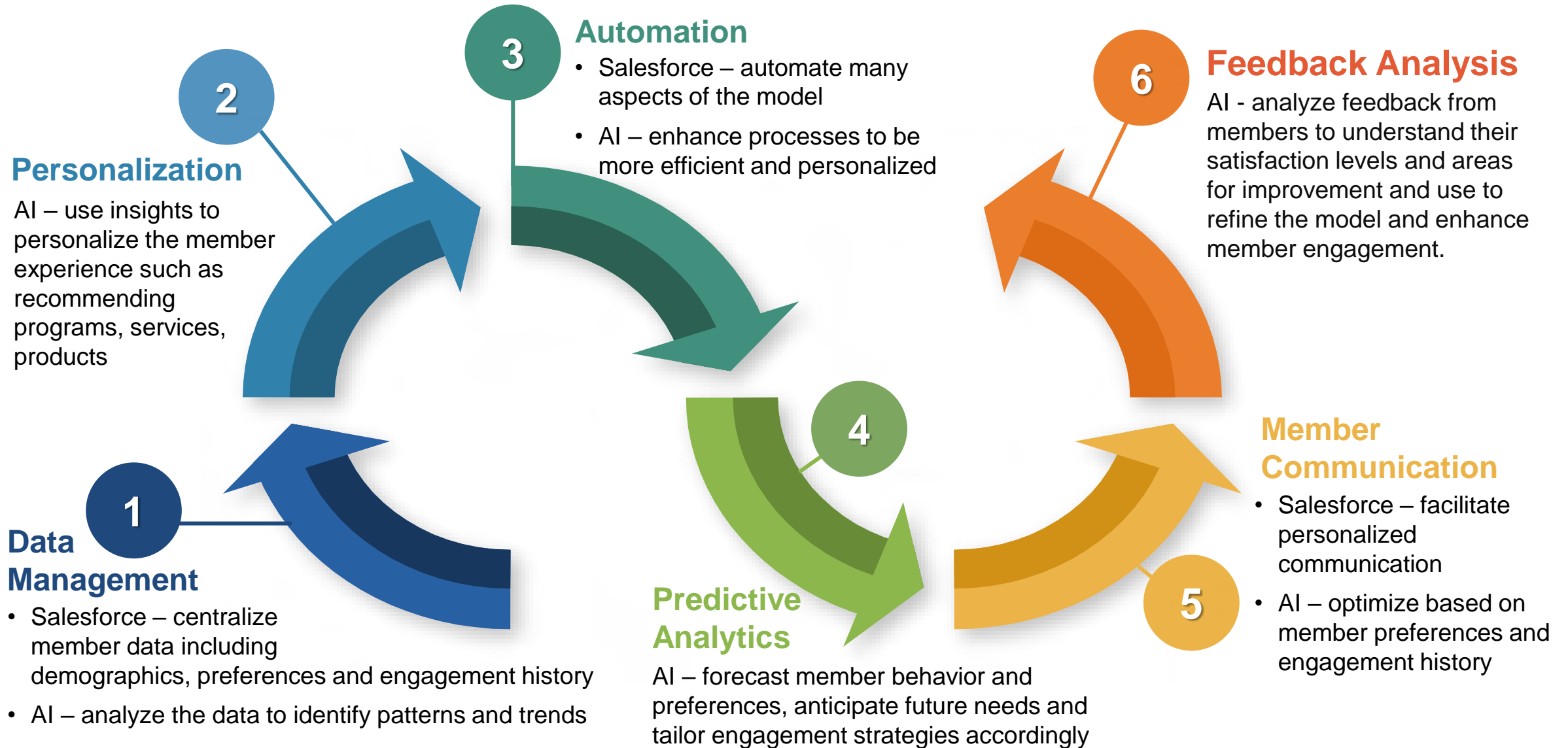
4

Advance opportunities to increase **engagement revenue**

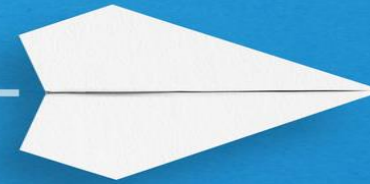
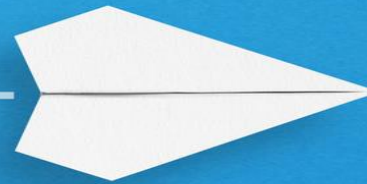
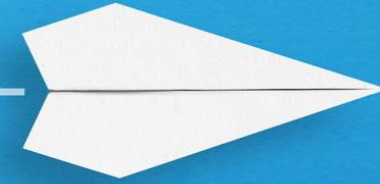
The Tripartite



