

Report No.	24	New <input checked="" type="checkbox"/>	Substitute <input type="checkbox"/>	Amendment <input type="checkbox"/>
Submitted By:	Greg Hill, Executive Director			
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Total Financial Implication:	None			
Amount One-time	None	Amount On-going	None	

Executive Director

1 Greetings delegates, Board members, officers, staff,
2 distinguished guests, and friends. It is hard to believe that it
3 has already been a year since I stood before you in Saratoga,
4 giving my first speech as your Executive Director.

5 Dr. Kessler, I am so glad that you are here today, just as you
6 were last year, because what I am going to talk about are
7 things you and I have spoken about many times over the last
8 ten years that we have known each other. Ironically, ten
9 years ago tomorrow was my first day formally working for the
10 Colorado Dental Association and just a few days later you
11 would become President of the CDA, and our journey
12 together would really begin. I am so honored to call you a
13 friend and mentor over this last decade.

14 What I am most excited about for this next year is the
15 opportunity to work together on the same journey of
16 continued change and transformation. We have seen a
17 tremendous amount of transition over this last decade, and I

18 feel like we are standing at the crossroads of organized
19 dentistry. Do we take the road we have traveled and
20 continue the status quo? Or do we make ourselves
21 uncomfortable and try a new course of action?

22 I finished my speech last year with a statement about
23 change. I said that my job over the next year was to convince
24 you that change is needed to grow this Association and to
25 turn it into an organization for the future. Today, I am going
26 to lay out for you some of that change.

27 I have had a lot of conversations over the years with Dr.
28 Kessler and, recently, with Dr. Dowd, Dr. Leary as our
29 visionary treasurer, and Ray Cohlma, the ADA Executive
30 Director, about the importance of redefining our business
31 model, the way in which we communicate with our
32 members, and the products and services that we provide. As
33 ADA Executive Director, Ray Cohlma has talked at great
34 length about a five-year transition.

35 This transition starts with a discovery year, and I spoke
36 about some of this in my speech to you last year. The
37 transition then moves through a year of planning and
38 alignment, which I am going to talk about today, as it has
39 been my focus for this year. We then move to a year of
40 implementation, a year of focused growth, and then the
41 expansion year begins. As the Tripartite, we must all be
42 having conversations about how we grow together through

43 these next five years. I invite you as component Executive
44 Directors to join me in this transition to co-create, along with
45 the ADA, the future dental association.

46 Today I want to talk to you about the three priorities we have
47 set forward. These are priorities that begin to move us
48 through planning and alignment of some key elements that
49 will make us more successful as we navigate the next phase
50 of implementation that we will talk about next year. They
51 are: Membership Growth, Internal Operations and
52 Workforce.

53 I am grateful for the opportunity to share the progress we
54 have made and outline our strategic initiatives for the future.
55 Our journey together is one of growth, adaptation, and
56 unwavering commitment to the dental profession.

57 Let us begin with some positive news on our membership
58 front. After several years of declining membership, we are
59 seeing promising signs of growth, particularly with new
60 dentists. At the end of 2023, we experienced a minimal
61 market share drop of only 0.5%, marking the smallest
62 decrease in at least five years. Notably, six districts saw an
63 increase in market share and membership numbers year-
64 over-year. Our outlook for this year is strong, and I am
65 optimistic that we will achieve net membership growth
66 soon.

67 To sustain this momentum, we made changes in our internal
68 operations, merging our membership and marketing
69 departments to create the Membership Experience team.
70 This restructuring, alongside a significant upgrade to our
71 membership database, allows us to communicate more
72 effectively and offer services tailored to our members'
73 diverse needs. Our young and future dentists expect
74 personalized content, and we are poised to deliver
75 information when and how they want it. We are working,
76 collaboratively, with the American Dental Association, co-
77 creating a new membership model. We, along with several
78 “Super users” in our components, have been instrumental
79 in implementing the new Association Management System
80 (AMS), known as Salesforce and Fonteva.

81 One of our most exciting developments is the upcoming
82 launch of CE Navigator. This modern platform, accessible
83 via web and app, revolutionizes the Continuing Education
84 Registry. CE Navigator will provide members with their CE
85 history, upcoming courses, and required credit details, all
86 while maintaining our commitment to course verification
87 standards. This tool will be available to members at no
88 additional cost, enhancing the value of your membership. I
89 am excited to announce that the platform is live, and we are
90 giving you first access to version 1.0. We have a booth
91 outside where you can learn more about the platform, sign

92 up, and give us early feedback. But know that continued
93 developments are already in the works.

94 We continue to prioritize addressing workforce challenges.
95 Our Workforce Action Group, a pilot for a strategic
96 forecasting model of governance, has been diligently
97 working on strategies to increase the number of dental
98 assistants and hygienists and reduce the outflow of dentists
99 from New York State. The group has already outlined several
100 strategies, categorized into immediate, mid-term, and long-
101 term goals. Three of those recommendations were delivered
102 to the Board of Trustees and advanced to the House for your
103 consideration. We are committed to implementing these
104 strategies to ensure a robust dental workforce for the future.

105 We are actively shaping the NYSDA of tomorrow. Our
106 initiatives in membership growth and workforce
107 development are designed to meet the evolving needs of our
108 members and the profession at large. I am optimistic about
109 the future and the positive impact these changes will have
110 on NYSDA.

111 Thank you for your continued support and dedication.
112 Together, we will ensure a strong and vibrant NYSDA that
113 serves the dental profession for many years to come.

114 As I wrap, I want to thank the amazing team here at NYSDA.
115 Your dedication, professionalism, and your hard work and
116 forward thinking exhibit what NYSDA is as an association. I

117 also want to recognize and thank one of those team
118 members who is leaving us this summer, Ms. Betsy Bray.
119 Betsy, thank you for all you have done as the Director of
120 Health Affairs, and I wish you immense success in the next
121 chapter of your career.

122 Thank you for what each of you do for this profession.

123 Together, and only together, can we build the Association for
124 the future. Thank you.

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