

2020–2021 ADHA ANNUAL REPORT

As of June 7, 2021

RECHARGED +
READY

A MESSAGE FROM OUR LEADERS



LISA MORAVEC RDH, MSDH | PRESIDENT

While this year was certainly one for the history books, I am proud of how WE (all of us collectively) continued to rise and elevate the profession in the midst of a global pandemic. Together, we have continued to be resilient, innovative, and courageous as we educate and inform our community.

What began in March of 2020, and has continued throughout my entire year as president, is ADHA's commitment to making the health and safety of our members, staff, and entire dental hygiene community our top priority. Our advocacy efforts for dental hygienists and students certainly show how ADHA has worked in a multitude of ways to protect and support our profession.

Some highlights for me include our 'Faces of Courage' campaign in October. This was our time to celebrate YOU during National Dental Hygiene Month. We also held our first ever Dental Hygiene Leadership Summit in January, development of a diversity and inclusion steering committee, and continued to add amazing content to our CE Smart and CE Smart Tracker to provide resources to our members!

Additionally, I am excited about our decision to bring ADHA's 2021 Annual Conference to you as a hybrid event with both an in-person and online offering, allowing you to choose to attend ADHA your way.

As I reflect on this past year, I am extremely proud of the work we have accomplished. Our commitment to rise above the challenges has allowed us to make the most of this chapter in our profession's history. It's a new day for dental hygiene and our community is recharged and ready for what's next. I am deeply honored to have served as your 2020-2021 ADHA President.



SHARLEE BURCH, RDH, MPH, EDD |
PRESIDENT-ELECT

In the past year, we have experienced enormous upheaval in our personal and professional lives. The changes we faced were unexpected and, in some cases, unwelcome. But after meeting with our ADHA Committees, professional partners, stakeholders, individual leaders, staff, and consultants I've found that these changes brought to light the commitment and passion of a community that continues to move forward, no matter what. Committed, passionate people who are continually moving forward and are prepared to adapt so that ADHA and the dental hygiene profession can not only survive these challenging times but thrive in the days and years ahead.

Next year, we will move forward deepening our support for dental hygiene leaders by expanding our new ADHA Volunteer Leader Resource Center.

We will move forward by investigating emerging leadership models to increase engagement at the state, regional, and national levels. We will move forward by piloting a dynamic engagement model that appeals to everyone in our dental hygiene community. We will move forward by advancing our work on diversity, equity, and inclusion centered on fostering belonging for all dental hygienists. We will move forward by upholding our commitment to the values of respect, trust and integrity, diversity and inclusion, and engagement through our decisions, communications, and programs.

It will be my great honor to lead ADHA forward. And I know that together, we will make new pathways, adapt to yet unknown challenges, and create groundbreaking opportunities to unite and empower dental hygienists!



ANN BATTRELL, MSDH | CEO

As we continue to make significant adaptations in our lives, so too is ADHA adapting to our new reality. The unwavering support ADHA has shown for the dental hygiene community through collaboration with our partners in oral health has been our north star. Communicating with federal agencies including the Centers for Disease Control and Prevention and the Occupational Safety and Health Administration enabled us to stay current with COVID-19 scientific information and advocate for the health and safety of the dental hygiene profession. ADHA will continue to be an active participant in the COVID-19 Public-Private Partner Dental Coordination Group and the CareQuest Institute Pandemic Response Workgroup.

My sincere appreciation also goes to our corporate partners. As we faced the unexpected, we leaned on one another and found new ways to support the dental hygiene community to the benefit of all.

Our collaboration with the American Dental Association Health Policy Institute and the ADA Science & Research Institute to study the impact of the COVID-19 pandemic on the dental hygiene

profession was one of the professional highlights of the year. The ADHA Task Force on Returning to Work continued to steer the ship and provide guidance to the dental hygiene community through the first full year of the pandemic. We thank them for their knowledge, commitment and professional expertise to guide ADHA forward.

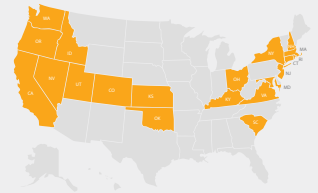
One of our other keys to success has been the partnership between the ADHA Board of Trustees and the ADHA staff. Countless decisions needed to be made during times when answers were not always readily available. It took courage, resiliency, and faith in one another to continue to move the dental hygiene profession and the association forward. On behalf of our staff team, a special thanks goes to Lisa Moravec, ADHA President, and the ADHA Board of Trustees, for your confidence and support throughout the year. And to the ADHA staff team – thank you for your countless hours of work and for supporting me during very uncertain times. We look forward to welcoming Sharlee Burch as our next ADHA President and working with the 2021-22 Board of Trustees as we emerge stronger as an association.



