

FY 2022-2023 Annual Report

As of June 3, 2023

**A Fresh Look.
An Enduring Commitment
to Unite & Empower
Dental Hygienists.**

**THE CELEBRATION
OF A CENTURY
BEGINS!**

adha AMERICAN
DENTAL HYGIENISTS'
ASSOCIATION™

100 YEARS OF LEADERSHIP IN ORAL HEALTH

A MESSAGE FROM OUR LEADERS



DAWN ANN DEAN, RDH, MSDH

ADHA President, 2022-2023

Such a year of connections and accomplishments! I am so proud of our organization and our dental hygiene community and all that we have accomplished as an association as we stepped into this special 100th anniversary year. We are an organization that has stood the test of time and that's not by accident. The dedication and commitment from our members, volunteers, leaders and community have brought us to this point where we usher in a new century – and those 100 years have not been without adversity or uphill climbs. But perseverance, resilience and building community are hallmarks of our profession and those who paved the way for us. And now we're paving the way for the future.

This year we celebrated and empowered YOU during National Dental Hygiene Month and launched our new brand and website in the new year. We stayed the course on the Dentist and Dental Hygienist Compact and are seeing legislation enacted in our states! We created and launched the Professional Fellows Program and the Industry Relations Council that tightens our relationship with our dedicated community. We expanded our CE Smart education platform and relaunched the National Board Review course. We expanded our corporate relationships and have just introduced the first corporate partnership that supports ADHA membership as a corporate benefit.

We are the only generation of dental hygienists in history to have celebrated both the 100th anniversary of the profession of dental hygiene in 2013 and of the ADHA this year. The U.S. poet, Amanda Gorman, reminds us that “As we are making history, history is watching us,” and it has been my privilege and honor to lead ADHA at this poignant time in our association's history. This is Why We Climb!



BECKY SMITH, CRDH, EdD

ADHA President-Elect, 2022-2023

Happy 100th ADHA! I am delighted to celebrate and continue the centennial of ADHA in the second half of this special year, as we complete this century and step into the next 100 years.

In my supporting leadership position this year, I have met with committees, professional and corporate partners, stakeholders, leaders, staff and members. I'm truly inspired by our community's continued and unwavering support, commitment and passion for our organization and profession. Next year we will move forward with our work to empower dental hygienists in practice, policy and person. We will advance our efforts to represent the diverse people, roles and careers in dental hygiene and continue to blaze the trail for our emerging professionals and students. We remain dedicated to building our understanding of the opportunities that medical-dental integration creates and to educating about the connection of oral and overall health.

It will be my honor to lead ADHA into a new century and I am excited for this journey. Looking ahead I know that we, as an organization and community, will continue to advance and elevate our profession, explore new and innovative opportunities, and build strong connections that unite and empower dental hygienists. Thank you for entrusting me with this privilege of leadership.

COMMUNITY

Our community is the lifeblood of ADHA, whom we work to unite, who inspires the content and the programs we deliver and whom we strive to support and represent. ADHA delivered an engaging and supportive space for dental hygienists this year through key membership, programs and strategic initiatives.

100 Years in the Making

Over ten decades, hundreds of thousands of determined ADHA members and dental hygiene pioneers – then and now – have helped push the envelope to elevate our profession to the essential and instrumental force it is today in oral and overall health care. This year ADHA launched a new brand to celebrate this historic milestone with a new look, new logo and colors that return us to the traditional purple of dental hygiene. Instead of one, we included four shades across the letters of our logo representing the diverse roles, responsibilities, career paths and people who make up our membership and our community. **Welcome to 100 years of ADHA!**



Membership

In the wake of U.S. inflation in 2022 rising to the highest levels seen in 40 years¹, the challenges to growing or even maintaining membership levels were clear across the association world. Our membership team launched another extensive and poignant cross-channel campaign with customized messaging specific to segmented targets. Their persistent efforts resulted in a 75% overall renewal rate, and to date we have gained 2,400 new members who have joined our association community.

