

A YEAR DIVIDED. A PROFESSION UNITED.

A MESSAGE FROM OUR LEADERS



MATT CRESPIN, MPH, RDH | PRESIDENT

This year has been challenging to say the least. It has also been a year of amazing advances for our association and the dental hygiene profession. ADHA had its first-ever national marketing campaign with Walgreens, the nation's sixth largest retailer. We also forged an important relationship with the U.S. Surgeon General's office, which allowed ADHA to contribute to the updated *2020 Report on Oral Health*. I am incredibly proud of our board, which has continued to make bold and strategic decisions to keep us all moving forward.

When I began in this role, I asked you all to imagine the future. I don't think any of us could have foreseen that we'd be where we are today. At the same time, the fact that we continue to manage change and become more comfortable with being uncomfortable shows our adaptability and strength as an organization. ADHA has risen to the occasion throughout the COVID-19 pandemic with advocacy to protect and support dental hygienists and students. As a result, we've seen tremendous growth, adding more than 1,500 new members to our association. I am confident that our success will continue to grow, and I am so honored to have served as your president this past year.



LISA MORAVEC, RDH, MSDH | PRESIDENT-ELECT

As I look back at the tremendous milestones for the association, I am extremely proud of the work we accomplished. I want to express my sincere appreciation for the unwavering leadership of Matt Crespino and Ann Battrell. You have led with courage and a relentless forward focus as you kept us moving "Up and Out." As we look to this coming year, our proactive approach is focused on being fiscally responsible while navigating our way through the unknowns of this global pandemic. We will rise up and look for opportunities to innovate, lead and support our hygiene community. We will also continue our advocacy and education efforts to ensure federal agencies and other organizations know the value of the dental hygienist as an integral part of the healthcare team. Together, we will elevate membership engagement, education, advocacy, communication and professional development.



ANN BATTRELL, MSDH | CEO

They say necessity is the mother of invention. When faced with a difficult situation, we are often inspired to create an ingenious solution. The COVID-19 pandemic has inspired us to rethink how we serve the dental hygiene community and do business as an organization. For our leaders across the country and ADHA staff, being nimble and creative became a necessity.

Together, we are taking a bold step to hold our first-ever virtual House of Delegates and Annual Conference. We are learning new skills and braving unknown territory, which will help lead us through these uncertain times. Thank you to our state and local leaders and our ADHA Board of Trustees, led by Matt Crespino, ADHA President, for your leadership and partnership to ensure the ongoing viability of ADHA. On behalf of the ADHA staff, we proudly extend our commitment to our next ADHA President, Lisa Moravec, the 2020-2021 ADHA Board of Trustees, and to the state and local leaders who will chart our path forward as an organization and as a profession. To the ADHA staff, words cannot convey my appreciation for your talent, dedication, and willingness to consistently go above and beyond for the good of the ADHA community.

A YEAR DIVIDED.

The COVID-19 global health crisis has upended our lives. With the long-term implications yet unknown, this year may forever be referenced in two parts — before and after the arrival of the pandemic. For the purpose of this annual report, we want to acknowledge the significance by capturing this year's highlights in two parts.

A PROFESSION UNITED.

We know this to be true. Our passion for bringing oral health to life unites us. Today, we can boldly say that that bond has never been stronger. Across the nation, dental hygienists looked to us for professional support and guidance and we were there, providing awareness, advocacy and swift action.

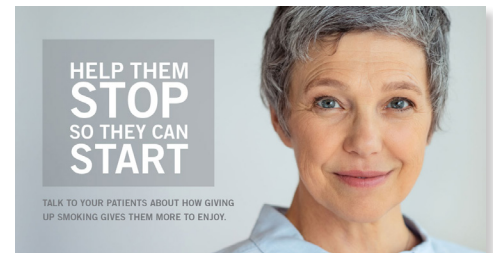
WE ARE SO PROUD OF ALL THAT WE HAVE ACCOMPLISHED
AS AN ASSOCIATION AND AS A COMMUNITY. **WE THANK YOU**
FOR CONTINUING TO BE WITH US ON THIS JOURNEY.

ADVOCACY + HIGHER EDUCATION

JULY 2019 – FEBRUARY 2020

A grant from the Centers for Disease Control (CDC) enabled us to extend and promote its powerful 2019 Tobacco Cessation Campaign.

A new website adhaquittobacco.org was launched with helpful resources for practitioners, dental offices, patients and educators.



