

2017/2018

ADHA ANNUAL REPORT





Letter from ADHA President Tammy Filipiak, RDH, MS

As president of the American Dental Hygienists' Association, I am grateful for the opportunity and privilege I've had to represent dental hygienists across the country this past year. The profession of dental hygiene continues to experience change from both internal and external factors and through these changes, it is the ADHA and its members who remain focused on advancing the profession. ADHA's core mission to Unite, Empower, and Support dental hygienists remains front and center and will be easily recognized through the many achievements outlined in this report.

When I was installed as president, I spoke about the importance of finding your "Tribe" – the group who will support, and encourage you throughout the lifecycle of your career. As members of the Tribe we must also be mindful to support new leaders and inspire the change that may be needed to remain relevant in the future.

In my travels this year I've had the pleasure to meet many members who have found their Tribe within ADHA, and who have shared stories of the many benefits of membership. In listening to the dental hygiene community and hearing their concerns, we must all be a strong voice so others can see and feel the importance of a unified profession.

Leadership has been a real focus this year, and the work of the Leadership Development Committee has laid the foundation for a vital pipeline of leaders prepared to serve in an evolving world.

Strategic decision-making has helped us move forward with ADHA's Strategic Plan. Our continued focus on membership and state support through the 10 State

Membership Initiative has given us important perspectives on membership. Advocacy remains an ADHA hallmark and an area where we have seen accomplishments within the tri-partite structure. The future of dental hygiene is bright, with 42 states now having direct access, and important discussions about inter-professional collaboration and mid-level providers continuing to build momentum. This is a time to celebrate dental hygienists in all their roles, and also to acknowledge the trailblazers who have recognized and created opportunities for our profession, and who serve as our ambassadors in new and innovative environments!

I want to thank our dedicated Board of Trustees, volunteers and staff for their commitment, passion, and support during my year as president. I am grateful to my employer for supporting me and recognizing the value of serving in a leadership role. Most importantly, I'd like to thank my wonderful, supportive family. Without their love and encouragement over the last three decades I could not have achieved the many milestones along this leadership journey.

When I think about the future of our profession, the horizon seems filled with opportunities. So I leave you with the same words I began my year with...wake up smiling, seize every moment, try new things, be legendary, fearless and bold, amaze yourself, take chances, embrace change, and be optimistic. Now is our time and we are the warriors who will shape the future! Thank you for this incredible opportunity to serve as your president, it has been a privilege and honor that has left an indelible mark on my leadership journey and my heart.

**ADHA:
LISTENING,
RESPONDING,
MOVING AHEAD...**



Last year, ADHA enacted a new budget and structure designed to help us better connect with and serve our members as we **Unite, Empower, and Support** our profession.

Over the past 12 months, we have taken positive steps continuing the process we began last year. Through surveys, committees, and in peer-to-peer discussions, we've been actively seeking feedback and ideas in all areas and at all levels of the organization.

And this report reflects how we have listened, responded, and moved forward in ways that reflect and advance the three goals in our strategic plan.



GOAL 1: SUPPORT
dental hygiene
professionals
throughout their
careers

- Develop resources to support dental hygienists on their current and future career pathways.
- Provide access to professional resources.

GOAL 2: STRENGTHEN
the ADHA infrastructure

- Ensure ADHA has financial, operational and human resources to support the strategic plan.
- Ensure unity across ADHA's tripartite governance structure.
- Develop and foster a robust leadership pipeline.

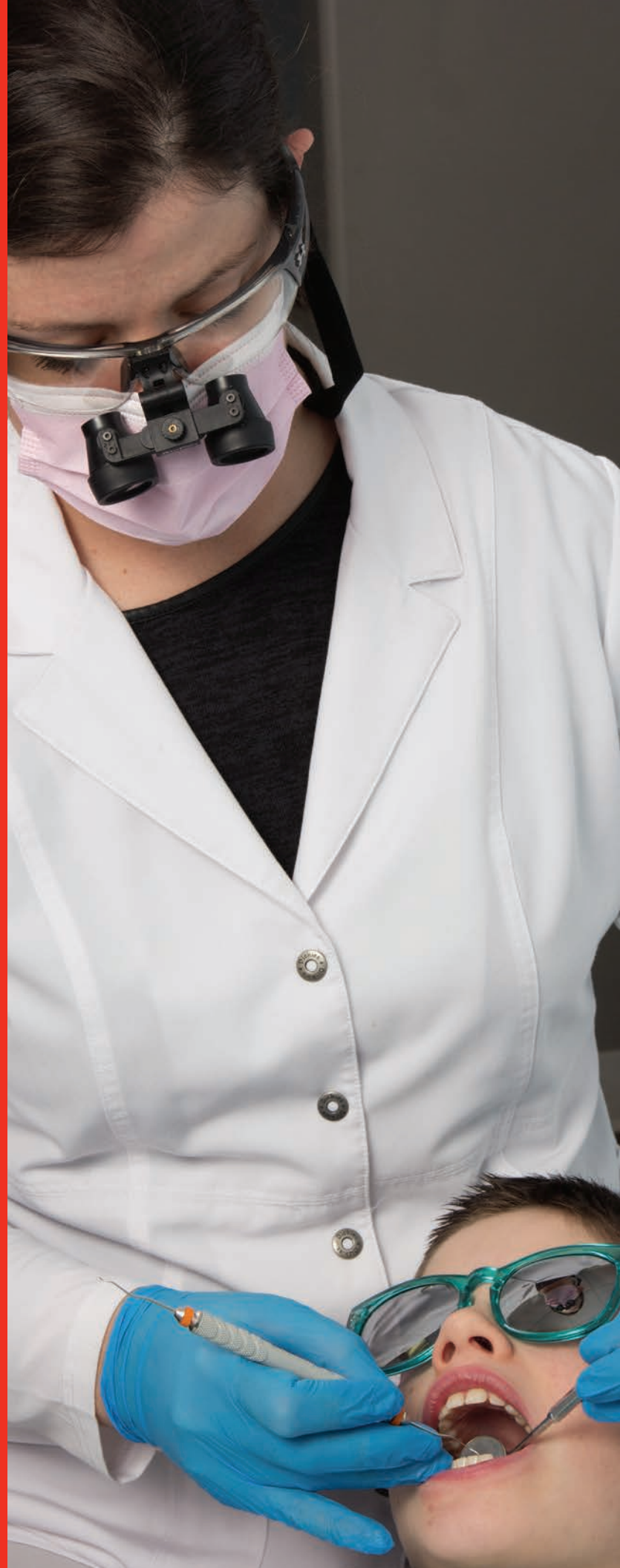
GOAL 3: ADVOCATE
for the profession

- Target and support state and federal advocacy efforts that advance direct access and the role of dental hygienists.
- Support advancement of education programs that best prepare dental hygiene professionals for current and evolving scope of practice and settings.
- Foster constituent and member usage of ADHA's advocacy information.

GOAL 1

SUPPORT

DENTAL HYGIENE
PROFESSIONALS
THROUGHOUT THEIR
CAREERS



REACHING OUT AND RESPONDING TO DENTAL HYGIENISTS EVERYWHERE

From event evaluations to state surveys and more, ADHA collected more than 20,000 responses in 2017–2018 from across the U.S. — research that supports data-based decisions for our association and the profession. The year’s major study was a needs assessment sent to members, non-members and students. Results will be used to develop new, relevant products and services in the year ahead.

WEBINARS GROW FOUR-FOLD IN 2017–2018

This year, ADHA significantly expanded our popular series with nine, one-hour webinars — all available to members as part of our growing benefit offer. Four new webinars were added to the *Name It, Claim It, Treat It* series sponsored by ACTEON, which was joined by two new series: Wrigley Oral Health’s *Time to Shine Innovative Careers* and Johnson & Johnson’s *Hot Topics in Dental Hygiene*. All topics were wide-ranging and well-received:



Name It, Claim It, Treat It *Beware and Be Aware* (Sep 2017), *What About the Other Code CDT D6081?* (Dec 2017), *CDT 2018 Update for Dental Hygienists: Teledentistry, HbA1C Testing and More* (Jan 2018), *Inflammation: The Dental Link to Diabetes* (March 2018)



Time to Shine Innovative Careers *Teledentistry* (July 2017), *Introducing the Implant Care Practitioner* (Oct 2017), *Expanding Opportunities Within Dental Support Organizations* (May 2018), *Passion, Purpose and Public Health* (June 2018)



Hot Topics in Dental Hygiene *The Art of Furcation Navigation with Ultrasonic Instrumentation* (May 2018)

“This presentation was outstanding. I listened to it with a nurse from my hospital who is a recent MSN and we both thought it was marvelous!!!”

“Thank you from remote Alaska for providing this type of viewing + recordings. These CE opportunities definitely make me feel even more value in my ADHA membership!”

ADHA WEBINARS: POPULAR & VALUABLE		
9 Webinars	8,342 Webinar Registrations	
3 Sponsors	91% Say webinars are a “valuable/very valuable” membership benefit	91% “Learned things in these webinars that will help my career”
89% Say webinars “met or exceeded expectations”		

“Excellent in every way! Your efforts are appreciated. I plan to participate in future webinars and also go back to watch past ones.”



CONTINUING EDUCATION: GROWING TO MEET MEMBER NEEDS

The 2017 calendar year at CDE World was our most financially successful ever — driven by more than 20 new self-study CE courses. Some of this year’s breakout stars:

- Preventing Early Childhood Caries
- Effects of Yoga on Musculoskeletal Pain
- Oral Health Status of Independent Older Adults
- Impact of Operator Positioning on Musculoskeletal Disorders and Work Habits
- Hookah Smoking: Assessing College Students’ Behaviors, Attitudes, and Knowledge

2017–2018 CE ON THE RISE		
187.5 ADHA CE hours this year ▲ up 25%	8,487 Registrations for free CE courses ▲ up 100%	78 New CE hours this year ▲ up 56%



NBR COURSE — ENHANCED FOR STUDENTS AND INSTRUCTORS

This year, ADHA refreshed and revamped the National Board Review (NBR) program. Short videos produced by our outstanding NBR faculty team now break the two-hour sessions into smaller content slices that are easier for students to review, and let instructors focus the live session exclusively on sample test questions and explanations. We also expanded course access for members to six months – longer than any other similar student review product on the market!

“This program was great! Very informative and easy to access. I studied on MY time and it was wonderful!”

And students appreciate the changes – 86 percent say, “the course content and delivery helped me to focus my future study in preparation for taking the NBDHE.”

“Thanks to ADHA’s amazing NBDHE online program – I passed my boards!”

SUNSTAR



ADHA KEEPS EMERGING PROFESSIONALS ENGAGED

For students, new graduates and professionals two years out of school, ADHA works to develop connections and provide special career resources.

