

A photograph of the Chicago skyline under a clear blue sky with some light clouds. The Willis Tower is the most prominent building on the right, with its distinctive black X-brace pattern. To its left is the Aon Center, a tall white skyscraper. Further left are several older, more ornate buildings, including one with a prominent gold-colored dome. The foreground shows some greenery and a small structure with a green roof.

## FY2024 Annual Report

# LEADING DENTAL HYGIENE INTO THE NEXT 100.

## MISSION

The mission of the American Dental Hygienists' Association is to unite and empower dental hygienists.

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## VISION

The vision of the American Dental Hygienists' Association is healthy people through the power of dental hygienists.

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# A MESSAGE FROM OUR LEADERS



## BECKY SMITH, CRDH, Ed.D, FADHA

ADHA President, 2023-2024

This past year has been both challenging and extremely rewarding as we launched into a new century for ADHA with a forward-looking approach. License portability is happening! With the required minimum number of states enacting this legislation, the process of operationalizing the compact has begun. I could not be more excited that this momentous event took place during my presidential year.

Under the excellent guidance of our Interim CEO and wonderfully dedicated staff, ADHA has expanded into new areas and strengthened existing ones. We've developed powerful partnerships within the Industry Relations Council, collaborated on highly successful ADHA roadshows, experienced above-average attendance at webinars and live CE events, and celebrated the first Professional Fellows class. We are moving in the right direction to ensure ADHA's relevance and groundbreaking impact in the next century.

I am proud to have been a part of ADHA's success this past year. We have forged strong connections that unite and empower dental hygienists. My sincere thanks also to all of YOU for your part in making ADHA so successful. Your commitment, passion, and unwavering support is always so inspiring!

It has been an honor and privilege to serve at the helm of ADHA this past year. Thank you for allowing me this opportunity. I was determined that we could accomplish great things, and we did. As Walt Disney once said, "If you can dream it, you can do it!"



## ERIN HALEY-HITZ, RDH, BSDH, MS, FADHA, MAADH

ADHA President-Elect, 2023-2024

As we embark on ADHA's 101st year, I am filled with anticipation and excitement. This year, in my supporting leadership role, I have engaged with committees, professional and corporate partners, stakeholders, leaders, staff, and members. Their unwavering support, commitment, and passion for our organization and profession are truly inspiring.

Looking ahead, I am eager to build on our association's solid foundation and work towards a bright future. Our efforts will focus on uniting and empowering dental hygienists in both practice and policy, ensuring a robust organizational future. I am confident that with our collective efforts, we can create a future that is even brighter and more promising than our past.

We are committed to advancing our representation of the diverse individuals, roles, and careers within dental hygiene. Our mission is to continue paving the way for emerging professionals and students while deepening our understanding of the opportunities that medical-dental integration offers and educating others about the critical mouth-body connection.

It will be an honor to lead ADHA in this new century. I am confident that our organization and community will continue to elevate our profession, explore innovative opportunities, and forge strong connections that empower dental hygienists. Thank you for granting me the honor of leading our organization.

# COMMUNITY

ADHA's diverse, talented and dedicated community inspires our mission to unite, support, and represent dental hygienists. ADHA proudly created an enriching and uplifting environment for dental hygienists through valuable membership offerings, impactful programs, and forward-thinking strategic initiatives.

## A New Century Begins for ADHA

This fiscal year has been unique as it marked the transition from ADHA's 100<sup>th</sup> Anniversary celebration to the beginning of a new century for our organization. During the first half of our fiscal year, we celebrated and often reflected on one hundred years of camaraderie, progress, advocacy, professional development, and change. And in January, we launched into our 101<sup>st</sup> year with an eye to the modernization of our profession and organization, and the future of dental hygiene from practice and policy to education and technology. No doubt our peers who founded ADHA also discussed the future of the profession – and that future is now.

## Membership

Our membership team launched an extensive and effective cross-channel campaign, using customized messages tailored to specific target segments.

For our annual renewal campaign, we partnered with Dental Hygiene Nation to offer a special edition DHN 4910 box, featuring dental hygiene goodies and a purple ADHA beanie, to 200 early renewals. The beanie was so well-received that we added it to our online store! This initiative, along with our broader renewal efforts, led to a 75% overall renewal rate.

In addition to ongoing recruitment activities, we executed two successful discount campaigns this year. The fall campaign, offering \$75 off, attracted nearly 260 new members. Our spring campaign highlighted license portability and aligned with the enactment of the Dentist and Dental Hygienist Compact by various states and brought in nearly 440 new members within six weeks. Overall, we have welcomed 2,300 new members to date.

