

2022 oda Annual Report



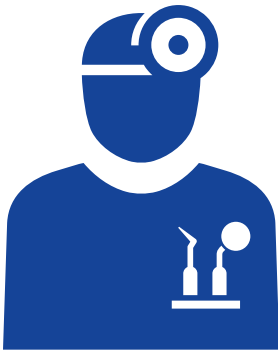
Barry Taylor, DMD,
ODA Executive
Director

A Message from ODA Executive Director Barry Taylor, DMD

ONE OF MY FAVORITE MUSICIANS, DAVID BOWIE, sang about changes. However, unlike Bob Dylan's lyrics, the answer isn't always just blowing in the wind. As we come out of the crisis of the COVID pandemic, we are still learning what things have returned to pre-pandemic status and what things are permanently changed. The good news is that we are now able to meet in person, and business activity is almost back to pre-pandemic levels. Our 2023 legislative workforce package is addressing challenges, such as staffing shortages, that were exacerbated by the pandemic, while other issues, such as the continuing education marketplace, are still sorting out as we proceed in 2023.

With increased regulations, insurance companies continuing to place pressure on bending the reimbursement curve downward, and overall stress in the dental workplace, the attraction of ODA membership is stronger than ever. There is strength in membership, and there are many commonalities to draw our diverse community together. As the ADA has stated, "Alone we are smart. Together we are awesome."

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2,106
Total Members

COMMUNITY

Membership

Bringing our community safely back together was a primary objective for the ODA team in 2022. This was evident in the multiple ODA and local dental society in-person meetings and events held throughout the state. The ODA staff also continued our concentrated effort on strengthening communication and support for the 16 local dental societies throughout Oregon. We attended six in-person meetings, and this effort will continue as local components ramp up their efforts to hold in-person meetings in 2023. Staff attended and offered support at five local component events, including the multi-component tailgater held in September in the ODA parking lot, where

five local dental societies gathered for comradery, food, and fun. In addition to the 2022 Oregon Dental Conference, the ODA staff planned and executed three new community events, two of which were targeted at new dentists. We worked closely with local component leadership to retain and recruit members throughout the state using a variety of methods. Member engagement was focused on email, direct mail, digital ad campaigns, and social media. Moving forward, component leadership is critical to membership satisfaction and the recruitment of new members.

The ODA has continued highlighting member value to new dentists and OHSU dental students. The New Dentist Council

continued work on the redesigned ODA Mentor Program. The program currently has three in-person pods and two virtual pods, with 61 mentees participating and 27 mentors who meet monthly to discuss life in dental school, interesting cases, wellness, and life after dental school. The entire mentor program had two opportunities to meet, which enabled greater engagement across mentor pods during the New Dentist Social at the 2022 Oregon Dental Conference and at a summer barbecue gathering. After limited ability to hold in-person programming at OHSU over the past few years, a concentrated effort at the dental school led to 12 touchpoints/programs in 2022 — of which four were new. We will continue to partner with OHSU and ASDA to have an ongoing presence.

We are pleased to share that, with the support and hard work of our volunteer leaders and staff across the state, we exceeded our strategic plan retention goal, retaining 94% of membership. Welcoming 133 new members into ODA in 2022, we ended the year with membership totaling 2,106 dentists throughout the state. This represents 53% of active dentists. As we move forward into 2023, we will continue to concentrate on retention of current members while demonstrating the value of membership. Our strength comes in numbers, and we urge you to share your community experiences with colleagues in hopes that they will join your association! We thank you for your support of organized dentistry.

Wellness Initiative

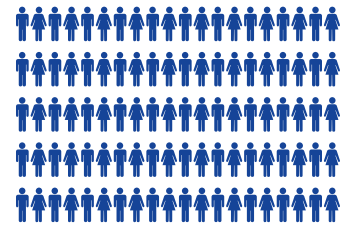
Like all health care providers, dentists sometimes suffer from burnout and other stressors. As a member, you have access to specialized resources to support your physical and mental well-being. In 2022, ODA hosted two wellness webinars, continuing a series that started in 2021 to educate members about issues around wellness.

The Wellness Committee, composed of more than 15 Wellness Ambassadors, met twice in person in 2022 and continues to search for ideas and initiatives to promote ODA’s Wellness Initiative. At the May meeting, Wellness Ambassadors heard a presentation from Bailey Anderson, LMSW, about “Understanding Suicidal Ideation,” and joined a discussion with Carrie Bates, senior outreach manager at Hazelden Betty Ford Foundation, regarding “reducing stigma around mental health & addiction.” The Ambassadors met again in November to discuss how to increase awareness of the Wellness Initiative. The group is now looking forward to the 2023 Oregon Dental Conference, which will feature a wellness track.