WE ANSWERED
1,400+
COVID-19 INQUIRIES



156,551
DOWNLOADS
OF ADHA'S TASK FORCE ON
RETURN TO WORK REPORT



20 STATES*
ALLOW DENTAL HYGIENISTS TO
ADMINISTER COVID-19 VACCINES

ADVOCATING WITH **IMPACT**

As we reflect on a year so full of challenges and unknowns, we are proud of the ADHA-led initiatives that helped us advocate for the profession during the COVID-19 pandemic. This work will endure and have an impact long into the future.



2,120
NEW MEMBERS WELCOMED
IN FIRST 6 WEEKS OF PANDEMIC

58,953

DENTAL HYGIENISTS SHARED
THEIR VOICE IN 11 ADHA
ADVOCACY CAMPAIGNS



138,393
MESSAGES SENT TO
CONGRESS AND GOVERNORS

"If there ever was a perfect answer to dental hygienists questioning 'what's in it for me' in regards to ADHA membership, it has been overwhelmingly demonstrated in all the hard work you and the ADHA leadership and staff are doing right now to support and advocate for all dental hygienists."

- CR, Email sent to ADHA COVID-19 inbox

"I want to give a BIG THANK YOU for fighting for student rights and keeping students updated with COVID-19 and CODA board requirements."

- AC, Email sent to ADHA COVID-19 inbox

"If it wasn't for the ADHA, we would have no recourse. Thank you for the advocacy, thank you for putting our voice forward in our guidelines for returning to work."

- GC, Email sent to ADHA COVID-19 inbox

STRENGTHENING OUR MEMBERSHIP COMMUNITY

MEMBERSHIP ENGAGEMENT

The Membership team adapted quickly to respond to the challenges presented by the pandemic. The value of belonging to the ADHA professional community was amplified by the crisis, while the financial burden had a significant impact on members. Despite the uncertainty, we exceeded our budgeted goals and are pleased to present the following key takeaways and accomplishments.

RENEWALS: GOAL SURPASSED

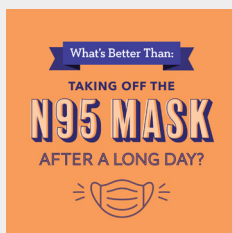
74%
OF ALL ADHA MEMBERS
RENEWED FOR
CALENDAR YEAR 2021.

This includes:

84%
OF EXISTING/
PRIOR-YEAR MEMBERS.

95%
OF MEMBERS
ENROLLED IN
AUTO-PAY.

NEW MEMBER RECRUITMENT: HELLO, TO MORE THAN 2,400 NEW MEMBERS!



While our multi-channel recruitment efforts are running all year long, we also had three focused campaign pushes for new members in October 2020 and February and June 2021.

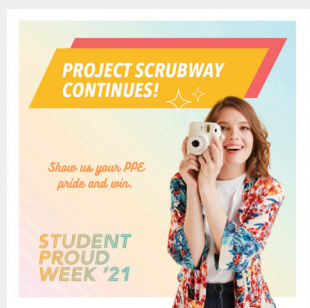
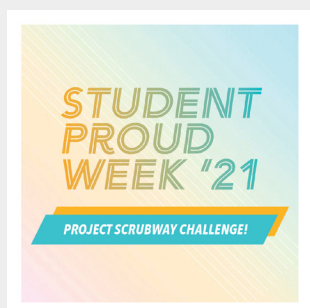
The Offer: 20% reduction in national dues

The Results: More than 350 and 375 members joined respectively in a single month during the first two campaigns. The newly launched **"What's Better Than"** campaign is inspired by member input and will be the backbone of our creative platform for the coming year.

STRENGTHENING OUR MEMBERSHIP COMMUNITY

MEMBERSHIP ENGAGEMENT

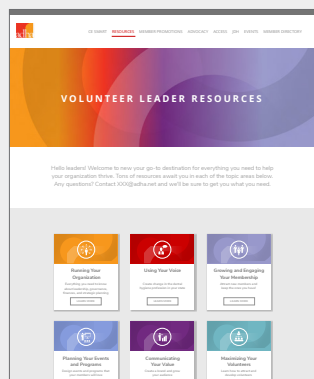
STUDENTS: NEW OPTIONS AND LOTS OF PRIDE



This year, we introduced a new two-year membership option for students. The offer included a \$10 membership savings and an extra discount for the National Board Review course. We are pleased to report that 15% of student members took advantage of this choice!