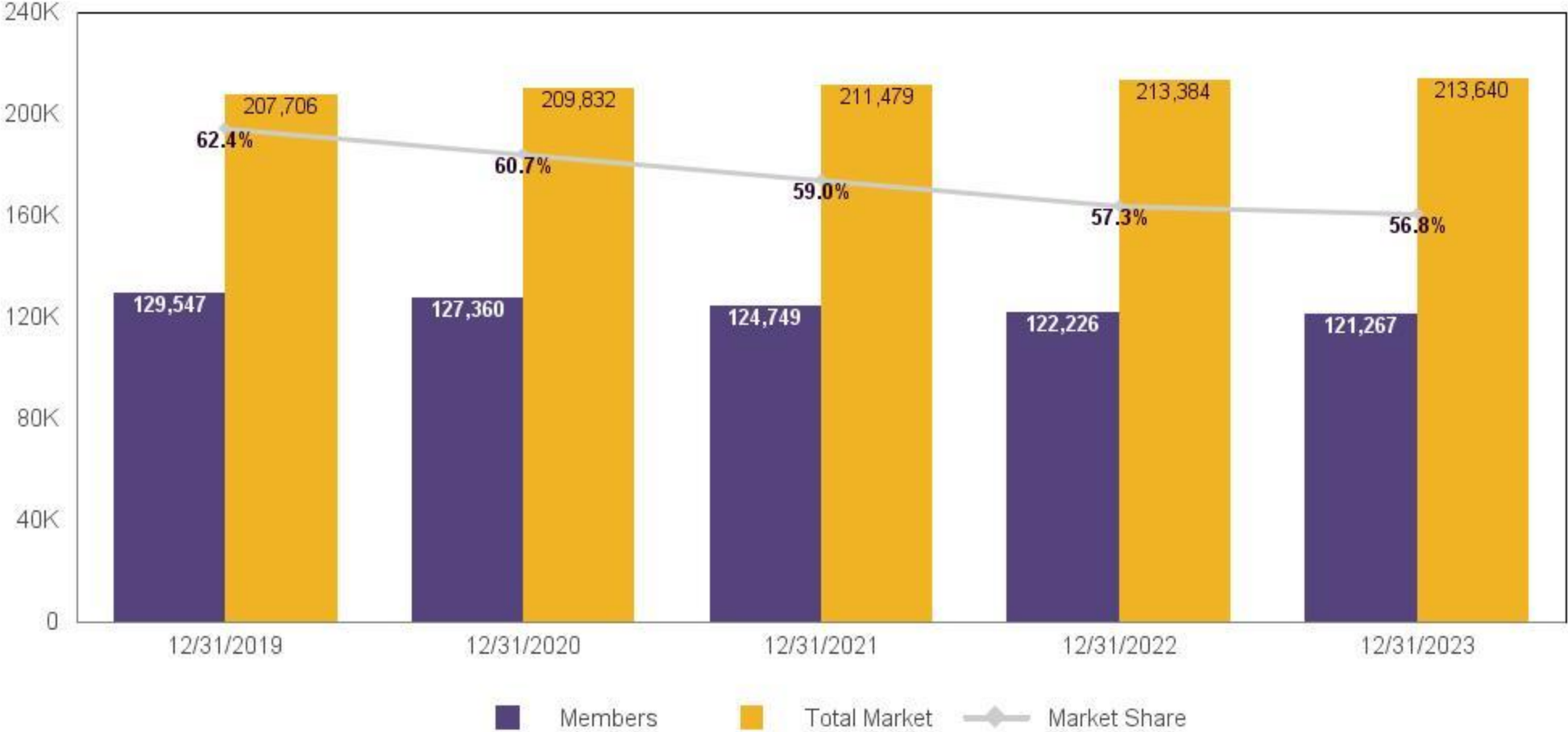
Opportunities with Technology



Why change....now?



Steadily Declining Membership and Market Share



Dental Students

ADA student market share is strong at **83%**

However,

Dues collection is managed through ASDA, with \$5 of the \$95 total being remitted to the ADA, resulting in **less than 1/3 of ASDA members realizing they are also ADA student members.**

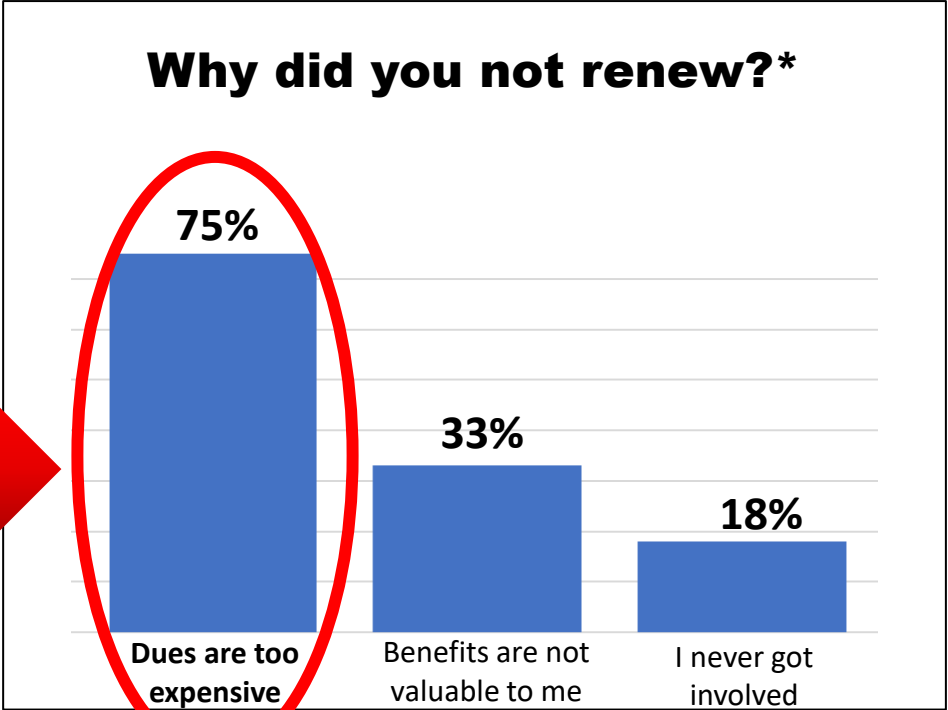
The recommendation is to keep student dues and the collection process (through ASDA) stable while we work on growing student awareness of their ADA membership and value.

