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March 2024

Journal of the Georgia Dental Association



2023
Year-in-Review



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DO YOUR PATIENTS SUFFER FROM ANY OF THESE SYMPTOMS

EAR
Ear pain • Ringing in ears
Dizziness • Vertigo

JAW
Clicking, popping jaw joints
Pain in cheek • Limited opening

NECK
Lack of mobility/stiffness
Neck Pain • Tired/sore muscles
Arm/finger numbness

HEAD PAIN
Forehead • Temples
Migraine-type • Sinus-type

EYES
Pain behind eye • Blood-shot eyes • Sensitive to light

TEETH
Clenching/grinding at night
Looseness & soreness of back teeth

If your patients have any of these symptoms and are not responding to treatments, they may be suffering from a TMJ disorder. Problems within the jaw can produce a myriad of symptoms that, at first glance, might appear to be totally unrelated to the temporomandibular complex. Our dedicated team of professionals have years of training and are happy to assist you in the diagnosis and treatment of possible craniomandibular/temporomandibular disorders.



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UPCOMINGEVENTS

Visit gadental.org/events for the full GDA calendar.

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2024 GDA BOT and HOD Meeting Dates

BOT Meetings

- **March 15–16, 2024**
Atlanta Marriott Northwest at Galleria
- **July 3, 2024**
8am, Jekyll Island Convention Center
- **September 13, 2024**
10am, GDA Office
- **December 7, 2024**
8am, Location TBD

HOD Meetings

- **July 3, 2024**
*1pm (caucus lunches 12pm),
Jekyll Island Convention Center*
- **December 7, 2024**
*1pm (caucus lunches 12pm),
Location TBD*

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DR. ERIK WELLS
GDA Editor

From the GDA Editor

The Georgia Dental Association is a voluntary membership organization. We all know that conceptually, but I don't think that we really think about what that means or why it's important. Unlike some organizations that have compulsory membership, GDA membership is optional for dentists, which means effort is required to recruit and retain members. The GDA has historically been very adept at maintaining a high membership percentage, and is one of only a few states dental associations that is increasing market share. While market share is an important benchmark to maintain, it is only one aspect of being a successful membership organization. GDA President, Dr. Jamie Mitchell, expressed that one of his primary priorities in the coming year will be to improve our numbers as well as the experience of being a member of the GDA.

You might ask yourself why market share is so important. First, one of the main purposes of a professional organization like the GDA is to protect both the citizens of the state and the working environment of our dentist members. To accomplish these goals, the GDA must educate our legislators and regulators on a number of legislative initiatives every year in order to achieve the best outcomes. When lobbying the legislature, legitimacy is strengthened

when the membership percentage is as high as possible. It also gives the GDA more credibility, which can increase the number of non-members who might consider joining the association. Having a large membership base also allows the association to provide more services like our insurance company, GDIS, and our buyer's group, IDBG, as well as a robust continuing education program.

Over time, convincing members to maintain their membership has become more difficult. There are numerous factors contributing to this situation. First, dental service organizations are moving into the state continuously. These organizations, in many cases, offer many of the benefits offered by GDA such as insurance, continuing education, and loan repayment/refinancing. Therefore, it is important for the GDA to continue to look for ways to add member value. Additionally, with inflation and high student debt, many dentists are finding their cash flow more restricted. Association dues are competing with other expenses that have to be managed. This will continue to be a challenge going forward, but having to adjust to changing circumstances is an integral part of being a successful membership organization.

Kristen Morgan, our executive director, has made it crystal clear that her most important goal is to improve

"My vision for 2024 is centered on promoting a strong sense of camaraderie and pride within the GDA community. By engaging in conversations and assessments, my goal is to launch a new member benefit each quarter that resonates with our dental community and significantly enhances the value of membership."

—Kristen Morgan, GDA Executive Director

the experience of being a GDA member. As you might imagine, this will be a multipronged effort and will require both innovation and research to dial in our efforts. You can expect an overhaul of the website to freshen up the design but more importantly, improve the useability. We are making an effort to improve communication through social media, improving our traditional publications, and working to speak to members over the phone, and even getting together in person. Communication is such a personal thing, and people respond to different forms of outreach.

To get a better handle on our members' wants and needs, you can expect surveys and focus groups targeting different demographics to determine what is important to each group. Our staff will examine the perceived value of our

current benefits, the differences between different demographics, and the benefits each demographic would like to see in the future. The plan is to offer a new benefit each quarter based on all of this data. These are not intended to be add on benefits, but benefits that come with membership without additional cost.

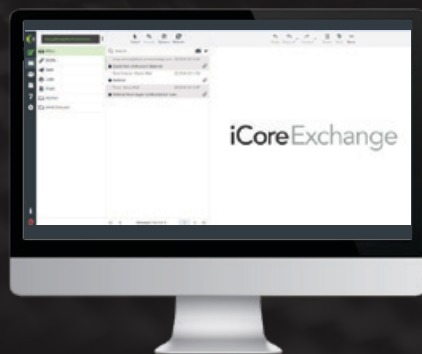
As GDA executive director, Kristen Morgan, states, "My vision for 2024 is centered on promoting a strong sense of camaraderie and pride within the GDA community. By engaging in conversations and assessments, my goal is to launch a new member benefit each quarter that resonates with our dental community and significantly enhances the value of membership."

After hearing that Coach Richt was going to be our keynote speaker at the GDA Convention in July, it put

me in an off-season football frame of mind. Recruiting and retaining players in college football has become much more difficult in recent years. The most successful teams are those that consistently bring in top recruiting classes and are able to navigate the transfer portal while re-recruiting their existing players. There are parallels to this in our association. Being relentless in providing reasons for our members to continue their membership is vital. Providing value in that membership to keep them in the fold once they are members is key. After hearing our president and interim executive director express their passion for membership and their vision for the coming year, I think we're in good hands.



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-Dr. Jaime A. & Suzy Mitchell



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Governor Proclaims Children's Dental Health Month 2024

On Monday, February 5, Governor Kemp officially signed a proclamation declaring February as National Children's Dental Health Month in Georgia. The proclamation emphasizes the significance of prioritizing children's oral health and creating awareness about the importance of good dental habits from a young age.