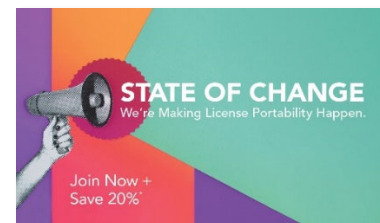
We introduced a new 2-year membership for our student members that includes the National Board Review (NBR) course. Nearly 575 students have taken advantage of this valuable bundled offering.



200 early membership renewals received an exclusive gift.



The new \$75 off campaign ran September 15 – October 14.



The spring membership campaign ran April 1 – May 14, highlighting ADHA's licensure portability efforts.



## RDH Students Are What's Next!

Our incredible future RDHs continue to inspire! Student Proud Week '24 engaged students with challenges, competitions and live chats encouraging individual and team engagement



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

with prizes and boasting rights. From quizzes with the ADHA President, advice to future students and chapter engagement challenges, to Heartland Dental's Instagram Live and their views of the future of dental hygiene, our amazing students showed why **They're What's Next!**

For a summary of Student Proud Week '24, visit [adha.org/StudentProud](https://adha.org/StudentProud).

For more on the ADHA-Heartland Dental partnership, visit [adha.org/Heartland](https://adha.org/Heartland).

## Industry Relations Council

This corporate council, established in 2023, is an exclusive membership for key industry partners who support ADHA in strategic and visible ways. This relationship fosters an ongoing dialogue among ADHA, the industry partners and the dental hygiene community. The inaugural meeting was held at the Annual Conference in Chicago in July 2023 with a second meeting, also in Chicago, in February 2024, to discuss upcoming projects, trends, goals and solutions to common challenges. 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 [adha.org/IRC](https://adha.org/IRC).



Premier Level



Premier Level

Sponsored by the Foundations of



Premier Level



Associate Level



Associate Level



Associate Level



Associate Level

## 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. We are grateful for their partnership.



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

For more on NDHM 2023, visit:

[adha.org/NDHM2023](https://adha.org/NDHM2023)



In this second year of our multi-year partnership, Heartland Dental once again supported Student Proud Week, as well as a highly attended virtual Mental Wellness Workshop, plus a Survey, Report, Webinar, Article and Podcast on AI in Dentistry.

For more details, visit:

[adha.org/Heartland](https://adha.org/Heartland)



Philips continued their partnership of in-person life skills and communication workshops, held across the U.S., in Cleveland, OH and Baltimore, MD (Oct 2023), Chattanooga, TN (May 2024) and Jacksonville, FL (June 2024).

For more information, visit:

[adha.org/Philips](https://adha.org/Philips)



In partnership with Henry Schein Dental and their ACCLEAN® brand, ADHA produced the March 2024 one-day virtual Leadership Summit workshop on the development of leadership skills for clinical dental hygienists. In April 2024, we partnered on a sold-out in-person oral cancer diagnostics workshop held in New Jersey.

[adha.org/OCW](https://adha.org/OCW)



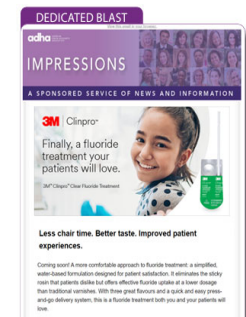
This year we continued to partner with onDiem on strategic programs to provide value-added educational and networking benefits to their community of dental hygienists. OnDiem hygienists were invited to pay for their ADHA membership through payroll deductions, with onDiem covering half the cost.

[adha.org/OnDiemBenefit](https://adha.org/OnDiemBenefit)



## New Digital Advertising Opportunities

ADHA partnered with a new advertising sales agency to drive increased revenue through more proactive account management. Our new partner has renewed relationships with former advertisers, expanded our digital ad offerings across platforms, and uncovered new revenue opportunities. With improved communication and reporting, we have better visibility into sales activities and can leverage additional expertise while the agency acts on our behalf.



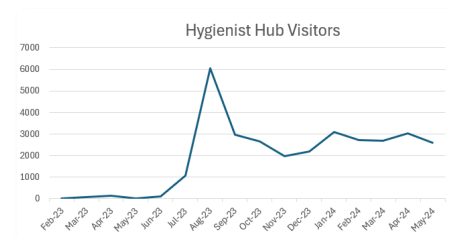
We added a few new vehicles to our advertising inventory, making ads available in the monthly email *Education News* that deploys to over 140,000 members, prospects and field-interested parties, on our Facebook and Instagram channels where previous ads were placed only as part of sponsorship packages, and retargeting/remarketing from our website through the Google Ad Network. For more information on advertising opportunities, view the new [Media Kit](#).