Student Proud Week 2021 (April 19-23) was an incredible success. With the support of **American Dental Partners**, we hosted fun and engaging challenges that generated more than double the participants that we forecasted. Students from 126 different dental hygiene programs celebrated their pride with their posts, tags and likes. By the end of the week, ADHA gained 400+ new followers. #success!

STATE AND LOCAL LEADERS: NEW RESOURCE CENTER LAUNCHED



Volunteer leaders can now access a new resource center that features tips, videos, support tactics and tools for managing all facets of constituent and component membership.

This rich new layered site allows leaders to easily jump to specific topics and access ideas and sample strategies for growth and retention. The online portal will continue to expand in content and functionality as we measure use and gather feedback!

EVENTS REINVENTED

MEETINGS + EVENTS

ADHA rapidly pivoted to a virtual format for the ADHA 2020 Annual Conference. That mind-spinning shift for our most important annual event paved the way for many education and meeting experiences that followed—forever changing the way we plan and gather as a community.

ADHA 2020



We learned so much! In just 10 short weeks we pulled together a virtual event that attracted 1,570+ attendees, June 26-28, 2020.

**THE LIVE VIRTUAL SESSIONS WERE EXCELLENT. WOW.
THE DIFFERENT TOPICS WERE SO GOOD WITH A VARIETY
OF FANTASTIC SPEAKERS."**

- ADHA 2020 Virtual Conference attendee

92%

**OF ATTENDEES WOULD ATTEND ANOTHER
ADHA VIRTUAL CONFERENCE.**



EVENTS REINVENTED

MEETINGS + EVENTS

THE FIRST DENTAL HYGIENE LEADERSHIP SUMMIT



The inaugural Dental Hygiene Leadership Summit was launched January 15-16, 2021.

- 439 dental hygienists participated, 60% higher than initially projected
- Every session had a majority rating of “excellent,” indicating a high level of satisfaction among participants
- Attendees represented both early and later-career professionals proving the need for leadership skills continues throughout career
- Current and future leaders from a wide range of practice settings as well as those interested in association leadership created a dynamic and diverse group

We will build on this impressive event with a Leadership Summit next year, scheduled for March 2022.

**“IT WAS REFRESHING AND ENCOURAGING TO HEAR ABOUT ALL
THE VARIOUS WAYS THAT A DENTAL HYGIENIST CAN SERVE THE COMMUNITY
OUTSIDE OF A CLINICAL SETTING.”**

- 2021 Dental Hygiene Leadership Summit attendee

EVENTS REINVENTED

MEETINGS + EVENTS

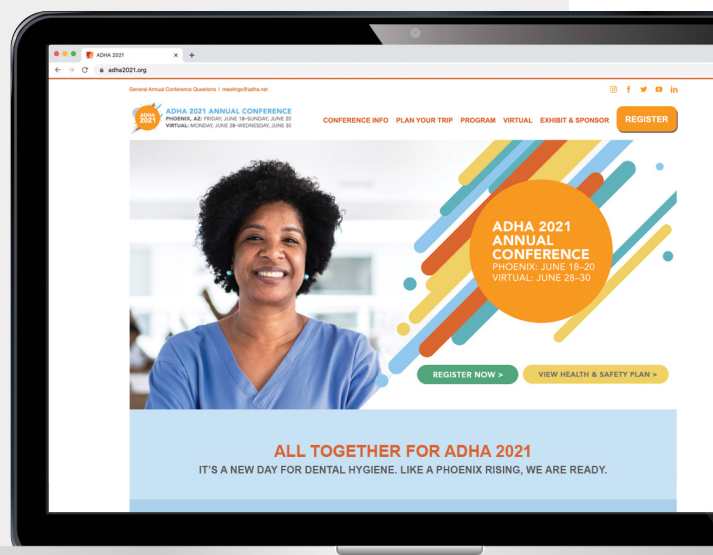
ADHA 2021 PHOENIX + VIRTUAL CONFERENCES



ADHA 2021 in Phoenix is our first LIVE in-person event since 2019! The decision to return in person, while also offering a virtual option for attendees nationwide, was welcomed by the Professional Development Team.

Through a partnership with Medstar Solutions, a robust Health & Safety Plan was developed to ensure that attendee confidence and safety remained our top priorities. We also worked closely with the City of Phoenix Special Events Committee and the Phoenix Convention Center.

Over 800 attendees registered for ADHA 2021 in Phoenix (June 18-20) and 300+ for the Virtual Conference (June 28-30). What an incredible way to close out a challenging year!