Last year, the House of Delegates approved a bylaws change to our retired membership category, allowing more of our retiring members to retain membership and lend their knowledge and leadership to our organization. This category grew by nearly 5%.

Finally, our student membership remains strong with over 10,000 members – 50% of whom have taken advantage of our 2-year membership offer.



The campaign included 22 emails with variations for different audiences, three mailed invoices, member videos, web ads, targeted text messaging, and special offers. The theme created a strong focus on celebrating membership and being a part of the ADHA community in our 100th year.



Renewing members who selected autopay received special 100th Anniversary edition decals celebrating their stick-to-it-ness!

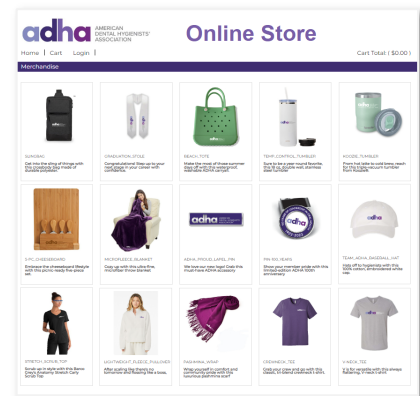
¹ Bureau of Labor Statistics, U.S. Department of Labor, *The Economics Daily*, Consumer prices up 9.1 percent over the year ended June 2022, largest increase in 40 years at <https://www.bls.gov/opub/ted/2022/consumer-prices-up-9-1-percent-over-the-year-ended-june-2022-largest-increase-in-40-years.htm> (visited June 05, 2023).

Shop & Show Your ADHA Pride

In the fall, we launched an online sale of ADHA gear that sported our previous brand and logo, offering heavily discounted prices. The revenue from those sales funded the development of our new online store that just launched at the end of May!

Another online store for constituents to purchase state-branded merchandise in bulk is in the works for this summer.

For more information on the store visit www.adha.org/store.

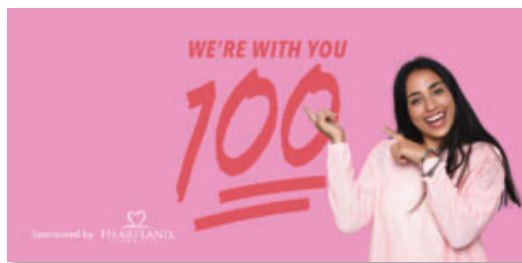


The online store will continue to grow and develop, with merchandise updated as preferences change.

Proud of Our Students – Our Future!

Our incredible student population continues to inspire! The ADHA Student Chapter program, sponsored by Heartland Dental, saw 183 chapters for the 2022-2023 school year. The chapter video competition also brought out some creative genius with programs from Oregon, Virginia and Florida placing at the top. The 2nd Annual Outstanding Student Chapter Awards are underway this spring!

Student Proud Week '23 saw record-setting individual and team engagement, prizes and boasting rights for our students. From quizzes with the ADHA President and playlist suggestions that get people motivated, to Heartland Dental's Instagram Live and a Student Chapter logo challenge, our students brought 100% to everything they did. **And it showed!**



Student Proud Week was sponsored by Heartland Dental for the second year.

For a summary of Student Proud Week '23, visit www.adha.org/studentproud.

For more on the Heartland Dental partnership, see www.adha.org/Heartland.

Corporate Partnerships

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



For the third consecutive year Colgate partnered with ADHA to celebrate dental hygienists during National Dental Hygiene Month. This year's Empowerment theme permeated the webinars, content and messages.

For more on NDHM 2022, visit:

www.adha.org/NDHM



In this second year of our partnership, Heartland Dental expanded their collaboration beyond Student Proud Week to all of Student Chapter programming, content, as well as professional education webinars and social networking events.

For more details, visit:

www.adha.org/Heartland



Continuing their ongoing partnership with ADAH, Crest + Oral-B and Walgreens offered multiple workshops throughout the year highlighting the mouth as the gateway from oral health to overall health and the partnership of hygienists with patients on the road to oral and overall health.