## Web & Social Growth

By developing and promoting new event, content and partnership landing pages, we saw a dramatic increase in site visitors, pageviews and time spent on adha.org this year. From FY23 to FY24, the number of visitors to adha.org increased by 33%, sessions/visits to the site increased by 38% and total pageviews through end of May increased by an incredible 58%. This means the new website has established itself as a destination and that search optimization is working, but also that the site's ad space will prove attractive and fulfill advertiser's impression expectations.

### Hygienist Hub

While visitors to ADHA's [Hygienist Hub](#) are included in the above measurements, it's important to track growth on these pages. The Hub launched in February 2023 with a handful of articles. But it was in this fiscal year that the content development took off. After the August 2023 spike from the controversial "Patient Shielding During Dentomaxillofacial Radiography" research summary, visitors to Hygienist Hub increased to about 2,700 per month. Hygienist Hub currently houses 38 articles with unlimited potential for growth and presence within the dental hygiene content publishing space.



## Double and Triple the Industry Metrics

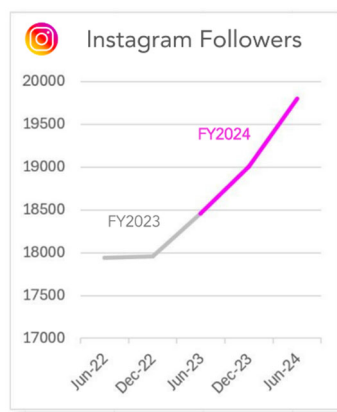
ADHA's social media presence continues to thrive, with our Facebook account retaining its position as the most widely viewed channel. Our engagement metrics on Facebook, Instagram, and LinkedIn surpass the nonprofit industry averages by a substantial margin of 2-3 times for post impressions, post engagement, and post link clicks. Although we maintain an active Twitter account with 1-2 posts per week, it is not a primary social source for our members, who gravitate more to our other platforms.

In FY24, Facebook posts reached over 415.4K views and Instagram reached over 151.7K via organic, paid and boosted distribution, including posts, stories, reels and ads as well as tags, check-ins and page or profile visits.

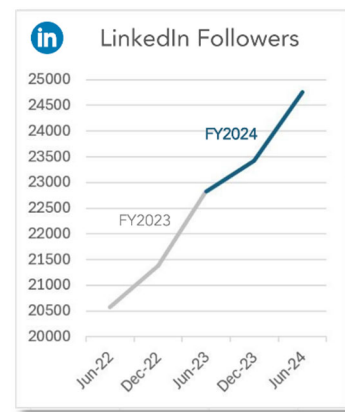
All channels saw follower growth, which improves all metrics, including reach and engagement. While a greater push was made to grow visitors and engagement on Instagram by pushing more content to our stories in Q3 and Q4, our other channels grew steadily.



Facebook followers increased by 3,292 over the past 12 months to 91,482, which is equivalent to the 3,297 growth last fiscal year.



Instagram followers increased by 1,783 over the past 12 months to 19,800. That is 3.5x the growth we had in the previous fiscal year.



LinkedIn followers increased by 1,930 over the past 12 months to 24,752. The growth over last year slowed by 15%.



# EDUCATION

This year, ADHA created a blended balance of webinars, virtual courses and in-person events, while building up a robust offering of on-demand courses and content for the online Learning Management System.

## Annual Conference

Starting this year, the shift from June to July dates places the ADHA Annual Conference at the beginning of the fiscal year. From July 7–9, 2023 nearly 2,000 attendees, exhibitors and staff converged for an unprecedented anniversary celebration under the theme “100 Years. It’s Momentous”.



Meeting-goers were delighted with a selection of 47 highly rated educational programs, including lectures, hands-on workshops and Lunch & Learn sessions. The bustling exhibit hall enjoyed a 92% good/excellent rating with 95% of visitors staying 1 hour or more. Daily social events, tours, receptions, community service and celebrations gave attendees a variety of summer experiences and flavors across the Windy City.



On July 6, a full-day well-attended Educator’s Workshop was held as a pre-conference program in partnership with the International Dental Hygiene Educator’s Forum (IDHEF) focused on the “The Future of Dental Hygiene Education: Independence and Innovation”.