Early Career Dentists

Dentists in their first five years after graduation are the most sensitive to membership pricing. A low, flat rate would provide an opportunity to demonstrate value and build engagement and loyalty until they can afford to pay more.

Class	New Dentist Market Share									
	Years since graduation									
	New Grad	1st	2nd	3rd	4th	5th	6th	7th	8th	9th
2014	91.8%	71.8%	61.7%	57.7%	58.0%	54.9%	51.3%	49.9%	48.7%	48.1%
2015	99.3%	92.5%	61.6%	58.7%	56.7%	51.3%	49.0%	47.0%	46.8%	
2016	99.8%	92.8%	67.7%	59.6%	53.8%	49.7%	47.4%	47.7%		
2017	98.2%	92.9%	65.0%	56.3%	49.9%	46.9%	46.6%			
2018	99.4%	97.0%	63.4%	54.2%	47.7%	46.1%				
2019	100%	98.8%	60.3%	49.3%	47.5%					
2020	99.8%	96.9%	60.0%	50.5%						
2021	99.6%	97.1%	61.3%							
2022	99.6%	98.1%								
2023	99.7%									

↑ First year free
↑ Second year 50% discount
↑ Third year full dues
Market share declines to 50% and below



*Top 3 responses in a 2023 survey to nonrenewing new dentists. They could select multiple answers.

Active Members

The membership renewal rate remains strong at **92%**

However,

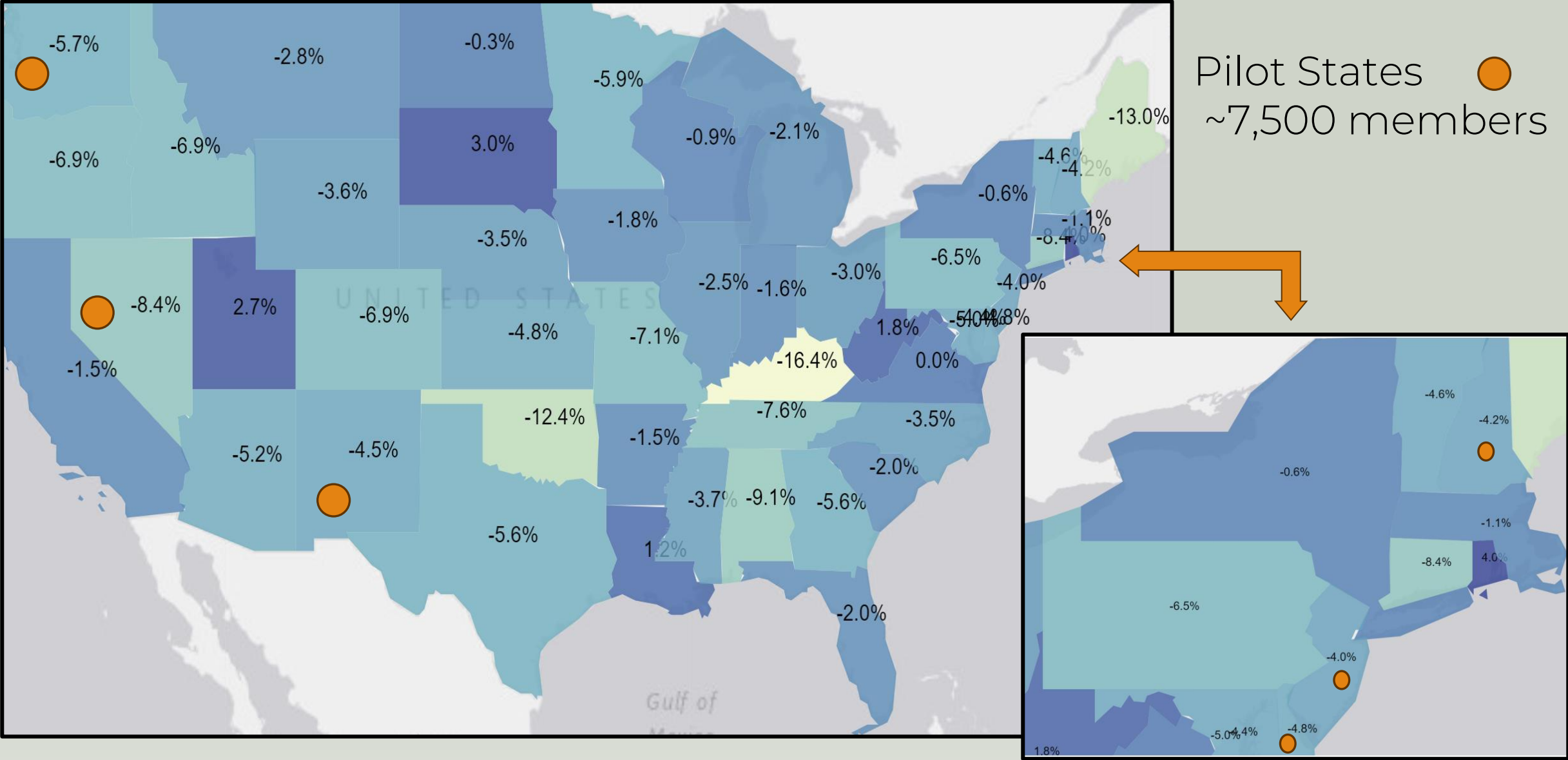
The **new member** acquisition rate averages around 6,000 new members annually, which is not enough to grow market share.

