

# ANNUAL REPORT

## FY2025

July 2024 - June 2025



WE GO  
FURTHER.  
TOGETHER.

## MISSION

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

---

## VISION

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

---

American Dental Hygienists' Association  
444 North Michigan Avenue, Suite 400  
Chicago, Illinois 60611  
Tel: 312.440.8900  
[www.adha.org](http://www.adha.org)  
[jdh.adha.org](http://jdh.adha.org)  
Contact Us

# CONTENTS

## 3 MESSAGES FROM LEADERSHIP

Letters from the President, the President Elect and Interim CEO

## 5 COMMUNITY

Membership  
New Professional Membership  
Volunteer Development Project  
Hygienist Hub  
Digital Advertising Expansion  
Website Performance Growth  
ADHA Working For You  
Social Media Growth

## 9 EDUCATION

Standards of Clinical Dental Hygiene Practice  
Environmental Scan  
Journal of Dental Hygiene  
CE Smart Growth  
National Board Review  
Professional Fellows Program  
Live Webinars  
ADHA24 Annual Conference  
Partnered Education

## 13 PARTNERSHIPS

Industry Relations Council  
Corporate Partnerships

## 16 LEADERSHIP

2024-25 Board of Directors

## 17 ADVOCACY

VoterVoice, Lobbyit & BillTrack50  
Dentist and Dental Hygienist Compact  
Workforce Growth Initiatives Report

## 19 FINANCIAL OVERVIEW

# MESSAGES FROM OUR LEADERS



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

ADHA President, 2024-2025

As I come to the close of my presidential year, I'm filled with deep gratitude, pride, and renewed hope for the future of the dental hygiene profession. This year has been pivotal, not only for me but for our organization and the broader dental hygiene community. Together, we built upon the foundation laid by those who came before us while boldly stepping into new spaces of influence, innovation, and inclusivity.

I had the honor of representing dental hygienists across the country, from students stepping into scrubs for the first time to seasoned leaders charting new paths in clinical care, education, policy, and beyond. Every conversation, collaboration, and challenge reminded me of our collective strength and the power we hold when we move forward as one.

We advanced our mission to elevate and empower. Through strategic partnerships, advocacy wins, and a renewed commitment to professional autonomy, ADHA stood firm in amplifying the voice of every dental hygienist. We prioritized equity. We reimagined what leadership looks like. And we leaned into our role in shaping a healthcare future that recognizes the mouth-body connection as foundational, not optional.

I reflect on this past year and I see not only what we've accomplished but also who we've become: a more unified, agile, and visionary organization. We have honored our legacy while laying the groundwork for this new century, one in which dental hygienists are not only recognized but also respected and relied upon as essential healthcare providers. To every member, leader, and partner who walked alongside me, thank you. Your passion has fueled our progress, and your belief in this profession continues to light the way forward. It has been the privilege of a lifetime to serve as your president. The future is bright because you are in it.

# MESSAGES FROM OUR LEADERS



## LANCETTE VANGUILDER, BS, RDH, PHEDH, CEAS, FADHA

ADHA President Elect, 2024-2025

This past year has been marked by bold progress and meaningful impact. Through tireless, persistent advocacy, significant strides in license portability, updated clinical practice standards and the development of interim policy solutions, your board of directors has positioned the American Dental Hygienists' Association as a resilient, innovative, and forward-thinking organization. By prioritizing strategic decision making—alongside the best staff—we are achieving financial stability and sustainable growth.

These accomplishments have not only addressed current challenges but have also laid a solid foundation as we prepare for transformative changes in membership, governance, and infrastructure—ensuring that ADHA remains a powerful voice and essential resource for dental hygienists well into the future.

We must continue the momentum—embracing new ideas, brave leadership, and collaborative action. Real change requires all of us to step up. Whether you are on the front lines of patient care, shaping policy, or mentoring the next generation, your voice and your support are essential. Together, we have the power to achieve true professional autonomy and build a future that fully reflects the expertise, value, and potential of dental hygienists.



## JENNIFER HILL

ADHA Interim CEO

As I reflect on the past year, I'm struck by the pace, the challenges, and—most importantly—the incredible accomplishments we've achieved together. It truly felt like we were moving at super speed. The environment around us demanded constant adaptation, and ADHA rose to meet each challenge with agility, strength, and purpose.