GAPD Installs New Officers

The Georgia Academy of Pediatric Dentistry installed new board officers and trustees at the January board meeting. Pictured from left to right: Drs. Ryan Vaughn, Jonathan Jackson, Cara DeLeon, Will Brantley, Anthea Mazzawi, Janice Lee, Rhonda Hogan, and Jim Lopez.



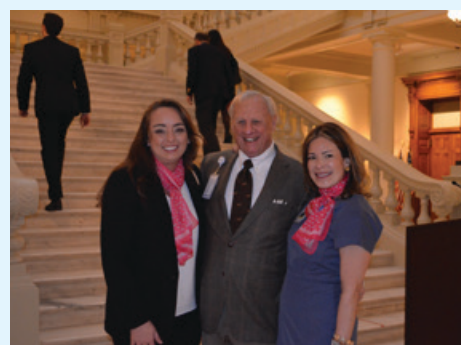
GDA member Dr. Anthea Mazzawi was installed as 2024 President of the Georgia Academy of Pediatric Dentistry.

2024 LAW DAY



GDA Georgia Dental
ASSOCIATION™

On January 24 at the Georgia State Capitol, dentists and their family members showed tremendous support for Law Day. Their presence was deeply appreciated as they advocated for various dental-related issues and initiatives. Their dedication and involvement highlighted the importance of dental health and underscored the significance of legislative engagement in addressing related concerns.



Southwest District Casino Night Benefits the GDA Foundation

The Southwest District hosted its second annual Casino Night fundraiser and member event benefiting the GDA Foundation. The event, sponsored by Henry Schein and Affinity Bank, took place on January 20 at Doublegate Country Club in Albany. Members and guests played blackjack, roulette, craps, and Texas Hold'em. The event also featured festive decorations, heavy hors d'oeuvres, and a silent auction. Funds raised help disadvantaged Georgians receive essential dental services and provide oral health education in the community.



GDA Foundation Call for Volunteers

Special Olympics, Special Smiles

Providing Dental Screenings to Special Athletes

The GDA Foundation is seeking volunteers to provide dental screenings at Special Olympics, Special Smiles events on May 25 at Emory University in Atlanta and on October 19 at Freedom Park in Valdosta. Dentists are encouraged to bring an assistant or hygienist to help with the screenings. Visit gadental.org/foundation for more information.



Share Your Story: submitted by Past President
Dr. Douglas Giorgio

"I was in the US Navy stationed with marines during the Vietnam war. A Lance-corporal was scheduled to have some restorative dentistry. He was petrified. I asked another marine about the patient. I was told that in Vietnam he had been awarded a Bronze Star. He had jumped into a place where there were three Viet Cong. He fought and killed all three probably saving the lives of some Americans.

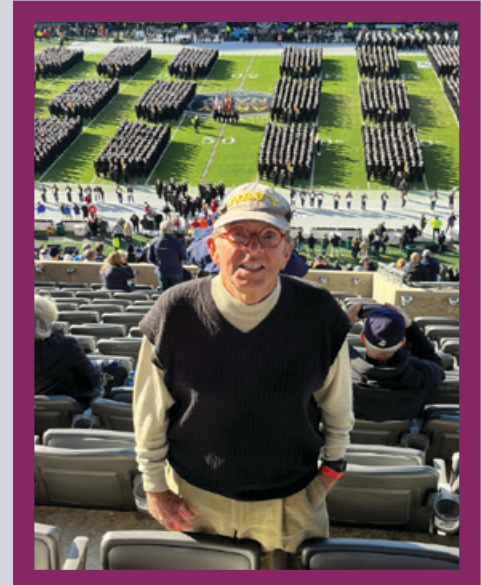
I went to him and had this conversation. 'Corporal, I heard that you received a Bronze Star in Vietnam. Is that true?' He said, 'Yes sir.' I said, 'You jumped into a foxhole and killed three Viet Cong. Is that correct.' Again, he said, 'Yes sir.'"

I then said 'And you are afraid of me?'

After that we laughed, and his fear left, and we did his dentistry."

Share your
good news!

We want to share your accomplishments with
our members, your colleagues and friends!



Submit your story



Officer Visits and District Awards



Dr. Chris Adkins presented a presidential commendation to the Mazzawi family.



January Officer Visit

On January 19, GDA President Dr. Jamie Mitchell kicked off his 2024 officer's visits in the Southwestern District. He shared his presidential theme, "Thriving Together Through Balance and Growth," and provided an overview of his initiatives which include advocacy, membership growth, and finding balance between membership services and business initiatives.

February Officer Visits

The Northern District hosted their officer's visit at GDA Headquarters on February 1. Members met the 2024 GDA officers and new Interim Executive Director, Kristen Morgan, and listened to President Dr. Jamie Mitchell's plans for the year. The Southeastern District held their officer's visit on February 8 in Savannah, where they welcomed GDA President Dr. Jamie Mitchell and Interim Executive Director, Kristen Morgan.

Mazzawi Family Award

At the December 9, 2023 House of Delegates meeting, 2023 GDA President Dr. Chris Adkins presented a presidential commendation to the Mazzawi family in recognition of their servant leadership through philanthropic work in the dental profession and community.

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Adventures on Jekyll Island

Exploring Jekyll Island: Exciting Excursions at the Convention and Expo

As the upcoming convention approaches, we are thrilled to present a lineup of adventures that members can purchase to make their experience on Jekyll Island even more memorable. Check them out below. All of our excursions can be booked directly from the Convention and Expo website by modifying your registration.



Driftwood Beach Horseback Ride—\$65.50/person

- **Date and Time:** Saturday, July 6, 9:30 am
- Saddle up for a scenic horseback trail ride through the Maritime Forest ending with a walk along Driftwood Beach. Suitable for riders aged 5 and above.

Shrimp Boat Tour—\$50/person

- **Date and Time:** Saturday, July 6, 1:00 pm
- Step aboard the Lady Jane, a retired shrimping trawler transformed into an eco-tourism vessel. Join Captain Cameron and his crew as you explore sea life through three trawls, offering both education and entertainment.

