

COMMUNITY. EDUCATION. LEADERSHIP. ADVOCACY.

OUR STRATEGIC PLAN IN ACTION

A MESSAGE FROM OUR LEADERS



SHARLEE BURCH, RDH, MPH, EDD | PRESIDENT

What a whirlwind! I feel like I was just talking about all the things I was looking forward to in the year of my presidency and then in a blink of an eye the year is over! After so much necessary pivoting over the past few years, our adaptability as an association is probably at the highest level in ADHA history. What continues to keep us grounded through it all is our ADHA Strategic Plan—set up to lead us through challenges as we make critical decisions about where we’re going to direct our time, our energy, our efforts and our investment in the dental hygiene profession. We are guided by the four domains of our Strategic Plan: Community, Continuing Education, Governance/Infrastructure and Advocacy. I am so proud of the progress we have made despite the pandemic, the social unrest and the economic challenges, especially in areas like diversity, equity and inclusion. The ultimate outcome is for ALL dental hygienists to feel celebrated and invited to be part of what we are building as a community. Because when it comes down to it, **it’s about belonging.**



ANN BATTRELL, MSDH | CEO

What a year is right! No one could have predicted the continued impact the pandemic would have on our profession and on how we lead as an association. The decision to add DEI (diversity, equity and inclusion) into our strategic plan as a core value was a game changer this year. The act of holding up a mirror to examine where we are personally and as a community is so important. Talking about our history and our practice has allowed us to come together and acknowledge that we can and will do better. The more we celebrate our differences, the stronger we will become as a community. I am also incredibly proud of the advocacy work we have done with other organizations to get dental benefits in Medicare. We will continue to be the dental hygiene voice at the table for that conversation. Additionally, the research study we completed with the ADA Health Policy Institute on the COVID-19 experience for hygienists is a highlight. More than 6,000 hygienists participated in this groundbreaking study and the collaboration with our partners at ADA is just getting started. I’m so looking forward to what’s next as we begin our celebration of ADHA’s 100th!



DAWN DEAN, RDH, MSDH | PRESIDENT-ELECT

Wow, wow, wow! What a time to be continuing the amazing work of Dr. Sharlee Burch! I am so proud of all that we have accomplished as an association this past year. Becoming ADHA President to help kick off ADHA’s 100th celebration is an incredible honor. We have come a long way in 100 years but there is still so much that needs to change. I look forward to making strides in the way we come together as a community to advocate, govern and provide education opportunities for all hygienists. I love what I do and I get energized by inspiring those around me. There is so much to be excited about in the coming year, including one incredible celebration next July in Chicago as a hallmark event to honor the past, how far we’ve come and how we are confidently leading the profession into the next century. We are making history—together!

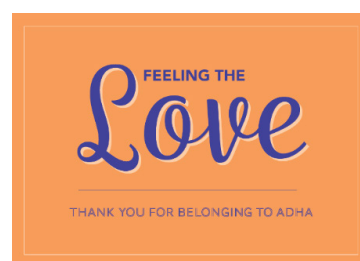
COMMUNITY

Our community is everything. ADHA delivered an engaging and supportive space for dental hygienists this year through key membership, events and strategic initiatives.

Membership

The impact of the pandemic, inflation and an increasingly competitive online education space have presented challenges across the association world – and we are no different. Our membership team executed the most robust renewal campaign in our history, with a cross-channel strategy in online and offline communications with members. This coordinated effort resulted in a 75% overall renewal rate, and to date we have 2,000 new members who have joined our community.

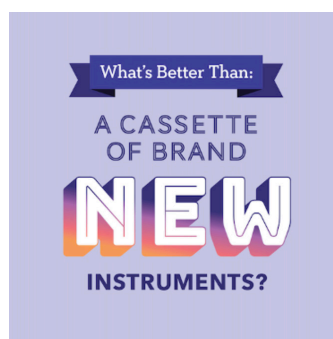
The result is an anticipated decline in overall membership for this fiscal year. We continue to prioritize the evaluation of our membership strategy and non-dues revenue sources to offset this trend.



A new retention campaign welcomes new members with a special mailing.