- The ADHA-Sunstar partnership for student members featured sponsored product mailings and our monthly *Polish* newsletter.
- The Arm & Hammer Truly Radiant sponsorship for New Professionals supported the New Professional Advisory Group and presented the popular career-focused *Hygienist Happy Hour* webinars offered free to current and potential members.

We continue to enthusiastically support our community of emerging professionals. Social media engagement plays a key role with ongoing contests, Instagram takeovers, and active Facebook groups. New resources are being developed to specifically address those first years after graduation, including guides with advice on starting out from seasoned dental hygienists – all those things you didn’t know to ask! Webinars, TED-Style Talks, career-focused webinars and classes, special Access editorial and online resources will continue to provide valuable career guidance, from resume writing to interviewing and more.



Instagram Takeover—Idaho State University



Instagram Takeover—Hiwassee College, TN



Instagram Takeover—Old Dominion University, VA

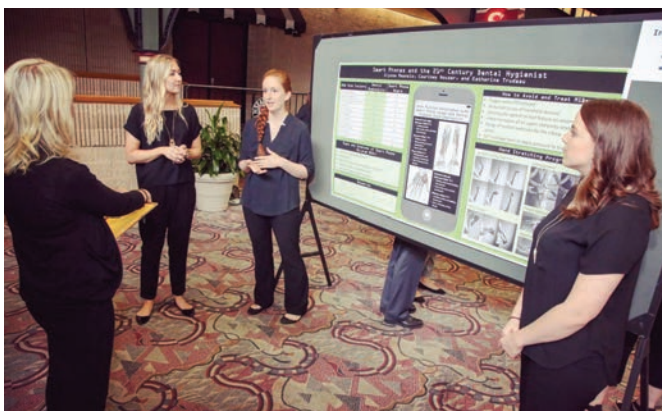
2017–2018 STUDENT INSTAGRAM TAKEOVER HIGHLIGHTS

5
Takeovers

6,500
Total likes

106,222
Total views of takeover posts

27 New ADHA Instagram followers gained per takeover



Student Research Poster—Annual Conference

NEW PROFESSIONALS SNAPSHOT: 2017–2018

6 Monthly e-newsletters	5,000 Views to New Professionals web pages on adha.org
	700 ▲ up 7% Members in New Professionals Facebook Group
 5 Hygienist Happy Hour webinars	89% of attendees called webinars “valuable/very valuable”



TED-STYLE TALKS 2018: MORE CAREER PATH STORIES TO SPARK YOUR PASSION!

After its great reception at the Jacksonville Annual Conference, the TED-Style Talk Competition saw heightened interest this year, with 33 applications – up from 5 in 2017. Last year’s speakers served as judges for the selection of our 2018 speakers: Eric Constable, RDH (AK); Chaina Cooper, BS, RDH (VA); Karen Hall, RDH (OR); Josefine Ortiz Wolfe, Ph.D., RDH, CHES (TX). We will film the talks in Columbus, then host the videos on adha.org as a new professional career resource. And we’re already preparing for TED-Style Talks in 2019!



ADHA HELPS MEMBERS IGNITE THEIR CAREERS

Building on a successful career session at 2017 Annual Conference, ADHA launched *Ignite Your Career, Invest in Your Passion* with Kristine Berry, RDH, MSEC, sponsored by Philips. The program kicked off with a webinar – *Interviewing Right the First Time: 4 Secrets to Finding Your Ideal Practice* – that outlined solid strategies for preparing, presenting, responding and negotiating before and during an interview. The webinar was a hit: 82 percent of attendees said it “met or exceeded expectations.”

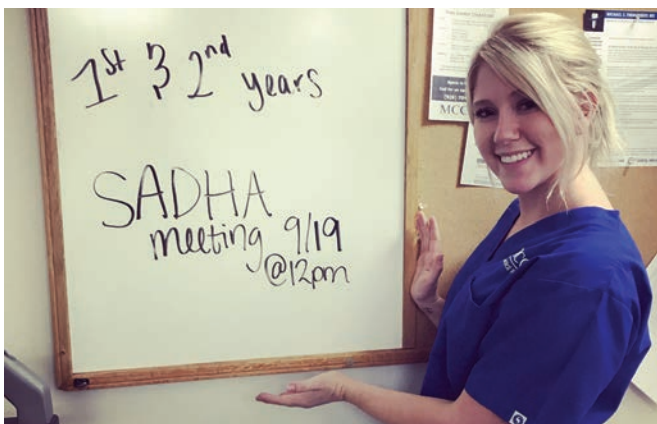
“Thank you for the webinar and for partnering with sponsors who support our profession and the patients we serve.”

Webinar participants could opt for early enrollment in a members-only Career Coaching Master Class (April–May 2018). This six-week intensive program let 100 members work with Kristine on a weekly basis to enhance their career development capacity, foster life-long career management habits, and maximize their positive career outcomes.

“Mastermind Career Coaching has been an eye opener. I’ve learned so much in six weeks. I now have a network of hygienists online to share with, and a greater knowledge of marketing, social media and wealth building. Thanks for your guidance and support.”

NEW INITIATIVE FOR ADHA STUDENT CHAPTERS

To better serve and activate students in their dental hygiene programs – ADHA is reaching out to student chapters across the country. This year, we began collecting student-officer information and sent a survey to all student members to gain more insight into their chapters’ individual structures, primary activities and strategic goals. We’ll use the results to identify and share best practices that will lead to more effective and active organizations, and deeper relationships between students and ADHA. Finally, student chapter engagement will be the topic of our Student Mega Issue Discussion at the 95th Annual Conference in Columbus.



Arizona



California



Virginia

ADHA REINFORCES COMMITMENT TO EDUCATION WITH NEW DH SPECIALIST

ADHA is pleased to welcome Vicki Pizanis RDH, MS, EdD, our newly-created dental hygiene and education practice specialist. As ADHA's in-house dental hygienist and technical expert for the dental hygiene community, Vicki will be our liaison to dental hygiene education programs and will manage special projects to provide resources and support to faculty and students.



Vicki has earned Bachelor's and Master's degrees in Dental Hygiene, as well as a Doctorate in Educational Leadership, all from the University of New Mexico (UNM). A career dental hygiene educator, clinician, and advocate, she has been an active ADHA member, particularly at the local level. During her five-year tenure as UNM ADHA Student Chapter Advisor, 100 percent of her students were ADHA members! Vicki has also held officer positions within New Mexico Dental Hygienists' Association and the local High Desert Dental Hygienists' Association. She is a terrific addition to the ADHA Education & Professional Advocacy Division!

Additional Resources & Benefits

ADHA PARTNERS IN EDUCATION WITH AWARD-WINNING AUTHOR

ADHA recently developed a study guide with distinguished journalist/author Mary Otto for her latest book, *Teeth: The Story of Beauty, Inequality, and the Struggle for Oral Health in America*. An NPR Best Book of 2017, *Teeth* was hailed as "a call for sweeping, radical change" by the *New York Times* and "a must read" by *Newsday*.

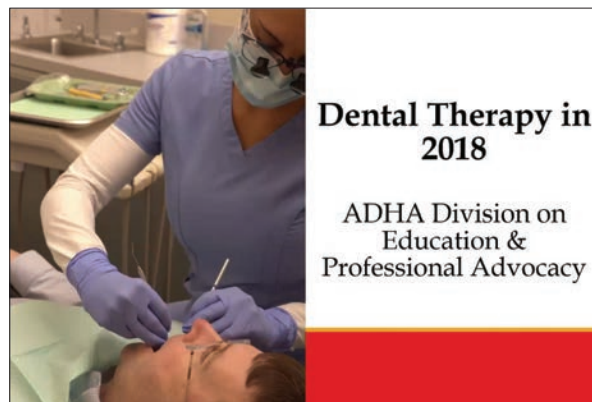


The guide, now available on ADHA's members-only site, is designed for book clubs, study groups or classrooms.

Colleen M. Brickle RDH, BS, RF, EdD, Dean of Health Sciences at Minnesota's Normandale Community College (NCC), has shared the book with the greater Minnesota dental hygiene community and the Minnesota Dental Hygienists' Association (MnDHA), and is working with the Department of Dental Hygiene to explore ways of incorporating Otto's book into NCC's dental hygiene curriculum.

DENTAL THERAPY WEBINAR — NEW CAREER RESOURCE

ADHA is committed to helping develop and implement new workforce models, and this new webinar is a great resource for states pursuing workforce initiatives or members interested in learning how dental therapy can expand the reach of the dental office, increase access to oral health services, and create new career pathways for dental hygienists. Presenters include Ann Lynch, ADHA director of education & professional advocacy, Sarah Hubbard, MPA, MBA, lobbyist for the Michigan Dental Hygienists' Association, and José A. Rodriguez, ADHA governmental affairs manager.





ADHA INSTITUTE FOR ORAL HEALTH

INSTITUTE FOR ORAL HEALTH — SUPPORTING DENTAL HYGIENISTS THROUGHOUT THEIR CAREERS

In 2017–2018, ADHA’s Institute for Oral Health (IOH), the only foundation for dental hygienists by dental hygienists, awarded \$159,800 in scholarships and community service grants to 57 ADHA members.

- Wrigley Company Foundation continued its major support with \$120,000 for 27 community service grants to increase access to care.
- The Scholarship Review Committee awarded 27 scholarships totaling \$35,000 for the current academic year.
- The Community Service Grant Review Committee awarded one Rosie Wall Community Spirit Grant and one Healthy Start for Texas Teeth Community Service Grant.
- The Research Grant Review Committee awarded one Research Grant.



CONGRATULATIONS TO THE 2018 WRIGLEY COMPANY FOUNDATION GRANT RECIPIENTS

ADHA Members and Programs

- Karol Aldrich, RDH, BSDH – Smart Smiles
- Stacey Anderson, RDH – Connecting the Docs for Healthy Smiles
- Christine Armstrong, RDH – Healthy Smiles for Young Mothers
- Lisa Bress, RDH, MS – Prenatal Oral Health Program
- Terri Chandler, RDH – Protect Our Smiles
- Claudia Devens, RDH, MS – Sonrisas Por Los Ninos
- Monica Dunn, RDH – Hygienists’ Healthy Highway
- Joan Fitzgerald, RDH, BS, CPHDH – Improving Oral Healthcare for Underserved Populations Due to Disabilities, Age and Isolation, Poverty Status and Lack of Insurance Coverage
- Stacy Fowler, RDH, LAP – Miles of Smiles
- Brenda Fuell, RDH – Smart Smiles
- Heidi Gardiner, RDH, BS – Mobile Dental Hygiene Access to Care
- Cori Garrett, RDH – Oral Health Education



Paula Harris, RDH, BS, Texas
Texas Teeth Community Service Grant Recipient 2017–2018: Dallas Dental Hygienists’ Society & Mark Twain Elementary School Oral Health Education & Fluoride Varnish Program



Elizabeth O. Carr, DHA, MDH, RDH, Mississippi
Rosie Wall Community Service Grant Recipient 2017–2018: Shooting Smiles



Crystal Melching, St. Louis Community College, Missouri
Johnson & Johnson Scholarship for Academic Excellence
“The next year of clinic is said to be rigorous and this scholarship will help alleviate the extra stress of finding funds to help me through my journey. I appreciate this more than words can describe.”