## Streaming Live Education to You

We continued our robust and diverse webinar schedule, offering 16 webinar events ranging from 1 hour to multi-day courses. The convenience of live online programming makes corporate collaboration easy and builds strong relationships with our members and nonmembers alike. Some of these events were produced in partnership with sponsors, including five special events during National Dental Hygiene Month (NDHM), and a full-day Leadership Summit.



Overall, our ADHA webinar events reached 8,728 participants, a 3% increase over last year, and the highest level of participation to date!

We were proud to partner with Colgate, Henry Schein, Protect It Dental, Heartland Dental, Centers for Disease Control and Prevention (CDC), Smoking Cessation Leadership Center (SCLC), American Academy of Oral Medicine (AAOM), onDiem, and Philips to bring quality continuing education to you.

## CE How the Learning Platform Grows!

The CE Smart learning platform content increased this year by a remarkable 59% to 124 courses, activities and recorded webinars, and the site had over 12,500 unique logins representing a 24% increase over last year. Revenue generated from online courses and the National Board Review (NBR) course exceeded budget expectations.



For those nonmembers who look to ADHA for valuable education and CE, we launched a nationwide campaign for the CE Smart Subscription program in January 2024. The program was previously pilot tested in California and is now available to everyone. It provides access to continuing education courses, activities, and recorded events on the CE Smart platform to paying subscribers. For more information on the CE Smart subscription, visit [adha.org/CEsmart](https://adha.org/CEsmart).



## Professional Fellows Program

The Annual Conference in Chicago was our first opportunity to honor the inaugural class of 162 Professional Fellows. Since then, the fellows have been a source for articles, content, expertise and answering press questions and resources.

In its second year, this program has grown to over 210 Fellows through several recruitment initiatives. These include “Nominate a Fellow” soliciting our current fellows to identify qualified candidates, and outreach to leading educators, long-time members, journal reviewers and contributors and those who took action on our communications about the program.

Learn more about the program and find the fellows class roster at [adha.org/FellowsProgram](https://adha.org/FellowsProgram).



Two members of the 2023 ADHA Professional Fellows Class attend the Fellows reception in Chicago.

## JDH October “Anniversary” Issue

The *Journal of Dental Hygiene* (JDH) is in its 98th volume this year and publishes six issues per year. In celebration of ADHA’s 100th Anniversary, JDH collaborated with the *International Journal of Dental Hygiene* (IJDH) on a special never-before dual published October 2023 mega-issue “Dental Hygiene Research: It’s Momentous”, boasting an unprecedented 17 articles spanning over 200 pages.

With the cleanup and rebrand of the journal site, the addition of an eTOC email to all members and social media posts of articles, the number of JDH site visitors increased by 12%, the website visits increased by 24% and the pageviews or “Events” during these visits increased by 70%.

This is significant, not only for the reputation of ADHA’s scientific journal and the organization, but also for the perceived value of our digital property as source for advertising revenue. More visitors to the site translate into renewed advertising contracts.



The *Journal of Dental Hygiene* is an online-only scientific journal. Access is a member benefit and available by subscription.

## AI Research Survey

In partnership with Heartland Dental, the ADHA surveyed its members to identify their perspectives, attitudes, and practices regarding integrating artificial intelligence (AI) into oral health care. Key findings of this study provide a snapshot of overall readiness of dental hygienists toward the adoption and utilization of AI technology in clinical practice. There are opportunities to provide better education programs to help dental hygienists, dentists, and all oral care team members to understand the multiple applications of AI use in dentistry.



Access the report [here](#).

The survey findings were also shared in social posts linking back to the report, a [Hygienist Hub article](#), an April webinar "Dental AI: Are Hygienists Ready?", on episode 132 of Your Official ADHA Podcast titled "AI in Dentistry", and in an [RDH Magazine Article](#).

## Mental Health Matters

Last May, the U.S. Surgeon General Vivek Murthy boldly declared that mental health is the defining public health crisis of our time.<sup>1</sup>

According to the National Alliance on Mental Illness (NAMI), over 20% of American adults, that's more than 50 million or 1 in 5, experience some sort of mental illness every year.<sup>2</sup> Sadly, more than half of individuals are not getting treatment. Oral health professionals are no exception.



