

REPORT OF THE MEMBERSHIP COMMITTEE

2024

Members

Aruna Rao, Chair; Alejandro Aguirre; David Andersen; Elizabeth Brack; Katherine Divine; Jeffrey Remakel; Hallie Schley; Jasmine (Yasemin) Yesil; Geetha Damodaran, BOT Liaison; Dawn Jensen, MDA Staff; Carmelo Cinqueonce, Ex-officio.

Membership Duties

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

1. Collaborate and coordinate with the component district societies and the American Dental Association to endeavor to stimulate a desire for all ethical dentists and student dentists in the state to become members of this Association.
2. Support the services of Dentists Concerned for Dentists and oversee the Dentists Wellness Program for members.
3. Periodically determine the income level required for qualification as a Limited Income Practice Member.
4. Review with the component district societies methods of improving membership processing and record maintenance.
5. Provide a fitting memorial service at the annual session for the deceased members of the Association.

Committee Activities

The MDA Membership Committee held two virtual meetings this year. Special emphasis has been spent on the MDA Membership Calling Campaign, working on the MDA Membership Satisfaction and Value Survey, creating a GET INVOLVED brochure of ways members can volunteer, updating MDA benefits and value brochure, as well as discussing the ADA membership pilot model.

Major committee findings and activities are as follows:

Recruitment

Membership Calling Campaign: The Board of Trustees tasked the committee to create a recruitment calling campaign and make resources available to the district leadership. The MDA staff created a website page with membership recruitment resources, sample templates, scripts, and google spreadsheets of non-members in each district that can be used for recruitment. The MDA hosted a webinar to launch the campaign and reviewed all the resources available, went over the step-by step instructions of the campaign, and making calls. If you're willing to participate in this campaign please reach out to Dawn Jensen at the MDA.

Non-Members Claiming Affiliations to MDA: We continue to work on contacting non-member dentists who claim, on their websites, to be members of the MDA. Of the 180 dentists notified, 29 removed their affiliation from their websites, and ten (which is seven percent) joined organized dentistry in 2024 as a result of the letters they received from the MDA. In February, 100 dentists

1 received a follow up email from the MDA executive director. This is one of the recruitment projects
2 we will continue to work on yearly.

3
4 **National Sign-Up Day:** This recruitment campaign helps fourth-year dental students become
5 aware of the membership transition following graduation. The MDA participated in two in-person
6 events, one at the dental school offering free lunch and distributing the ADA Chairside books, and
7 another social event at Buffalo Wild Wings, again distributing the ADA Chairside books. Both of
8 these events encouraged students to participate in National Sign-Up and update their contact
9 information on the online form, so the ADA has information on their plans after graduation. This
10 year we had 12 students complete the form who were not involved in organized dentistry during
11 their four years of dental school and were not in the system. The MDA sent out information to the
12 class regarding free membership with the ADA, MDA, and district dental society for the remainder
13 of 2024 and for 2025. We had 89 University of Minnesota students fill out the online conversion
14 application.

15
16 The online applications go directly to the ADA, which in turn transfers the recent graduates to the
17 appropriate state dental association by late June/early July. Of the 89 applications from Minnesota,
18 44 reported they were staying in Minnesota, 30 were moving out of the state, and 15 were going
19 into a graduate program. The MDA also received 18 applications from students who completed the
20 National Sign-Up Day form from other dental schools.

21
22 Those who completed the application received an ADA Chairside instruction guidebook and a two-
23 year subscription to ADA CE online. The MDA has sent out the majority of the welcome packets to
24 the class of 2024 and converted 84 students to active membership. As customary, all newly licensed
25 dentists and recent graduates receive a letter of congratulations with a membership welcome
26 packet. A welcome letter with membership information is also sent to all dentists who moved into
27 the state. The MDA staff spends time daily checking on newly licensed dentists and converting their
28 membership once the location has been confirmed.