In order to grow market share, the ADA will need to offer a more competitive rate and value proposition. New dentists provide the greatest growth opportunity.

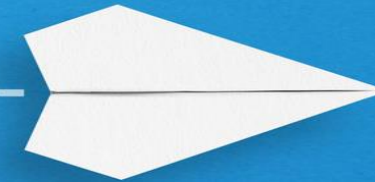
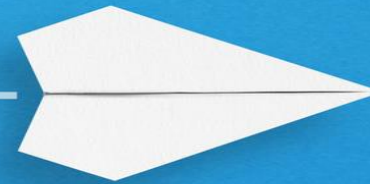
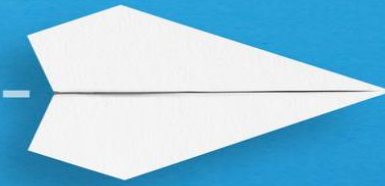
Class	New Dentist Market Share									
	New Grad	1st	2nd	3rd	4th	5th	6th	7th	8th	9th
2014	91.8%	71.8%	61.7%	57.7%	58.0%	54.9%	51.3%	49.9%	46.7%	48.1%
2015	99.3%	92.5%	61.6%	58.7%	56.7%	51.3%	49.0%	47.0%	46.8%	
2016	99.8%	92.8%	67.7%	59.6%	53.8%	49.7%	47.4%	47.7%		
2017	98.2%	92.9%	65.0%	56.3%	49.9%	46.9%	46.6%			
2018	99.4%	97.0%	63.4%	54.2%	47.7%	46.1%				
2019	100%	98.8%	60.3%	49.3%	47.5%					
2020	99.8%	96.9%	60.0%	50.5%						
2021	99.6%	97.1%	61.3%							
2022	99.6%	98.1%								
2023	99.7%									

Under the current dues model, it's been extremely difficult to attract and re-engage lapsed new dentist members

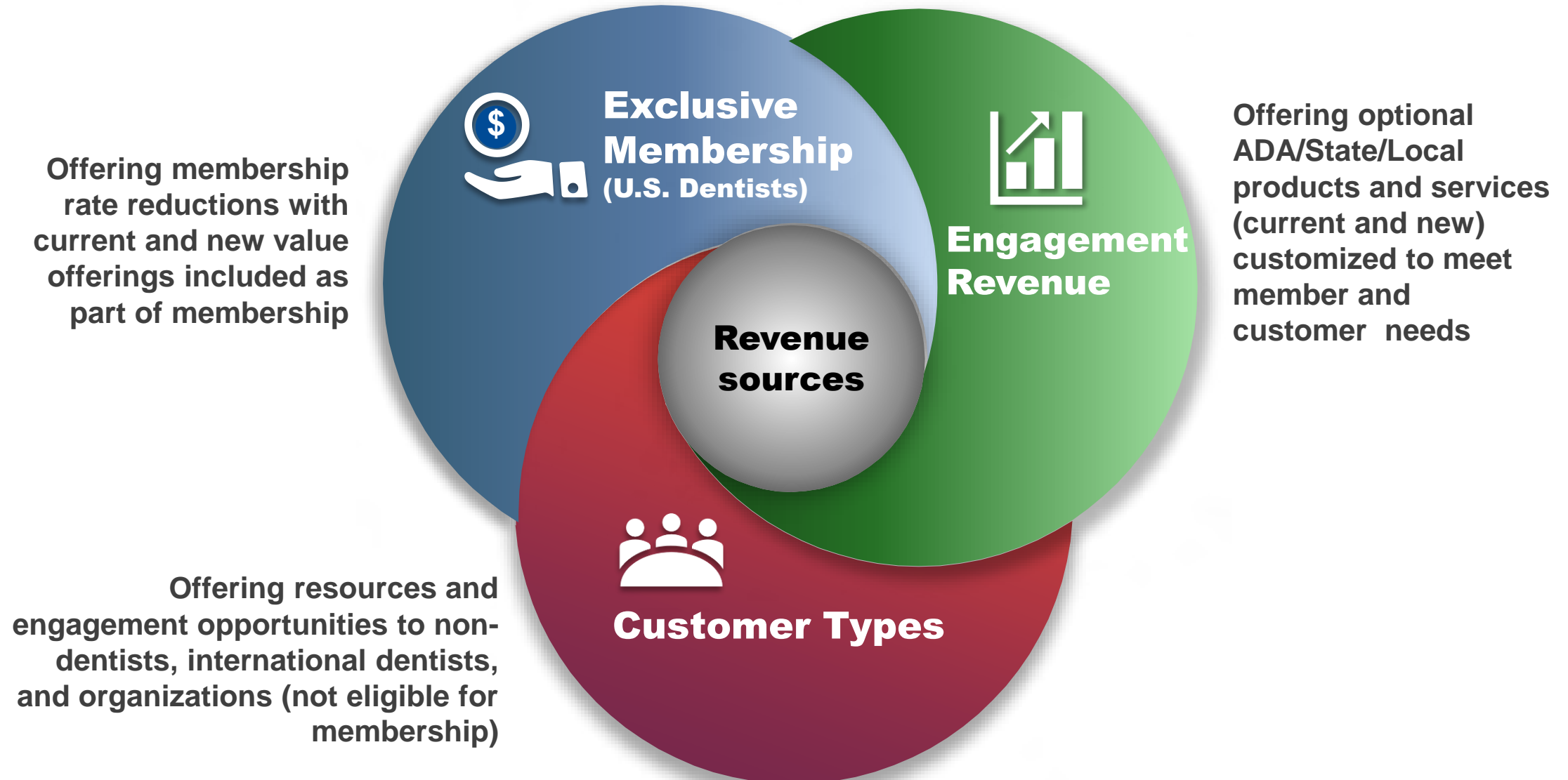
Fluctuating National Membership (as of July 5th)