This year tested us in new ways, but also revealed the unwavering dedication and resilience of our community. From national conversations around healthcare access to state-level legislation impacting dental hygiene practice, our volunteer leaders stepped up—again and again—with passion and determination. I am sincerely thankful to each of you who advocated for the profession, engaged your communities, and ensured that the voices of dental hygienists were heard loud and clear across the country.

On behalf of the ADHA staff, I want to offer a heartfelt thank you to President Erin Haley-Hitz. Her bold ideas, steady leadership, and tireless commitment have inspired us all. Our entire Board of Directors has shown exceptional vision and courage this year. Their guidance helped propel ADHA forward, embracing innovation while staying grounded in our mission. Together, we laid the foundation for a stronger, more dynamic association that is ready to meet the evolving needs of our members and the profession.

While the pace has been fast, the direction is clear. We are moving forward—together—toward an autonomous future for the dental hygiene profession. We hope you will continue to join us on this journey!



# COMMUNITY

ADHA's vibrant community strengthens our mission to unite, support, and represent dental hygienists at every career stage. This year, ADHA expanded reach through innovative membership categories and enhanced digital engagement. These efforts created meaningful pathways for connection and professional advancement.

## Membership

This year, our membership team launched a robust cross-channel campaign strategy, delivering tailored messages to key audience segments.

For our annual renewal campaign, we offered an early renewal incentive that generated great excitement—members who renewed by November 15 were entered to win ADHA swag packs! Thanks to this and other efforts, we achieved a strong 74% renewal rate.

Our recruitment efforts included four targeted “sprints” throughout the year, each featuring a mix of giveaways and dues discounts. These campaigns aligned with National Dental Hygiene Month, seasonal promotions, and a timely advocacy-focused push.

Together, these initiatives have gained ADHA over 1,900 professional members to date—plus even more in our recently launched New Professional category.



## New Professional Membership Category

This new membership category launched in October 2024. It's a new approach to transitioning recent dental hygiene graduates (all degree levels) – to ADHA membership offering them all the pro-level benefits of at a significant discount for two years after graduation. To date, more than 940 New Professional members have taken advantage of this special membership as they begin their careers.

### What is New Professional membership?

This new category is a fresh option for those who have graduated from an undergraduate or graduate dental hygiene program within the last two years.

### What is special about this category?

Dental hygienists getting started in their career can join their professional association and SAVE 35% on national, state AND local dues for two years after graduation! New grads can use all the savings that they can get – yet it's a critical time for building connections, leadership skills and learning the ropes. We created this new option so early career RDH can access the professional benefits of ADHA for less as they get established in the profession. It's a win-win!



## Volunteer Development Project

ADHA launched a three-year volunteer development initiative this year to strengthen our leadership pipeline and enhance member engagement opportunities.

In this first year the “Get Involved” are of the ADHA website was streamlined with fresh content and graphics highlighting diverse pathways for engagement, from leadership roles and committee service to mentoring, community outreach, and advocacy work. A new interest form allows members to easily express their willingness to serve across areas of their interest.

The project also included gathering valuable data and testimonials from current volunteers, plus hosting two informational webinars focused on board and officer service.

These foundational efforts are designed to make volunteering more accessible and create a robust pool of engaged members ready to contribute to ADHA's mission and grow the pipeline of ADHA volunteers and leaders.

[adha.org/get-involved](https://adha.org/get-involved)



## Hygienist Hub

Introduced in 2023, ADHA's online content repository is a digital replacement for the former Access Magazine. From career strategies and clinical updates to personal stories and editorials, Hygienist Hub has a regular pipeline of contributors across all categories. Due to rapid growth, the site had a minor redesign to show more stories and a submission portal was added with author guidelines.

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

Year	Articles	YOY Change	Growth	Cum. Total
FY 2023	16	—	—	16
FY 2024	29	+13	+81.3%	45
FY 2025	40	+11	+37.9%	85

### 3-Year Content Growth Summary

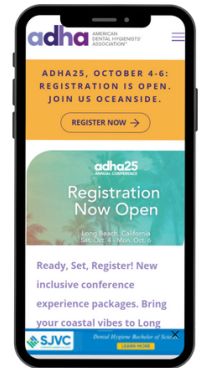
**Total Growth: +24 articles (+150% increase from FY23)**  
**Average Annual Growth: +12 articles per year**  
**Highest Growth Year: FY 2024 (+81.3%)**  
**Content Library Total: 85 articles**  
**3-Year Compound Growth Rate: 58.1% annually**