This year, Philips lined up a series of in-person life skills and communication workshops with fantastic speakers, held throughout the U.S. The workshops will continue into the fall of the next fiscal year.

For more information visit:

www.adha.org/Philips



New this year, we are partnering with onDiEM to provide value-added educational and networking benefits to their community of dental hygienists. Hygienists can enroll in a program that allows them to pay for ADHA membership through payroll deductions, with onDiEM covering half the cost.

For more information visit:

www.adha.org/ondiembenefit



In partnership with Henry Schein Dental, we introduced a virtual prevention-focused workshop on oral-systemic connections and periodontal pathogens to promote overall health through oral health. ADHA works to push the industry to make the critical connections beyond the day-to-day scope of practice.

Industry Relations Council

Going a step beyond corporate partnership, this year we developed an exclusive corporate membership for key industry partners who support ADHA in strategic and visible ways. This membership status helps to foster an ongoing dialogue among ADHA, the industry partners and the dental hygiene community. Through their contributions, these companies are paving the way for dental hygienists to practice at the top of their scope by helping to fund relevant education, practice resources and tools, and opportunities for collaboration and thought leadership.

For details on the Industry Relations Council, visit www.adha.org/IRC.



Associate Level Member



Associate Level Member



Associate Level Member

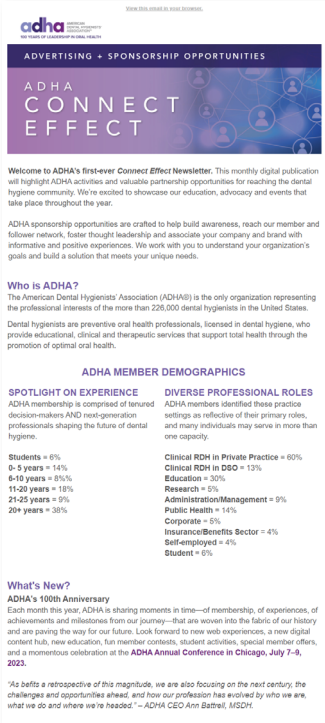
Corporate Communication Connections

We keep our members informed with regular communications and news, so this year we launched the same effort for our industry partners and prospects.

ADHA has a lot going on, and whether our corporate friends are currently collaborating with us or perhaps still considering partnership, we're keeping them informed with the new **Connect Effect** corporate development monthly newsletter.

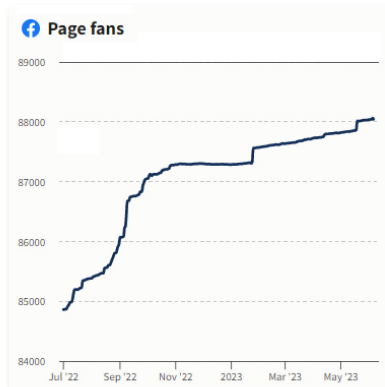
From upcoming partnership opportunities to advocacy, events and networking, Connect Effect amplifies our efforts and opportunities.

To receive the Connect Effect newsletter every month, email corporatedevelopment@adha.net.



Successful Socializing

A primary goal of our social media communications is to expand our reach and create ongoing engagement and connection with our membership and the dental hygiene community. Beyond the obvious advertising campaign extensions, our social media communications have evolved to include storytelling, soliciting content and feedback, interaction with our followers and them with each other. We have begun creating community on our social channels and we look forward to continuing to grow them.



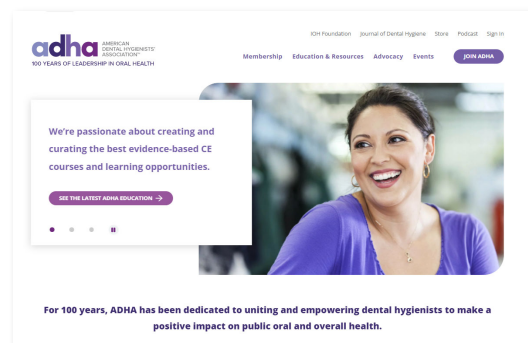
Facebook Fans increased by 3,300 over the past 12 months to 88,066 followers.