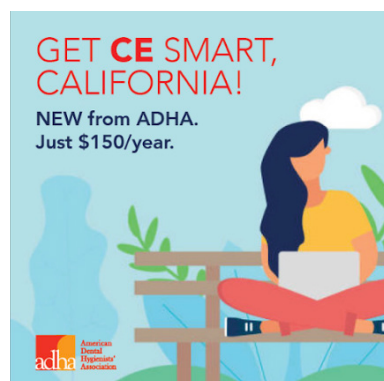
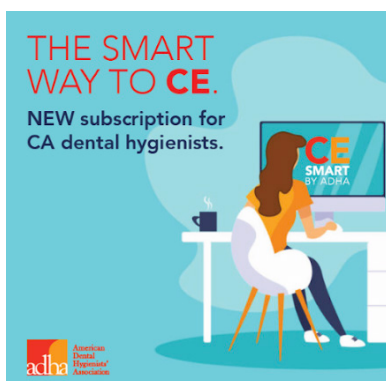
Nearly 20 emails, three postal invoices, new videos and member testimonials, telemarketing outreach and targeted text messaging were part of the annual renewal campaign that ran from October 2021 to March 2022. An early-renewal incentive to convert members to auto-payment proved successful, with more than 500 members transitioning to this convenient dues payment option.



Our “What’s Better Than” campaign for new members took on various forms throughout the year, including discount periods, state-specific CE messaging and more. In addition to email outreach, our hard-working digital advertising campaign has delivered nearly 13 million impressions that have converted into more than 500 new members.

Subscriber Program Launches

We did it! After years of research and development, ADHA launched a pilot subscription program this year. Designed to offer an alternative option for dental hygienists to engage with our CE Smart online learning platform for a flat \$150 annual fee, the CE Smart subscriber program went live in March 2022. The pilot is open to California dental hygienists only, and we plan to test and measure interest and engagement over 12-18 months before assessing its viability and nationwide potential.



Next Generation of RDHs

Our student population continues to be an inspiration! Our Student Chapter program is active in 45% of dental hygiene programs. The new two-year student membership option continues to gain popularity and now represents 25% of all student members—a 10% increase over last year. Always a highlight, our Student Proud Week on Instagram featured a first-ever Heartland Dental partnership.



The Student Proud week campaign reached 14,400 Instagram users, and added nearly 250 new followers to our ADHA social channels.

Corporate Partnerships

ADHA enjoyed powerful collaborations this year with partners new and old, allowing us to expand our reach and strengthen alliances that support the awareness and advancement of the dental hygiene profession.



For the second year in a row, Colgate helped us celebrate resilience for National Dental Hygiene Month in October.



A multi-part webinar series, The Hygienist Circle, was delivered in an intimate regional setting for a total of 27 distinct education sharing and networking events.



To celebrate National Children's Health Month in February, ADHA teamed up with ACT® Kids Anticavity to help keep pediatric patients smiling and enjoying a lifetime of good oral health.



ADHA has embarked on a new point-of-purchase education partnership that will be featured in the Crest + Oral-B section of Walgreens retail stores nationwide.



Philips Oral Healthcare made possible a trio of webinars on risk prevention, life skills and communication to help dental hygienists move to the other side of the pandemic.



Johnson + Johnson Consumer Inc. is proudly sponsoring a June 2022 special print edition of the *Journal of Dental Hygiene* and several supporting events and outreach to promote new research on mouthrinse.

EDUCATION

This year ADHA continued to advance its work as the leader in developing and delivering dynamic, high-quality learning opportunities.

2021 Annual Conference – Back in Person!

ADHA successfully hosted an in-person event for the first time since the beginning of the pandemic. We partnered with the city of Phoenix, the convention center and the visitors bureau to help ensure the safety of our 800+ guests. This was followed by an on-demand virtual conference that delivered high-level education conveniently to nearly 500 online attendees.

“Just THANK YOU for all that you are undertaking for our benefit as an organization, “spokesperson” for dental hygiene, and association of dental hygienists.”

— ADHA21 ATTENDEE



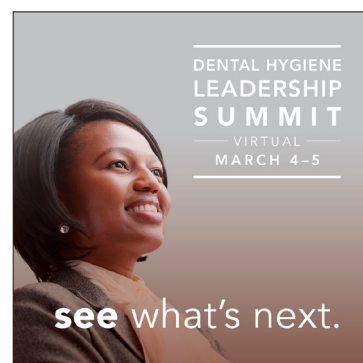
2nd Virtual Dental Hygiene Leadership Summit

Held March 4-5, 2022 the Virtual Dental Hygiene Leadership Summit hosted 220 dental hygienists from a variety of practice settings. On-demand attendance remains open until June 30, 2022 for both existing and new attendees.

More than 90% of responding attendees indicated that the event provided the necessary skills to help advance their careers and develop leadership skills.

“Fantastic! Way to grab my attention! Phenomenal speakers both days. I have pages of notes and can’t wait to go back for information I missed during the sessions. Thank you for investing your time in us!”

