



# GDA STRONG

## 2021 Mid-Year Report

### Our Mission: Helping Member Dentists Succeed!

In the pages that follow, you will find highlights from the first half of the year. These are some, but not all, of the association’s successes in 2021. To include all of them would take the entire magazine and then some.

This year GDA continued to grow despite the challenges with COVID-19. I am pleased to report that the association is financially sound and performing well. After successfully achieving our last strategic plan, we are making great strides in executing the 2021–2025 strategic plan. Non-dues revenue continues to grow, outreach initiatives are attracting a more diverse membership, high-quality CE courses are reaching members both in-person and online, and public relations efforts are delivering important oral health messages to consumers.

GDA continued to serve members through advocacy this year, working with the Governor and legislators to protect dentists and their patients through each phase of the pandemic. The association also continued our work securing fee increases for specific Medicaid codes while also protecting funding for the rural dental student loan repayment program.

As the professional association for dentists in our state, we continue to monitor trends so that we may best serve dentists in Georgia. For example, an increasing number of dentists, particularly younger dentists, are



**FRANK J. CAPALDO**  
GDA Executive Director

practicing in groups. As I reported to the House of Delegates in July, the landscape is changing and we must change with it to help all GDA members succeed. We are well on our way implementing new programs and services that address these trends and bring unprecedented value to our members.

I am extremely appreciative of the board, committees, and task forces whose commitment and tireless work contribute to moving these initiatives forward, ensuring we are GDA Strong now and in the future.

 **MEMBERSHIP**

 **GOVERNMENT RELATIONS**

 **HEALTH POLICY**

 **PR/MARKETING/ COMMUNICATIONS**

 **EDUCATION & TRAINING**

 **GOVERNANCE**

 **MEMBER PRODUCTS & SERVICES**

 **FINANCIAL MANAGEMENT/ ORGANIZATIONAL STABILITY**

# 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. GDA achieved or exceeded the goals and objectives in its 2016–2020 five-year strategic plan. Below is the new five-year 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](http://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



# Membership

Recruitment and retention efforts in 2021 continued to focus on engaging member dentists, cultivating and welcoming new members, and creating meaningful programs to help dentists succeed in their practice.

## Membership Highlights

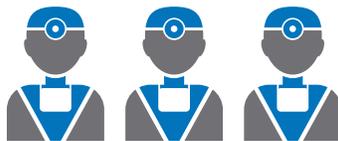
Several programs have been implemented as part of the Membership Committee's initiatives to engage new members, including a new dentist event and Diversity, Equity, and Inclusion (DEI) task force.

The DEI task force has met twice in 2021 and is working on developing a Diversity Training course as well as recording a podcast with additional updates. Part of this initiative was addressing the gap with DSOs and the DEI task force held a forum with various leaders of DSOs to see how the two could work together on various efforts.

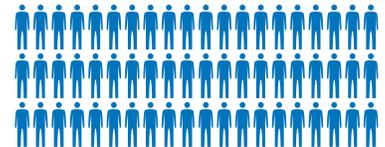
GDA has continued to work with the Dental College of Georgia through Lunch and Learns, our mentoring program, and the Adjunct Faculty Program to help inform the students of the importance of organized dentistry to the profession. In 2020, some of these were shifted to a virtual platform but with new COVID protocols we are hoping to renew our in-person efforts.

## Bridging the Gap for a Stronger GDA

A core presidential initiative in 2021 is to "Bridge the Gap" by bringing all dentists in Georgia together. In January, GDA President Dr. Annette Rainge called upon GDA members to invite at least one non-member to cultivate and encourage membership.



