

# Year in Review 2018 - 2019



## MICHELE BRAERMAN, RDH, BSDH | PRESIDENT



As ADHA has spread its wings across the country this year, it has been exciting for me as your ADHA President to watch the association unite and soar. We end our year with much to celebrate—our biggest membership gain in five years. All of these together and so much more will really allow our organization to continue to SOAR as we work together to best use our Strengths, Opportunities, Aspirations and Results. Thank you for this incredible opportunity to serve as your president, it has been an honor and a privilege that I will carry with me always.

## MATT CRESPIN, RDH, MPH | PRESIDENT-ELECT



I am excited and looking forward to the coming year and assuming the role of president of this amazing organization. We have embarked on a period of learning over the past year and will continue to work on adapting to ensure we meet the needs of hygienists across the country. The past few years have brought forward positive change which we must continue to embrace, while we push ourselves to find a level of comfort with being uncomfortable. As we move forward with initiatives to enhance membership and governance in the coming year, I'll invite you to imagine the possibilities for ADHA in the future and join me on a journey in the coming year as we continue to progress and soar.

## ANN BATTRELL, MSDH | CEO



It is very exciting to look back on all we have achieved together this past year. We hope that you enjoy the new look to the annual report and the new video of our successes over the past year. We look forward to your feedback. Thank you for your continued ADHA membership and leadership in moving our profession forward. On behalf of the ADHA staff we want to thank Michele Braerman and the ADHA Board of Trustees for their leadership this year. I would also like to thank our corporate and strategic partners whose commitment to ADHA has been a big part of our success this year. It has been another year of bold decision making, and leadership and for that I am grateful. The year ahead promises to keep us on this path of growth and change. Congratulations to Matt Crespín as he assumes the ADHA Presidency. The ADHA staff and I look forward to working with Matt, the 2019-2020 Board of Trustees and all of the dental hygiene leaders across the country for another productive year.

# We're With You, and We're Glad You're With Us!



**19,000**

hours of CE were awarded by ADHA for on-demand, webinar, and in-person courses covering today's hottest topics.

## INCREASED ATTENDANCE

at the Annual Conference in Louisville—thanks to the new schedule that falls over the weekend! ADHA 2019 offered more CE sessions, networking events and fun new programs such as the first-time attendee reception, student's reception, brunch & learn and the closing general session. With another successful conference under our belt, we look forward to doing it even bigger and better next year in New Orleans, Friday, June 12 - Sunday, June 14.

## PARTNERSHIPS

ADHA collaborated on significant projects with:

- Centers for Disease Control and Prevention
- American Academy of Pediatrics
- American Academy of Periodontology
- Canadian Dental Hygienists Association



**\$160,000**

in scholarships and grants awarded through the Institute for Oral Health.

## CELEBRATED

our profession and energized our members throughout the year with:

- National Dental Hygiene Month
- Put Your Purple On Student Proud Week
- Member Mondays

**145,000+**

social media engagements, motivating and uniting our community, and growing our social channels with an active ADHA Squad and fun student takeovers.

**86,000+**

manuscripts downloaded from the *Journal of Dental Hygiene's* new website.

**64%**

growth of *Access Magazine's* online readership.



## ADHA'S FEDERAL ADVOCACY WORK IN ACTION

The dental hygiene profession reclassified as Health Care Diagnosing or Treating Practitioners.

### ADVOCATING TO:

- Practice to the top of your scope!
- Be directly reimbursed!
- Improve license portability!
- Create innovative workforce models to increase oral healthcare access!

## ADVOCATING FOR YOU

ADHA represented key dental hygiene issues in Washington, D.C., and many other states.

### HIGHLIGHTS INCLUDED:

- Invited to the White House
- Invited to meet with U.S. Health & Human Services
- ADHA President-elect and CEO selected to contribute to the 2020 US Surgeon General's Report on Oral Health.

## MEMBERSHIP

### We met our goal!

Through the collective efforts of ADHA leadership, volunteer state and local leaders and staff, we stabilized our membership and stopped our membership decline that had averaged 3% over the past five years. We surpassed our membership budget expectations and closed the fiscal year with a net gain of ten members!