*Consistent year-over-year growth demonstrates ADHA's commitment to expanding educational content and thought leadership in the dental hygiene field.*

## Digital Advertising Expansion

ADHA expanded its digital advertising portfolio this year to meet growing advertiser demand and enhance revenue opportunities. The organization increased email advertising to weekly Thursday placements and enhanced the mobile-responsive website with additional web advertising placements, significantly increasing advertising value across digital platforms. Further expansion included new opportunities in member newsletters and increased sponsored content through social media and Hygienist Hub articles. This growth provided valuable insights into advertiser needs and market trends, revealing that strategic updates are needed for the coming year to remain competitive and deliver measurable results.

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



## Website Performance Growth

In FY25, the website drew 545,000 active users generating over 2.1 million pageviews, with visitors typically viewing nearly 4 pages per session and spending an average of 1 minute and 33 seconds exploring content. Organic search brought in 387,000 sessions as the top traffic source, while direct traffic contributed 324,000 sessions, reflecting strong brand awareness and returning visitors.

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

<b>554K</b> ACTIVE USERS +1.5% vs FY24	<b>2.25M</b> TOTAL PAGEVIEWS +4.1% vs FY24
<b>4.07</b> PAGES PER SESSION +2.5% vs FY24	<b>1m 39s</b> AVG SESSION DURATION +6 seconds vs FY24



### Top Performing Pages by Views

Homepage: 323K

Become a Hygienist programs: 101K

Member Profiles: 79K

Become a Hygienist career guidance: 73K

Events: 69K

## Key Website Achievements

### Organic Search Dominance

47% of all traffic comes from organic search, demonstrating strong SEO performance

### Content Depth

Users view 4.07 pages per session, indicating high content relevance and site navigation

### User Engagement Growth

Average session duration increased to 1 minute 39 seconds, showing improved content quality

### Direct Traffic Strength

324K sessions from direct traffic reflects strong brand recognition and return visitors

### Member Engagement

Member portal and profile pages account for 150K+ pageviews, showing active membership usage

### Education Content Success

Education resource pages generate over 155K combined views, meeting member needs

## ADHA Working For You

It's hard to stay on top of everything ADHA has going on. We get it! So we've made it easier to see more in one place on the website. From events, articles, meetings, and courses to advocacy activity, news and announcements, one page has the answer to "What is ADHA working on?"

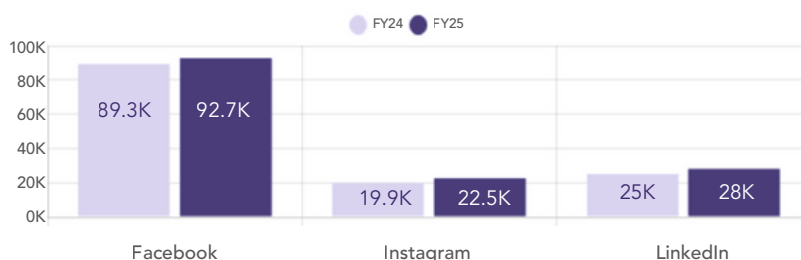
[adha.org/WorkingForYou](https://adha.org/WorkingForYou)

## Social Media Growth

ADHA's social media presence achieved remarkable momentum this year, with all major platforms posting significant follower growth while simultaneously improving engagement rates. ADHA added nearly 9,000 new followers across Facebook, Instagram, and LinkedIn, with Facebook more than doubling its growth rate from the previous year. This balanced approach of expanding reach while deepening engagement demonstrates ADHA's evolving digital strategy and its effectiveness in connecting with both current members and the broader dental hygiene community.

<b>143K</b> TOTAL FOLLOWERS	<b>8,997</b> NEW FOLLOWERS	<b>1,876</b> TOTAL POSTS	<b>4.1%</b> AVG ENGAGEMENT RATE
--------------------------------	-------------------------------	-----------------------------	------------------------------------

Follower Growth: FY24 vs FY25



Social Media Engagement Rate Growth: FY24 to FY25

Platform	FY24 Rate	FY25 Rate	Point Change	% Increase
Facebook	3.16%	3.44%	+0.28	+8.9%
Instagram	1.98%	2.27%	+0.29	+14.6%
LinkedIn	5.48%	6.54%	+1.06	+19.3%

Content Production Volume by Platform: FY24 to FY25

Platform	FY24 Posts	FY25 Posts	Change	% Change
Facebook	435	470	+35	+8.0%
Instagram	783	1,072	+289	+36.9%
LinkedIn	388	334	-54	-13.9%

In FY25, we increased posts cumulatively across Facebook, Instagram and LinkedIn channels by +16.8% (+270 posts). Additionally, we introduced more content variety across platforms where it is most likely to succeed and pushed to stories when it made sense. We were more selective about the types of posts shared on LinkedIn. While post quantity on LinkedIn decreased, the performance of posts increased.