**3,432**  
Member Dentists (as of 7/29/21)



**202**  
New Members (as of 7/29/21)



Dental College of Georgia Lunch and Learn Event



## 2021 Legislative Session

GDA advocacy resulted in the following:

- **HB 112—Extension of limited legal liability for COVID-19 transmission claims against dentists [PASSED]:** extends the sunset for the COVID-19 limited liability immunity law that GDA helped pass last year for healthcare providers and businessowners to July 14, 2022.
- **SB 80—Prior authorizations for medically necessary procedures [PASSED]:** in instances when an insurer questions the medical necessity of a specific dental procedure, the patient's chosen dentist shall be provided an opportunity to discuss her/his justification with a licensed dentist of the same specialty employed by the insurer before the insurer can issue an adverse determination. If prior authorization is granted, it will be good for a period of 45 days.
- **SB 5—Regulation of sedation performed in medispas [PASSED]:** will require any providers performing conscious sedation in medispas to be licensed to practice dentistry or medicine and possess the requisite permits issued by the Board of Dentistry or Composite Medical Board. Will also require dental assistants performing phlebotomy and venipuncture procedures in a dental office to have board-approved training.
- **HB 458—New CE requirements for dentists RE: legal ethics & professionalism [PASSED]:** effective for the 2022–2023 renewal cycle, will require all GA-licensed dentists to obtain CE in legal ethics and professionalism in the practice of dentistry.
- **Secured a 3% increase for specific restorative dental medicaid codes in the FY2022 budget**
- **Protected funding for rural dental student loan repayment program and GDA Donated Dental Services program**



# Health Policy

## GDA's Health Policy Department has been working on a number of initiatives, including:

- Keeping members updated on changes with Georgia's Executive Orders
- Reporting on changing OSHA guidelines
- Staying informed on the impact of COVID-19
- Creating a comprehensive licensure overview (full report available upon request)
- Answering your general Health Policy and Board of Dentistry questions
- Working with community partners to promote dental care to underserved communities and individuals

## Adjunct Professorship Program with DCG

After a hiatus due to COVID, GDA renewed conversations to plan an adjunct professorship program in partnership with the Dental College of Georgia to provide dental care to rural and underserved communities while helping students complete their clinical requirements. This partnership aims to help encourage students to practice in these communities post-graduation.



AUGUSTA UNIVERSITY  
**DENTAL COLLEGE OF GEORGIA**

## Healthy Mothers, Healthy Babies Partnership

Working along side of HMBH, the GDA is assisting in creating a provider toolkit to be posted in pediatric dental offices, offices of Medicaid providers, and others to educate pregnant women and providers about the necessity for oral health during pregnancy and beyond.

### Oral Health & Pregnancy

Oral healthcare during pregnancy is important to the health and development of the baby. The Oral Health & Pregnancy Working Group meets on a quarterly basis with the goal of increasing access to adequate oral healthcare for pregnant women covered by Medicaid in Georgia. The group focuses on the following three areas

- Perinatal Provider Education: Increase the number of perinatal providers who serve women with Medicaid who will assess oral health care behaviors & provide oral health education during pregnancy by 2021.
- Patient Education: By the end of 2021, 50% of pregnant women covered by Medicaid will receive oral health education/awareness during pregnancy.
- Administrative Barriers: Increase the number of oral health providers who serve pregnant women with Medicaid by 2022.

## The Georgia Department of Behavioral Health and Developmental Disabilities (DBHDD)

GDA is working with DBHDD and the NOW/COMP Medicaid Waiver Program to enhance Waiver Supplemental Services (WSS) and protect funding for this important program.