- Lesley Harbison, BSDH, EPDH – Gentle Touch Outreach Project
- Patricia Inks, RDH, MS – Dental Health Initiative for Area Seniors
- Darlene Jones, RDH, MPA – Smiles for a Lifetime
- Holly Jorgensen, RDH – Clinical Preventive Dental Services Program
- Mary Kellerman, RDH, MS, DPH – Saturday Free Sealant Clinic
- Tara Kimball, RDH – Improve Health Outcomes and Provide Oral Health Education and Dental Care to Local Underserved Adults
- Jacob Kualapai, RDH, BS – Tru-Lenity
- Arann Lea, RDH – Preschool Dental Disease Prevention Program
- Michelle McGregor, RDH, BS, M.Ed. – Health Check
- MiQuel McRae, RDH, APDH – Tooth B.U.D.D.S., Bringing Understanding of Dental Disease to Schools
- Jean Rath, RDH – St. Christopher’s Foundation for Children Community Oral Health Initiatives Program
- Kelly Raulerson, RDH – School-Based Dental Sealant Program
- Amber Reap, RDH, BS, LAP – Reap Dental Hygiene Services Mobile Equipment
- Martha Townes, RDH, CDA, MS – Mobile Community Dental Clinic
- Tasha Wendel, RDH – Community Outreach Program

THE FUTURE LOOKS BRIGHT WITH NEW IOH GIVING CAMPAIGN

Autumn Giving: ‘Fall’ into the Future of Dental Hygiene! Support the Institute for Oral Health, a seasonal fundraising campaign, launched this fiscal year. Spearheaded by state leaders and IOH Liaisons, the campaign increased giving dollars by 15 percent over year prior. The IOH awards presented at Annual Conference have been revised to align with this new initiative.



ADHA'S MUST-READ PUBLICATIONS ENJOY SOLID GROWTH

As of July 2017, the print edition of *Access* is available only to members, as are eight pages of online bonus content. Non-members can access a digital version of the magazine by sharing their contact information. Limiting the print edition to members only yielded significant savings in production and mailing costs that can now be applied to other member benefits. Online, meanwhile, both monthly active and total page views enjoyed impressive growth. Editorial highlights included an “Advocacy” issue exploring recent legislation affecting dental hygiene practice and a members-only summary of the 2016 Compensation and Benefits Survey of Dental Hygienists.

	ACCESS: GROWING ONLINE READERSHIP	
	18,330 Monthly Users ▲ up 14%	231,263 Monthly Page Views ▲ up 40%

JDH: CUTTING EDGE, PEER-REVIEWED			
	97,941 ▲ up 32% Clicks on JDH website	26,098 Searches conducted	
	60 Manuscripts submitted to JDH		111,845 Abstracts downloaded
20 ▲ up 17% Manuscripts selected for publication			



ANNUAL CONFERENCE — THE BEST EVENT GETS EVEN BETTER!

Phase II of Annual Conference enhancements rolled out in 2018 with member-focused features and fun promotions to make 2018 ADHA’s Annual Conference the best one yet!

All-Inclusive Package: Responding to attendee feedback, registration now reflects a true all-inclusive package, with ALL CE sessions and other events in one flat fee.

Flexible options: Daily, Exhibit Only and Retiree passes let you experience Annual Conference how and when you want.

Expanded Student Learning Opportunities: Now students can attend CE seminars outside of the student track for even more learning and networking.

New Career Center: Members have requested more opportunities for professional development and employment connections, so ADHA is introducing the Career Center as an exclusive new feature on the exhibit floor. All attendees, from





soon-to-be graduates to young professionals or seasoned pros, can listen to presentations at a mini-stage, get their headshots taken and their résumés reviewed, conduct mock interviews, and set up meetings with potential employers looking to recruit talented prospects at the Conference.

Road Warrior Challenge: What's even more fun than Annual Conference? Taking a road trip there with your friends! Teams who register and share their experience on



social media will get special welcome baskets, be highlighted at general session, and be eligible for the Grand Prize: free registrations to 2019 Annual Conference in Louisville!



IN MOTION 5K: THE IOH FUN RUN

It's a day of fitness, friendship, and fundraising when members come together at Annual Conference to support ADHA's IOH! At the 2017 Jacksonville event, 450 registrants took to the streets – along with virtual participants in local events – and raised over \$52,000 for IOH grants and scholarship programs.



NATIONAL DENTAL HYGIENE MONTH — ADHA MAKES A DIFFERENCE!

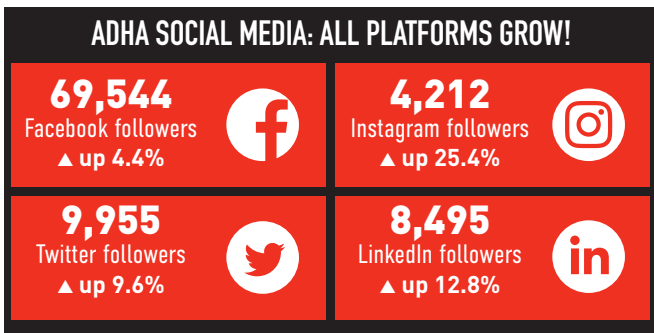
For the eighth year, ADHA and Wrigley Oral Healthcare Program (WOHP) partnered during National Dental Hygiene Month (NDHM), which empowers dental hygienists to be advocates in starting the conversation about oral health. In 2017, ADHA and WOHP extended the message with a second campaign in March.



ADHA's robust NDHM social media campaign generated more than 1.5 million impressions – utilizing Facebook, Twitter, Instagram and ADHA's Squad to engage dental hygienists and promote the "Daily 4" messages.

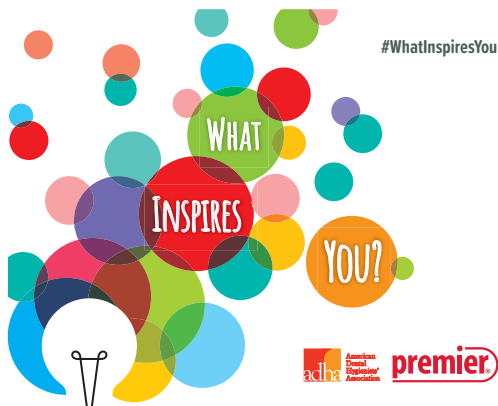
2017 NDHM HIGHLIGHTS	
8 Videos with advice from dental hygienists on the Daily 4	6 Wrigley Foundation Community Service Grant Recipients profiled in Access
1,600+ Participants in 2 special Time to Shine webinars on alternative careers	300 ADHA Squad Members circulating NDHM posts that reached 45,500
700,000 Gum samples handed out by dental hygienists at local community service events	
	25,000 #DHStrong thank you decals distributed to members who shared them online

ADHA SOCIAL MEDIA: MORE FOLLOWERS — MORE OPPORTUNITIES TO ENGAGE & SHARE



HIGHLIGHT INITIATIVES:

What Inspires You?, an ADHA contest presented in partnership with Premier Dental, launched at 2018 Annual Conference. The contest asks dental hygienists how they get and stay inspired and invites them to share their most inspirational stories of patient interaction and success through videos, quotes, photos and drawings. *What Inspires You?* runs through September 2018 with live, social media and online elements.



ADHA Squad launched in Jacksonville at Annual Conference and has grown to 330 members in less than a year — en route to our goal of 500. These special ambassadors use their own well-developed social media channels to pass relevant news and info to other dental hygienists. The more material Squad members post, the more points they earn, and the greater chance they have to win prizes. Posts have reached some 234,000 people with 3,000+ shares since June 2017. Top shared content includes contests, Annual Conference speaker announcements, and the ADHA Awards Program.

Facebook Live and Twitter Chats promoted ADHA activities, engaged followers and connected with members of other health organizations.

Facebook Live events:

- *Labor issue discussion* in May 2017 at American Dental Association with 2016–17 President Betty Kabel, CEO Ann Battrell and Director of Education & Professional Advocacy Ann Lynch (6,800 views).
- *Live from the President's Dinner*, a look ahead to the 2018 Annual Conference with President-Elect Tammy Filipiak and COO Bob Moore (3,000+ views).
- *The Henry Schein Chat* with President Tammy Filipiak at the Chicago Midwinter Dental Convention (20,000 views).

Twitter Chats:

- April 2017: *#SealOutDecay Storm* hosted by The Children's Health Dental Project (CHDP).
- June 2017: *#Smile4Health Chat* hosted by Delta Dental Idaho with CDHP and CampaignDentalHealth (CDH)
- July 2017: *#ProtectourCare Storm* with CDH, CDHP and @NYSOralHealth.
- September 2017: *ADHA Graham Cassidy Storm*: #DHStrong.
- February 2018: *#StandforSmiles Storm* with DeltaDental of MI and CDH.
- February 2018: *#SaludTues Chat* hosted by @SaludAmerica.



Facebook Live at ADA



Henry Schein Chat at Chicago Midwinter Dental Convention

2018 AWARDS

CONGRATULATIONS TO ADHA'S BEST OF THE BEST



EDUCATOR OF THE YEAR AWARD

Faizan Kabani, RDH, MHA, MBA, Ph.D.



ALFRED C. FONES AWARD

Heidi Halverson, RDH, BSDH, LAP



CREST+ORAL-B/ADHA CLINICAL DENTAL HYGIENIST AWARD

Gino Garza, RDH, M.Ed.



IRENE NEWMAN PROFESSIONAL ACHIEVEMENT AWARD

Lancette Van Guilder, RDH, BS



HU-FRIEDY/ADHA MASTER CLINICIAN AWARD

Kyle Isaacs, RDHEP, BHS



AWARD FOR EXCELLENCE IN DENTAL HYGIENE

Christine Farrell,
RDH, BSDH, MPA



Lisa Rowley,
RDH, MS



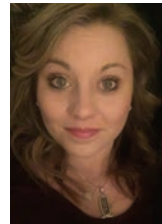
SIGMA PHI ALPHA EXCELLENCE IN JOURNALISM



Baccalaureate Award:
Valerie Nieto,
RDH, BSDH



Graduate Award:
Yvette Reibel,
BA, BSDH, MSDH



ADHA/HU-FRIEDY ESTHER WILKINS FUTURE LEADER AWARD

Jessica Suedbeck, RDH, MSDH



Graduate Honorable Mention:
Dianne Smallidge, RDH,
Ed.D.