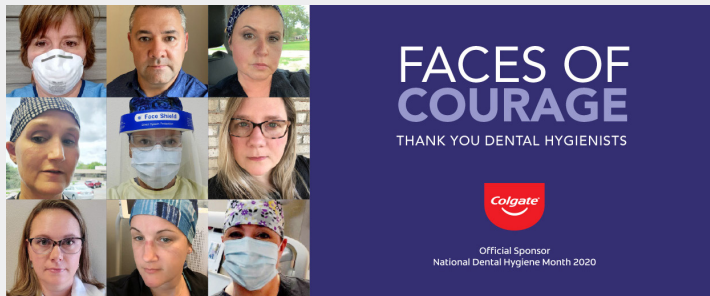


PARTNERING WITH PURPOSE

CORPORATE DEVELOPMENT

This has been a year of first-time and renewed corporate partnerships for ADHA. Our focus on collaboration and innovation has helped us find ways that both support our members and meet the goals of our industry partners. In addition to our incredible Annual Conference, we developed new education offerings and celebrated courage and pride. Here are just a few highlights!

NATIONAL DENTAL HYGIENE MONTH: OCTOBER



One of our all-time favorites! This annual event was supported by **Colgate**, and our creative marketing campaign "Faces of Courage." The result was unprecedented engagement, highlighting the tenacity and strength of dental hygienists nationwide.



PARTNERING WITH PURPOSE

CORPORATE DEVELOPMENT

DENTAL HYGIENE LEADERSHIP SUMMIT: JANUARY



The launch of our first-ever virtual leadership event by ADHA opened doors for support from several partners desiring a connection with attendees. We look forward to building on this opportunity when the Leadership Summit returns in March 2022. Thank you **Sunstar Americas, Inc., CareQuest Institute for Oral Health, formerly DentaQuest Partnership for Oral Health Advancement, Henry Schein Dental and Henry Schein One.**

CHILDREN'S DENTAL HEALTH MONTH: FEBRUARY



The pandemic put extra focus on the importance of good home oral care routines, especially for the youngest patients. In partnership with **ACT® Kids Anticavity**, the "Something to Smile About" month-long campaign delivered tools, fluoridation updates and resources to help ADHA members reinforce the essentials to parents and caregivers.

SMARTER EVERY DAY

CONTINUING EDUCATION + RESEARCH

The development of best-in-class continuing education and expert presenters is a point of pride for all of us at ADHA, and we look forward to continuing to elevate these events with innovative CE opportunities for our members. Here are a few additional updates from our team.

GROUNDBREAKING RESEARCH WITH ADA

ADA American
Dental
Association®



The collaboration with the American Dental Association Health Policy Institute and the ADA Science & Research Institute to study the impact of the COVID-19 pandemic on the dental hygiene profession is an important step for ADHA. This partnership has helped the oral health community and beyond decipher the impact of the pandemic on dental hygienists with a focus on infection rates, vaccinations, employment patterns and more.

CE SMART BY ADHA

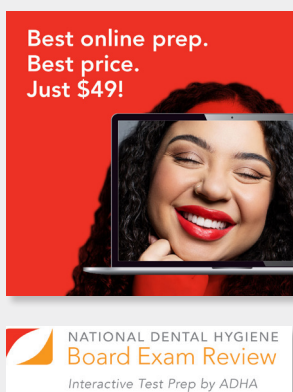


CE Smart was launched in March 2020 with 18 courses and 1,157 learners who enrolled in courses in the first two months. One year later we have 44 course offerings and 3,000 learners have enrolled in our online courses. We are proud to expand the course catalog every month and the quality of the content continues to escalate. We are striving to be the highest-value, highest-quality education resource for dental hygienists.

SMARTER EVERY DAY

CONTINUING EDUCATION + RESEARCH

NATIONAL BOARD REVIEW



In the fall of 2020, the National Board Review online course was redesigned and launched on CE Smart thanks to the partnership of **Midwest Dental (now proudly part of Smile Brands)**. The course was previously hosted externally. With this transition, we've been able to enhance the content and make the course more affordable for student members (only \$49!). We are delighted to report that course takers have tripled since last fall (and growing)!

WEBINARS



**"GREAT PRESENTATION.
I FELT REASSURED AND
CONFIDENT ABOUT
RETURNING TO WORK
POST-COVID."**

- Webinar attendee

When the pandemic arrived, ADHA took the lead to help make sure dental hygienists could stay informed and have a voice. The preparation and presentation of a dozen webinars related to COVID-19 was an integral part of our support for the profession. And the success showed in the numbers. We had record-breaking attendance and incredible feedback, and the momentum continues.