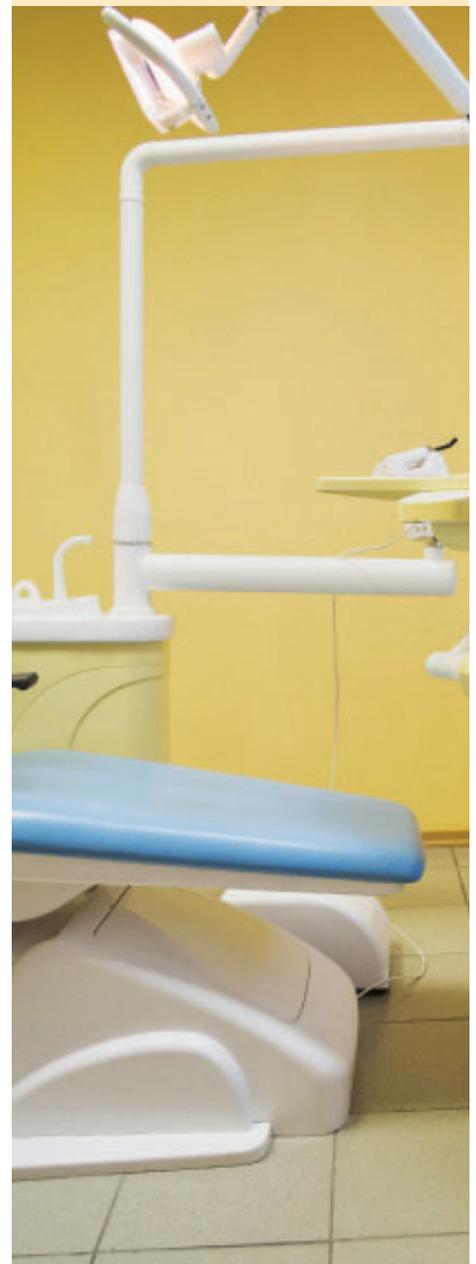
WSS are commonly used to help waiver recipients and their families cover the costs of special needs dentistry.



**D·B·H·D·D**

## Monitoring COVID-19 in Georgia and Among Dentists Nationally

GDA's Health Policy Department has been monitoring the cumulative COVID-19 infection prevalence rate among dentists in Georgia and nationally.



# Public Relations/Marketing/Communications



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

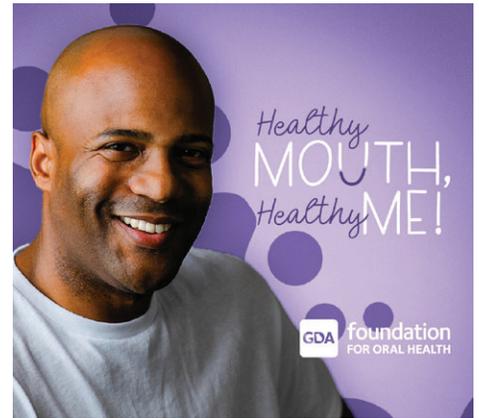
**EPISODE ONE:  
INNOVATIONS AND VACCINATIONS**

**DRS. PETER SHATZ  
& BRAD HALL**

In support of current presidential initiatives, GDA launched a monthly podcast series, Healthy Mouths and More! The podcast series will help GDA members keep up with the latest dental news while on the go. **Make sure to tune in for new episodes at [gadental.org](http://gadental.org).**

## Healthy Mouth, Healthy Me!

GDA's Healthy Mouth, Healthy Me! program continues to educate Georgians on the connection between dental health and overall health.



TV and radio spots ran pro bono on Georgia stations in May and June 2021, supported by a digital ad campaign via Google AdWords

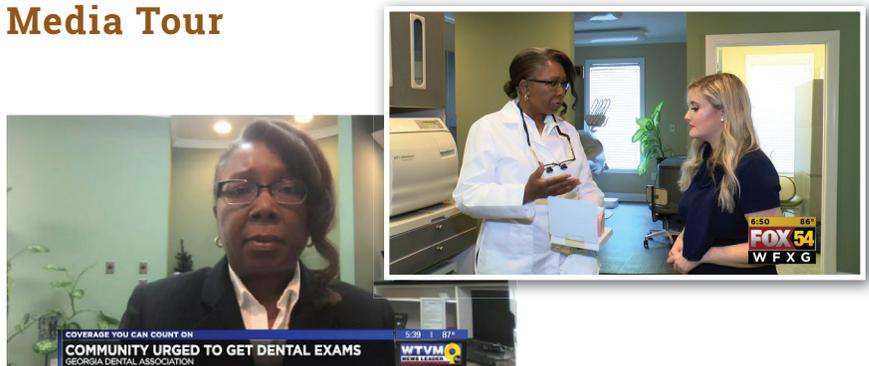


101,592 overall website page views (as of June 2021)



Published three issues of GDA Action from January through June, including a special series on treating special-needs patients, presented by the GDA Foundation for Oral Health.