Baccalaureate Honorable Mention:
Yvette Ly, SDH



COLGATE COMMUNITY OUTREACH AWARD

Jaclyn Gleber, RDH, BS, M.Ed.,
Ed.D., PHDHP

Southeast Component of the Pennsylvania
Dental Hygienists' Association



STUDENT COMMUNITY SERVICE AWARD

Pacific University

GOAL 2

STRENGTHEN

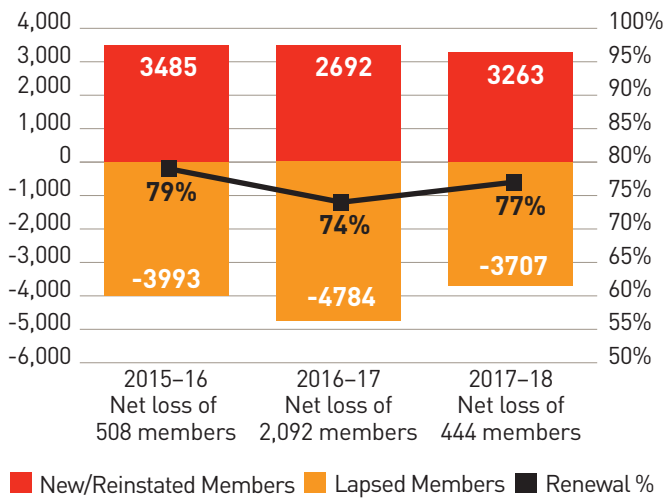
THE ADHA INFRASTRUCTURE



MEMBERSHIP: GAINS, CHALLENGES, AND PLANS

ADHA membership remains a top priority across the organization. While overall national membership declined 3 percent from last fiscal year, there were several positive signs. We surpassed budgeted projections for recruiting new members by 11 percent, improved our renewal rate from 74 percent to 77 percent, and grew our student-to-professional conversion rate from 15 percent to 20 percent.

CLOSING THE GAP



But as a membership organization, we still need to do more to meet our collective mission and vision. As the chart below shows, we can stabilize membership if we increase our renewal rate to 81 percent. To reach ADHA's true potential,

however, we need to be above that. Growing our membership requires everyone's commitment and energy – at the national, constituent, and component levels – to build a strong vibrant ADHA that works to advance dental hygienists everywhere.

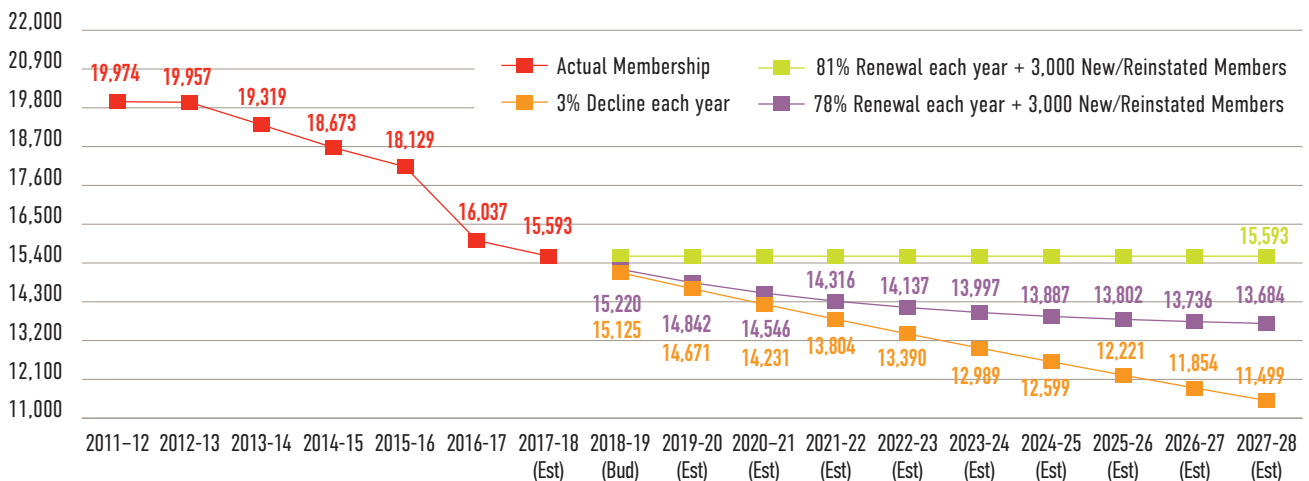
Our recruiting gains were in part a result of a full-on campaign incorporating incentives, postcard mailings, targeted emails and social media posts. Another factor was the Procter & Gamble Crest+OralB offer of 50 percent off the first-year membership at select events in the 10+ State Initiative (see below for more). Even that generous offer, however, was more effective in some states than others – which suggests that price is not the only factor influencing membership.

PROFILE OF MEMBERS WHO DROP		REASONS MEMBERS DROP	
ADHA members for 1-5 years	45%	Membership fees too high	47%
Dental hygienists with 25+ years' experience	37%	Membership costs outweigh benefits	46%
		Retired or semi-retired	27%

Base: 232 Source: Exit Surveys

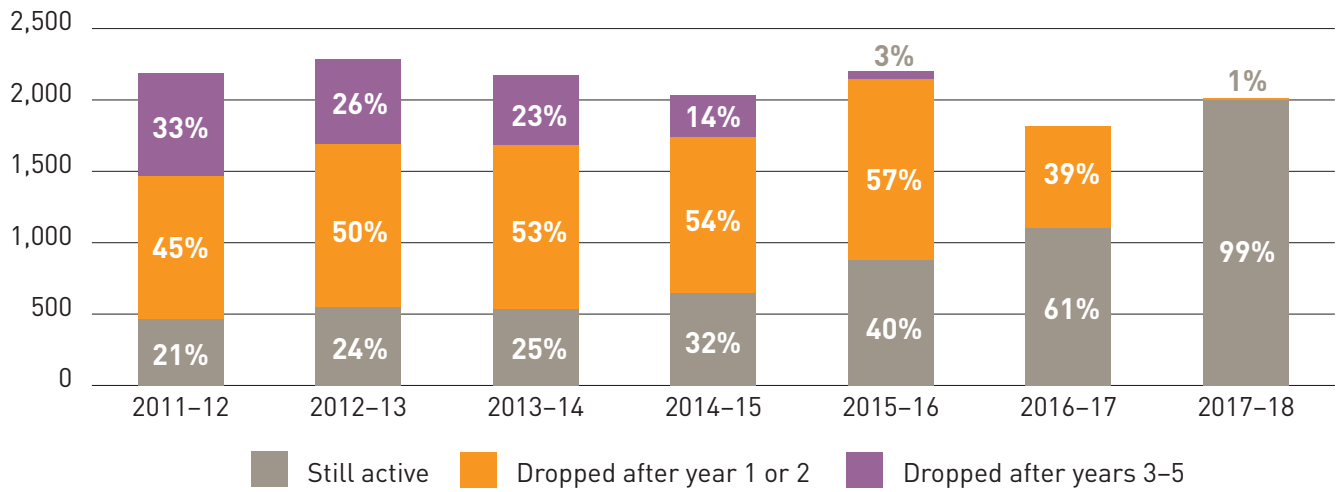
Retaining our members remains an ongoing challenge. Surveys with individuals who let their membership drop reveal a number of reasons, and two broad groups who appear most at risk: dental hygienists approaching or past retirement, and members who have been with us for less than five years.

MEMBERSHIP TRENDS & PROJECTIONS



Orange line: Continue avg 3% annual decline
Purple line: Grow renewal rate from 75% to 78% and maintain current new/reinstate trends
Green line: Grow renewal rate to 81% and maintain current new/reinstate trends to stabilize membership

NEW MEMBER RETENTION AFTER 5 YEARS Over HALF of all New Members drop by the end of Year 2



To meet our membership goals, we are continuing the kinds of comprehensive campaigns that delivered our recent gains. We are also launching a new campaign to specifically target and connect with new members during their critical first year, when historically 35-40 percent of all new members decide not to renew. The new campaign features social media, email messaging, benefit reminders and appreciation gifts throughout the membership year.

SINGLE BILLING CYCLE

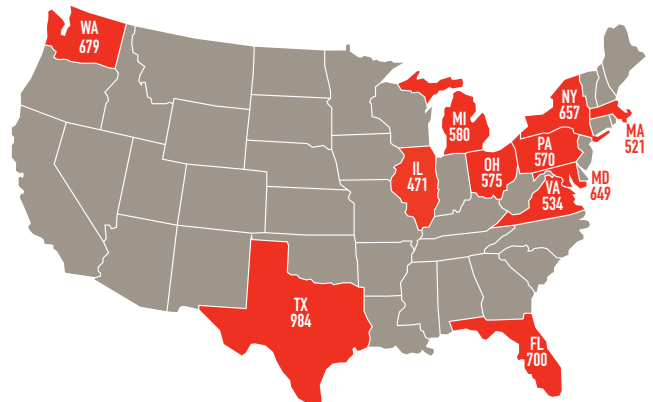
Eliminating barriers to membership is crucial, and we hear steady criticism of our two-cycle dues structure. This often confuses members, presents operational challenges for our volunteer leaders, and creates a year-long marketing cycle for dues collection. To address this, ADHA explored moving to a single billing cycle (the current Winter Cycle) and surveyed all volunteer leaders for their feedback. Constituent leaders overwhelmingly supported this change, which was approved by the ADHA Board of Trustees at their March 2018 meeting and will be implemented over the next year. Starting in January 2019, new member dues will be prorated to get them onto the Winter Cycle. The transition process will also start with a special invoice for those on the 2019 Summer Cycle. The single cycle will help us market to current and potential members more efficiently, and most importantly, will eliminate confusion during the renewal process.

NEW PROCESS BOOSTS GRADUATE TRANSITION RATES

For Winter Cycle 2018 – in response to feedback from students, educators, and state and local leaders – we rolled out a new and more user-friendly process to help ADHA student members transition to professional membership. This new process automatically moves students in our database into a “Graduate Transition” or “Grad” category upon their listed graduation date. Graduates are also entered into Winter vs. Summer cycle based on graduation dates to standardize their free trial memberships. So far this new process has been a success, raising our percentage of 2017 graduates who renewed as professional members from 15 percent to 20 percent – a number we expect to increase in the future.