Instagram Followers increased by 464 over the past 12 months to 18,412.

New Websites. New Look.

As part of our rebranding, our new ADHA website was built from the ground up. From content and usage review to understanding how members search for information and what needed to be updated, this project was a big one! The platform for the new site features versatile software that allows us to make most updates in house. That means less reliance on outside assistance and faster responsiveness! The *Journal of Dental Hygiene* website is also nearly ready to relaunch with an updated look this summer.



EDUCATION

This year, ADHA developed a steady education flow and added new formats, content, and a lot of new users to a growing online Learning Management System.

Annual Conference

With the shift of the ADHA Annual Conference from June to July, the 2022-2023 fiscal year did not include an annual event. Instead, the conference now takes place at the beginning of the next fiscal year and will be the kickoff for each ADHA year moving forward. We are looking forward to celebrating ADHA's 100th anniversary in Chicago, IL, July 7-9. For more information about ADHA23 and to register, visit www.adha2023.org.

Hello, Professional Fellow

To mark our 100 years of oral health leadership, we launched a new recognition program to honor our distinguished ADHA members. The Professional Fellows Program offers members an opportunity not only to be recognized, but also to proudly include their 'fellow' status in their signature with the FADHA designation.

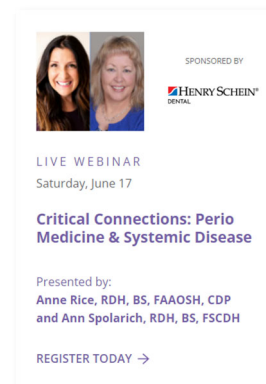
Professional Fellows represent exceptional achievement in our profession, and we're pleased to welcome the inaugural class of 162 ADHA Fellows which includes members from 42 states and a range in membership length from under 10 years to 50+ years!

For details about the Professional Fellows Program, visit www.adha.org/fellowsprogram.



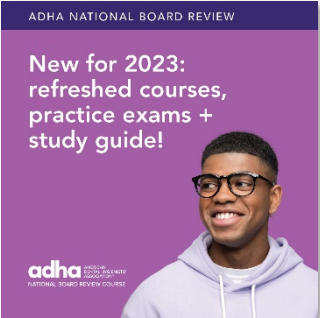
Coming to you Live Online

Webinars are still popular as ever as live, interactive education you can participate in with zero travel. This year we offered a robust webinar schedule of 1–2 events per month, with weekly events during National Dental Hygiene Month. Overall, our ADHA webinar events reached 8,470 participants this year with the average live webinar attendance at 60.7% of registrations. This type of programming makes corporate collaboration easy and builds strong relationships with our members and non-members alike.



NBR means New Board Review

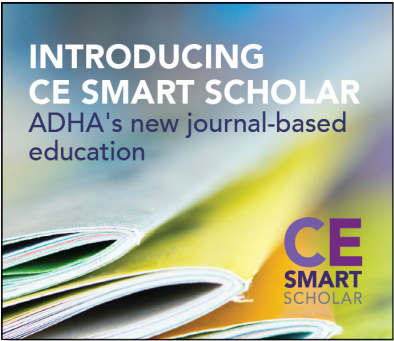
With a redesign and comprehensive overhaul of the National Board Review Course, the freshly launched online course took off! Reintroduced in January 2023, the product saw immediate success with a strong response to the marketing campaign showing incremental sales of nearly 100 units in the first four months over the previous year. As of May, overall revenue has already surpassed last year's total.



CE That's the Smartest Yet!

The CE Smart learning platform saw so much growth in this fiscal year, that the users have outpaced our contract! We have reached over 10,000 monthly logins – a growth of 45% over 2021. The coming year is expected to close at around 14,000 users if we continue at this pace. Revenue generated from online courses has also increased over the past year.