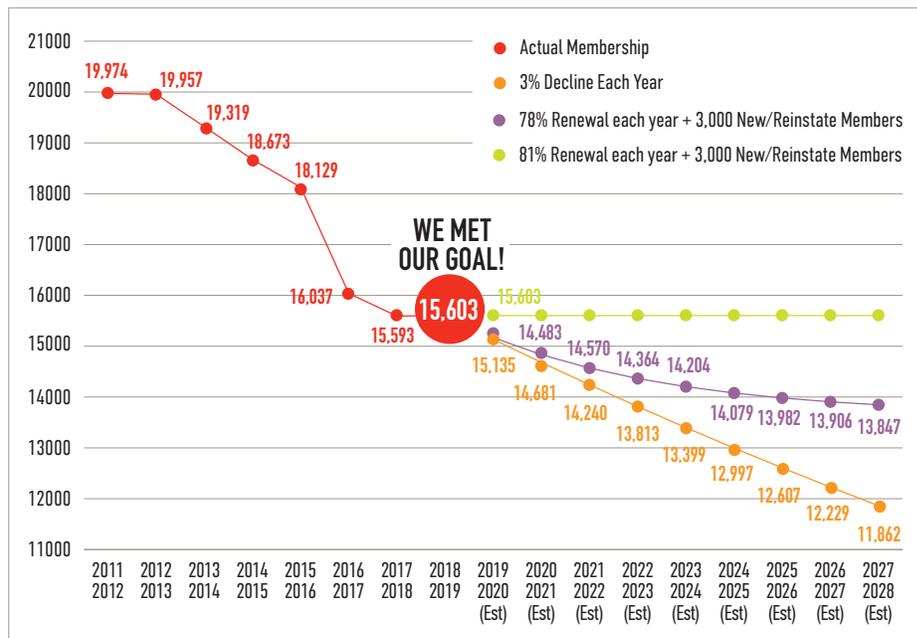
### STRONG FOCUS ON RETENTION

Contributing to this accomplishment was an increase of our renewal rate from 77% to 80%. Retention was a major focus and new member recognition and engagement strategies were implemented, including Member Monday, which highlights an ADHA member every week on our social media channels. We also increased the number of touch points throughout the year with other social media ads, contests and engagement strategies and an automated retention email campaign.

### NEW RECRUITMENT TACTICS

Staying consistent with our trend of recruiting more than 3,000 new and reinstated members also contributed to meeting our goal. A primary path to membership has been our student-to-professional conversion rate which remained at 20% for the second straight year—this accounts for 1/3 of our new members. A new marketing approach for recent grads as well as state and local outreach and national leaders' visits to programs helped to keep this number strong.

Prospective professional member recruitment efforts included direct mail, postcards, email and texting campaigns. For the first time, a discount off national membership was offered during the online join process and it was very successful in



To further improve our membership outlook, we will need to increase our renewal rate to 81%, yellow line, and maintain this to prevent further net membership declines.

gaining back former members. New strategies were also tested such as geofencing, which pushes ADHA ads to phone apps of attendees at targeted events. Two events with a large number of dental hygienists in attendance were chosen, Yankee Dental Congress and Chicago Dental Society Mid-Winter Meeting. Overall, we received nearly 400,000 impressions (number of views) for the two events.

### WHAT'S NEXT?

Stabilizing our membership was an important and exciting accomplishment, however there is always more work to be done! In order to turn this year's outcome into a trend, we will need to increase our retention rate to 81% and once again recruit 3,000 new and former members. To meet this goal, we will continue using the successful elements of our current marketing and social media campaigns while adding new strategies such as additional video marketing to profile our members and share their experiences on the national, state and local levels.

### PRORATION AND ONE BILLING CYCLE

The implementation phase of our One Billing Cycle Project kicked off in January. For the first time ever, ADHA began offering proration to new members joining throughout the year. This is significant because it allows us flexibility in marketing to prospective members and avoids us having to force members into a specific time frame for a specific cycle.

Next, in April, our 5,000 summer cycle members received an invoice for 50% of their annual dues to align their renewal date with the rest of the organization. To ease this transition, we have offered early renewal incentives as well as an incentive to sign up for either of our autopay plans—annual or quarterly. Moving to one cycle makes our process more efficient so we can spend more time working for our members. Once everyone is on the same renewal date, we will be able to more efficiently market to current and potential members and will eliminate member confusion.

## FINANCIAL OVERVIEW

In September 2018, the ADHA Board of Trustees met with the accounting firm Plante Moran to discuss the annual audit results for fiscal year 2017–2018. ADHA received an unmodified opinion which is the highest option given by auditing firms. Results from the 2017–2018 audited indicated that for every member dollar ADHA is spending .84 cents (84%) on programs and only .16 cents (16%) on administration costs. This administrative cost percentage is well within the industry standards of 15–25% for similarly sized medically related associations.

The 2018-2019 budget included conservative goals for membership, Annual Conference and corporate sponsorship revenue that are not only attainable but possible to surpass.

Following the organizational change in the fall of 2016, additional expense savings and revenues have been identified. Per the chart below ADHA has been making significant progress by reducing its reliance on reserves over a four-year period and is poised to begin adding back to reserves.

	As of 6/30/18	As of 6/30/17
<b>Assets</b>		
Cash	\$1,319,930	\$522,739
Investments	2,375,543	2,441,525
Receivables—Net	552,955	628,033
Due from the Institute	32,282	111,091
Prepaid expenses and other assets	121,220	58,623
Property and equipment—Net	591,229	622,844
<b>Total assets</b>	<b>\$4,993,159</b>	<b>\$4,384,855</b>

<b>Liabilities and Net Assets</b>		
<b>Liabilities</b>		
Accounts payable	\$320,327	\$364,358
Accrued vacation	549,486	207,400
Accrued expenses	208,886	173,602
Deferred revenue	1,757,057	1,729,716
Deferred rent	322,673	336,991
Due to state and local organizations	67,804	91,872
Deferred Compensation	10,327	
<b>Total Liabilities</b>	<b>\$3,236,560</b>	<b>\$2,903,939</b>

<b>Net Assets</b>		
<b>Unrestricted</b>		
General	42,747	93,930
Board-designated	1,676,194	1,349,328
Total unrestricted	1,718,941	1,443,258
Temporarily restricted	37,658	37,658
Total net Assets	1,756,599	1,480,916
<b>Total liabilities and net assets</b>	<b>\$4,993,159</b>	<b>\$4,384,855</b>