ADHA's President Matt Crespin, CEO Ann Battrell, Director of Advocacy and Education Ann Lynch and Karen Sealander, Partner at McDermott, Will & Emery, met with officials from the U.S. Public Health Service, Office of the Surgeon General.

The meeting covered topics including the evolution of dental hygiene across the country; dental hygienist integration into medical settings; license portability, and the *2020 Surgeon General's Report on Oral Health*.



Ann Lynch was accepted as a member of the Coalition for Modernizing Dental Licensure's Executive Committee.

The coalition is focused on advancing two important goals:

- Eliminating the single encounter, procedure-based patient examinations and replacing them with clinical assessments that have stronger validity and reliability
- Increasing initial licensure portability to allow for professional mobility and improve access to care





COALITION FOR MODERNIZING
DENTAL LICENSURE

ADVOCACY + HIGHER EDUCATION

MARCH 2020 – CURRENT

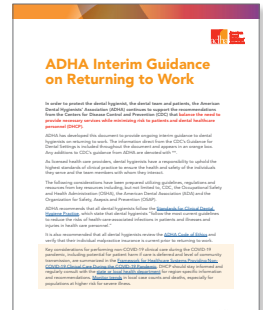
ACTION. ADVOCACY. RESULTS.

The global pandemic has presented unprecedented challenges. In the midst of this continued crisis, ADHA is proud to lead at the national, state and local level to advocate for the health and safety of all dental hygienists and their patients. The following is a brief overview of some of the key activities.

WEEK OF	ACTIVITY	
March 15	<ul style="list-style-type: none">• COVID-19 dedicated resource website launches• RDHCovidInfo@adha.net email established to gather and respond to the concerns of dental hygienists	
March 22	<p>Grassroots advocacy campaign directed to Congress urging that dental hygienists be included in COVID-19 relief measures.</p> <p>A remarkable 21,470 dental hygienists sent 64,457 messages to their Senators and Representatives.</p>	
April 5	5,367 registered for special ADHA COVID-19 dental hygiene webinar	
April 19	<ul style="list-style-type: none">• Campaign to the nation's governors urges them to act to ensure only emergency dental care is performed until it is safe to return. Outreach also includes concerns regarding the availability of appropriate PPE for safe return to work.• ADHA Task Force on Return to Work formed; dedicated email created to collect input from the profession <p>Special thanks to the ADHA task force team:</p> <div><div>JoAnn Gurenlian, RDH, MS, PhD, AFAAOM, Chair Katy Battani, RDH, MS Kathy Eklund, RDH, MHP Cindy Purdy, RDH, BSDH</div><div>Vhari C. Rust-Clark, BSDH, RDH Annette Smith, RDH, MSDH Erin Haley-Hitz, RDH, MS, PHRDH, OM, Board Advisor</div></div>	

Continued >

WEEK OF	ACTIVITY
April 26	<ul style="list-style-type: none"> • <i>Interim Guidance on Return to Work</i> released by ADHA Task Force • Joint letter with ADEA sent to chairman of the U.S. Coronavirus Task Force imploring it to work with relevant federal agencies and stakeholders, as well as the nation's governors, to help ensure adequate PPE for the entire dental team, including N95 respirators and face shields, before the dental team returns to work and elective dental services resume
May 3	Ambassador Deborah Birx, MD, White House coronavirus response coordinator, is apprised of dental hygiene concerns and responds indicating that the White House Coronavirus Task Force understands the need to continue to increase the N95 supply to local dentist and physician offices
June 1	At the invitation of the Occupational Safety & Health Administration (OSHA), ADHA participated in a telemeeting with oral health stakeholders. They reviewed OSHA's COVID-19 Guidelines for Dentistry Workers and Employers and discussed how we can work together to address the challenges that dental hygienists may be facing in guideline implementation.



MARKETING MATTERS

> Coordinated release of social media and email supporting ADHA advocacy campaigns has generated 134,628 messages to governors and lawmakers from dental hygienists, students, and family members.

> Dramatic spike in social media engagement during initial COVID-19 advocacy push. The ADHA Facebook community has grown by 16% and Facebook referral traffic has increased of 1,373%, over prior year.

> The COVID-19 Resource Center for Dental Hygienists, housing critical information and guidelines from the CDC and other agencies, has become the go-to hub for the profession, resulting in an unprecedented number of ADHA site visits and downloads.