## Media Tour



GDA President, Dr. Annette Ränge, participated in a statewide media tour in June encouraging the community to keep up with regular dental exams through GDA's Healthy Mouth, Healthy Me! program, which educates Georgians about the connection between dental health and overall health.

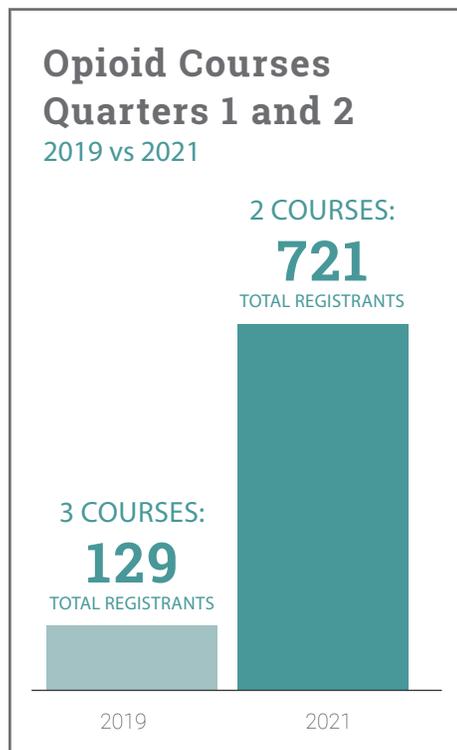


# Education and Training

GDA continues to enhance educational opportunities for members, ensuring GDA members have ample opportunity for unbiased, quality education for the 2021 dental license renewal year. Relevant and high-quality programs help members and their practices in a variety of accessible formats from webinars to online learning to in-person CE opportunities. **See our current course offerings at [gadental.org/ce](http://gadental.org/ce).**



## GDA CE Bounces Back in a Big Way



### April 2021 OSHA Course



### Expanded Duties and Coronal Polishing for Dental Assistants



GDA is an ADA CERP Recognized Provider. ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry.



## New Task Forces Launched

### Diversity, Equity, and Inclusion Task Force

- Task force promotes the goals of diversity, equity, and inclusion among members, leadership, and staff. They identify challenges and strengths in achieving DEI goals, and make recommendations to the Board of Trustees and House of Delegates regarding ways to achieve these goals.

### Member Conduct and Judicial Affairs Task Force

- Task Force launched in conjunction with the adoption of the GDA Member Conduct Policy approved by the HOD at the November 2020 meeting.
- Task Force to provide recommendations for the creation of a formal review process that will be approved by the BOT and the HOD.

### Re-Districting Task Force

- Task Force formed to evaluate if redistricting is needed to better serve members, both where they live and practice.



## New Policies Developed

### Diversity, Equity, and Inclusion Policy

- Outlines the GDA's vision to promote an equitable, diverse, and inclusive culture to eliminate barriers for underrepresented groups and unify the dental community.

### BOT Orientation Policy

- Implemented to ensure that all members of the GDA's Board of Trustees are aware of their duties prior to serving on the BOT or starting a new year of their term as a GDA Trustee.

### GDA Member Conduct Policy

- Implemented to ensure members' communications with and behavior towards other members, association staff, and the public were respectful and free of demeaning, derogatory, offensive, or defamatory language.

### Zoom Policy

- Due to the increase in virtual meetings, a formal Zoom policy regarding participant behavior and etiquette was implemented.



## Bylaws Revisions

- GDA officer terms moved to calendar year
  - November 2020—HOD approved amendments to the bylaws so that GDA Officer terms start on a calendar year basis to coincide with the GDA fiscal year.
  - Developed and distributed governance procedures and guidance planning to district leadership to assist with moving officer terms to calendar year.
  - Assisting districts with aligning district bylaws with GDA bylaws changes.
- Amended bylaws and BOT Handbook to clarify member attendance at BOT meetings.



# Member Products and Services/ Financial Management/Organizational Stability

The GDA Plus+ Program continues to grow, giving GDA members access to services and discounts including GDIS insurance products and services, GDA Plus+ Supplies group dental supply purchasing and endorsed partner savings on products and services, while strengthening the financial health of the association.