Morning Dolphin Tour—\$29/person

- **Date and Time:** Saturday, July 6, 9:00 am
- Who doesn't love seeing dolphins in their natural habitat? Join the 90-minute sightseeing tour through the Intracoastal Waterway, salt marshes, and wilderness beaches for an up-close encounter.

Sunrise Yoga on the Beach—\$25/person

- **Date and Time:** Thursday & Friday mornings at 7:00 am
- Start your morning with beachside yoga sessions led by local instructor Traci Lee. It's a serene atmosphere with customizable sequences tailored to your yoga and stretching preference.



Private Historic Trolley Tour—\$38/person

- **Date and Time:** Saturday, July 6, 11:00 am
- Join this guided 90-minute trolley tour of the historic district. You'll see historic cottages, the Mosaic Gallery, and Faith Chapel for a glimpse into the island's past.

PAC Golf Tournament—\$250/person

- **Date and Time:** Saturday, July 6, 8:00 am
- Tee off at the Jekyll Island Golf Club and support the PAC while enjoying the island's golf courses. This is our most popular event and supports the efforts of our legislative team.

Evening Turtle Walk—\$50/person

- **Date and Time:** Wednesday, July 3, 8:45 pm–11:00 pm
- This is a once-in-a-lifetime unique experience to join educators from the Georgia Sea Turtle Center for a chance to see nesting sea turtles on the beach.

Don't miss out on these incredible opportunities to explore the fun of Jekyll Island during the convention. Secure your spots now for an unforgettable experience!

**Minimum attendee registrations are required and events are subject to cancellation if minimums are not met.*



CELEBRATE WITH US!

4th of July Celebration at Jekyll Island



Island Sounds DJ Takes Center Stage:

Island Sounds DJ, honored with The Knot's Best of Weddings 2023, is set to bring the beats for you to dance the night away!



Carnival Games:

Courtesy of Bounce It Out Events, the entire family can enjoy a variety of carnival tabletop and lawn games, complete with small prizes. Challenge your friends to games like Bull Ringer, Can Smash, Ring Toss, and Tic Tac Toe. There will also be lawn games including Duck Pond, Giant Connect 4, Giant Jenga, and a Giant Lite Brite.



The Arts:

Face painting will be available to all ages. Turtles are the popular face painting of Jekyll Island. Additionally, the event hosts are working on confirming a caricature drawings station, promising a unique and personalized keepsake for attendees.



Capture the Moment:

A photo booth, integrated with social media, will be provided by the Island Sounds DJ company. Time to show off on the Gram with #GDAConventionFun!



Fireworks Display:

The Jekyll Island Authority will light up the sky with an amazing firework display over the ocean. Positioned directly above the event's lawn area, members, friends, and family can enjoy a front row seat to this event.

If you want to dip your toes in the sand while admiring the lights there is an easy public access point near our event festivities.



This event is truly a not-to-be-missed experience.

For more information about the event, visit gadental.link/GDAConvention.

Note: Some attractions are subject to confirmation, and details may be updated before the event.





Introducing Our Star Keynote Speaker for the 2024 GDA Convention and Expo: **Coach Mark Richt!**

We are thrilled to host Coach Mark Allan Richt as our Keynote Speaker for the Welcome Kick Off Awards Breakfast at the 2024 GDA Convention and Expo on Jekyll Island! We will have an in-depth look into the experience that defined Richt's legacy, particularly during his tenure with the Georgia Bulldogs. For any of you that aren't Dawgs fans, here is a little insight into why Coach Richt is a game changer on and off the field.

Coaching Legacy with the Georgia Bulldogs

Coach Mark Richt's impact on the Georgia Bulldogs was nothing short

of tenacious and resilient. In 2001, he assumed the role of head coach, bringing with him a vision that would reshape the trajectory of the program. Richt's leadership, and commitment to excellence propelled the Bulldogs to unprecedented heights.

Under his guidance, Georgia clinched two Southeastern Conference (SEC) championships, an impressive six SEC Eastern Division titles, and a staggering nine bowl game victories. The 2002 season marked a historic milestone for Georgia, securing its first conference championship since 1982 and the first outright SEC East Division championship

since the inception of divisional play and the championship game in 1992.

Coach Richt's teams represented the SEC in three Bowl Championship Series (BCS) bowl games, all in the Sugar Bowl, with a commendable record of 2-1. Notably, the Bulldogs consistently finished in the top ten of the final AP Poll seven times between 2002 and 2014, showcasing Richt's ability to foster excellence and consistency.

Legacy of Success

Coach Mark Richt's Georgia Bulldogs left an enduring mark on the college football landscape. With 145 wins and 51 losses,



he emerged as the second-winningest coach in Georgia history, following in the footsteps of the legendary Vince Dooley. He has been inducted into the College Football Hall of Fame and received the SEC Coach of the Year and Walter Camp Award. His departure in 2015 marked the end of a chapter, but his legacy lives on in the hearts of Bulldogs fans and the broader football community.

Bringing Leadership and Experience to the Speech

Now, imagine being in the audience at the Welcome Kick Off Breakfast, where Coach Mark Richt will bring his coaching expertise and wealth of experiences to the forefront. This isn't just a speech; it's a masterclass in leadership, strategy, and the unwavering pursuit of greatness. Richt's journey with the Bulldogs serves as a living testament to the transformative power of effective coaching.

As he takes the stage on Jekyll Island, Coach Richt will draw from his experiences at Georgia, sharing insights into building a winning culture, navigating challenges, and fostering a sense of unity among players and staff. Expect anecdotes that offer a behind-the-scenes look at the highs and lows of coaching, peppered with humor, passion, and the unmistakable spirit that defined Coach Richt's time with the Bulldogs.

Secure your spot at the 2024 Convention and Expo and get ready to be inspired by Mark Richt's coaching experience.



We are pleased to announce



Meet us at the
Hinman Dental Meeting!

Booth 1124

March 21-23

Dr. Rochelle Asher
has acquired the practice of
Dr. Charles Chung
Marietta, Georgia
(Pictured left.)