THE 10 + STATE INITIATIVE: GROWING AND LEARNING



ADHA made solid progress in our ambitious 2017 membership initiative across targeted states representing roughly 50 percent of total ADHA membership. Over the last year, we completed our remaining recruitment events in New York, Virginia, Michigan, Pennsylvania, and Illinois.

Driving the initiative was the P&G Crest+OralB offer: 50 percent off the first-year membership for potential members who attended a select event in the given state. In total, the campaign brought in 285 members and generated \$82,780 in new revenue! Some very special thanks go out to ADHA Leadership and all our participating state associations and staff for their work and support!

As we celebrate those gains, we are also focused on a robust retention plan to keep the members we've acquired. It's also important to note that even with a generous 50 percent discount offer, we didn't meet our recruiting goals in several states – suggesting that other aspects of the overall experience of current and prospective members across the tri-partite structure represent barriers to membership. We will be exploring these factors in an upcoming follow-up “Listening & Learning Tour” with state leaders and will roll out findings and recommendations to all states late next fiscal year.



ADHA in Chicago



ADHA in Virginia



ADHA in Michigan



ADHA in Pennsylvania

FINANCIAL OVERVIEW

In August 2017, the ADHA Board of Trustees met with the accounting firm Plante Moran to discuss the annual audit results for fiscal year 2016–17. As in previous years, ADHA received an unmodified opinion, which is the highest option given by auditing firms.

Assets	As of 6/30/17	As of 6/30/16
Cash	\$522,739	\$108,563
Investments	\$2,441,525	\$2,854,619
Receivables — Net	\$628,033	\$570,078
Due from the Institute	\$111,091	\$50,897
Prepaid expenses and other assets	\$58,623	\$90,092
Property and equipment — Net	\$622,844	\$533,403
Total assets	\$4,384,855	\$4,207,652

Liabilities	As of 6/30/17	As of 6/30/16
Accounts payable	\$364,358	\$107,559
Accrued vacation	\$207,400	\$259,017
Accrued expenses	\$173,602	\$133,336
Deferred revenue	\$1,729,716	\$1,706,258
Deferred rent	\$336,991	\$365,675
Due to state and local organizations	\$91,872	\$139,100
Total liabilities	\$2,903,939	\$2,710,945

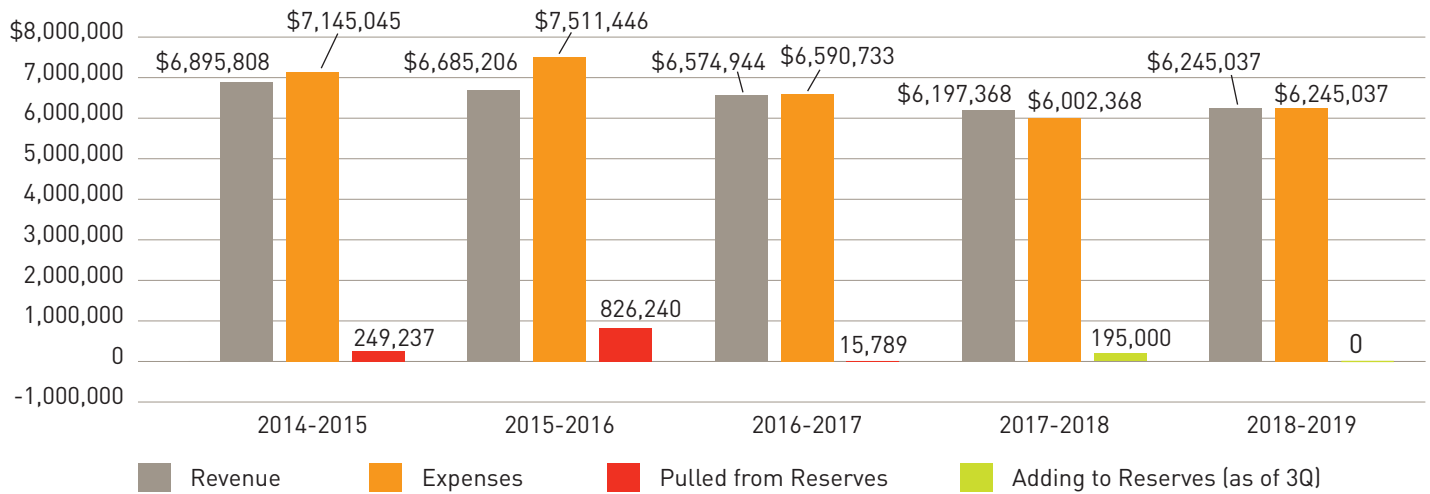
Net Assets	As of 6/30/17	As of 6/30/16
Unrestricted		
General	\$93,930	\$79,801
Board-designated	\$1,349,328	\$1,349,328
Total unrestricted	\$1,443,258	\$1,429,129
Temporarily restricted	\$37,658	\$67,578
Total net assets	\$1,480,916	\$1,496,707

Total liabilities and net assets	\$4,384,855	\$4,207,652
---	--------------------	--------------------

Midway through 2016–17, a new budget was created to support the new strategic plan and reflect a staff reorganization and office move. That fiscal year, as well as 2017–18, were budgeted to respectively pull \$324k and \$103k from reserves until the full savings from this reorganization were fully realized. Our budgeting philosophy was to have realistic goals that were not only fiscally responsible, but important to maintain and enhance morale and a foster a motivated, energized team of leaders and staff. As such, the 2017–18 budget was drafted to conservatively project membership, Annual Conference and sponsorship revenue so that it is not only attainable, but possible to surpass.

Amidst significant organizational change since Fall 2016, staff was able to find additional savings, along with additional revenue, reducing the pull from reserves from the budgeted \$324k to \$15k in 2016-17. And the 2017-18 budget is forecasted to end even better. As of the 2017-18 third quarter report, it is forecasted that none of the budgeted \$103k reserve funds will be used. In fact, with the central office move, we are on track to replenish \$195k to reserves significantly before the 2022 goal date. Per the chart below, ADHA has been making significant progress by reducing its reliance on reserves over a four-year period and is poised to begin adding back to reserves this fiscal year!

REVENUE AND EXPENSE COMPARISON



LEADERSHIP DEVELOPMENT: AN ADHA PRIORITY

Recognizing and cultivating leadership candidates for future roles at the state and national level is a strategic priority for ADHA, which we support with year-round leadership development and access to resources. The Leadership Development Committee (LDC) is particularly vital to the execution of our three strategic goals – its responsibilities include overseeing applications to the Unleashing Your Potential program (UYP) and actively participating in the UYP conference.

This year, the LDC worked with ADHA staff and an outside member engagement agency to further clarify current governance roles and processes to identify ways the LDC can best fulfill its mission. Over the course of the year, the following leadership development activities have been accomplished by the LDC and Board of Trustees:

UYP Enhancements – The LDC streamlined the UYP application process, which will be made available to trustees and anyone interested in applying. Our new communication plan will be distributed to Constituents to promote UYP and recruit future leaders.

New LDC composition passed by Board of Trustees – After conducting an HOD survey and reviewing testimony,

ADHA built this feedback into a more transparent leadership development system, independent from the Nominating Committee. As approved at the March 2018 BOT meeting, no member may serve simultaneously on the LDC and the Nominating Committee.

New Action Items and Ideas for 2018-19 – The LDC is committed to a year-long effort to enhance the tools and processes that identify and develop future leaders. Several ideas were identified and the LDC will schedule a strategic planning session in summer 2018 to explore and implement the following initiatives:

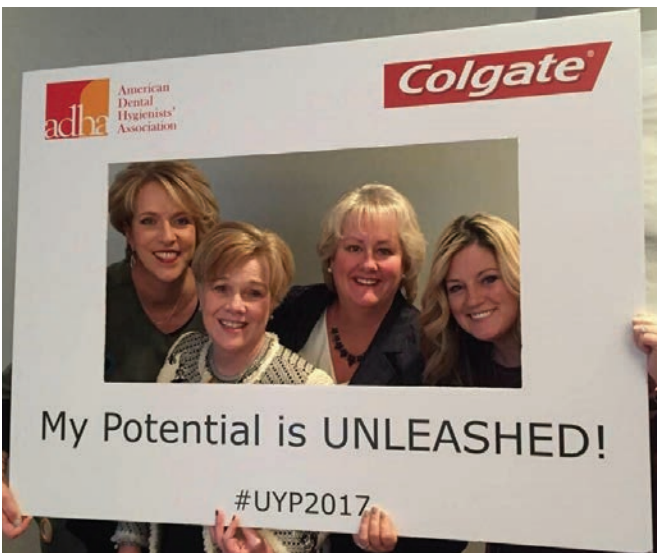
- Develop clear communication strategy for current, new, and potential leaders. Make volunteering more accessible, realistic, and impactful. Provide clarity into the volunteer journey and how LDC serves ADHA volunteers.
- Expand the UYP program to include year-round engagement and training opportunities for all potential leaders. Offer feedback, goals, and resources for those who applied for UYP but were not accepted.
- Clarify the process for recruiting and developing leaders. Ensure alignment with ADHA governance, continue to remove duplicative or conflicting duties while gathering input from both the Nominations Committee and LDC.



2017 UYP — EXPANDING THE LEADERSHIP PIPELINE

In November, 40 current and future ADHA leaders were selected as the Unleashing Your Potential Class of 2017. This intense three-day workshop, sponsored by Colgate since 2011, recognizes and cultivates ADHA’s rising stars, giving them an unique opportunity to develop leadership and collaboration skills, learn the importance of fiduciary responsibility, and create lifelong connections with their peers and ADHA senior leadership. The response from participants could not be more gratifying, as 100 percent of participants reported they were Satisfied/Very Satisfied with the experience!

“UYP has solidified a plan for me and timeline to strive forward in my journey toward ADHA leadership. Prior I felt so “lost” in that journey and I truly feel enlightened and 200% more ready than before!”



“My experience at UYP was absolutely surreal. I connected with driven, passionate RDHs from around the country with the common goal of bettering our profession. I learned invaluable skills that will ensure my state component operates at its highest level, and I cannot wait to utilize my knowledge. Life & Career changing!”

RAVE REVIEWS: “WHAT I LEARNED AT UYP WEEKEND”	
100% Understanding fiduciary responsibilities	100% Skills to become a better leader
91% Understanding leadership needed at local, state, and national level	91% How to build and lead a collaborative team

NOMINATING COMMITTEE: IDENTIFYING TOP CANDIDATES

This year, the Nominating Committee (NC) was tasked by President Filipiak with reviewing and revising its composition, authority and responsibilities, to help delegates and members better understand the role of the NC. After diligently listening to all comments and suggestions from last year’s HOD, as well as feedback from the Fall 2017 HOD survey, the NC held numerous meetings to discuss potential changes to the Bylaws. (For detailed information on NC activity, see the NC Annual Report).