## Key Social Media Achievements

### Facebook Growth Acceleration

Added 3,387 followers, more than doubling last year's growth rate of 1,551

### LinkedIn Engagement Leadership

Achieved highest engagement rate at 6.54%. (2x FB & 3x IG)

### Instagram Content Strategy

Increased post volume by 37% (289 more posts) while improving engagement from 1.98% to 2.27%

### Universal Engagement Growth

All platforms improved engagement rates year-over-year despite significant audience growth

### Content Quality Impact

LinkedIn posts generate 8,550 engagements with only 334 posts, showing high per-post value

### Optimal Posting Learnings

Peak Window: 12PM - 6PM  
Best Days: Tues - Thurs  
Avoid: Early AM and Late PM

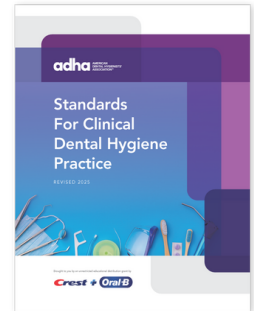


# EDUCATION

ADHA delivered comprehensive educational experiences this year, from updated clinical practice standards and record-breaking webinar registrations to enhanced online learning platforms and innovative in-person workshops that advanced professional development nationwide.

## Standards for Clinical Dental Hygiene Practice

ADHA released the 2025 Standards for Clinical Dental Hygiene Practice, sponsored by Crest + Oral-B. This fourth edition represents the first comprehensive update to the Standards since 2016 and provides an evidence-based framework to guide clinical practice. To date it has been downloaded ~5,400 times.



On April 2, 2025, ADHA hosted a webinar in partnership with Crest+ Oral-B to share a comprehensive overview of the revised standards, emphasizing the importance of evidence-based and person-centered care in today's dynamic healthcare environment. This webinar had the highest registration in recent ADHA history with 1,364 registrants.

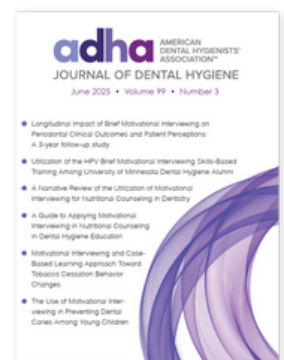
[adha.org/Standards](https://adha.org/Standards)

## Environmental Scan

This year ADHA partnered with Association Laboratory to conduct a comprehensive environmental scan involving both members and nonmembers. The insights gathered through this study will play a vital role in shaping the organization's strategic planning initiatives for the upcoming year. Many thanks to all who shared their perspectives on the challenges and opportunities facing the profession. Your input is instrumental in guiding ADHA's efforts to strengthen membership engagement, advance educational initiatives, and elevate our advocacy agenda.

## Special Issue of the Journal of Dental Hygiene

The June issue of the Journal of Dental Hygiene is a special issue showcasing research on Motivational Interviewing (MI). Papers focus on the use of MI and Brief MI among dental hygienists and dental hygiene students to impact periodontal clinical outcomes, and gain skills in HPV interviewing skills, nutritional counseling, tobacco cessation behaviors, and preventing dental caries among young children. The same issue introduced the first "Author Insights" videos to accompany the research articles. These can also be found in a playlist on ADHA's YouTube channel.



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

[youtube.com/ADHADotOrg](https://youtube.com/ADHADotOrg)





## CE Smart Growth and a Brand-new National Board Review

The CE Smart learning platform content increased this year to 156 courses, with over 40 new and updated courses added this year. Our largest annual update in the history of the online catalog!



The ADHA National Board Review course underwent a full update that launched in March 2025. The updated course offers a fully on-demand and flexible learning experience, now enhanced with all-new videos developed by leading dental hygiene faculty.