— 2022 VIRTUAL DENTAL HYGIENE LEADERSHIP SUMMIT ATTENDEE



CE Smart Keeps Getting Smarter

Our CE Smart Learning Center continues to expand in course offerings, accessibility and tracking capabilities. Currently more than 50 courses are available on demand, with plans to add new options every quarter.

A searchable, dynamic course catalog is in place and ongoing user experience improvements are designed to build member engagement and satisfaction.

Live webinar events have been integrated into the platform, making it the one-stop destination for high-quality, high-value education for dental hygienists. Monthly webinars offer live/interactive CE credit hours with an expansive audience ranging from 500-3700 attendees.



More Groundbreaking Research With ADA

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 continued to be a priority 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.

- Longitudinal research conducted over 12 months with dental hygienists across the nation
- Three manuscripts were published in the February 2022 issue of the *Journal of Dental Hygiene*
- A webinar was presented by the authors to more than 3700 registrants, summarizing key results of these studies
- This webinar can be found on the CE Smart catalog "New Research Release: COVID-19 and the Dental Hygienist"



And the work continues! Additional research initiatives are in the works with the ADA, and we look forward to continued breakthrough collaborations in the coming year.

LEADERSHIP

Guided by our Governance/Infrastructure domain, ADHA worked to advance structures that support a balanced leadership team, reduce barriers to leadership, and improve inclusivity.

A Busy Board of Trustees

Notable strides in this domain include:

- ADHA Task Force on Pathways to ADHA Board Leadership developed a road map for guiding bylaws reform and remodeling how to cultivate the strongest leadership within the ADHA Board of Trustees
- First-ever House of Delegates Town Hall was attended by members and included a robust discussion on what the path to competency-based leadership means for ADHA
- Equity consultative partner, Just Health Collective, conducted a review of diversity and inclusion within ADHA's structure, policies and practices. Their team presented seven actionable recommendations for defining and advancing an organizational vision for health equity and belonging over the next three to five years
- The Board of Trustees participated in a day-long retreat on diversity, equity and inclusion and subsequently engaged in a generative discussion on Just Health Collective's recommendations. The Board renewed its commitment to fostering a sense of belonging for all dental hygienists at ADHA



ADVOCACY

ADHA advocacy remained diligent this year in pursuit of supporting the practice of dental hygiene and advancing the profession at the national, state and local level.

Interstate Licensure Compacts

ADHA is proud to be a part of the development of an interstate licensure compact for dental hygienists and dentists. We are grateful to the U.S. Department of Defense for recognizing the challenges faced by many military spouses, and its commitment and support to remove barriers that ultimately support all dental hygiene practitioners. This is a transformative moment for the professions of dental hygiene and dentistry.

Professional licensure mobility can be an obstacle for practitioners, and interstate licensure compacts are a solution to the many hurdles practitioners face in seeking a license in a new state. Once final compact language is developed, state legislatures will need to consider and enact the same legislation to implement the interstate licensure compact for dental hygienists and dentists.



A new ADHA Advocacy in Action video helps inform member and non-member dental hygienists about critical initiatives and how ADHA advocacy work impacts the entire profession.


Medicare Oral Health Benefit

It's time to put teeth in Medicare. Medicare's lack of an oral health benefit means that two-thirds of all enrollees – more than 37 million Americans – do not have dental coverage. For older adults, the need for dental care is particularly acute, because aging increases the risks for oral health problems. Yet standard Medicare does not include routine dental coverage.


ADHA launched a nationwide advocacy campaign urging Congress to improve Medicare by including an oral health benefit. As part of this effort, ADHA joined 237 other stakeholders in support of medically necessary oral health coverage for Medicare beneficiaries.

State Campaign Support

ADHA assisted states with 10 important advocacy initiatives this year to support their work in advancing the dental hygiene profession. These campaigns recruited 5,675 individuals to participate in sending 13,896 messages to 976 state and federal policymakers.



ACTION CENTER



Put Teeth in Medicare

Oral health is a critical component of overall health and millions of Americans are left without care because oral health coverage is excluded from Medicare. More than 60 million people rely on the Medicare program – and only about one-third of them have any coverage for oral health care.

Without coverage for prevention and care, seniors are at great risk for tooth decay and disease.

- Only two out of five seniors, and only about one-fourth of low-income seniors, visit an oral health professional during a typical year.
- One in five seniors has untreated tooth decay.
- One in five seniors, and two out of five low-income seniors, have complete tooth loss.

Untreated oral health problems have grave health consequences.