Throughout the pandemic, and beyond, we learned that dental hygienists were experiencing mental health issues, such as depression and anxiety, were tired and burned out, and disheartened by workplace culture issues. To address these concerns, in partnership with Henry Schein and Heartland Dental, ADHA hosted a two-day mental health program designed to address mental health awareness, workplace wellness, building resilience, compassion and connection, and managing burnout. This event had over 300 registrants, with 92% attending the live program.

<sup>1</sup> U.S. Department of Health and Human Services. (2023, May 3). New Surgeon General Advisory Raises Alarm about the Devastating Impact of the Epidemic of Loneliness and Isolation in the United States [Press release]. Retrieved from <https://www.hhs.gov/about/news/2023/05/03/new-surgeon-general-advisory-raises-alarm-about-devastating-impact-epidemic-loneliness-isolation-united-states.html>

<sup>2</sup> "Mental Health By the Numbers," National Alliance on Mental Illness, accessed May 30, 2024, <https://www.nami.org/about-mental-illness/mental-health-by-the-numbers/>.



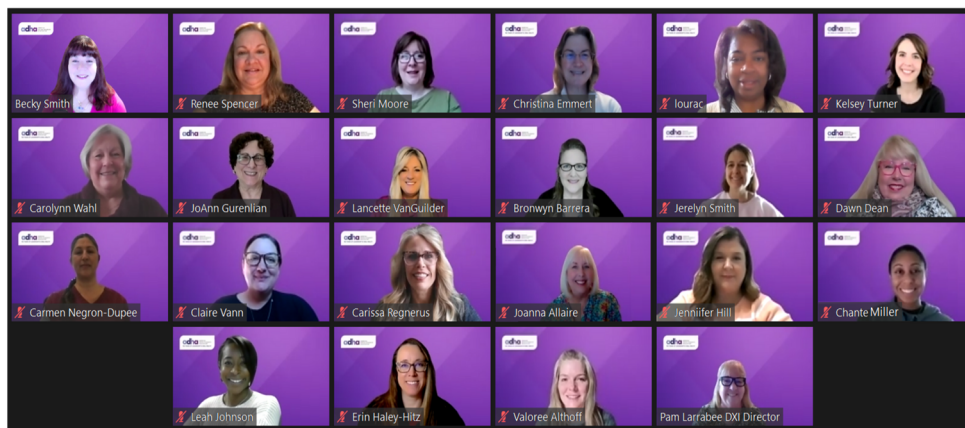
# LEADERSHIP

Guided by our Governance/Infrastructure domain, the ADHA Board of Directors works to support a balanced leadership team, reduce barriers to leadership and improve inclusivity and volunteerism.

## The Board of Directors, Advocating for You

Our dedicated ADHA leaders were busy this year moving the association forward into its 101<sup>st</sup> year, focused on advocacy, governance oversight, strategic planning and financial stewardship.

- The ADHA Board of Directors met six times over the year to discuss strategic initiatives, proposed policies, and progress on many new programs. (And met *countless* times in smaller teams!)
- In October, the Board of Directors participated in a valuable leadership training lead by guest speaker, author and dental hygienist Kelli Jaecks, RDH, MA.
- Considerable time was dedicated to discussing ways to offer additional support to states in their pursuit of the Dentist and Dental Hygienist Compact.
- In December ADHA received a clean audit for FY2023 and the annual report was posted to the website. All Annual Reports can be found at: [adha.org/about-adha/annual-reports](https://adha.org/about-adha/annual-reports)
- Several topics were discussed that could result in policies after the House of Delegates reviews and votes in June.
- Meeting summaries for all Board of Directors meetings are available to members on the ADHA website at: [adha.org/about-adha/board-of-directors/board-meeting-update/](https://adha.org/about-adha/board-of-directors/board-meeting-update/)



*2023 – 2024 ADHA Board of Directors with ADHA Senior Staff*

The 2023-2024 Board of Directors includes: ADHA President Becky Smith; President-Elect, Erin Haley-Hitz; Vice President, Lancette VanGuilder; Treasurer, Chante Miller; Immediate Past President and current IOH Chair Dawn Ann Dean; District I Director Carmen Negron-Dupree; District II Director Carolyn Wahl; District III Director Sheri Moore; District IV Director Renee Spencer; District V Director Jerelyn Smith; District VI Director Claire Vann; District VII Director Carissa Regnerus; District VIII Director Christina Emmert; District IX Director Joanna Allaire; District X Director Cara Reck; District XI Director Pam Larrabee; Speaker of the House Valoree Althoff