Students can also access an updated, downloadable study guide and a comprehensive Q&A guide. With new content-area specific mock exams and progressive difficulty levels, this course is designed to thoroughly prepare candidates for success. Also new to the 2025 update is a free faculty demo, which allows educators to see the features of the course before offering it to their students or adding it to their curriculum.

Revenue generated from online courses and the National Board Review (NBR) course exceeded budget expectations. Enrollment for the new NBR course hit record levels, with 1,195 purchases to date.

## ADHA Professional Fellows Program

the 290 ADHA Professional Fellows continue to add exceptional value to ADHA, and have been a source for articles, research, online content, on-demand course creation, expertise and answering press questions and resources.



In its third year, this program has again reached its goal to add 50 new Fellows to the 2025 class through several recruitment initiatives. These include outreach to leading educators, long-time members, journal reviewers and contributors, and those who took action on our communications about the program. Class rosters are available on the ADHA website.

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

## Streaming Live Education to You!

We continued our robust and diverse webinar schedule, offering 18 webinar events ranging from 1 hour to full-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 a four-part Empowering You series, Oral Cancer Awareness, and a full-day Mental Health Virtual Event. Overall, our ADHA webinar events reached 5,982 participants.

We were proud to partner with Aquoral, Henry Schein, GoTu, Young Dental, the Council of State Governments (CSG), and the American Academy of Oral Medicine to bring quality continuing education to you.

# EDUCATION

In 2024–2025, ADHA's in-person and virtual events brought together thousands of dental hygienists to learn, connect, and grow. Each experience was designed to unify our profession and empower dental hygienists with the tools, knowledge, and confidence to lead in today's evolving healthcare landscape.

## ADHA24 Annual Conference, New Orleans, LA

ADHA returned to New Orleans for a long-awaited and energizing conference experience. Nearly half of attendees were first-time participants, and 84% said the event met or exceeded expectations.



The wide variety of high-quality CE courses, engaging speakers, and inclusive atmosphere created a space where dental hygienists could build skills, make meaningful connections, and reignite their passion for the profession. Attendees left feeling supported, inspired, and more connected to their professional community.



Of note, ADHA led a sold-out advocacy session “Dentist and Dental Hygienist Compact: Join the Momentum! Following this session” and met with individual states to answer questions about the DDH Compact and the Compact Commission.

ADHA Leadership hosted another #ThinkBelieveDreamDo session, after the great 2024 session feedback, and discussed multidimensional autonomy within the dental hygiene profession – from personal and practice to professional autonomy.

## Partnered Education

### Optimizing Diabetes Management

This interdisciplinary workshop brought together dental hygienists and healthcare partners to promote team-based diabetes care. Through hands-on training with glucometers and A1C kits, hygienists gained confidence in chronic disease management—advancing their role in whole-person care.



### Empower You Business Series

This four-part webinar series covered business fundamentals—financial literacy, marketing, leadership, and communication—giving hygienists tools for career advancement and practice ownership. Attendees completing the series earned a business certificate, reinforcing their ability to lead with confidence.



# EDUCATION

## The Vital Role of Dental Hygienists in Chronic Disease Care

This CE series in Chicago and Atlanta focused on the oral-systemic health connection. Featuring dynamic speakers and practical takeaways, the program encouraged prevention-focused treatment planning and positioned hygienists as essential partners in chronic disease management.



## Thriving Through Turbulence

Held in Seattle, this wellness-focused event addressed personal and professional challenges facing hygienists. Attendees explored nutrition, stress management, and lifestyle habits that support resilience, strengthening their ability to care for patients and sustain career success.



## Mastering Emerging Instrumentation Technology

Held in Columbus, this hands-on certification series featured expert-led sessions in digital intraoral scanning and ultrasonic biofilm removal. Attendees enhanced technical competencies and prepared to integrate cutting-edge tools into daily practice.



## Mental Health and the Dental Hygienist (One-day Virtual)

This webinar provided practical strategies for recognizing and addressing mental health challenges in dental settings. Participants gained tools to promote emotional well-being for patients, colleagues, and themselves while building healthier, more compassionate work environments.



## P3: Precision, Power, Prevention

This immersive workshop in Scottsdale gave hygienists the opportunity to refine clinical techniques, adopt new technologies, and gain confidence in their skills. Led by Dr. Joy, the experience fostered professional pride and identity while helping participants stay current in an evolving clinical landscape.