Practices for Sale

West of Atlanta: All FFS practice collecting \$450K per year. 7 ops, lots of potential. Seller retiring.

North Atlanta Ortho: 100% FFS. 5 chairs in 2100 sq/ft. Open 1 day/week. Priced to sell.

Greater Atlanta Prostho: Spacious 6 op practice. Well established. Collecting \$650K+. All FFS patient base.

East Cobb: Grossing \$650K. Digital, paperless. PPO/FFS. Low overhead.

Atlanta: Large rooms with windows. 4 ops, room to expand. Mainly FFS. Collects \$500K. Digital with CBCT.

Gwinnett: Brand new practice. 6,000 sq/ft. 6 ops. High-end equipment. Digital with CBCT. Real estate avail.

N. Atlanta: Prostho. Collecting over \$2M. 6 ops. Recently renovated. Seller will stay on as needed.

Gwinnett: 6 ops collecting \$600K. CBCT. Digital and paperless. PPO patient base. Great visibility.

West of Atlanta: Grossing \$800K. PPO/FFS. 4 ops. RE for sale.

NE GA Pado: Collecting \$375K. All FFS. Real estate for sale or lease. Seller will help with transition.

S. GA: 6 ops, room to expand. Mainly FFS patient base. \$600K in revenue. Very profitable.

North Atlanta: 10 operatory practice collecting \$900K. On-site lab. Digital, paperless, CBCT. Lots of windows.

Buckhead: Collecting \$450K. FFS/PPO patients. Refers out many procedures. Seller wishes to retire.

Marietta Pado: 4 open bay chairs, 2 private ops. Room to add more. Part-time practice.

West of Atlanta: 4 ops. 2000 sq/ft. Grossing \$800K. All FFS. RE for sale.

Gwinnett: Shell practice. 5 equipped ops, recently renovated. Shopping center with lots of traffic. All digital.

N. Atlanta: 4 ops, highly profitable practice. FFS/PPO patients. Collecting \$700K/year. Digital, paperless.

DeKalb Co Perio: 5 treatment rooms. Grossing \$830K. FFS/PPO. Great area.

Near Augusta: 100% FFS. 5 ops, CBCT, recently remodeled. Collects \$825K+. Strong cashflow. Stand alone building.

East of Atlanta: Grossing \$550K. PPO/FFS. 5 ops. Digital and paperless.

Associate opportunities available all over the state of Georgia! Call to learn more about our associate placement program!

2023 Year-in-Review



KRISTEN MORGAN
EXECUTIVE DIRECTOR

GDA Delivering Member Value

I am delighted to present our 2023 Year-in-Review, highlighting the achievements and value that your membership association has brought to its members over the past year.

In 2023, we welcomed 223 new GDA members and served 3,666 member dentists. In addition, we gained market share with 73% of dentists in Georgia as members. This rise in market share is a testament to the increasing value we provide our members.

We also continued to foster professional growth among our members. In 2023, a license renewal year, GDA hosted 51 programs in various accessible formats from webinars and online learning to in-person CE opportunities. These courses provided CE opportunities and facilitated meaningful connections among dental professionals.

Our association remains committed to advocating for the dental profession in Georgia. Throughout 2023, we actively engaged with policymakers and hosted six LAW Days, welcoming dentists from all over Georgia, some for the first time and others continuing a decades-long tradition.

Members took advantage of cost-saving products and services in 2023 through Georgia Dental Insurance Services (GDIS), GDA Plus⁺ Supplies, and our endorsed partner program. These programs both support members and help offset dues.

We gave back to our community through GDA Foundation programs, including Children's Dental Health Month and Special Olympics, Special Smiles. Through our PR program, we promoted the profession and drove patients to see a GDA member dentist.

Lastly, as you will read in the following pages, the association's financial health is robust. Our commitment to transparency is unwavering, and we take every measure to ensure your dues dollars are utilized judiciously.

The success of the Georgia Dental Association in 2023 is a testament to the collaborative spirit and dedication of our members. Together, we have created a community that adds significant value to each member's professional journey. Thank you for your continued support, and here's to another year of growth, innovation, and shared success.

Five-Year Strategic Plan (2021–2025)

Derived from the mission and vision statements, GDA's strategic plan identifies strategic priorities which direct the focus of the work of the association for the next five years. Under each objective are also key strategies for moving our priorities forward. These areas will turn GDA's mission and vision into specific measurable targets that are important to the current and future health of the association. Below is the 2021–2015 plan, which continues and builds on our success of the past.



MEMBERSHIP

- Work to increase member engagement and participation
- Increase total GDA members by 2% by 2025
- Keep annual “non-renews” to under 200 members



GOVERNMENT RELATIONS/ POLITICAL ACTION (PAC)

- Develop and implement annual legislative strategy and agenda
- Develop annual plan for strategic campaign involvement
- Continue utilizing contact dentists for immediate grassroots response at district level
- Develop and maintain relationships with other health industry coalitions on shared issues
- Expand/improve PAC fundraising (events and funding level)



HEALTH POLICY

- Be the premier, leading resource for data, information, and expertise on oral health for the state of Georgia
- Develop and implement GDA Action for Oral Health objectives and strategies (see plan at gadental.org/dentalhealth)
- Ensure inclusion of oral health in statewide public/community health planning and provision initiatives
- Monitor changes to Medicaid policy manuals and billing and communicate to members
- Keep GDA leadership and membership informed on health policy-related activities



PR/MARKETING/ COMMUNICATIONS

- Utilize multiple communications channels to reach GDA members, keeping them up-to-date on GDA initiatives and working to increase member engagement and participation
- Continue to be the PR/media relations arm for the GDA and oral health community in Georgia
- Develop new ways to demonstrate the value of GDA membership
- Increase product/service usage and penetration by communicating the unique value of GDA products and services to our membership through existing and emerging marketing technologies

Mission Statement GDA's mission is to help GDA member dentists succeed.

Vision Statement Our vision is for Georgia to become a state with optimal oral health.