Enter Your Info

Your Information

Prefix *

First Name *

Last Name *

Email *

Home Information

Street Address *

ZIP Code *

Enter Zip for City and State

☒ Send me email alerts
 ☒ Remember me

Review Your Message

ADHA has called on all dental hygienists to contact their Members of Congress and urge them to strengthen Medicare by adding oral health coverage. Adding coverage to Medicare Part B is a common sense solution to ensure Medicare enrollees have access to oral health care – a critical component of overall health.

FINANCIAL OVERVIEW

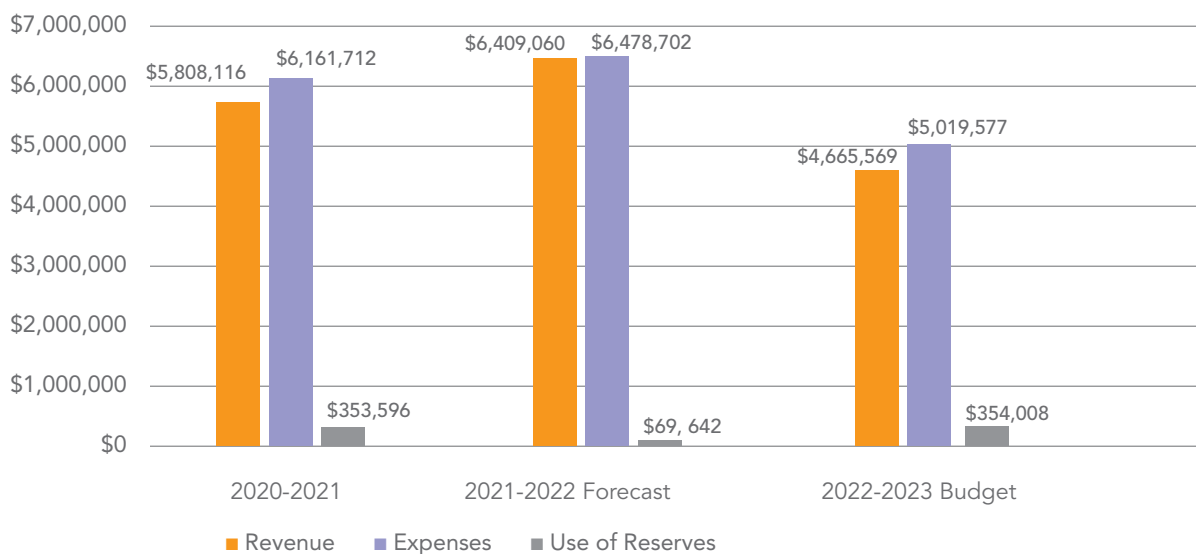
JULY 1, 2021 – CURRENT

In December 2021, the ADHA Board of Trustees met with the accounting firm, Plante Moran, to discuss the annual audit results for fiscal year 2020-2021. ADHA received an unmodified opinion which is the highest rating given by auditing firms.

The 2021-2022 budget included conservative goals for membership, Annual Conference and corporate sponsorship revenue due to uncertainty resulting from 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) in fiscal year 2019-2020 and submitted for PPP loan forgiveness in fiscal year 2020-2021 which was approved. The projected use of reserves with the FY 2021-2022 budget remains within the reserve policy set by the Board of Trustees.

Revenue and Expense Comparison

As of June 3, 2022



FINANCIAL OVERVIEW (Continued)

JULY 1, 2021 – CURRENT

ASSETS	As of 6/3/22	As of 6/30/21
Cash	429,620	456,947
Investments	2,571,662	2,680,331
Receivables - Net	449,575	231,886
Due from the Institute	0	121,730
Prepaid expenses and other assets	231,275	139,092
Property and equipment - Net	367,500	390,458
Total Assets	4,049,632	4,020,444
LIABILITIES		
Accounts payable	588,528	294,911
Accrued vacation	143,481	173,629
Accrued expenses	0	189,139
Paycheck Protection Program	329,830	0
Deferred revenue	1,465,632	1,595,253
Deferred rent	268,976	290,106
Related Party Receivable	(80,987)	0
Due to state and local organizations	30	32,526
Deferred compensation	72,131	49,956
Total Liabilities	3,008,304	2,625,520
NET ASSETS		
Unrestricted		
General	(561,270)	(207,674)
Board-designated	1,564,940	1,564,940
Total unrestricted	1,003,670	1,357,266
Temporarily restricted	37,658	37,658
Total Net Assets	1,041,328	1,394,924
TOTAL LIABILITIES AND NET ASSETS	4,049,632	4,020,444