Model Framework & Pilot



Components of the Model



Membership Types

(Eligibility: U.S. dental students and dentists)

1

Dental Students



Continue dues collection through ASDA

\$5

2

Early Career Dentists 1-5 years post grad



Proposing a low flat rate following dental school
(lower than the rate for Dentists 6+)

Year 1: \$0
Years 2-5: \$12/month

3

Dentists 6+



Proposing a reduction in the membership rate



Customer Types

(Eligibility: not eligible for Membership - non-dentists, international dentists, dentistry-related organizations)

1

Customers: **Individual** Access



Non-dentists

- Researchers/Scientists
- Dental Team Individuals
- Allied industry individuals

International

- Non-U.S. licensed dentists, and dental stakeholders living outside the U.S.

2

Customers: **Organization** Access



Business-to-Business Opportunities

- Group Practices
- Dental Schools
- International Organizations
- Other Dentistry Related Organizations



**Customer
Types**

Engagement Loyalty Program

The ADA's ambition of a loyalty program is to drive deeper engagement with members and non-members, manifesting in **membership retention**, conference engagement, brand affinity, advocacy and increased spend. This will complement the new membership model.



Increase revenue during renewals or anytime, at point of purchase for any product or service



Build better relationships by providing an emotional connection with every interaction

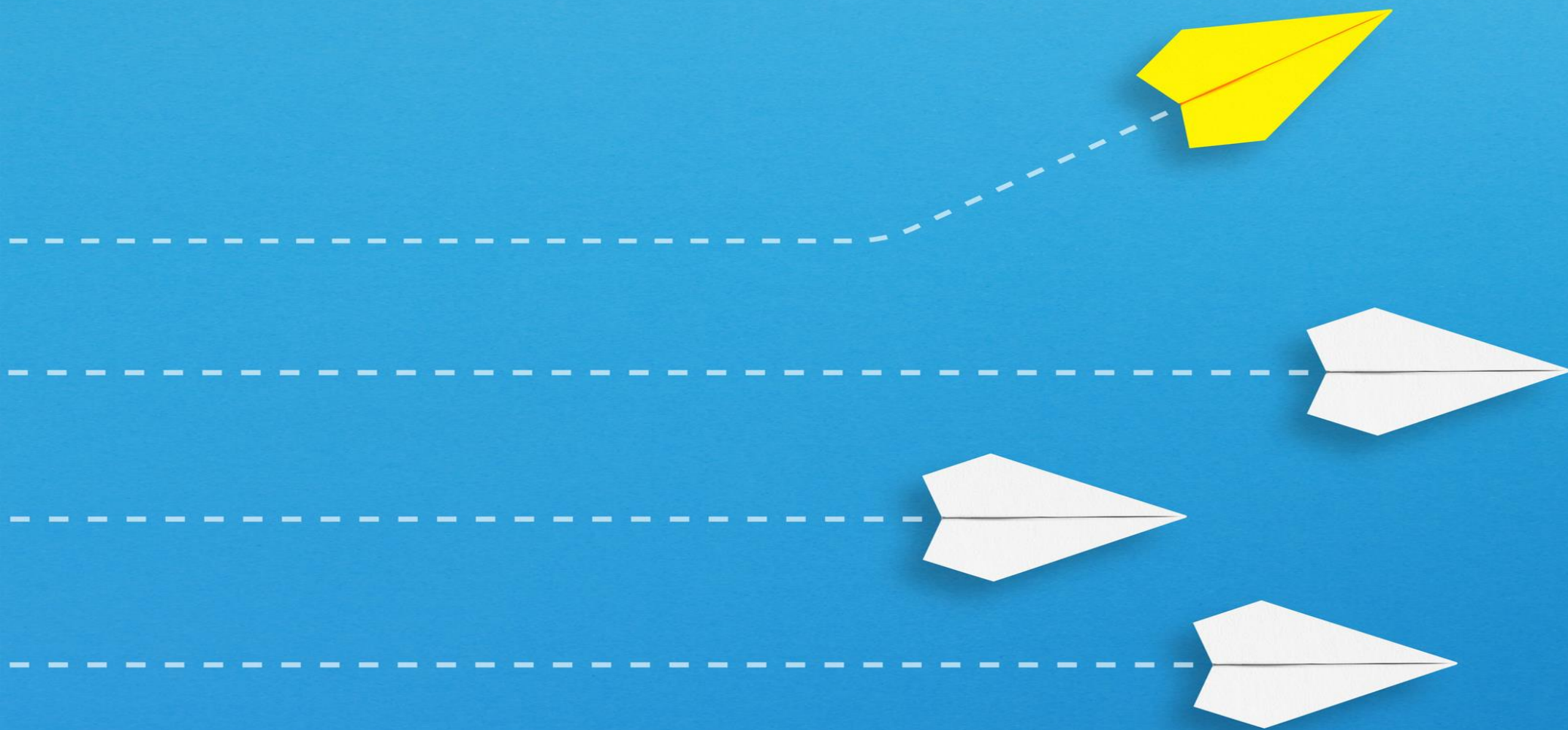


Increase engagement by rewarding key behavior through purchase up and down the Tripartite

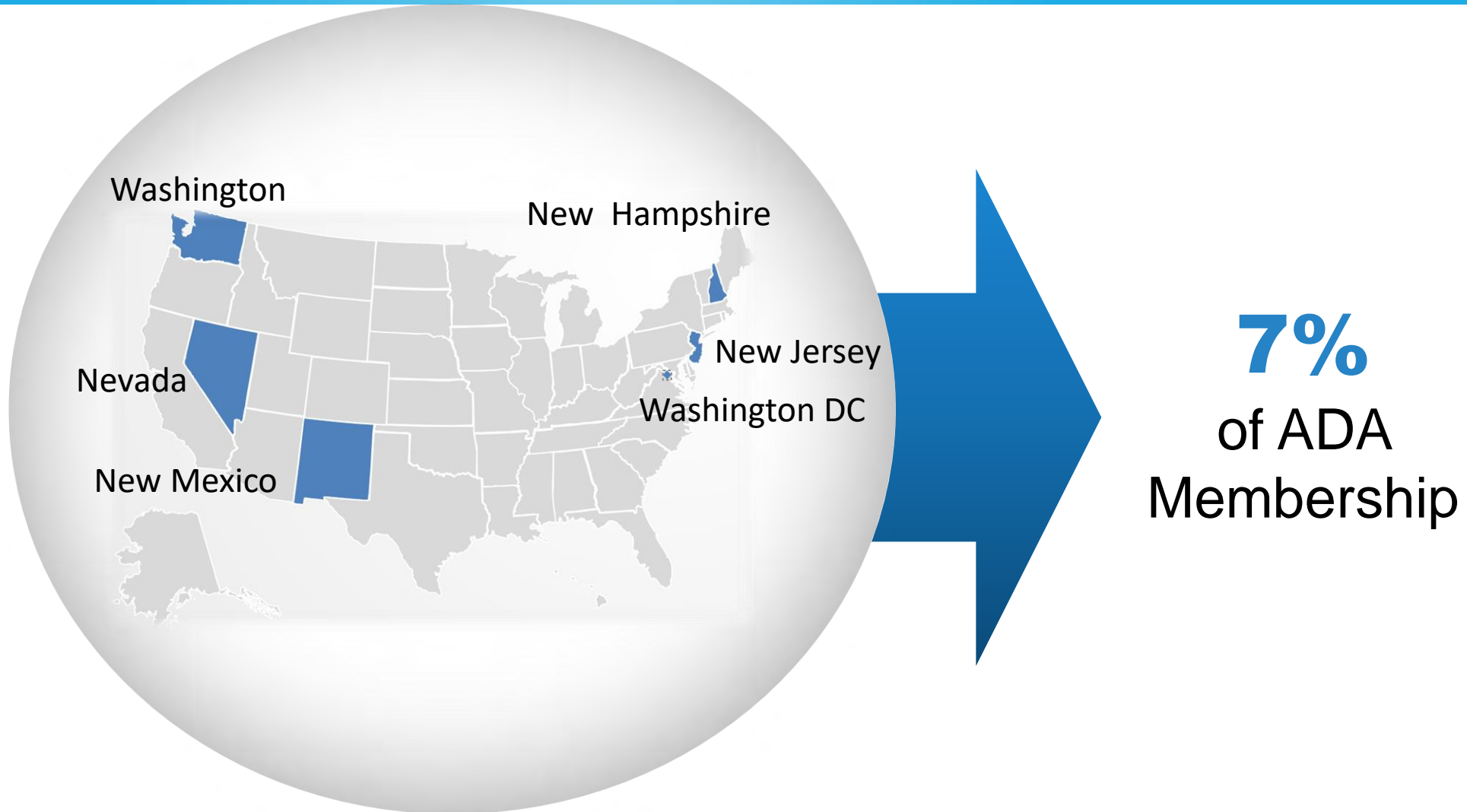


Engagement Revenue

Pilot Parameters



2025 Pilot States



Member Type Framework Parameters



**Dental Student
Membership
Rate**

ADA

**\$5/year
membership
rate**

**Pilot
States**

N/A

**Non-Pilot
States**

N/A

Member Type Parameters



Early Career Dentist Membership Rate Proposal

ADA

- \$0 membership rate for year 1 out of dental school.
- Low flat rate of \$12/month +/- for years 2-5 out of dental school.