# PARTNERSHIPS

ADHA strengthened strategic alliances this year through industry partnerships and corporate collaborations that expanded educational opportunities, enhanced member resources, and advanced professional advocacy efforts.

## Industry Relations Council

Now in its second year, the Industry Relations Council (IRC) continues to foster two-way dialogue between ADHA and key industry leaders. The IRC's biannual meetings—in New Orleans during the Annual Conference (July 2024) and in Chicago (February 2025)—focused on emerging challenges, strategic goals, and shared commitments to support hygienists practicing at the top of their scope. These conversations help shape the direction of educational programming, resources, and workforce initiatives that benefit our members and the communities they serve.

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

### 2024–2025 IRC Members

#### Premier Level



#### Associate Level



## Corporate Partnerships

ADHA is grateful for 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.

### Aquoral

Through this new partnership, Aquoral sponsored Oral Cancer Awareness Month to increase dry mouth visibility. Resources including podcasts, webinars, and articles helped hygienists stay informed and confidently address this condition. Aquoral will also engage with the community during ADHA25.

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



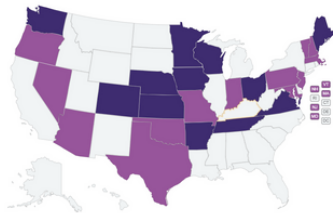


# PARTNERSHIPS

## CareQuest Institute for Oral Health

With CareQuest’s support, ADHA launched the first Interactive Dental Hygiene Licensure Map—a comprehensive tool providing current and future dental hygienists with accurate, up-to-date licensure information across the U.S. This digital resource includes initial licensure requirements, renewal guidelines, CE requirements, required certifications, DDH Compact participation status, and interactive maps supporting professional mobility and career planning.

URL to come



Dentist and Dental Hygienist (DDH) Compact Status

- No Active Legislation
- Legislation Pending
- Legislation Enacted - Compact has Passed!



State	Entry Level Programs	Accepted Clinical Exams	Scope of Practice	State Rules + Regulations
KY	<a href="#">Learn more &gt;</a>	ADEX CITA CRDTS SRTA CDCA WREB	In Kentucky, dental hygienists perform procedures under direct or general supervision. Those with 2 or more years and 3,000 hours of experience can work under general supervision, provided the patient was examined by a dentist within seven months. <a href="#">Learn more &gt;</a>	<a href="#">Learn more &gt;</a>

## Colgate

Colgate continued its strong partnership with ADHA during National Dental Hygiene Month, launching RDH Investigates—a new hybrid event highlighting real patient case studies related to oncology, orthodontics, and xerostomia. By providing free professional development and product samples, Colgate helps empower hygienists to deliver personalized, evidence-based care.

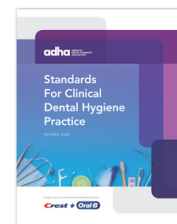
[adha.org/NDHM2024](https://adha.org/NDHM2024)



## Crest + Oral-B

Together, we released the updated 2025 Standards for Clinical Dental Hygiene Practice—our most significant revision since 2016—downloaded over 5,000 times. (See page 8.)

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



## Foundations of Delta Dental

Hygienist Inspired, a new recruitment program launched in nine states, aims to increase diversity in the dental hygiene profession and improve access to care. Led by trained Ambassadors and supported by Allies, the program invites hygienists to mentor, advocate, and inspire future professionals. This grassroots initiative unifies hygienists under a shared purpose: to create a workforce that reflects and serves all communities. Take the Ally Pledge!

[adha.org/HygienistInspired](https://adha.org/HygienistInspired)  
[adha.org/becomeahygienist](https://adha.org/becomeahygienist)





# PARTNERSHIPS

## Heartland Dental

Heartland's support during Student Proud Week and beyond with practical guidance, fun contests and informational events fosters a strong connection between dental hygiene students and the broader professional community—strengthening our collective voice and building future leaders.

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

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



## GoTu

This new collaboration focuses on improving hygienist well-being and workforce mobility. Together, we are raising awareness of the DDH Compact and co-developing solutions ADHA member's urgent needs to support mental health, professional autonomy, and access to care across state lines.



### Blog: Understanding GoTu's Dual Model

#### Explaining the Collaboration: Video



## onDiem

Our ongoing partnership with onDiem supports hygienists through financial benefits, educational content, and community-building opportunities. Their co-funded membership model helps hygienists access the power of ADHA—reinforcing unity and shared investment in the profession's future.