The NC also introduced a performance-based interview system to promote transparency in its interview process for ADHA officer and trustee candidates. Widely used in education and the private sector, this process helps predict future performance in a position based on past behavior, while eliminating as much bias as possible. In addition, the NC evaluated candidates who had submitted their names for the new Constituent Advisory Committee (CAC), which plays an important role in implementing constituent charter agreements, and supports and advises both state leaders and the ADHA Board of Trustees.

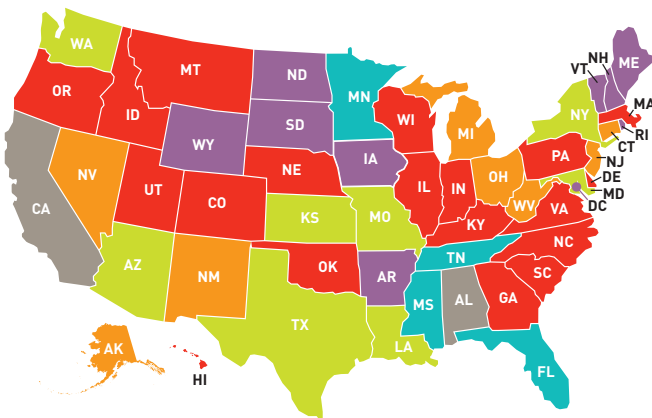
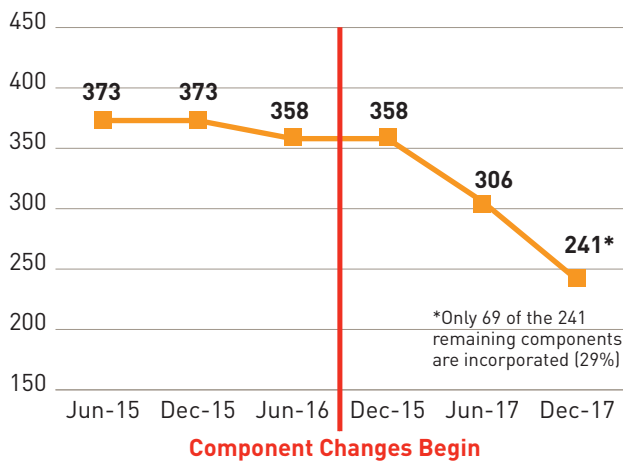
CHARTER AGREEMENT BRINGS UPDATED ADHA STRUCTURE

Since last year’s Report, Florida Dental Hygienists’ Association (FDHA) and Minnesota Dental Hygienists’ Association (MDHA) signed the ADHA Constituent Charter Agreement, bringing our total to 49 constituents.

A key charter requirement was for constituents to assess and update their component structures – dissolving inactive ones and classifying existing ones as either incorporated or unincorporated. Unincorporated components now become state “committees” – with financial and day-to-day operational responsibilities shifting to the constituent. This achieves a significant goal: a “cleaner” structure, with reduced liabilities, improved operational efficiencies, and a more uniform member experience.

Of the 49 signed constituents, 45 have submitted new structures and four have been granted extensions. The number of national components have dropped from 358 to 241 – and in states who have submitted structures, 69 components are incorporated and 130 unincorporated.

CHARTER AGREEMENTS BRING MAJOR SHIFT IN ADHA STRUCTURE



- All UC components
- All IC components
- No components
- Mix components
- No active constituent
- Extension to decide



Florida Charter Signing



Minnesota Charter Signing

CONSTITUENT ADVISORY COMMITTEE (CAC)

Last year’s Charter Agreement Policy and Procedures Workgroup proposed a Constituent Advisory Committee (CAC), a standing committee of the ADHA Board of Trustees (BOT), which the BOT supported as well. The CAC includes a representative from each of the twelve districts, who assists and supports states with charter agreement requirements and other activities.

The committee took shape in Fall 2017 with district representatives either elected outright or appointed by the ADHA President. Candidates submitted applications that were vetted by the ADHA Nominating Committee, which gave feedback to the district or the ADHA President. The CAC held its first meeting in May and immediately set to work on a new annual compliance requirement – the annual benchmarking survey.

Thanks goes to all CAC members for their work on this important initiative: Heather Blair, RDH, MPH; Lisa Maisonet, RDH, BS; Kristen Blair, RDH; Beryl Sue Correia, CRDH, BS; Stephanie Cohen, RDH, BA; Claire Vann, RDH; Jeanne Anderson, BSDH, MPA; Karen Fiala, RDH; Lynda Bean, BSDH; Janis McClelland, RDH; Deb Kappes, RDH, MPH; Lisa Bryant, RDH, BSDH.

RESPONDING TO STATE NEEDS: NEW TOOLS FOR LEADERS

This year we introduced several new and exciting leadership resources:

- **Annual Benchmarking Survey** – Responding to feedback from state leaders looking to streamline the number of original charter compliance items, the survey will now collect essential information AND provide a valuable tool to help volunteer leaders compare their governance structure, operations and performance to others across the country. To make things even easier, an upcoming online tool will let state leaders submit electronically and track their status.

- **BoardSource Partnership** – Programs and information to help our state leaders run effective boards, manage important governance issues and develop broad leadership strategies.
- **Training videos** – An all-new series gives specific insights into attracting and retaining members, transitioning to new leaders, fiduciary responsibility, leadership practices and more.

We actively track the usage of these tools to make sure they are meeting our leaders’ needs, and we are always looking for new resources to offer.

GOVERNANCE OF TOMORROW (GOT) EFFORTS CONTINUE

Building on the work and suggestions from the 2016 GOT initiative, a number of ideas continued to be pilot-tested and implemented this year.

Action Items	Status
Pilot test more project-focused workgroups and task forces to replace Councils.	A volunteer webpage was created to highlight adhoc workgroups open for member participation.
Identify new volunteer opportunities to expand the leadership pipeline.	Six new adhoc workgroups were implemented giving members additional ways to volunteer and get involved.
Assess and plan for leadership development.	A Leadership Development consultant was retained and the LDC began addressing and planning additional ways to support ADHA's leadership pipeline.
Implement a Constituent Advisory Committee (CAC) to aid communication between states and the Board of Trustees.	The CAC has been appointed and has begun their work.
Test new ways to collect member insights.	To augment ADHA's extensive surveys and research, we began pilot-testing omnibus surveys for quick, real-time insights on a particular question. The first survey addressed sexual harassment in the workplace, and the data was used to develop a session at Annual Conference.
Streamline key/overlapping functions of LDC and Nominating Committee for efficiency with UYP implementation.	The BOT adopted a policy in March 2018 that prohibits a member from serving on LDC and the Nominating Committee at the same time.

GOAL 3

ADVOCATE FOR THE PROFESSION



A YEAR OF SOLID ADVOCACY GAINS

As career paths and practice areas continue to evolve, ADHA's advocacy strategy delivers support to state and federal efforts that advance direct access – the ability of a dental hygienist to initiate treatment based on their assessment of a patient's needs without the specific authorization of a dentist, treat the patient without the presence of a dentist, and maintain a provider-patient relationship. Our advocacy efforts reflect the increasing recognition and utilization of the dental hygiene workforce, and ultimately allow dental hygienists across the country to practice to the fullest extent of their education.

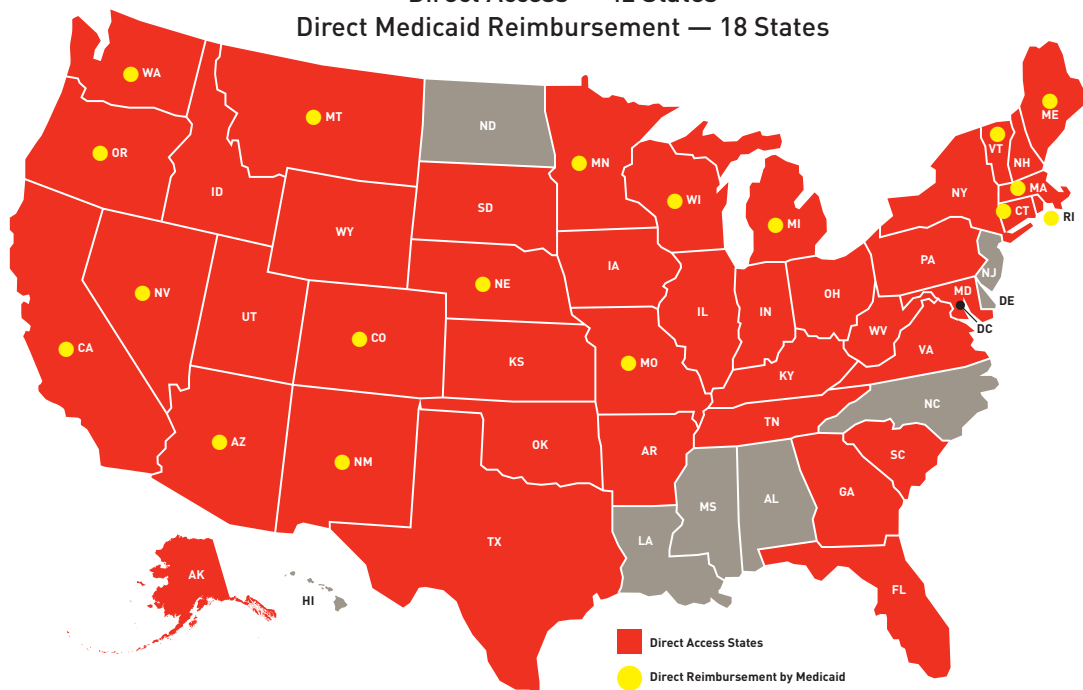
STATE BY STATE LEGISLATIVE PROGRESS

With the addition of Indiana and Wyoming, 42 states now allow direct access: As of July 1, 2018, Indiana House Bill 1116 becomes law, and will allow a dental hygienist who meets certain requirements to provide preventive dental hygiene services directly to a patient without a prior examination, presence, or authorization – in any setting or facility outlined in an access practice agreement with a sponsoring dentist.

New regulations from the Wyoming State Dental Board allow the public to directly access services from a qualifying licensed Public Health Dental Hygienist. These services include prophylaxis, fluoride varnishes, oral health education, and dental screenings without the prior authorization of the dentist.