29
30 Correspondence with members and potential members remains a priority. Invitations to join were
31 sent to:

- 32 1. Newly licensed dentists
- 33 2. Recent graduates
- 34 3. New dentists who moved into the state
- 35 4. Non-members
- 36 5. Non-renewals
- 37 6. All dentists eligible for the 50% Discount in Dues
- 38 7. Non Members who attending the Star of the North Meeting

39 40 **Non-Member Mailings:**

41
42 **Star of the North Meeting:** In early January, non-members received information via email
43 regarding the Star of the North meeting. This was to promote the meeting and recruit them to join.
44 This year, eight invitations to join were sent out to those who paid the non-member fee of \$845.00
45 at the Star of the North Meeting. This fee can be applied toward membership starting July 1, 2024.
46 As of July of 2024, we have received one application to join from this mailing.

47
48 **Advocacy Postcard:** This year we sent a postcard to all potential members. The message "THE
49 MDA WORKS to establish an environment where you and your patients can THRIVE. TO MAKE OUR

1 VOICE LOUDER -- WE NEED YOURS! This postcard included bullet points of successfully passed
2 legislation and the 2024 issues for which the MDA was advocating.

3
4 **ADA Strategic Promotion Incentive Campaign 50% Discount on membership:** The ADA/MDA
5 are focusing on the SPI groups, which include dentists who are three to 10 years out of school or
6 working for a DSO group. The MDA sent potential members membership material inviting them to
7 join, along with information regarding the Star of the North meeting. A total of 460 non-members
8 were eligible for the Strategic Promotion Incentive in 2024, which is targeted groups the ADA
9 selected; they received a 50 percent discount for the entire year. The eligible dentists received a
10 flyer promoting the meeting and marketing the 50 percent discount on membership. This year we
11 have 33 members who took advantage of the discount rate to rejoin.

12
13 **ADA Membership Model:** The ADA is currently in the process of starting a pilot program to begin
14 in January 2025. Currently, six states are part of the first phase of the pilot program. Carmelo
15 shared with the committee the information he received at the ADA Executive Directors Conference.
16 The ADA is looking at ways to increase the overall membership and the experience of membership.
17 In 2020 there was a resolution tasking the ADA to explore a new tripartite membership dues
18 structure that more accurately reflects evolving practice models, which was to be reported back to
19 the ADA House of Delegates in 2021. Some of reasons why they are looking at the change is to appeal
20 to a broader demographic of dentists and business needs; address issues fundamental to our
21 membership challenge: value and price; stabilize and grow the tripartite; and advance
22 opportunities to increase engagement revenue.

23
24 The three categories of membership will be:

- 25 • Dental Students
- 26 • Early Career (1-5 years post graduate)
- 27 • Dentists (6 plus years)
- 28 •

29 The ADA is also looking at customer types of membership.

30
31 Individual Access Customer:

- 32 • Non-Dentist: these would be researchers, allied industry individuals.
- 33 • International: non-US licensed dentists, dental team, and dental stakeholders living outside
34 of the US.

35
36 Organization Access: interested in a sponsorship/corporate package, with benefits targeted at the
37 organization. The organization could also pay membership dues for their individual dentists as an
38 administrative function.

- 39 • Group Practice
- 40 • Dental Schools
- 41 • Other Industry Organizations

42
43 **New Member Communication:** The MDA staff communicates electronically with the component
44 districts when a welcome packet is sent out from the MDA. The local district leaders receive a PDF
45 copy of the application; the hope is that the district will reach out and welcome the new members
46 within a week of them receiving the welcome packet. This year we have implemented touch points
47 and focused on getting information to new and reinstated members with email communications,
48 personal phone calls, and a survey. The survey results will be reported back next year.