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

We extend our thanks to these additional partners for their meaningful support of ADHA through marketing, education, and visibility efforts. We appreciate our continued partnerships and look forward to future collaboration.

Andau Medical, Elevate, Flaus, Quip, Smile Brands, Solventum, Waterpik

# LEADERSHIP

The Board of Directors provided strategic oversight and governance, focusing on leadership development, policy advancement, and organizational growth while supporting member engagement and professional advocacy.

## ADHA Board of Directors, Advocating for You

Our dedicated ADHA leaders were busy this year moving the association forward into its 102nd year, with a strong focus on advocacy, governance oversight, strategic planning and financial stewardship.



### Your 2024-2025 ADHA Board of Directors

**Seated L to R:** Treasurer Chante Miller; President-Elect Lancette VanGuilder; President Erin Haley-Hitz; Vice President Jessica August; Immediate Past President and current IOH Chair Becky Smith

**Standing L to R:** District XI Director Pam Larrabee; District V Director Jerelyn Smith; District III Director Sheri Moore; District IV Director Renee Spencer; District VIII Director Christina Emmert; District VII Director Carissa Regnerus; District I Director Amanda Berthiaume; District II Director Carolyn Wahl; District VI Director Carrie Fowler; District X Director Laura Green

Not present: District IX Director Joanna Allaire; Speaker of the House Valoree Althoff

Also pictured: Interim CEO Jennifer Hill

- The ADHA Board of Directors met six times over the year to discuss strategic initiatives, proposed policies, bylaws changes and progress on many new programs.
- Leadership Transition and Governance: The Board welcomed new officers and directors in July, including President-Elect Lancette VanGuilder, Vice President Jessica August, and eight new District Directors. The Board also adopted a revised Governance Manual to reflect current practices and establish standard operating procedures.
- Strategic Planning and Organizational Development: The Board engaged consultants to develop a comprehensive 3-year Volunteer Recruitment & Development Plan and reviewed association management practices. Strategic planning for 2025 was initiated as the current strategic plan neared completion.
- Membership Growth and Engagement: The Board approved the New Professional Member category with special discounts for recent graduates, which exceeded expectations in early response.
- Advocacy and Professional Advancement: Significant progress was made on the Dentist and Dental Hygienist Compact, with the Compact Commission meeting for orientation in August 2024.
- This year the Board approved several interim policies in order to help address legislative and scope issues that arose across the country. These policies will be reviewed by the House of Delegates for consideration.
  - In October, the Board approved the Interim Policy on Scaling Procedures and the Interim Policy on Airway Health Screening.
  - In February, the Board approved the Interim Policy on Local Anesthesia and the Interim Policy on Training Requirements.
- 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/)

# ADVOCACY

ADHA advanced critical policy initiatives this year through strategic partnerships, digital advocacy tools, and federal engagement efforts that strengthen professional practice and expand workforce opportunities.

## New Technology and Partnerships to Improve Outreach

### VoterVoice Since March!

ADHA is utilizing this digital advocacy platform that allows members to quickly contact legislators through customizable, pre-written messages. This tool has empowered successful campaigns nationwide, including Colorado's SB 25-194 passage—a dental workforce measure championed by the Colorado Dental Hygienists' Association. Even during setbacks like Arizona's SB 1124, VoterVoice demonstrated its power when of the 1,218 registered ADHA members in Arizona, 1,394 individuals participated in the campaign, reflecting united support from the broader dental professional community. As state legislatures enter recess, ADHA continues leveraging this critical tool to amplify member voices and connect associations directly with lawmakers.

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

### Lobbyit Federal Partnership

In Q1 2025, ADHA contracted Washington, D.C.-based lobbying firm Lobbyit to strengthen Capitol Hill presence. Lobbyit's healthcare practice brings extensive experience representing medical associations in Congressional and Administration engagement.



#### Community Water Fluoridation Support

Lobbyit supported ADHA in drafting a letter to HHS and EPA affirming strong support for community water fluoridation. The letter emphasized fluoridated water's importance and highlighted broad consensus among oral health professionals regarding its public health benefits.

#### Medicaid Protection Efforts

Lobbyit assisted ADHA's engagement with Congress regarding H.R. 1, threatening \$700 billion in Medicaid cuts that could eliminate adult dental benefits. ADHA's team, backed by thousands of members through VoterVoice campaigns, engaged Congress to defend access to care.