2018 UPDATE

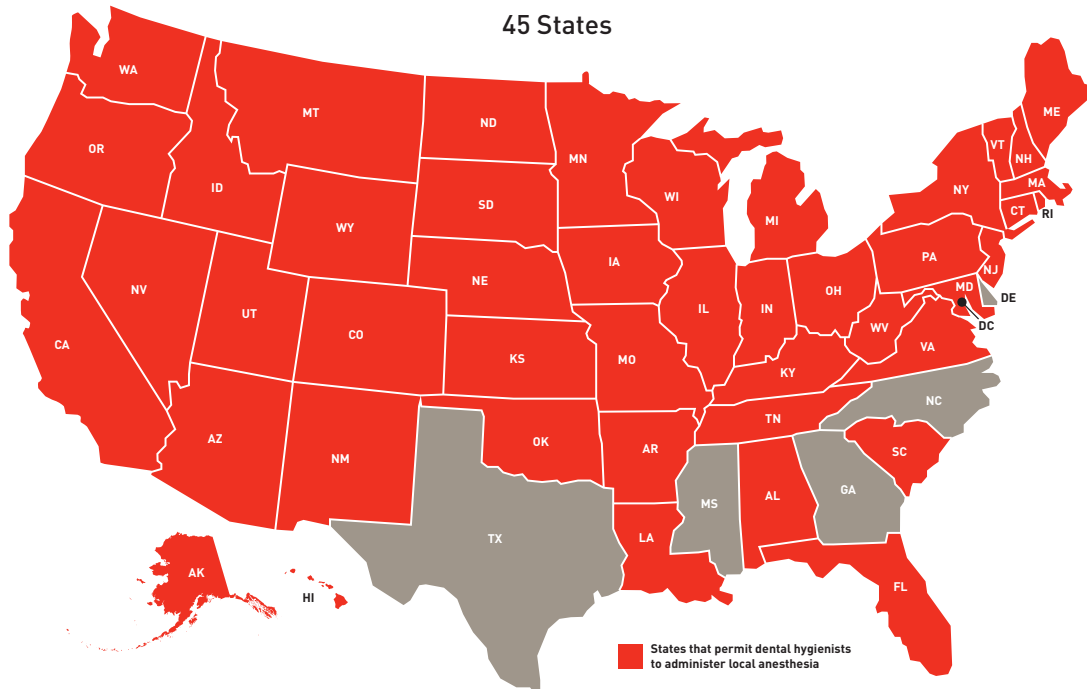
Direct Access — 42 States
Direct Medicaid Reimbursement — 18 States



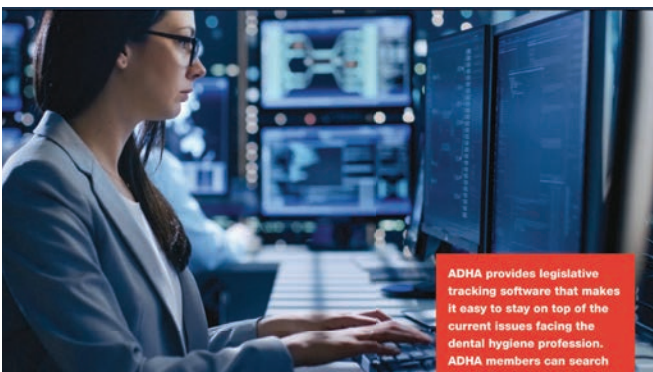
Maine Dental Hygienists' Association Lobby Day - Augusta

2018 LOCAL ANESTHESIA

45 States



Alabama becomes the 45th state to allow the administration of local anesthesia: Effective June 1, 2018, licensed dental hygienists who have completed a minimum of 32 hours training in a board-approved training course may apply for a permit that allows them to administer infiltration anesthesia under the direct supervision of a licensed dentist.



ADHA provides legislative tracking software that makes it easy to stay on top of the current issues facing the dental hygiene profession. ADHA members can search legislation by state or type — e.g., water fluoridation, scope of practice, self-regulation, etc.



ADHA ADVOCACY — PRACTICE & LEGISLATIVE

- 1** Visit to U.S. Department of Labor to ensure 2020 Dietary Guidelines for Americans and Healthy People 2030 include recommendations for implementing practices that prevent or reduce dental caries.
- 42** Direct Access States now allow dental hygienists to initiate treatment without the specific authorization of a dentist, treat patients without the presence of a dentist, and maintain provider-patient relationships.
- 18** States provide direct reimbursement for dental hygienists within Medicaid.
- 1** PAC that represents the interests of dental hygienists at the federal level.
- 51** ADHA Dental Hygiene Liaisons collaborating with National Center on Early Childhood Health & Wellness.

DENTAL HYGIENE EDUCATION PROGRAM OUTREACH

- 17** Schools and programs visited in CA, NY, MA, WI, MI, NM and GA.

ADHA: An Active Partner

ADHA WORKS TO BRING ORAL HEALTH TO MEDICARE

A recent study sponsored by the DentaQuest Foundation found that 52 percent of Americans are unaware that there is no oral health benefit in Medicare. This raises concerns for aging baby boomers, as growing evidence illustrates the link between periodontitis and heart disease, stroke and diabetes. ADHA continues to collaborate with Families USA, the Center for Medicare Advocacy, Pacific Dental Services, Liberty Partners Group, and others to advocate for an oral health benefit for Medicare beneficiaries – important work that will create additional opportunities for dental hygienists and increase access to oral health care.

In July 2017, ADHA President Tammy Filipiak and ADHA Director of Education & Professional Advocacy Ann Lynch attended *Part 3: Access for Older Adults: Advocating for Oral Health in Medicare*, a symposium in Alexandria, VA, sponsored by Oral Health America, the DentaQuest Foundation and the American Dental Association.



DENTAL HYGIENE UPGRADED IN STANDARD OCCUPATIONAL CLASSIFICATION (SOC)

In the newly revised 2018 Standard Occupational Classification (SOC) from the United States Office of Management and Budget, dental hygienists are now classified as Healthcare Diagnosing or Treating Practitioners – the same grouping as dentists – in contrast to the 2010 SOC, which classified dental hygienists as Health Technologists and Technicians.

The reclassification, which elevates the profession to reflect

dental hygienists' education and expertise, can be directly attributed to ADHA's sustained advocacy in Washington, D.C., and was used throughout our testimony before the Commission on Dental Accreditation to support reinserting the dental hygiene diagnosis into the Accreditation Standards for Dental Hygiene Education Programs.

ADHA PUSHES FOR LICENSE PORTABILITY WITH U.S. FEDERAL TRADE COMMISSION (FTC)

ADHA regularly hears from qualified dental hygienists frustrated by license portability restrictions that impede them from practicing their profession when they move to a new state or seek to provide dental hygiene services across state lines. In September 2017, ADHA submitted comments to the FTC, in response to its recent roundtable, *Streamlining Licensing Across State Lines: Initiatives to Enhance Occupational License Portability*. We continue the dialogue with the FTC and other organizations to support expanded professional opportunities at the state level, which all too often are thwarted by anti-competitive activities.

ADHA STATE & NATIONAL WORK TO REVISE DENTAL HYGIENE EDUCATION STANDARDS

In an excellent example of ADHA state and national working together, the Education & Professional Advocacy team recruited groups of volunteers who shared their experience and expertise in oral testimony at CODA Hearings at the ADA Meeting in Atlanta, GA (November 2017); the ADEA Annual Meeting in Orlando, FL (March 2018); and our Annual Conference in Columbus, OH (June 2018).





ADHA TESTIFIES AT AMERICAN DENTAL ASSOCIATION CODE MAINTENANCE COMMITTEE MEETING

At the March ADA Committee meeting, ADHA President-Elect Michele Braerman, BSDH, RDH, in collaboration with the dental hygiene coding focus group, provided testimony on the code submissions and revisions supported by ADHA.



ADVOCACY IN D.C. WITH PRESIDENT FILIPIAK

While in Washington, D.C. this past September for Oral Health America’s *Fall for Smiles, Our Future, Our Families: Achieving Oral Health Equity* event, President Tammy Filipiak and ADHA Washington Counsel Karen Sealander met with dental hygienists from the U.S. Public Health Service Commissioned Corp to engage them in ADHA’s efforts to support dental hygienists working within the Indian Health Services, Bureau of Prisons, Food and Drug Administration and Health Resources and Services Administration (HRSA).



ADHA HOSTS EARLY CHILDHOOD HEALTH AND WELLNESS MEETING

In August, the National Center on Early Childhood Health and Wellness (NCECHW) Regional Dental Hygiene Liaison Coordinators Meeting took place at our Chicago offices. Since 2011, ADHA has partnered with the Association of State and Territorial Dental Directors (ASTDD) to recruit and support dental hygienist liaisons (DHL) for the NCECHW in every state and the District of Columbia. These volunteer DHLs coordinate between the NCECHW, state level stakeholders, and early childhood education (ECE) programs (i.e., Head Start, child care, and home visiting programs), with the goal of improving the oral health of children and pregnant women.





ADHA PRESENCE AT ADSO SUMMIT

As a leader in the rapidly growing DSO industry, the Association of Dental Support Organizations (ADSO) has a strong advocacy focus, and ADHA welcomes the opportunity to partner with them on issues of mutual interest. The dental hygiene profession and DSOs often face similar challenges in advocacy work. At ADSO's Annual Summit in April, ADHA CEO Ann Battrell was an invited panelist for *Connecting with the Broader Dental Community: A Panel Discussion Among Industry Leaders*. Joining her on the panel were representatives from the American Association of Oral and Maxillofacial Surgeons, American Academy of Periodontology, and the American Dental Association.

ADHA PARTNERS WITH AMERICAN ACADEMY OF PEDIATRICS (AAP) FOR CHILDREN'S ORAL HEALTH

ADHA continues to develop its supportive liaison relationship with the American Academy of Pediatrics (AAP). To maximize our efforts to promote oral health in children, ADHA, AAP and the National Center on Early Childhood Health & Wellness (NCECHW) partnered on a joint letter introducing our respective state leaders and liaisons to each other.

ADHA AT THE AMERICAN ACADEMY OF PERIODONTOLOGY'S WORLD WORKSHOP

In November, ADHA CEO Ann Battrell attended the American Academy of Periodontology (AAP) and the European Federation of Periodontology (EFP) World Workshop in Chicago, organized to update the 1999 Classifications of Periodontal Disease and Peri-Implant Diseases. Following the world workshop, an AAP Steering Committee – to

which Ann Battrell has been appointed as a consultant – will guide and oversee implementation of the workshop findings with respect to key audiences which include dental hygiene professionals. Continuing the partnership, ADHA, AAP and the Canadian Dental Hygienists' Association are collaborating on development of the October 2018 AAP Dental Hygiene Symposium in Vancouver.

ADHA AND OHA FOCUS ON DENTAL HEALTH FOR OLDER ADULTS

In February, Ann Battrell attended the Oral Health America (OHA) *Wisdom Tooth Project Older Adult Symposium* at the American Dental Association. The unique gathering of engaged stakeholders – which included the Oral Health Connection and Hunger In America/Meals on Wheels – addressed key health-related issues affecting older adults: Housing, Nutrition, and the Pharmacist connection to oral health.