MEMBERSHIP HIGHLIGHTS

JULY 2019 - FEBRUARY 2020

INITIATIVE

RESULTS



Launched new student chapter registration to strengthen communication and relationship-building



Registered 219 chapters — an impressive 63% of dental hygiene programs



Completed transition to single calendar-year cycle to streamline renewals and simplify member communications



- Successfully migrated 3,667 members to new payment cycle
- Renewed 90% of former summer cycle members for 2020
- Achieved overall renewal rate of 79%



Conducted multi-channel member recruitment campaign offering 20% off dues



Welcomed 500 new members in just two months

MEMBERSHIP HIGHLIGHTS

MARCH 2020 – CURRENT

INITIATIVE

RESULTS

Alleviate members' financial stress with quarterly dues postponement from April 1 to May 27



98% of quarterly members' dues were postponed and retained through May 27 payment

Conduct advocacy-driven recruitment campaign:

- > Special \$50 off national dues promotion
- > Softer sell messaging focuses on visible ADHA advocacy initiatives and the importance of a unified profession, now more than ever
- > Outreach to 25,000 new prospective members who participated in recent advocacy campaigns
- > Integration of new highly targeted Facebook advertising strategy



In a word, UNPRECEDENTED. Between April 21-May 27 we welcomed 1,510 new members to ADHA! Even during a global pandemic, we are on track to reach our budgeted 15,600 members for FY 19-20.



MARKETING MATTERS

- > Strategic member engagement creative campaign "Healthy Mouths. Happy Lives." ensures brand continuity and consistency of messaging across all communication channels.
- > ADHA Facebook engagement is up by 160% and Instagram followers have grown nearly 30% this fiscal year.
- > Targeted social media campaign to dental hygienists who engaged in our advocacy campaigns is generating a record-breaking 15% conversion rate to ADHA.org.

PROFESSIONAL DEVELOPMENT HIGHLIGHTS

JULY 2019 - FEBRUARY 2020

INITIATIVE

RESULTS

Launch the long-awaited continuing education platform — CE Smart by ADHA. Integrated CE Smart Tracker stores all CE, transcripts and certificates in one place, and is free for ADHA members.



- Launched with 18 courses, and 2,500 participants in the first six weeks.
- Fresh courses added monthly.



Deliver monthly hot-topic webinars on content such as cannabis and xerostomia



Impressive attendance averaging 1,800 people per session

Present an amazing annual conference experience for ADHA 2020 New Orleans



- Smart marketing strategy and enthusiasm for the destination and great programming generated strong early registration numbers for both repeat and first-time attendees
- Highest-ever submissions for CE presentations



PROFESSIONAL DEVELOPMENT HIGHLIGHTS

MARCH 2020 – CURRENT

INITIATIVE

RESULTS

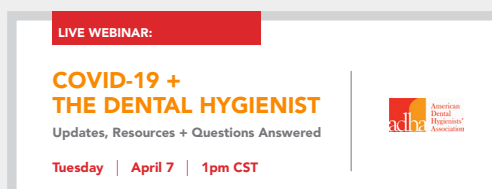
Pivot to first-ever virtual conference with only eight weeks to go, due to COVID-19 pandemic



- Intensive planning and negotiations mitigate financial penalties from having to cancel in-person conference
- Coordinated communications strategy helps ensure a smooth transition to minimize attendee, sponsor and exhibitor confusion
- Quick vetting and decision making helps secure virtual conference partner
- Strong CE lineup retained with coordinated effort to support speaker movement to new dates and platform, enhanced value offers CE content access for 60 days post conference
- New marketing initiatives widen scope of event and opportunity to attract new audiences
- Early indications show us on track to reach goal of 1,000 paid attendees, and conference website traffic is +52% from prior year

Expand online CE opportunities to meet new demand caused by cancellation of in-person education

- Delivered 10 webinars in just eight weeks beginning first week of April
- Average registration soared to 3,500, doubling attendance from pre-COVID-19 webinars



CORPORATE DEVELOPMENT HIGHLIGHTS

JULY 2019 – FEBRUARY 2020

Walgreens + LISTERINE® Partnership Puts ADHA into the National Spotlight

2019 National Dental Hygiene Month marked ADHA's first retail partnership, promoting good oral health and the important role dental hygienists play in the health of their patients. More than 5,000 Walgreens locations featured ADHA-branded displays, supported by social, print and radio promotions. Dental hygienists competed all month long for prizes and recognition — and a boost in pride resonated across the profession.