#### Dental Access Model Act Response

Lobbyit advised ADHA on responding to DAMA, which creates new workforce roles (EFDAs and OPAs) authorized to perform procedures like scaling despite lacking dental hygienist-level training. This guidance helps safeguard policies ensuring these procedures remain within licensed dental hygienist scope.

#### Federal Legislation Monitoring

Lobbyit tracks key federal legislation, including H.R. 2001 (reauthorizing dental workforce training programs) and H.R. 935 (providing grants for healthcare workforce expansion including oral health providers).

#### Interstate Licensure Compact Progress

As of May 2025, 12 states enacted the Dentist and Dental Hygienist Compact, allowing dental professionals to practice across member states without individual licenses, reducing credentialing delays.

#### Advocacy Toolkit Development

Lobbyit will advise on ADHA's comprehensive Advocacy Toolkit featuring talking points, fact sheets, advocacy strategies, and legislative engagement guidance to equip members for effective lawmaker engagement.

## BillTrack50

ADHA added this bill tracking software, enabling staff and state leaders to monitor legislative activity in real time across all 50 states. This essential tool helps stay ahead of emerging policy trends, track priority legislation, and respond quickly to new developments. By offering real-time alerts and customized reports, BillTrack50 supports proactive advocacy and informed decision-making, ensuring ADHA can strategically engage with legislation that impacts the dental hygiene profession nationwide.



## Regional Advocacy Meetings

ADHA launched these to build stronger connections with state leaders and elevate our collective policy voice. These virtual sessions brought together state presidents, legislative chairs, and ADHA staff to share updates, align strategies, and discuss state-specific challenges.

Sessions divided into four regions—Western/Pacific, Midwestern, Southern, and Eastern—created space for open dialogue and fostering communication and collaboration with state leaders nationwide. From addressing licensing trends and DAMA legislation to regulatory matters, these conversations help ADHA stay proactive and strengthen our presence as a key oral healthcare stakeholder.

## Dentist and Dental Hygienist Compact Legislative Activity

Licensure mobility is gaining momentum. As of May 2025, 12 states have enacted the Dentist and Dental Hygienist Compact, allowing dental professionals to practice across member states without individual licenses. The compact reduces credentialing delays, improves workforce distribution, and empowers hygienists to serve patients more efficiently across state lines.



The Compact Commission convenes bi-monthly meetings to implement the DDH Compact across participating states, focusing on building necessary infrastructure and administrative framework.

[ddhcompact.org](http://ddhcompact.org)

## Workforce Growth Initiatives Report

In recent years, demand for oral health services has outpaced dental hygiene workforce growth. ADHA is actively advancing workforce development initiatives to meet this critical need.

The Workforce Growth Initiatives Report outlines ADHA's educational courses, organizational partnerships, and recruitment programs—including the Hygienist Inspired Chairsides initiative—to boost diversity and grow the workforce. It highlights an aging but engaged workforce needing flexibility, better compensation, and burnout solutions.



The report identifies challenges including limited school capacity, faculty shortages, and inadequate support systems for underrepresented students. Retention depends on strong workplace culture, adequate benefits, and fair pay, while many hygienists face low wage growth and workplace stress. ADHA addresses these challenges through education, collaboration, recruitment, and research to ensure a thriving, accessible dental hygiene workforce.

[adha.org/WorkforceGrowth2025](http://adha.org/WorkforceGrowth2025)



# FINANCIAL OVERVIEW

July 1, 2024 – June 30, 2025

In November 2025, the ADHA Finance Committee convened with the accounting firm Wipfli LLP to review the results of the annual audit for Fiscal Year (FY) 2024–2025. We are pleased to report that ADHA received an unmodified opinion, with no internal control deficiencies identified — an outcome that reflects strong fiscal stewardship and sound management practices.

Looking ahead to FY2025–2026, ADHA remains committed to strategic investments that support our mission and promote sustainable revenue growth. The approved budget takes a prudent approach, with conservative revenue projections from both membership dues and non-dues income sources.

Notable investments this year focused on enhancing our educational offerings and strengthening our event portfolio. Through the generous support of our premier partners, we successfully launched new certification programs, expanded our regional events footprint, and reinvigorated our federal advocacy efforts.

Throughout the fiscal year, we maintained disciplined cost management while pursuing innovative revenue opportunities, reinforcing our financial stability and contributing to the continued growth of our reserve funds.