Pilot States

- \$0 membership rate for year 1 out of dental school.
- Low flat rate for years 2-5 out of dental school.

Non-Pilot States

- Maintain current rates



Early Career Dentist

2 Years Post Grad



Primary Address
City, State



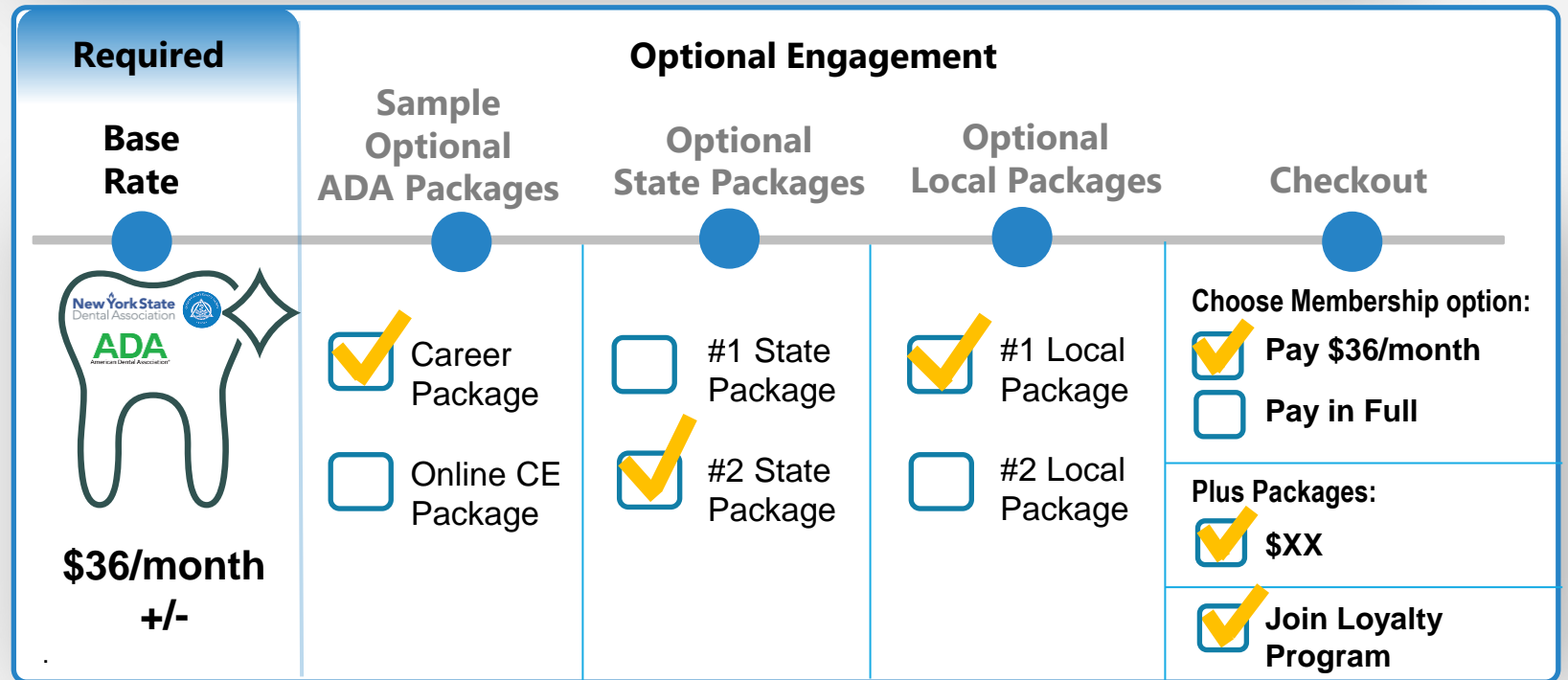
999-333-2277



name@gmail.com

Sample Membership Join/Renew Process

This is a sample join journey for a two-year post grad dentist. This designation is applied on the back end and the member automatically sees the rate they qualify for, with customized package offerings. The Base Rate is static based on rates identified at ADA, state and local levels, and the Packages are customized by ADA, state and local levels.



Baseline Benefits

Monetized Products and Services – Ala Carte

Member Type Framework Parameters



Dentists 6+ Membership Rate

ADA

- Lower the barrier to membership through a reduction in the rate to attain optimal membership growth.
- ADA rate in pilot states to be lower than non-pilot states

Pilot States

- Stabilize membership rates and/or gradually decrease membership rate beginning in 2025.