MARCH 2020 – CURRENT

Getting Creative in a Global Health Crisis

By creatively replicating in-person sponsorship opportunities in the new virtual ADHA conference environment, we have retained 70% of previously committed corporate support including 3M's Opening Session and P&G's Closing General Session featuring Sherri Shepherd, as well as a significant new commitment by Crest Oral-B. We continue to collaborate with corporate partners committed to CE lectures, exhibit booths, specialty event sponsorships, virtual branding and more.

MARKETING MATTERS

> In collaboration with Waterpik, ADHA is developing a chairside guide on Staging and Grading Periodontitis.

> The National Dental Hygiene Month #DoTheSwish social media campaign challenged members to show off their dental hygiene pride with ADHA-branded Walgreens displays. We received an overwhelming number of submissions from ALL 12 districts.

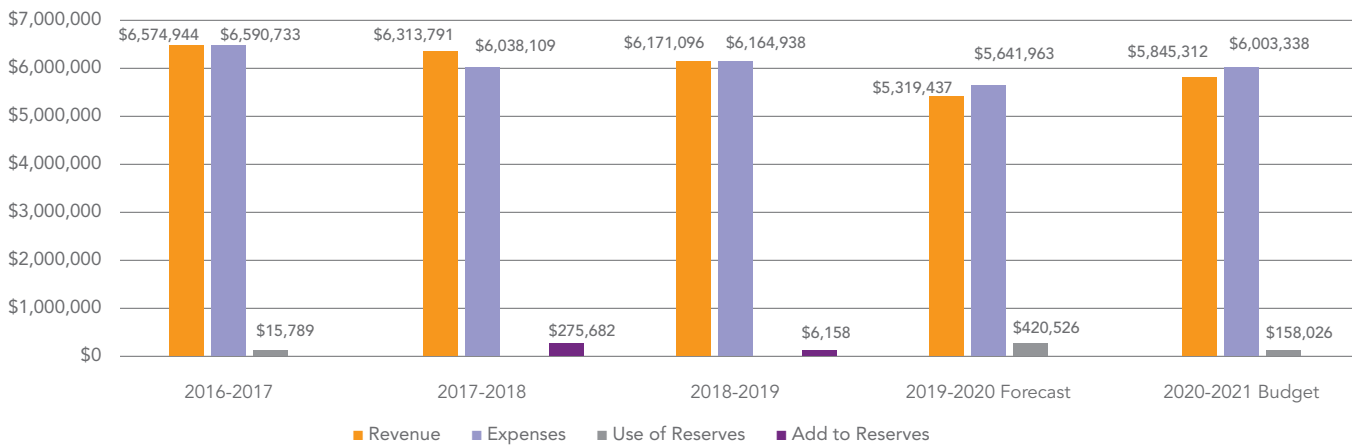
FINANCIAL OVERVIEW

JULY 1, 2019 – CURRENT

In September 2019, the ADHA Board of Trustees met with the accounting firm Plante Moran to discuss the annual audit results for fiscal year 2018-2019. ADHA received an unmodified opinion — the highest option given by auditing firms.

The 2019-2020 budget was impacted by the COVID-19 pandemic. Most notably, the in-person Annual Conference was cancelled and the Board of Trustees authorized ADHA's first virtual conference. Thus, expense reallocation and reductions and revenue forecast projections were provided to the Board of Trustees. The projected use of reserves within the FY 2019-2020 budget remains within the reserve policy set by the Board of Trustees.

Revenue and Expense Comparison



FINANCIAL OVERVIEW (Continued)

JULY 1, 2019 – CURRENT

ASSETS	As of 6/30/19	As of 6/30/18
Cash	1,012,345	1,319,930
Investments	2,486,948	2,375,543
Receivables - Net	372,502	552,955
Due from the Institute	161,295	32,282
Prepaid expenses and other assets	137,633	121,220
Property and equipment - Net	506,214	591,229
Total assets	4,676,937	4,993,159
LIABILITIES AND NET ASSETS		
Liabilities		
Accounts payable	697,826	320,327
Accrued vacation	146,947	549,486
Accrued expenses	247,517	208,886
Deferred revenue	1,457,044	1,757,057
Deferred rent	308,005	322,673
Due to state and local organizations	32,827	67,804
Deferred compensation	29,721	10,327
Total Liabilities	2,919,887	3,236,560
NET ASSETS	As of 6/30/19	As of 6/30/18
Unrestricted		
General	173,452	42,747
Board-designated	1,545,940	1,676,194
Total unrestricted	1,719,392	1,718,941
Temporarily restricted	37,658	37,658
Total Net Assets	1,757,050	1,756,599
Total Liabilities and Net Assets	4,676,937	4,993,159