Women Dentist Weekend Retreat in 2023: The MDA once again hosted a women dentist weekend retreat, held October 13-15, at Grand View Lodge in Nisswa. There were 30 women dentists in attendance. Topics were: “Sleep Disorders & Air Obstruction” a presentation by Dr. Yvette Reibel; “Sleep Disorders: “What Does the Dentist Need to Know,” a presentation by Dr. Maram Taama; “Obesity Update,” presented by Courtney Smith, PA-C; and “What is Your Legacy,” presented by Dr. Kimberly Harms. The next Women’s Retreat will be held early this fall, October 11-13, 2024. The main topic will be Opiod Use and What Dentists Need to Know.

Satisfaction Survey: The committee worked on creating a membership satisfaction and value survey and sent this out via email in May. The results of the survey have been shared with the entire MDA membership and the board discussed the results at their July meeting. The goal is to address some of the questions members have and publish it in the News and Views. This is something the committee would like to see happen on an annual basis in order to start tracking the trends as well as the benefits membership utilizes, and to garner information the MDA can use towards future marketing.

2023 Membership Numbers: Membership recruitment and retention efforts are critical, and the support of all members is necessary for the MDA to continue to provide services and represent the interests of dentists in Minnesota. As of December 2023, the MDA total market share was 59%. We had a total of 2,818 members and 248 who did not renew their membership in 2023, which is a 91.6% renewal rate. There were 205 dentists who joined or renewed after a lapse in membership, along with 223 dental students and 17 affiliate members. The chart below is a breakdown by membership category and district.



2023 December- All Member Dentists by District

Type	Minneapolis	Northeastern	Northwestern	Southeastern	Southern	St Paul	West Central	Total
Full Active	472	97	51	119	71	299	192	1301
Half Yr	2			1				3
1st Time Member								
Grad Student	48			24	1	6	1	80
Retired	15	1		4	2	9	7	38
Yr of Graduation	38	3	2	10	3	29	7	92
1st Yr Out of School	32	5	1	15	2	25	6	86
1st Yr Out w/ASDA	6	1		1	1	3		12
2nd Yr Out of School	18	3	1	5	5	15	6	53
2nd Yr Out w/ASDA	7		3	1	1	9	1	22
3rd Yr Out of School	8	4		4	3	5	5	29
3 rd Yr out w/ASDA	4	1		4	2		3	14
4th Yr Out of School	14	3		4	8	13	5	47
¼ year 2023	3			1	2			6
Incentive	17	2		2		11	3	35
¼ Year 2024	8	2		2	1	2		15
No Dues Xfer In				1				1
Active Life	65	12	5	19	11	48	23	183
Perm Waiver	8	5	2	1	1	4	3	24
Temp Waiver 100%	4							4
Ltd Inc Full	3		1			1	1	6
Ltd Inc Life	2	1		1		2	3	9
Retired Life	277	72	25	66	62	166	90	758
Temp Waiver 50%								
Total	1051	212	91	285	176	647	356	2818

There were 26 dentists who passed away since the 2023 membership year and 48 who have moved out of the state, which is a loss of 115 members in 2023.

Membership Numbers July 2024: As of July 2024, the MDA total market share was 53.6%. We have a total of 2,700 members and 239 who did not renew their membership in 2024, which is a 91.6% renewal rate. There are 144 dentists who joined or renewed after a lapse in membership, along with 239 dental students and 12 affiliate members.