EDUCATION & TRAINING

- Continue to expand GDA's educational offerings for members and their staff utilizing the Education and Training Advisory Council to determine new focus areas for 2021–2025
- Continue to identify and implement new education and training opportunities for the dental team/ office staff
- Continue to improve and grow convention CE at the GDA Convention & Expo utilizing the Education and Training Advisory Council for planning
- Develop technology-based delivery systems for CE



GOVERNANCE

- The Board of Trustees will continue to review and refine the GDA governance structure making changes that improve the performance of the organization and ensure sustainability for the future
- Continue to recruit new GDA leaders to ensure sustainability of the leadership pipeline for the future—goal is to increase the number of individuals participating in GDA leadership by 10% by 2025
- Continue to ensure programs, services, staff resources, committees, GDA Foundation, and GDA subsidiaries are aligned with the strategic plan
- Continue seeking to increase knowledge of members' wants, needs, and issues
- Work with districts to implement resources GDA has developed to support district leadership and succession planning
- Work with districts to assess and recommend changes to their organizational documents ensuring alignment with GDA's revised governance structure
- Continue to offer leadership training programs to better equip GDA and district leader



MEMBER PRODUCTS & SERVICES

- Provide superior member value through high quality products and services that meet member needs and achieve a high level of member satisfaction
- Develop business relationships and partnerships to offer additional products and services to members that are competitively priced and also achieve a reasonable return for GDA
- Consider new business opportunities
- Continually assess and refine products and services, eliminating those with low impact



FINANCIAL MANAGEMENT/ ORGANIZATIONAL STABILITY

- Ensure the amount of dues as a percentage of total revenue will not exceed 30% by developing non-dues revenue sources
- Set aside reserves not less than 50% of annual operating expenses
- Continue to establish internal reviews, security measures, and policies/ procedures
- Continue to implement annual incremental dues increases to ensure financial stability



STRONG MEMBERSHIP

GDA membership renewals remained strong. In 2023, 3,666 dentists in Georgia were GDA members.

Market Share Increases

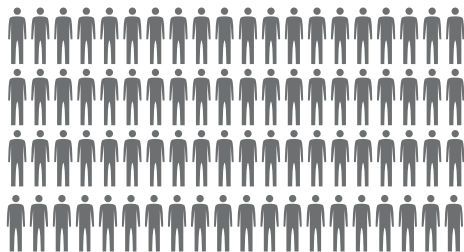
In 2023, GDA's total market share increased slightly to a total market share of 72.5 percent.

Total Market Shares ■ 2022 ■ 2023



Although market share increased in 2023, full dues-paying members decreased as more members retired or reached lifetime member status.

Full Dues Members ■ 2022 ■ 2023



223

New Members
in 2023



3,666

Member Dentists

Members Give GDA High Satisfaction Scores

- ✓ An outside consulting firm conducted GDA's biennial member satisfaction survey in April 2023. Results showed extremely high member satisfaction, with GDA earning a net promoter score of 50. Few organizations in either the nonprofit or for-profit arena achieve such a high net promoter score.

Membership Events Recruit and Engage Members

- ✓ The GDA Membership Committee held events around the state to engage existing members and recruit new ones. They included monthly Lunch and Learn events at the Dental College of Georgia, a Career Summit, and an Augusta Green Jackets ballgame event.



STRONG GOVERNMENT RELATIONS/ HEALTH POLICY



GDA had a successful legislative session in 2023, making headway in educating elected officials on teledentistry.

2023 Legislative Session

- ✓ With the help of Chairman Dr. Lee Hawkins, the GDA teledentistry bill was moved out of the House Health Committee. However, the bill remains in the House Rules Committee because of the abbreviated schedule due to seating the new representatives and senators and new leadership in 2023.
- ✓ The GDA Government Affairs team advocated for another dental Medicaid reimbursement increase in 2023. In the FY2024 Budget that passed both the House and the Senate, 17 codes were slated for rate increases and adult dental Medicaid services would be expanded to allow adults up to age 65 to receive the same benefits children currently receive. Unfortunately, both measures were “disregarded” by Governor Kemp. Both the teledentistry bill and Medicaid reimbursement increases will be pursued in the 2024 session.



GDA hosted six LAW Days and welcomed dentists from all over Georgia. Pictured GDA members with Governor Brian Kemp and first lady of Georgia, Marty Kemp, proclaiming February as Children's Dental Health Month in Georgia during a GDA LAW Day.

Health Policy Initiatives

GDA's Health Policy Department acts as the trusted and premier source for data, information, and expertise on oral health for the state of Georgia, both for members and external stakeholders and partners.

Georgia's Action for Dental Health

- ✓ In 2015, the Georgia Dental Association launched the Georgia Action for Dental Health with the goal of advancing comprehensive solutions to prevent dental disease before it starts and ensuring that all Georgians can obtain treatment by a dentist, regardless of their socio-economic background. Through this plan, GDA continues to work with community stakeholders and healthcare advocates to attain these oral health objectives and strategies.

Department of Community Health Partnership

- ✓ The GDA Government Affairs team continued to work with the Georgia Department of Community Health on issues relating to dental Medicaid reimbursement. GDA staff also attend monthly DCH Board meetings to monitor any updates that may affect dentistry. Georgia's Donated Dental Services program is also funded by appropriations under DCH's budget. As such, it oversees this program.

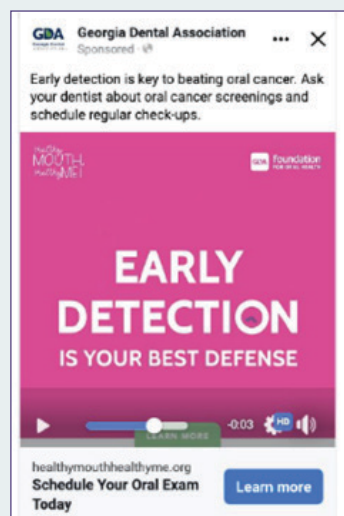


STRONG PUBLIC RELATIONS, MARKETING, AND COMMUNICATIONS

Public relations, marketing, and communication initiatives continue to keep GDA members informed, promote the profession, and encourage all Georgians to find a dentist and visit regularly.