New! The CE Smart Scholar program is a new addition to the CE Smart learning platform.



Developed to offer CE credit for reading journal articles, the CE Smart Scholar modules are each based on an article from the *Journal of Dental Hygiene*. Three articles are selected from each new journal volume, and the reading is followed by a series of self-assessment questions. Upon completion, 2.0 CE credits are awarded per activity!

For more information on CE Smart, visit www.adha.org/education-resources/ce-smart.

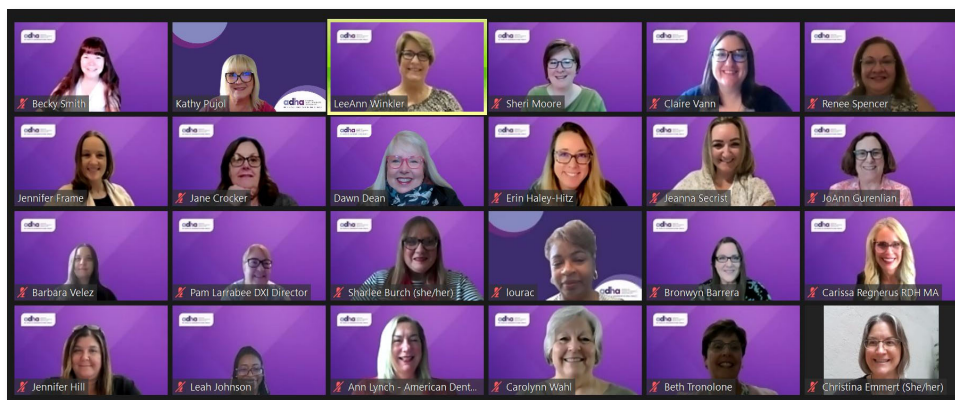
LEADERSHIP

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 Directors

This team of dedicated leaders was tasked with ensuring that the organization steps into the next century focused on the big picture.

- The ADHA Board of Directors met seven times as a large group over the course of the year to discuss strategic initiatives and progress on the many new programs. (And met *countless* times in smaller teams!)
- The ADHA Board of Directors participated in an Association Management Center-led board training session on the topics of diversity, equity and inclusion. Discussion included the results of the survey and interviews AMC held with ADHA Delegation Chairs, leaders, and staff.
 - The ADHA mission and vision statements were reviewed and updated.
 - Generative discussion on the strategic plan as a whole, included ensuring that the newly amended strategic plan reflects the values of Respect, Trust & Integrity, Diversity & Inclusion, and Engagement.
 - Final domain categories were Community, Professional Development, Infrastructure, and Advocacy with associated objectives updated for each domain.



2022 - 2023 ADHA Board of Directors with ADHA Senior Staff

ADVOCACY

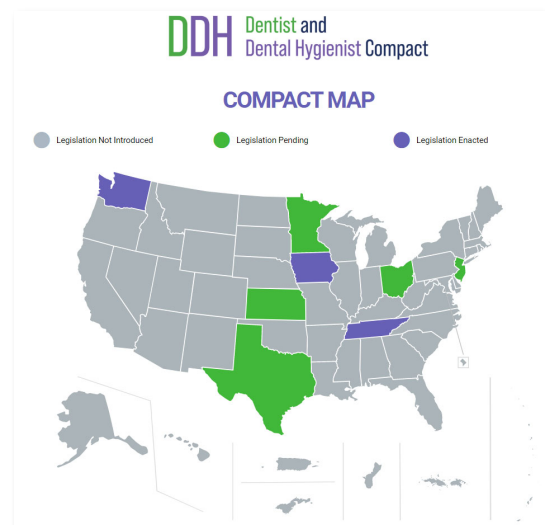
ADHA advocacy remained diligent this year in pursuit of supporting the practice of dental hygiene and advancing the profession at the national, state and local levels.