In addition to the continual promotion of the Wellness Ambassador peer-to-peer support, the ODA was also successful in advocating for the Oregon Board of Dentistry to include funding for the Oregon Wellness Program in its proposed 2023-25 budget. This funding proposal is now awaiting legislative approval.

Dental Foundation of Oregon

The ODA’s charitable arm, the Dental Foundation of Oregon (DFO), finished another year making huge strides in advancing oral health education and providing charitable care for Oregon’s children and vulnerable communities. The DFO’s flagship program, the Tooth Taxi, began serving children at schools throughout Oregon in 2008 and has not stopped changing lives. Since the Taxi started rolling, the team has provided oral hygiene education in the classroom to **25,785** students, screened 25,568 patients and provided **\$8,786,190** in care during **15,409** appointments. These impressive statistics are possible due to the generous support of ODA members, DFO partners, and the broader community. Looking ahead to 2023, the DFO is excited to officially unveil Tooth Taxi 2.0 in early summer!



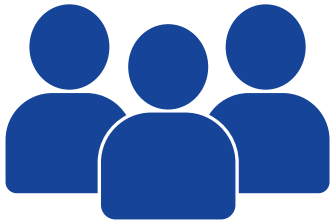
133
New Members

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More than
15
Wellness Ambassadors

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2,299
in-person attendees



1,395
Virtual conference attendees

EDUCATION & PRACTICE SUPPORT

2022 Hybrid Oregon Dental Conference

The 129th Oregon Dental Conference (ODC) was held as a hybrid conference. On-site at the Oregon Convention Center, 54 speakers presented 80 scientific continuing education sessions. The virtual portion of the conference offered 10 sessions presented by 12 speakers and co-speakers. The virtual courses were pre-recorded and made available to attendees for 39 days. The in-person conference started on April 7 and continued through April 9. The virtual portion of the conference started on April 7 and was made available to attendees 24 hours a day through May 15.

Offering over a month of virtual content access allowed registered attendees additional time to earn up to 26 hours virtually. Those who attended in person were able to earn up to 18 hours in three days.

The 2022 ODC Solutions Marketplace exhibit hall was offered in-person only. The exhibit hall featured 119 dental-related companies.

A total of 2,299 individuals attended the in-person portion of the conference (1,843 dental professionals and 456 exhibitor personnel). About 1,395 individuals attended the virtual portion of the conference. Total combined attendance (in person and virtual) was 3,694 individuals. We thank everyone who attended and supported the 2022 hybrid ODC!

In 2023, the ODC will be offered 100% in-person. It will feature 66 speakers and 83 courses at the Oregon Convention Center in Portland from April 13 to 15. We look forward to bringing the Oregon Dental Conference back in person and providing our community with the opportunity to Connect, Learn, and Grow!

Webinars and Other Educational Opportunities

In addition to the hybrid Oregon Dental Conference, ODA offered members additional educational opportunities throughout 2022.

The New Dentist Council offered an in-person CE event at Providence Park in Portland, where Dr. David Dowsett presented his sports dentistry lecture, “Heroes on the Sideline: Sports Dentistry and Today’s Athletes.” Following the lecture, attendees attended a Portland Thorns soccer game while enjoying dinner and drinks. Open to all ODA members as well as non-members, this event was attended by 44 people, including four non-members, three guests, and seven dental students.

On November 5, the ODA offered its first regional event at Belle Fiore Winery in Ashland. The event featured two speakers. Dr. Daniel Petrisor presented a two-hour implant lecture entitled “Site Development in Implant Dentistry: Building a Solid Foundation for Long-term Stability.” The second speaker was psychologist Bruce Christopher, who presented a three-hour lecture entitled “The Psychology of Success: Secrets the Superstars Know.” Attendees were able to earn five hours of CE credit. Following the day of lecture, a wine-tasting social allowed attendees to wind down after a day of learning and connect with their fellow dental professionals. This event was open to all ODA members as well as non-members and dental team members, and the room was near capacity! We also had seven different sponsors, connecting participants with services and opportunities.

ODA’s next regional event is scheduled for November 4, 2023, at Driftwood Shores in Florence. Save the date and watch for registration to open soon!