Media Campaign Highlights- Oral Cancer Awareness

- ✓ \$491,736 in donated media
- ✓ 10,223 click-throughs to find a dentist
- ✓ 6,060 radio & TV spots
- ✓ 1,569,547 impressions



GDA Leaders Enhance Public Speaking Skills

GDA Leaders enhanced their public speaking skills at GDA Spokesperson training in the fall.



Digital Marketing Channels Continue to Grow

The use of videos and animation increased significantly in 2023, resulting in substantial increases in engagement.



215.55%

Instagram Post
Engagement



184.8%

Facebook Post
Engagement





GDA – Your Home for Required CE

GDA continues to enhance educational opportunities for members. Relevant and high-quality programs help members and their practices in a variety of accessible formats from webinars and online learning to in-person CE opportunities. Find all upcoming CE at gadental.org/CE.



Required CE Courses Held Around the State

The GDA held two courses in 2023—April 15 in Savannah and May 5 in Macon to help GDA members obtain the CE requirements. The courses included 4 hours of CE in pharmacology, emergency medicine, sedation, and anesthesia to satisfy CE requirements for practices with a sedation permit in the morning. The afternoon featured one hour of LEAP CE and one hour of opioid CE.

Total CE Events

■ 2018 ■ 2023

16

51

CE Gross Revenue

\$39,214

\$447,532

Fall Webinar Series Offered

GDA offered a fall webinar series to help members meet their required CE needs before re-licensure in December. The series features both required CE courses and CE for sedation permits. Over 1,100 registrants participated.

GDA Hosts Second Annual Bridging the Gap CE Summit

The GDA partnered with the Georgia Indian Dental Association, the Georgia Persian Dental Society, the Georgia Dental Society, and the North Georgia Dental Society to host the second Bridging the Gap CE Summit. The event was held September 22–24, 2023 at the Crowne Plaza Ravinia Perimeter in Atlanta. The event offered up to 21 hours of CE, including required CE. Event attendance included 265 dentists and staff.

New Opioid CE Course

In Spring 2023 the DEA promulgated a new requirement—The Medication Access and Training Expansion (MATE) Act—requiring that all DEA licensees must have at least 8 hours of continuing education in opioids. The GDA was the first state dental association to create and offer a series of live webinars in May and June to fulfill this CE requirement for its members. The MATE Act webinar series consisted of four recorded live webinars. To date, 303 members have subscribed.

LEAP CE Webinar

The Georgia Board of Dentistry requires all Georgia licensed dentists to earn one hour of continuing education in Legal, Ethics, and Professionalism (LEAP program). To satisfy this requirement the GDA held three LEAP CE webinars totaling 1,430 participants.



STRONG GOVERNANCE

GDA continues to work to align the association's governance model to ensure efficacy, efficiency and a broad representation.



12 Leadership GDA participants, representing five districts.

Governance Task Force Established

A Governance Task Force was established in April 2023 with the purpose to review all aspects of GDA's governance structure and make recommendations to increase efficacy and efficiency. The committee held several meetings to discuss and evaluate the size, function, and terms of the Board of Trustees, House of Delegates, all committees, and ADA/GDA Delegation. The committee's summary and recommendations were presented to the HOD in July.

Workforce Task Force

The Workforce Task Force committee is charged with understanding the factors affecting dental staffing shortages. The committee began its work by contacting hygiene school directors for their unique insight into the staffing shortage issue. The directors appreciated our association's interest in their opinions and gave honest and candid answers to how we can work together to ease this issue.

District Leadership Conference

The GDA hosts a District Leadership Conference each year to help prepare incoming district presidents and presidents-elects for their year in leadership. The 2023 Conference was held on Friday, December 8, at the Ritz-Carlton in Atlanta. Attendees spent the day sharing best practices in district engagement, learning about leadership development, and training in effective volunteer management.



Leadership

GDA 2023

Leadership Training Courses include:

- ✓ New! DISC Personality Profile Assessment
- ✓ DEI Program
- ✓ Communications Skills Workshop
- ✓ Effective Board Governance
- ✓ Spokesperson Training
- ✓ ...and more!

Interested in joining the 2024 Leadership GDA program?
Contact Mary Busby
(mary@gadental.org).

*GDA 2023 audited financials will be published in the May 2024 GDA Action.

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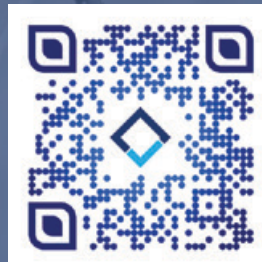
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Cocktails | Dinner | Kentucky Derby Streaming | Contests and Prizes



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THE GDA FOUNDATION
FOR ORAL HEALTH

HIGHLIGHTS OF THE EVENING INCLUDE:

- Live streaming of the Kentucky Derby
- Mint juleps and delectable Southern cuisine
- Silent auction featuring exclusive items and experiences
- Contests and prizes (Best Hat, Best Attire, and more!)

Be part of an unforgettable evening filled with high stakes, high fashion, and high spirits! Your attendance not only promises a night of excitement but also contributes to the oral health and overall health of those in our community.

To reserve your tickets, visit gadental.org/hatsandhorses

**tickets are limited*

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Email: carol@gadental.org

Call: 404.636.7553 ext. 119

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- Recognition on signage at the event
- Recognition on event website
- Recognition in GDA Action
- Recognition in email to 3,600 GDA dentists



2023 Impact Report

Healthy Smiles for Georgians

We are pleased to present you with this report highlighting our 2023 achievements. We could not have accomplished so much without the generous support of our donors, sponsors, and partners. Your giving and volunteerism have made it possible for us to pursue our mission.

Mission

The GDA Foundation for Oral Health works to advance Georgia's oral health. Our outreach programs provide comprehensive oral health education and essential dental services to disadvantaged Georgians.

OUR PROGRAMS

Donated Dental Care

- Give Kids a Smile
- Special Olympics, Special Smiles
- Mission of Mercy
- Donated Dental Services (in partnership with Dental Lifeline Network)
- Share a Smile (pilot program)

Oral Health Education and Prevention

- Children's Dental Health Month
- Mouth Wise
- Healthy Mouth, Healthy Me!