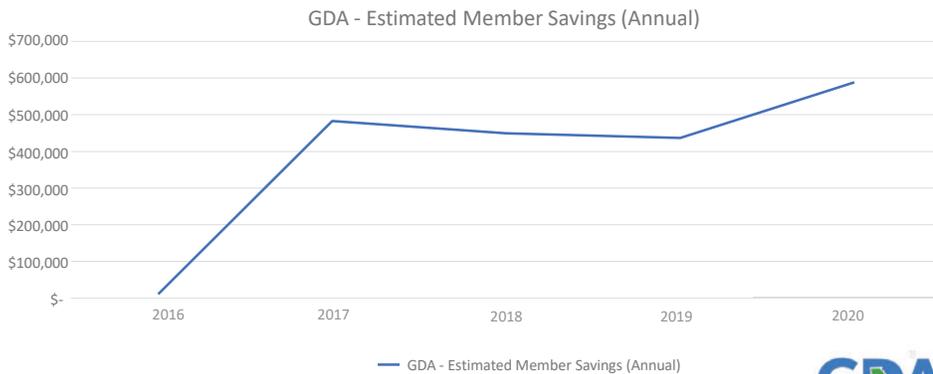


## GDA Plus+ Partners

The GDA Plus+ Partners program continues to offer members discounts and specials on the following services:

- Practice and equipment financing
- HIPAA compliant communications
- Patient financing
- Debt recovery
- Insurance claims management
- Payroll services
- Cyber security solutions
- GDA Career Center—*coming soon!*

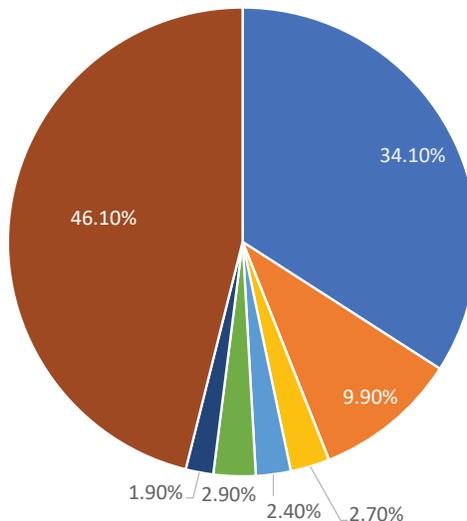
## GDA Plus+ Supplies Member Savings



Owned by GDA members, GDA Plus+ Supplies continues to deliver significant savings on dental supplies. Visit [gdasupplies.com](http://gdasupplies.com) to start saving.

## 2020 Percent of Income by Revenue Category

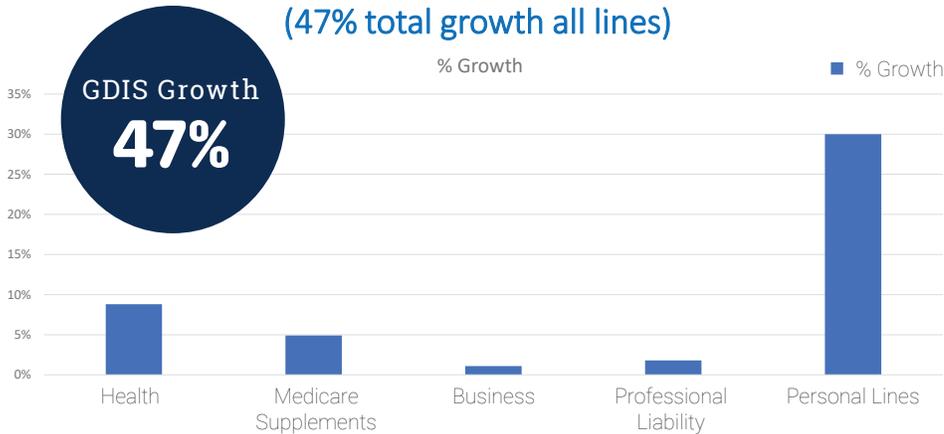
Due to COVID's impact on holding event(s) i.e., CE and the annual meeting, along with advertisers not placing ad space, our dues income represented 34% of all income. However, expenses in 2020 were reduced by 17.96%, offsetting the pandemic-induced reduction of revenue by 13.06%. As a result, net revenue increased over 2019 by 66.7% before tax.