ADVOCACY

2022 Legislative Session

The Oregon Legislature met for a short, one-month session in February 2022. Given the short session timeline and continued virtual nature, ODA chose to prioritize partnering with others on legislation impacting dentistry. Our efforts focused on expanding the ability of out-of-state dentists to provide volunteer charitable care, and on creating oral health coverage for low-income veterans and Oregon's Compact of Free Association population (Micronesia, Marshall Islands, and the Republic of Palau). ODA also formed a dental coalition of partners including Dental Care Organizations, dental care providers, OHSU, and other education institutions to advocate for real workforce solutions: funding for dental assisting programs and resources for dental students to practice in rural and underserved areas. Our efforts laid the groundwork for 2023 and beyond.

2023 Legislative Agenda Development

ODA's Regulatory Affairs Council spent 2022 exploring ideas to address the auxiliary staff shortage crisis in Oregon. Collaborating with education, government, and other partners, ODA is pursuing short- and long-term solutions that will help to resolve urgent workforce needs, expand access to care for underserved Oregonians and improve the diversity of the dental care workforce. We believe it is a critical time for the Oregon Legislature to invest in oral health across the state. Using our 2022 efforts as a launching point, ODA developed a 2023 legislative

agenda including a \$20 million general fund investment in Oregon's oral health workforce. Funds will be focused on K-12 programs, community college programs, provider incentives and the creation of a chairside training toolkit. Watch for opportunities to engage on this legislative package in 2023!

In addition to the workforce package, ODA's Board of Trustees approved a 2023 legislative agenda addressing two key insurance transparency issues: virtual credit card fees associated with reimbursements and network leasing. Oregon dentists and their patients are navigating increasingly complex and opaque dental insurance practices that raise health care costs and harm access to care. When dental plans are not transparent, dentists are unable to quote accurate costs before they provide services, and patients may forego receiving the care they need or using the benefits to which they are entitled. This legislation will improve access to care, oral health outcomes and public understanding of health care costs by requiring provider network transparency and claims reimbursement transparency.

Regulatory Affairs

2022 brought ample opportunity for ODA to engage with key regulatory bodies on behalf of members. Regulatory wins included decreasing OR-OSHA PPE requirements for providers; protecting small businesses in new OHA mergers and acquisitions rules; and ensuring new dental therapy rules align with negotiated statutory language.



**ODA's Board of Trustees
approved a 2023
legislative agenda**



LEADERSHIP

ODA leaders are the livelihood of the organization, giving their time and expertise to advance the association, profession, and patient care. We continue to see record participation in leadership and opportunities for membership engagement. This is in part due to our highly successful Leadership Academy, which offers members the opportunity to experience a backstage pass to ODA experiences and offerings while developing and enhancing their leadership and interpersonal skills. Seven members participated in the Leadership Academy in 2022, two of whom are now participating in ODA committees.

Diversity, Equity and Inclusion

When you belong to the ODA, you belong to a community that respects and appreciates our differences, whether in age, ethnicity, race, national origin, sexual orientation, gender, disability, economic status, religion, or any other distinguishing characteristic or trait. We are striving to ensure that ODA is a diverse, inclusive, and supportive community where every member is respected, valued, and seen. In October, we hosted a unique DEI training for 43 ODA leaders to continue to drive our organization forward with a focus on equity and inclusion. The webinar, “Diversity, Equity, and Inclusion Training for ODA Leaders,” presented by ADA Client Services Manager Val Eysen, ADA Manager of Diversity, Equity, and Inclusion Susana Galvan, and ADA DEI

contractor Daniel Bahner, focused on ensuring ODA leaders have the tools to continue to drive the ODA forward as a leader.

Strategic Planning

ODA’s Board of Trustees spent significant time in 2022 envisioning what type of organization ODA should be in the coming years and developing the next three-year strategic plan, which will focus on membership growth, increasing non-dues revenue, and strengthening our advocacy efforts.

House of Delegates

The 2022 House of Delegates was offered virtually on September 24. A total of 66 delegates from throughout the state came together to discuss important issues and vote on resolutions that will guide the association moving forward. Participants also had the unique opportunity to engage with all three gubernatorial candidates in a special election forum.

Closing Message

As an ODA member, you are part of something bigger. The successes outlined in this report are due to the collective efforts of the ODA community, including members, leadership, partners, and staff. Thank you for your individual contributions and for your ongoing support of the association and the profession. We are truly stronger and can accomplish more together! ●