

REPORT OF THE AFFINITY PRODUCTS COMMITTEE

2024

Members

Doug Williams, Chair; Logan Lawrence; Sarah Magnuson; Michael Mrosak; Maureen Sorensen; Loren Taple, BOT Liaison; Vicki Capistrant, MDA Staff; Carmelo Cinqueonce, MDA Staff.

Duties

Pursuant to the committee Missions and Duties as determined by the Board of Trustees, it is the duty of this committee to:

- Facilitate the provision of insurance and other affinity products to Association members for their protection and support in a way that is beneficial to the membership, Association, and the state of dentistry in Minnesota.
- Make recommendations regarding such plans, products, and services to the Board of Trustees.
- Review existing and potential affinity programs, making recommendations for changes in existing programs, and addition of new programs, to the Board of Trustees. The committee considers the value of a program to members first, with the potential of a program to earn revenue/royalties secondary.

Activities

The Affinity Products Committee met on March 7, 2024, and June 17, 2024. As committee chair, I would like to extend a sincere thank you to all the members for their dedication and service.

The MDA entered into one endorsement agreement with Quench Water.

Every company we endorse supports the mission of the MDA and has been peer-reviewed and found to truly meet dentists' needs. Each company upholds the highest standards of business practice. Current endorsed vendors include the following:

INSURANCE

- AAA (Roadside Assistance)
- Dyste Williams (Insurance)

FINANCIAL SERVICES

- Bank of America (Practice Financing)
- Best Card (Credit Card Processing)
- CareCredit (Patient Financing)
- Laurel Road (Mortgages)
- Laurel Road (Student Loan Refinancing)
- TASC (Flex Spending Accounts)
- Transworld Systems, Inc. (Cash Flow Management)
- US Bank (Credit Cards)

OFFICE SUPPORT

- ADA TV (Waiting Room Technology)

- 1 • Compliancy Group (HIPAA Compliance)
- 2 • Cyracom (Interpretation Services)
- 3 • The Digital Dental Record (Digital & Paper Patient Charts & Online Backup)
- 4 • EDS (Electronic Claims & EOB)
- 5 • HealthFirst (Amalgam Recovery Program)
- 6 • HealthFirst (Emergency Medical Kits)
- 7 • HealthFirst (Sharps Management)
- 8 • Lands' End Business (Apparel for Staff)
- 9 • Lenovo (Computers & Technology)
- 10 • ODP (Office Supplies)
- 11 • OnPay (Payroll)
- 12 • PBHS/Secure Mail (Email)
- 13 • PBHS (Website & Marketing)
- 14 • Purair (Medical Gas)
- 15 • Quench Water (Office water filtering)
- 16 • RevenueWell (Marketing, Communications, Phone Systems)
- 17 • Stynt (Staffing)
- 18 • UPS (Shipping)

20 **PERSONAL SERVICES & DISCOUNTS**

- 21 • AHI Travel (Tours & Cruises)
- 22 • GE (Appliances)
- 23 • Mercedes-Benz (Luxury Vehicles)
- 24 • Volvo (Luxury Vehicles)

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26 The committee has made plans to invite current endorsed partners to present at upcoming
27 committee meetings to hear what is new with each vendor and to ensure that this is communicated
28 with MDA members. The committee also routinely reviews data on products and services MDA
29 members use on endorsed vendors.

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31 The committee also put together guidelines for future endorsements to provide a minimum royalty
32 amount to the Association. This is flexible if the committee feels a vendor adds value beyond that
33 amount to the membership.

34 **Conclusion**

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37 We hope the endorsed vendors provide our members with outstanding service at a very
38 competitive and often discounted rate. Your patronage of these products does assist in the financial
39 integrity of your dental association. Non-dues revenue is an integral part of the MDA's financial
40 management.

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42 The Affinity Products Committee has worked hard to provide members with endorsed products
43 that offer value and excellent customer service. Please evaluate every MDA and ADA-endorsed
44 product to see if it can provide value and save you money!

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46 Submitted by:

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48 Doug Williams, D.D.S.
49 Chair