Interstate Licensure Compact

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. In fall 2021, the U.S. Department of Defense (DoD), in partnership with the Council of State Governments (CSG) selected ADHA and ADA to receive technical assistance with interstate licensure compact development. The DoD, in its commitment to military spouses and families, has been unwavering in the need for licensure reform.

Good news! As of June 2023, Iowa, Washington and Tennessee have enacted the Dentist and Dental Hygienist Compact and signed it into law. In order for the Compact to be operationalized, seven states must enact the legislation. The legislation has been introduced in Kansas, Minnesota, New Jersey, Ohio and Texas. Several other states expect to introduce the legislation for the 2024 legislative session. We remain grateful to the DoD, for its commitment and support of this work.

For more information on the Compact, visit www.ddcompact.org.



Progress on Medicare Oral Health Benefit

An issue that ADHA has long been advocating for! The United States made progress on improving a dental benefit in Medicare for medically necessary procedures.

Centers for Medicare & Medicaid Services (CMS) issued its final rule on the 2023 Physician Fee Schedule. CMS has authorized payment for dental exams and treatment to eradicate infections prior to organ transplants and cardiac valve surgeries. CMS will also be finalizing payment for dental exams and necessary treatments prior to the treatment for head and neck cancers starting in 2024. Further, CMS has now established an annual process to nominate additional conditions for which Medicare coverage of medically necessary oral and dental care should be provided.

2023 Scientific Paper of the Year

The groundbreaking research conducted and collaborated on by the ADHA, the ADA and researchers in the ADA Science and Research Institute, “US dental health care workers' mental health during the COVID-19 pandemic”, was selected through voting on the DrBicuspid website as the **Cuspies 2023 Scientific Paper of the Year**.



The winning research team.

Published in the August 2022 issues of both the *Journal of the American Dental Association* and the *Journal of Dental Hygiene*, this study was the first U.S. survey to analyze the long-term mental health of dental professionals during the COVID-19 pandemic.

The findings showed that dentists and dental hygienists frequently reported poor mental health during peaks of COVID-19 transmission.

"Dental care professionals were in the eye of the storm during the pandemic. With being responsible for providing patient care, maintaining personal safety, balancing competing demands of work and family care for themselves and their co-workers, all within overarching concerns of life during a pandemic, understanding how dentists and dental hygienists fared in terms of their mental health was of interest." the researchers said.²

Top Contributor, Ann Battrell

Published in December 2021, “Oral Health in America: Advances and Challenges” is a follow up on the Surgeon General’s Report on Oral Health in America and explores the nation’s oral health over the last 20 years.

In 2022, ADHA CEO Ann Battrell, MSDH, was recognized by the National Institute of Dental and Craniofacial Research/NIH for her outstanding contributions to Oral Health in America: Advances and Challenges.