Non-Pilot States


- Maintain current rates




Dentist
6+ years

15 Years Post Grad

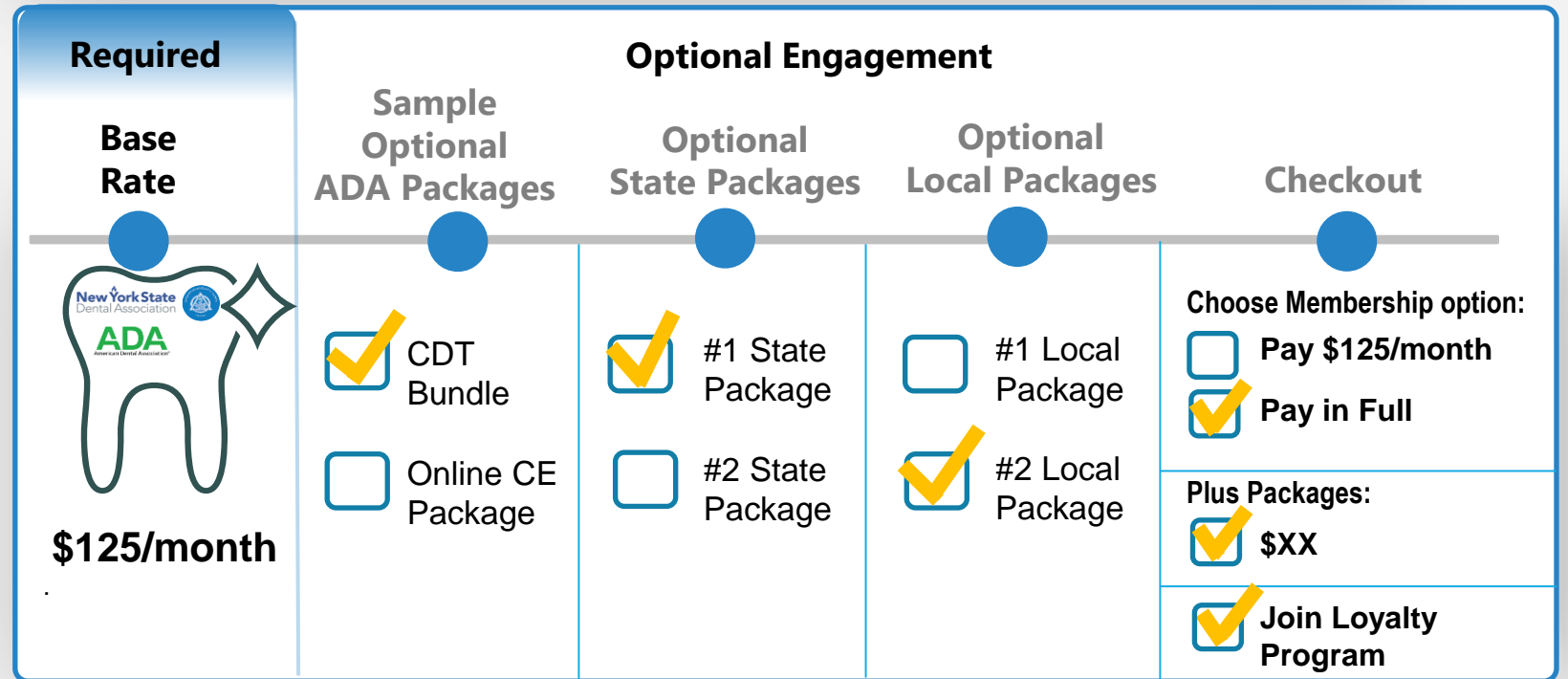
 Primary Address
City, State

 999-333-2277

 name@gmail.com

Sample Membership Join/Renew Process

This is a sample join journey for a 15-year post grad dentist. This designation is applied on the back end and the member automatically sees the rate they qualify for, with customized package offerings. The Base Rate is static based on rates identified at ADA, state and local levels, and the packages are customized by ADA, state and local levels.



Baseline Benefits

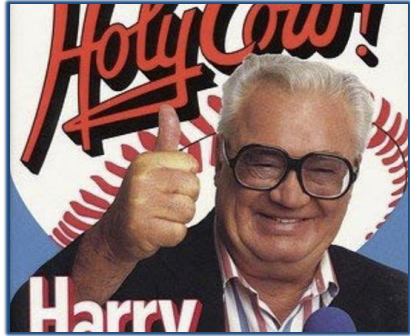
Monetized Products and Services – Ala Carte



QUESTIONS?

Wrap Up

Sunday Wrap-Up:



Welcome Reception

Harry Caray's
7th Inning Stretch,
Water Tower Place,
7th Floor

5:30 PM – 7:00 PM

Attendee Lanyards

-  State Presidents-Elect
-  Affiliate & Specialty Staff & Leaders
-  State Executive Directors
-  Local Society Staff & Leaders
-  State Society Staff & Leaders

Monday Program

The Ritz-Carlton
Grand Ballroom

Breakfast

7:00 AM - 8:00 AM

Bring Badge & Folder

Assigned Tables for
Breakfast & Morning
Session

Monday Boat Tour

Wendela Tours & Cruises
400 N Michigan Ave

West Dock 4

Boards: 5:45 PM
6:15 PM – 8:00 PM

Includes Lou Malnati's Pizza
& Open Bar