# 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.

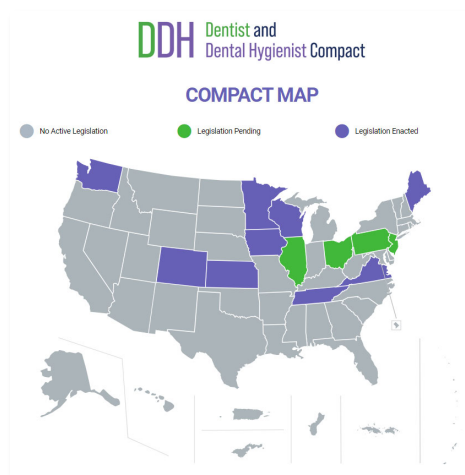
## Interstate Licensure Compact Enacted in Nine States

The DDH Compact is enacted! Nine states have passed legislation that will support licensure portability and increased access to care. These states include Iowa, Washington, Tennessee, Wisconsin, Virginia, Kansas, Maine, Colorado, and Minnesota. There are three states with legislation pending at the time of publishing this report.

The Council of State Governments (CSG) will begin assisting with the creation of the Compact Commission, the next step in the process leading to obtaining a compact privilege. It is expected developing this process will take approximately 10-12 months.

To educate our members about the DDH Compact, ADHA hosted an advocacy webinar during National Dental Hygiene Month, and partnered with CSG to publish information about the DDH Compact in [RDH Magazine](#) and [Dimensions of Dental Hygiene](#). ADHA partnered with CSG and the Coalition for Modernizing Dental Licensure (CMDL) to conduct a presentation at the ADEA Annual Meeting and partnered with CSG to present at the National Oral Health Conference (NOHC) about the DDH Compact.

For more information on the DDH Compact, visit [www.ddcompact.org](http://www.ddcompact.org).



The DDH Compact status across U.S. states as of May 30, 2024.

## Progress on Medicare Oral Health Benefit

Also, ADHA supports the work of the Centers for Medicare & Medicaid Services (CMS), which provides health coverage to more than 160 million through Medicare, Medicaid, the Children's Health Insurance Program, and the Health Insurance Marketplace. Joining forces with over 240 organizations, ADHA has been advocating for oral health benefits for medically necessary coverage participating with key groups to present testimony.



# ADVOCACY

These presentations have been given to the White House Domestic Policy Council, the House Diabetes Caucus, members of the House Energy & Commerce Health Subcommittee, HHS Office of the Secretary, and House Ways & Means Committee, providing briefings on nominations for Medicare oral health coverage related to diabetes, end stage renal disease and autoimmune diseases. ADHA will continue to meet with other House and Senate caucuses and committees to support this initiative.



## Partners in Advocacy

ADHA continues to promote oral health policy and programs, representing your voice and the voice of all dental hygienists in the United States among a variety of associations and organizations who partners with us on important issues.

These include the Coalition for Oral Health Policy, American Heart Association's Voices for Health Kids, Oral Health Alliance, Association of State & Territorial Dental Directors, American Association of Public Health Dentistry, Centers for Disease Control and Prevention Office of Smoking on Health, Smoking Cessation Leadership Center, Commission on Dental Accreditation, Joint Commission on National Dental Examinations, National Network for Oral Health Access, Association for Dental Safety (formerly Organization for Safety, Asepsis and Prevention), to name a few!

Coalition for Oral  
Health Policy



Oral Health  
Alliance



UCSF Smoking Cessation  
Leadership Center

CODA<sup>★</sup>  
Commission on Dental Accreditation

JCNDE  
JOINT COMMISSION  
ON NATIONAL  
DENTAL EXAMINATIONS

NN<sup>o</sup>HA  
National Network for Oral Health Access



# FINANCIAL OVERVIEW

July 1, 2023 – June 30, 2024

In November 2024, the ADHA Board of Directors met with accounting firm Wipfli LLC to review the results of the annual audit for the fiscal year 2023-2024. ADHA received an unmodified opinion, which is considered a clean audit.

For fiscal year 2024, ADHA proudly committed to investing in opportunities that align with our strategic goals and drive revenue growth. Our budget reflects a conservative approach to revenue projections from membership and other non-dues sources. Significant new investments were made to enhance education and event programs, all in alignment with our strategic plan. With the invaluable support of our top partners, we successfully launched certification courses, expanded regional events, and revitalized a leadership workshop. Throughout the year, strategic efforts in cost management resulted in substantial savings and new revenue streams, enabling us to maintain financial stability and grow our reserves.