ADHA and OHA partnered at our 2015 Annual Conference in Nashville on a kickoff event for the *Tooth Wisdom: Get Smart About Your Mouth* project – which led to workshops in Michigan, Illinois, Tennessee, Oregon and Minnesota where thousands of older adults learned to manage their oral health. The updated training curriculum now includes oral health risk assessments and screenings and will be made available through an online portal provided by the Colgate Oral Health Network. ADHA is working with OHA and Colgate to explore ways to promote the online curriculum to the broader dental hygiene community.

ADHA AT ILLINOIS DENTAL HYGIENISTS' ASSOCIATION (IDHA)

In November, ADHA Professional Development Manager Stephen Legault, MSW, and ADHA Governmental Affairs Manager José A. Rodriguez attended the IDHA Annual Conference and participated in a panel addressing updates to the Illinois Public Health Dental Hygienist (PHDH) certificate. They were joined on the panel by IDHA Immediate Past President Gaylene Baker, BSDH, RDH, MBA; Julie DeCoteau, RDH; and IDHA Lobbyist Jan Starr. The panel discussion was moderated by IDHA Public Health Committee Chair Carol Roszel, RDH.

ADHA: STRONGER IN PARTNERSHIP

As noted throughout the report, many programs provided to our members are supported by our corporate partners. It is with our enormous gratitude that we thank our Honorary Corporate partners, which have each financially supported our work to provide member benefits, in the amount of \$15,000 or greater.



OUR VOLUNTEERS MAKE ADHA GREAT!

ADHA is forever grateful for the time and leadership generously provided by our vast number of committees, workgroups, task forces and chartered organizations. Across 36 groups, 49 constituents and 281 components, more than 1,100 volunteers gave back to the dental hygiene profession by filling some 1,813 volunteer positions. This is an increase of 1,000 volunteer opportunities over last year! Through these collective efforts, ADHA and our tri-partite structure is better positioned to achieve our shared strategic goals and support the profession.

Thank you to the following 2017-18 groups and volunteers:

Board of Trustees (BOT) - 19	- Research Grant Review Committee - 3	Committee on Minutes Review - 3
Executive Committee - 8	- Scholarship Review Committee - 3	Committee on Annual Session - 5
Finance Committee - 7	New Professional Advisory Group - 6	ADHA Squad (social media ambassadors)
House of Delegates (HOD) - 244	Committee on Student Relations - 3	- 337 (and growing)
Charter Agreement Committee (CAC) - 12	Access Editorial Advisory Board - 18	
Leadership Development Committee (LDC) - 6	Access Industry Advisory Board - 17	HYPAC Advisory Group - 3
Nominating Committee - 5	CE Peer Review Panel - 30	Dental Hygienist Liaisons (DHL) - 49
Committee on Policy & Bylaws (CPBY) - 6	Research Advisory Group - 3	Committee on National Boards - 5
Institute for Oral Health (IOH)	Sigma Phi Alpha Award Review Committee - 3	Constituent Officers - 369
- IOH Liaisons - 19	JDH Editorial Review Board - 75	Component Officers - 382
- IOH Board of Directors - 5	Awards Committee - 6	Technical Review Ad Hoc Group - 3
- IOH Advisory Committee - 6	Coding Work Group - 102	Video Reviewer - 1
- Community Service Grant Review Committee - 4	Committee on ADHA Board Policy & Procedures - 4	

ADHA 2017-2018 BOARD OF TRUSTEES

President Tammy L. Filipiak, RDH, MS
President-Elect Michele Braerman, RDH, BSDH
Vice President Matt Crespin, RDH, MPH
Treasurer Donnella Miller, RDH, BS, MPS
Immediate Past President Betty Kabel, RDH, BS

District I Peter Gangi, RDH, BSED	District VII Rachele Gustafson, RDH
District II Donna Lee Hickey, RDH	District VIII Lisa Moravec, RDH, MSDH
District III Dawn Ann Dean, RDH, MSDH	District IX Cynthia Baty, RDH, BS
District IV Jessica Kiser, Ed.D., MS, RDH	District X Barbara Dixon, RDH, M.Ed.
District V Sharlee Burch, RDH, MPH, Ed.D.	District XI Trinity Cleveland, RDH, BSDH
District VI Danielle A. Victoriano, RDH, BS, MHS	District XII Annette Lincicome, BS, RDH

Speaker of the House Carolyn Roberton, BSDH, RDH
CEO Ann Battrell, MSDH



ADHA President and Trustees in virtual BOT meeting



Ann Battrell, MSDH
ADHA Chief Executive Officer

Listening, Responding, and Moving Forward

Former U.S. Senator Frank A. Clark once said, “If you find a path with no obstacles, it probably doesn’t lead anywhere.” We all can take great comfort in this quote knowing that ADHA is going to great places! As we wrote in last year’s Annual Report, ADHA worked diligently to deliver on a new, focused strategic plan adopted in September 2016. To this end, we developed a new budget mid-year, re-organized our staff team, and moved offices two months before the 2017 Annual Conference. Our end goal was, and continues to be, a more nimble, efficient, and value-based organization. 2017–18 is the first full year to assess these efforts and benefit from them.

As you have read in this year’s report, we have made great strides. Our journey, however, has not been without its challenges. Given all of the information in this report, we want to highlight a few of our proudest accomplishments, as well as some obstacles (and opportunities) that remain before us.

First, let’s celebrate:

- Last fiscal year, ADHA budgeted to pull \$324,000 from reserves, but we only used \$15,000. And while we have not completed this year, as of this writing, the finance committee adjusted ADHA’s budget in the third quarter, **budgeting to ADD to reserves** instead of using a budgeted \$103,000. We did not expect to be in this position until FY 2018–19!
- **ADHA retained/recruited 835 more members** than budgeted and increased our student-to-professional conversion rate from 15 percent to 20 percent. Thanks to the states participating in the 10 State Initiative and P&G for their support in our recruitment efforts.
- **New and varied Annual Conference registration options are growing attendance.** We have passed Jacksonville registration and are on track to meet levels from 2016.
- **Free member webinars are meeting member needs.** After nine webinars and 8,342 registrants, 91 percent of survey respondents say the webinars are a “valuable/very valuable” membership benefit.
- We’re a social bunch! **ADHA’s Instagram grew by 25 percent Facebook by 4.4 percent, and we broke 10,000 Twitter followers** as we connect and communicate with our members and the profession in new and different ways.
- Our partnerships continue to grow and help advance our plan. Of note, **ADHA and the American Academy of Periodontology (AAP) are developing partnership efforts** that will launch in October 2018 at the AAP Dental Hygiene Symposium.
- We continue to successfully advocate for dental hygienists and your professional capabilities. **42 states now have Direct Access and 45 states allow the administration of local anesthesia.**

Now, let’s keep things in perspective:

- Despite signs of progress, ADHA still lost 3 percent of members this year. To halt this trend and stabilize membership, **we need all levels of the tri-partite structure to come together to enhance recruitment and retention efforts** so we can grow our retention rate from 77 to 81 percent.
- After a year of record numbers, NBR registration declined this year despite new course enhancements. Our self-study CE registrations also continued to decline. **We need, and are currently developing, new ways to deliver online content** and plan to debut this by July 2019.
- After seven years, **our website is in need of a refresh to better deliver information in a more mobile-friendly way.** Stay tuned for ADHA’s new website in 2018–19!
- We have a very ambitious plan, which truly “takes a village” to successfully accomplish. **ADHA needs even more members in our volunteer and leadership pipelines to support the ADHA of today and plan for**



Bob Moore, MA, CAE
ADHA Chief Operating Officer

the ADHA of tomorrow. The Leadership Development Committee will continue efforts to address this important charge next year.

- Listening - **we can always strive to find new and different ways to connect with our current and prospective members.** We remain committed to enhancing engagement with and among our members.

As we end another year of significant organizational change, we are thrilled to see the positive results of the Board of Trustees' leadership and bold strategic decision making; our volunteers' and leaders' steadfast passion, involvement and commitment; and our staff's ingenuity, talent and perseverance. We would also like to thank our corporate and strategic alliance partners whose commitment to ADHA and to the dental hygiene profession played a significant part in our success this year.

To paraphrase Mike Rowe, host of TV's *Dirty Jobs*, who has experienced a LOT in his job, "We're looking forward to the future, and are grateful for the past." The obstacles we've faced have challenged us to think and act differently. We are a better, stronger organization as a result. Thank you for being an important part of this ever-evolving journey.



President-Elect
Michele Braerman,
RDH, BSDH

Letter from President-Elect Michele Braerman

Walt Disney once said, "Don't just fly – Soar!" The American Dental Hygienists' Association is ready to soar to new heights this year, as we gather our leadership on the local, state, and national level to achieve our ADHA Strategic Plan and reach our goals unequivocally. The association can utilize the "Strength in Numbers" strategy to develop a tripartite leadership succession pipeline, gain new members while engaging and retaining new ones and enact an organizational and operational plan that ensures long term success. As the premier professional organization, the ADHA represents many members empowered by one voice, and membership is the key to our ability to advocate successfully for the dental hygiene profession, now and in the future. By remaining a career and lifelong ADHA Member, you are ensuring your portable, professional identity and your lifeline to a national network of industry leaders.

As our local and constituent leaders prepare to earn their wings as tomorrow's national leaders, the ADHA looks to its wise and accomplished mentors to guide our future officers and district trustees throughout their leadership journeys. Equipping the ADHA with a qualified and ready leadership, a volunteer workforce, and leadership development initiatives on the local and state level, will ensure our longevity and success. It takes teamwork, and as your new ADHA President, I am equally committed to serving each of you, the association, and the profession with a forward-looking vision for career success and lifelong fulfillment.

As times change and technology advances, the ADHA remains the cornerstone for career-long professional support and lifelong learning resources for dental hygienists nationwide. ADHA has listened to your requests for more transparent communications, and has responded with new online platforms that make it easier than ever to work together. As your incoming President, I invite every dental hygiene student and dental hygienist to take advantage of this opportunity to join your ADHA Communities, become an active, contributing member and keep updated with the latest news. If you've received an ADHA Award, Scholarship, Grant, or attended UYP Leadership Weekend, consider GIVING BACK as a benefactor or servant leader. Most importantly, stay CURIOUS and dream BIG to live your ADHA leadership story. "We keep moving forward, opening new doors, and doing new things, because we're curious and curiosity keeps leading us down new paths," said Walt Disney – reminding us to seek the future with a curious mind and heart to unleash our potential. Thank you for the opportunity to serve the association and profession with excellence and to pursue the future ready to soar – together!