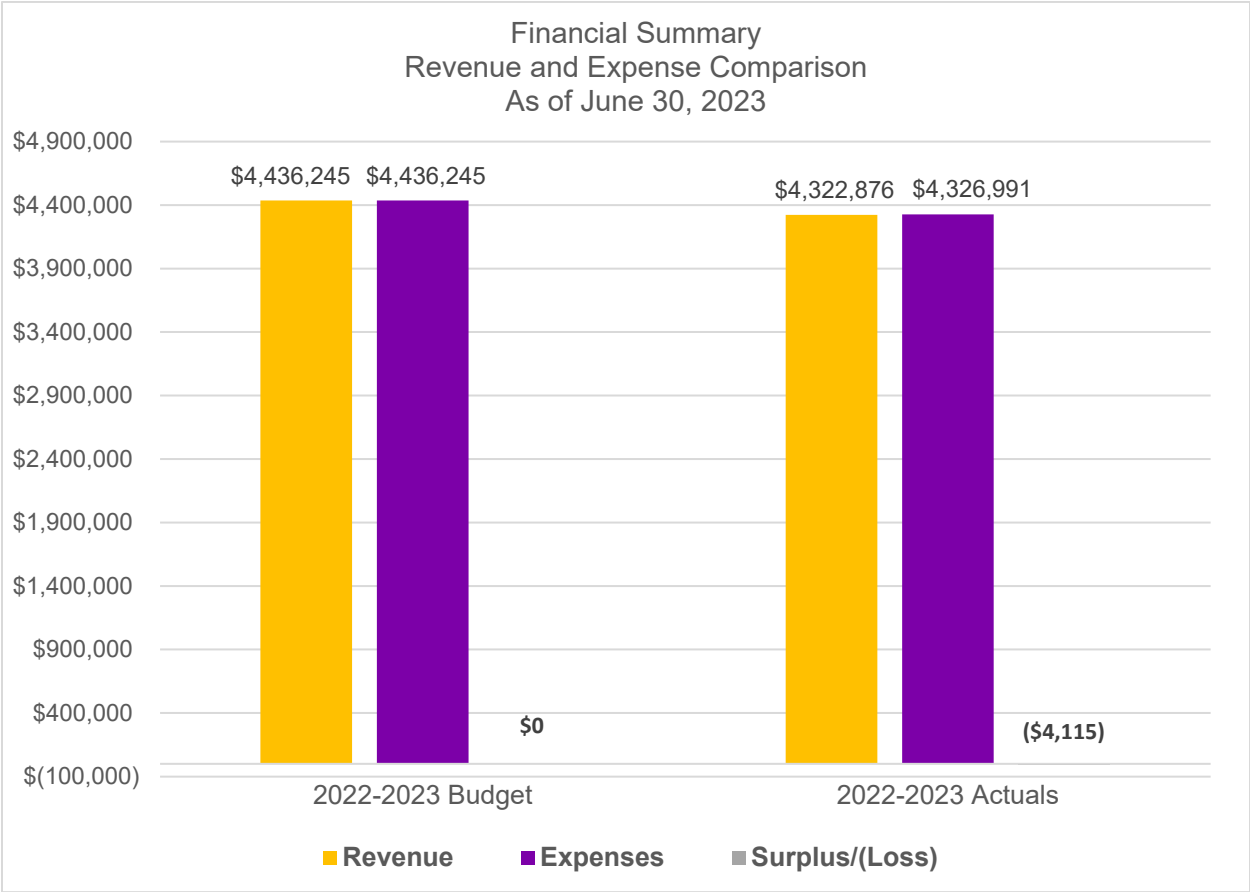
The publication is free and available on the NIH site at <https://shorturl.at/gPRY3>.

²<https://www.drbcuspid.com/dental-practice/wellness/article/15380401/cuspies-2023-winners-showcase-diversity-of-dentistry>

FINANCIAL OVERVIEW

July 1, 2022 – June 30, 2023

The fiscal year 2023 yielded overall results in revenues of \$4,322,876 and expenses totaling \$4,326,991. The ADHA staff effectively managed expenses throughout the fiscal year, leading to substantial progress towards achieving a balanced budget. By the end of the fiscal year, we recognized 97% of our revenue goal, a significant improvement from the 81% in the previous year. Additionally, non-dues revenue exhibited remarkable growth, increasing by 48% in 2023.



Ann Battrell, MSDH, FADHA

Former ADHA Chief Executive Officer



On June 7, 2023, we lost our friend, colleague and CEO, Ann Battrell to her battle with cancer. Ann became the first registered dental hygienist and first former ADHA president to assume the position of CEO of ADHA.

Ann served as ADHA's president from 1996-1997 and began her career with the ADHA in 2000 as manager of education, then moved into the director of education role four years later. In 2009, the Board of Directors selected her to fill the executive director opening and in 2016 she was named CEO. In her leadership role, Ann worked tirelessly to advance the dental hygiene profession, evolve the scope of practice, empower dental hygienists, eliminate inequities and improve access to care.

Ann's life and career were celebrated at ADHA's 100th Anniversary Annual Conference in Chicago in July and she was memorialized with an award in her name, dedicated by Crest Oral-B. Ann was a gifted mentor, determined champion of dental hygiene, and bright light of grace and integrity to many. We will miss her.