Participants have shared they appreciate that ADHA webinars are not overly promotional or "product heavy" like many other sponsored webinars. We are dedicated to expanding our catalog of timely webinar topics that hygienists can immediately apply to their practice, research and lives.

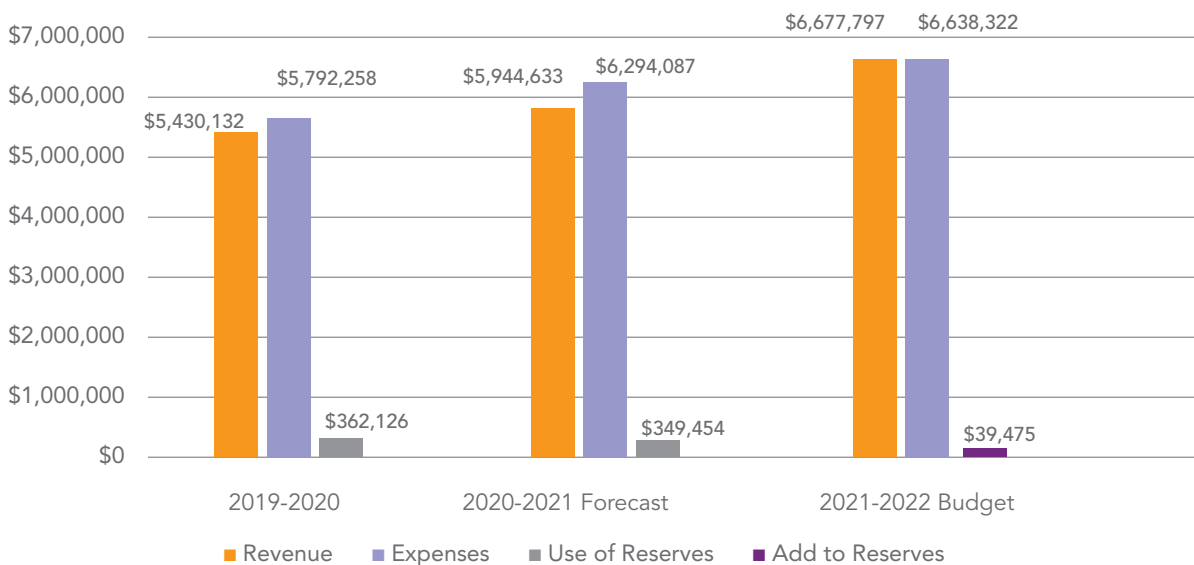
FINANCIAL OVERVIEW

JULY 1, 2020 – CURRENT

In October 2020, the ADHA Board of Trustees met with the accounting firm Plante Moran to discuss the annual audit results for fiscal year 2019-2020. ADHA received an unmodified opinion which is the highest rating given by auditing firms.

The 2020-2021 budget included conservative goals for membership, Annual Conference and corporate sponsorship revenue due to uncertainty regarding the COVID-19 pandemic. Expenses and revenue projections were made accordingly and carefully tracked throughout the year via the quarterly reporting system. Additionally, ADHA received funding from the Paycheck Protection Program (PPP). ADHA followed required PPP guidelines by utilizing funds for compensation and operational expenses, and will submit for PPP loan forgiveness in the next fiscal year. The projected use of reserves within the FY 2020-2021 budget remains within the reserve policy set by the Board of Trustees.

Revenue and Expense Comparison



FINANCIAL OVERVIEW (Continued)

JULY 1, 2020 – CURRENT

ASSETS	As of 6/30/20	As of 6/30/19
Cash	456,947	1,012,345
Investments	2,680,331	2,486,948
Receivables - Net	231,886	372,502
Due from the Institute	121,730	161,295
Prepaid expenses and other assets	139,092	137,633
Property and equipment - Net	390,458	506,214
Total assets	4,020,444	4,676,937

LIABILITIES AND NET ASSETS

Liabilities		
Accounts payable	294,911	697,826
Accrued vacation	173,629	146,947
Accrued expenses	189,139	247,517
Deferred revenue	1,595,253	1,457,044
Deferred rent	290,106	308,005
Due to state and local organizations	32,526	32,827
Deferred compensation	49,956	29,721
Total Liabilities	2,625,520	2,919,887

NET ASSETS	As of 6/30/20	As of 6/30/19
Unrestricted		
General	207,674	173,452
Board-designated	1,564,940	1,545,940
Total unrestricted	1,357,266	1,719,392
Temporarily restricted	37,658	37,658
Total Net Assets	1,394,924	1,757,050
Total Liabilities and Net Assets	4,020,444	4,676,937