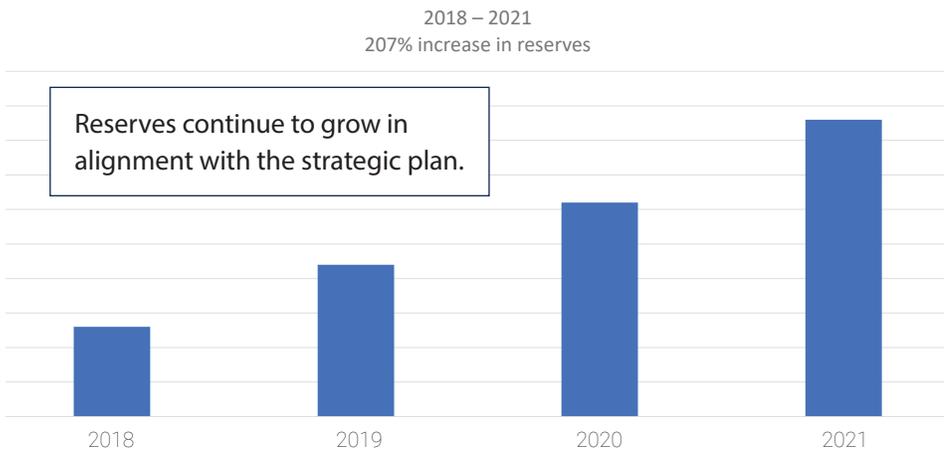
■ Dues 
 ■ Endorsed Partners 
 ■ Convention 
 ■ Contributions and Sponsorships 
 ■ CE 
 ■ Advertising 
 ■ Other 
 ■ GDIS



## Georgia Dental Insurance Services Growth Jan-June 2021 vs 2020 (47% total growth all lines)



## GDA/GDIS Reserve Growth



## Georgia Dental Insurance Services Highlights

### Health Insurance

- 2021 Health Insurance Renewal Growth **8.8%** Over 2020
- 2021 Health Insurance **Rebate** Checks Issued to Primary Insured Dental Offices **\$40,998**

### Medicare Supplements

- 2017 First Year of Coverage Offering
- Current Policies in Force 124
- Jan–Aug 2021 Policy Growth Over 2017–2019 **49%**

### Business Insurance

- Jan–June 2021 vs Jan–June 2020 Total Premium Written Growth of **10.97%**

### Medical Malpractice

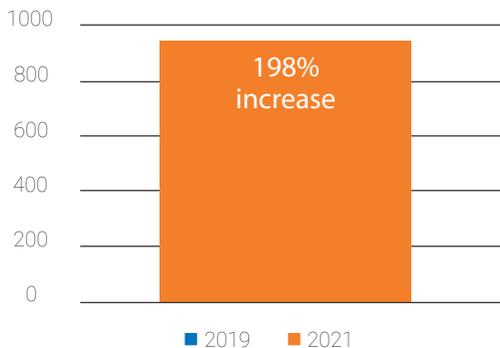
- 2020 Policy Count 1,438
- **Jan–June 2021 Policy Count 1,438**
- Jan–June 2021 vs Jan–June 2020 Total Premium Written Growth **18%**

### Personal Lines

- First Year of Coverage Offering 2018
- Jan–June 2021 vs Jan–June 2020 Total Premium Written Growth **30%**

**GDA PLUS+ supplies**  
GDAsupplies.com

## GDA Plus+ Supplies Growth



From 2019 through June 2021, GDA Plus+ Supplies has grown 198% to 942 new practices that have purchased supplies for better savings and service.

## GDIS SCHOLARSHIPS/GRANTS AWARDED TO GDA

<u>YEAR</u>	<u>AMOUNT</u>
2018	\$100,000
2019	\$100,000
2020	\$100,000
2021 Budget	<u>\$ 50,000</u>
<b>Total</b>	<b>\$350,000</b>