800,000

Healthy Mouth, Healthy Me! Impressions

20,000

Smile Kits

203

Dental Screenings

16

Give Kids a Smile Events

3

Special Smiles Screening Events

YOUR INVESTMENT IMPACT 2023



100+

Volunteers



\$6.7M

total care by volunteers since inception

\$14,140

Donated Treatment

The Need is Great

- In Georgia, 41% of low-income adults experience pain due to the condition of their mouth and teeth.
- Untreated tooth decay often impacts a person's ability to work, sleep, eat, and even smile.
- With Georgia's limited safety net, low-income adults have few options to get dental care to relieve their pain, infection, and suffering.
- Ensuring that students have preventive oral health education in schools fosters a lifetime of healthy habits.
- Inability to access competent oral health care is the number one healthcare problem of people with intellectual and physical disabilities.

Join us in changing lives by connecting the community with the resources needed to drive access to care, increase health literacy and improve overall health through better oral health.

HOW YOU CAN MAKE A DIFFERENCE

Gifts to the GDA Foundation from individuals, corporations, agencies, and communities are transforming lives. People once reluctant to smile or talk because they were embarrassed about their teeth are now smiling again. Kids who couldn't focus in school due to pain are healthier and learning.

Across the state, dental professionals are committing themselves to advance oral health for Georgians via the GDA Foundation—through donations, volunteering time, providing services to those in need, or supporting fundraising events. You can sponsor a smile through a one-time gift, contribute in installments, or make a gift in honor of your colleagues, staff, family, or friends! We appreciate your generosity to help create healthier smiles for Georgians.



To donate, scan the code or mail your gift to the GDA Foundation for Oral Health, 1850 Parkway Place, Suite 420, Marietta, GA 30067

The Georgia Dental Association Foundation for Oral Health is the philanthropic 501(c)3 arm of the Georgia Dental Association.

Learn more at gdafoundation.org.



The year 2023 proved to be a year of growth for the GDA Foundation for Oral Health with the introduction of three inaugural events that raise crucial funds to expand programs in the community. Through our Hats & Horses Derby Gala, Pull for Smiles clay shoot, and SWDDS Casino Night, dental professionals, industry leaders, and the community committed themselves to creating a future where quality oral healthcare and education is accessible to all.

Economic Impact of Dental Offices in the United States



\$478 billion

ANNUAL ECONOMIC IMPACT GENERATED
BY DENTAL OFFICES

\$2.4 million

AVERAGE ANNUAL ECONOMIC IMPACT
PER DENTIST PER YEAR



DENTAL OFFICES SUPPORT

2.5 million jobs

IN THE U.S. ECONOMY
EACH YEAR

1 = 1.4

EVERY JOB IN A DENTAL OFFICE GENERATES
1.4 ADDITIONAL JOBS IN OTHER SECTORS
OF THE ECONOMY

For detailed methodology and analysis of economic impact for each state visit [ADA.org/economicimpact](https://ada.org/economicimpact).

For more information, visit [ADA.org/HPI](https://ada.org/HPI) or contact the Health Policy Institute at hpi@ada.org.

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Dental Recovery
Network Director
Jane Walter at
404-376-5987,
or email her at
jwgda@aol.com.

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** District gifts over \$4,500*

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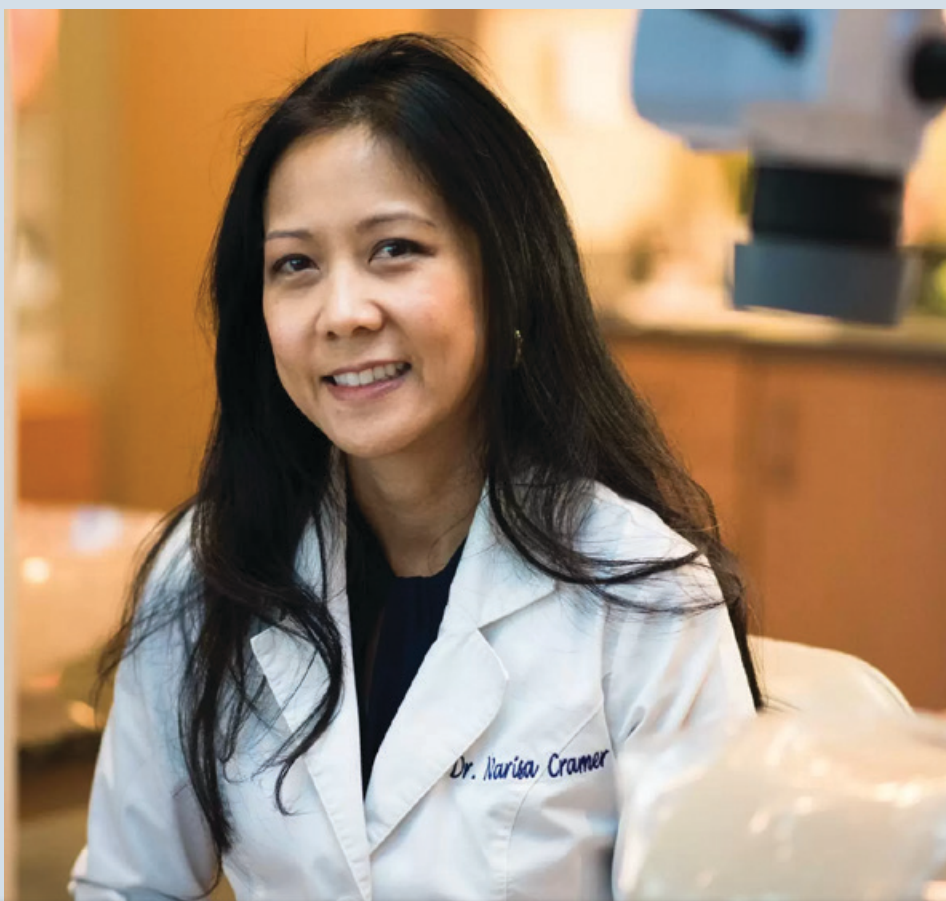
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GDA **MEMBER** PROFILE



Dr. Narisa Cramer

Dr. Narisa Cramer knew she wanted a career taking care of people at an early age. Born in Bangkok, Thailand, Dr. Cramer moved to the U.S. when her mother accepted a nursing position at a hospital in Texas. Shortly after, her family moved to Thomaston, GA where she grew up and decided she wanted to pursue a career in dentistry.

In this interview, Dr. Cramer shares her insights on how technology can help patients visualize their treatment, the thrilling sport of clay shooting and what it means to be part of the GDA community.

You had positive experiences growing up with dentists in Thomaston. Did that inspire your career choice?

A: Absolutely. Having positive experiences with my dentist as a child

in Thomaston, particularly with Dr. Mixon, influenced my decision to pursue dentistry. I always wanted to do something in medicine, and dentistry offered a balanced lifestyle with family-friendly hours.

Q: Were there any surprises or lessons learned in your early years of dental practice?

A: Coming out of dental school and starting a career as an associate, you have big aspirations, ideas of how it's going to be, and you hope that you'll become a partner. And when you get out in the real world, you kind of find your own way. Being an associate, I was trying to figure out what's the best path for me—which eventually led to solo practice.

This column highlights GDA members talking about their path to dentistry and the value they find in GDA membership. This month we hear from Northwestern District Dental Society, Dr. Narisa Cramer, who practices Endodontics at North Cobb Endodontics

Q: After earning your doctorate degree in dental medicine at Medical College of Georgia, you practiced as a general dentist at your own private dental practice for 16 years before going back to post graduate school to become an endodontic specialist. How was that transition?

A: Going back to school after 16 years of owning my own practice was challenging, especially with a small child. After being accepted into the endodontics residency program at Georgia Health Sciences University in Augusta (formerly Medical College of Georgia), my parents' support was crucial. They came with us to Augusta to help me raise my daughter while I was at school.

Being a co-resident with others who were 16 years younger than me was definitely interesting and it was good. It was a commitment to be in school for two years with no job, but with a hope that a new career path was going to be absolutely worth it.

Q: What advice would you give to dental students?

A: Keep an open mind. When you come out of school you've got plans and ideas of how things should be, but remember it's a practice, not a perfect. Because not everything we do works. No medicine is 100% guaranteed. But it's a wonderful career, they've picked a great thing to do for the rest of their life.

Stay active in the dental community, both professionally and personally, or



become active once you graduate. Don't forget that you have a personal life and a professional life. If you have a dental community, it's the best of both worlds. It helps with becoming a better clinician and a better colleague to your peers. Being part of the dental community also helps combat the potential isolation of our profession.

Q: You utilize 3D scanning and technology in your practice. What technology has been a game changer for you?

A: Using 3D imaging and a surgical operating microscope is huge for us. We use it on every case in my practice. It enhances diagnostic capabilities, aids in treatments, and helps patients visualize issues which helps them to understand why treatment is necessary.

Patients don't always appreciate the things we do before they have pain. They think, "Well, it's not hurting me. So why do I need to take care of it?" And I always tell people, it's kind of like waiting for your car to break down before you take it to the shop. We can catch these things before they go to the next level of pain or treatment. It's good for them to understand that it's not all about having symptoms.

Q: You have served on The Pierre Fauchard Academy regional leadership conference committee and the committee for GDA's Hats & Horses Derby Gala event for the GDA Foundation for Oral Health,

and you have volunteered your services at the Ben Massell Dental Clinic and other dental events such as the Give Kids a Smile Program, Special Olympics Smiles Program and several Georgia Mission of Mercy Events. Volunteerism is clearly important to you. How does it benefit you, Dr. Cramer?

A: Volunteerism can really help combat the isolation that can come with dentistry, especially in a solo practice. For me, getting out and doing things in our community helps me get to know and connect with peers and develop a network. And projects that we do, as a district especially, it takes folks who are willing to step up and do the work.

Q: Did someone inspire or mentor you in your journey in dentistry and volunteering?

A: Yes, I had the privilege of externing with Dr. Karyn Stockwell early in my career. She's played a significant role in Georgia dentistry, and her influence motivated me to get involved. I don't think I would have been such a big part of the GDA and dentistry in Georgia if I hadn't met her so early on in my career. So thank you, Dr. Stockwell.

Q: How do you decompress in your personal life, Dr. Cramer?

A: It may sound kind of childish, but I love adult Legos. I love the kind of mindless but constructive play. And my latest passion is trapshooting (clay target shooting). I shot my first shotgun at a

GDA Northwestern District meeting at Governors Gun Club Kennesaw. It was so much fun, there's something just cathartic about seeing that clay exploding when you hit it, it's very stress relieving. I actually joined the shooting league last fall as well. It's a unique way to unwind and connect with others.

Q: If you were getting on a plane right now, where would you be headed?

A: I would be going back to Thailand. I was there at Thanksgiving with my daughter and my Mom, and we spent time with family but we were focused on taking care of affairs after my Dad passed away. That's a hard thing anyway, but when you are in another country and on the other side of the world, you need so much help. I'd love to go back there for a more relaxed trip.

Q: What do you value about your GDA membership?

A: I value being part of a collective group of people who have the same passion for not just dentistry, but community and supporting each other. We serve an important role in keeping the community healthy and safe and sometimes that can be isolating. I always tell new graduates, it's a big change going from a classroom of 60 to 100 colleagues that you're with every day to working at a practice. Being part of the GDA gives us a community to discuss cases, everyday frustrations and the joys of what we do.

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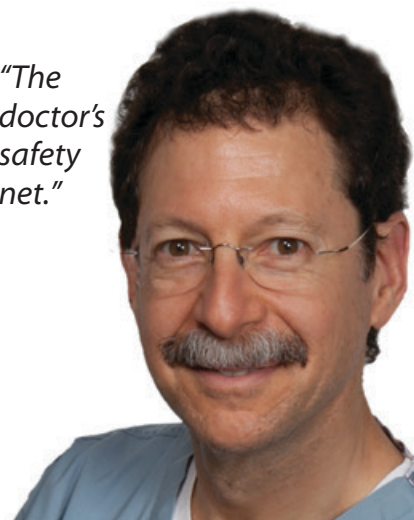
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