 **MINNESOTA DENTAL ASSOCIATION** July 2024- All Member Dentists by District

Type	Minneapolis	Northeastern	Northwestern	Southeastern	Southern	St Paul	West Central	Total
Full Active	454	97	49	118	78	276	188	1260
Half Yr	4			1				5
1st Time Member	2			1		1		4
Grad Student	48			18	1	3		70
Retired	12	1		3	2	9	6	33
Yr of Graduation	43	2	4	9	2	15	7	82
1st Yr Out of School	38	3	2	12	4	27	8	94
1st Yr Out w/ASDA	1					4	1	6
2nd Yr Out of School	16	4	1	8	1	12	3	45
2nd Yr Out w/ASDA	4	1			1	1		7
3rd Yr Out of School	10	3	1	6	3	12	6	41
3rd Yr out w/ASDA	5		1	1	1	7		15
4th Yr Out of School	8	5		7	3	5	8	36
¼ year 2023	9	2		2	1	2		16
Incentive	5	1		1		13		20
¼ Year 2024								
No Dues Xfer In					1			1
Active Life	54	10	5	17	11	41	17	155
Perm Waiver	8	5	2	1	1	4	3	24
Temp Waiver 100%								
Ltd Inc Full	1				1	1	1	4
Ltd Inc Life	4	1		1		5	2	13
Retired Life	279	74	24	69	61	169	92	768
Temp Waiver 50%	1							1
Total	1006	209	89	275	172	607	342	2700

2024 Membership Renewal:

This year the committee worked on creating an updated Value of Membership brochure which focused on membership value and broke it down into four categories: Exclusive member benefits, Continuing Education, MDA Staff Support, and Discount on Third-Party services. Each category shows the value associated with the benefits and how much they save being a member. Another new renewal flier was created to encourage members to GET INVOLVED. This flyer provides members with ways to get involved and includes a QR code to sign up. Those who signed up were contacted by the MDA staff and many of them are now serving on committees.

The first set of renewals was sent out via email in November with an incentive to receive a 10% discount with MDA Supply Source. Members who renewed their membership received a letter from the MDA president thanking them for renewing. Included with the letter was a decal and a reminder of the benefits and services available, along with the GET INVOLVED flyer. Additionally, the MDA executive director sent them an email thanking them for supporting organized dentistry and included a promo code to receive the MDA Supply Source discount and link to get involved.

2024 Membership Non-Renewal Breakdown

As of July 1, there are 239 members who have not yet renewed their membership in 2024, which is a 91.6% renewal rate

1 The ADA and MDA membership staff personally reached out and contacted all non-renewals in the
 2 middle of February. Additional attempts to renew members pending cut-offs were made with
 3 numerous email communications and direct mailings.
 4

Current 2024 Membership with Past EOY Numbers
2014-2024

District	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	Non Renewals	% Non Renewals
Northeastern	227	228	228	228	222	222	223	221	216	212	209	7	3.2%
Minneapolis	1198	1163	1165	1160	1174	1219	1198	1146	1142	1051	991	101	8.8%
Northwestern	120	118	113	113	109	102	102	103	98	91	89	6	6.1%
Saint Paul	679	675	682	678	707	706	712	689	659	647	604	75	11.4%
Southeastern	285	282	282	279	282	291	291	282	283	285	273	24	8.5%
Southern	192	194	185	180	180	179	188	177	177	176	171	6	3.4%
West Central	363	360	375	370	381	373	378	365	360	356	340	20	5.6%
total	3064	3020	3030	3008	3055	3092	3092	2983	2935	2818	2677	239	
Non Renewals	120	147	102	135	127	163	132	192	193	248	239		
Non Renew%	#REF!	4.80%	3.38%	4.46%	4.22%	5.34%	4.27%	6.21%	6.47%	8.45%	8.48%		

Dues Per Mbr	519.42	514.56	516.35	508.18	527.42	510.68	\$ 496.46	\$484.37	\$470.25	\$452.41	\$457.94
Student District	374	312	354	333	365	350	355	210	213	223	239

Maintain
Membership
need

141

2024MDA

Dues

Collected \$ 1,155,248.38

AR \$ 70,644.62

Total \$ 1,225,893.00

121 LAPSE IN MEMBERSHIP RETURNING OR NEW MEMBERS

	MOS	Deceased	New 24	Auto Renew
Northeastern			5	33
Minneapolis	-5	-6	53	148
Northwestern		-1	5	10
Saint Paul	-5	-2	32	92
Southeastern	-2		14	35
Southern	-1	-1	4	23
West Central	-1	-2	8	37
MDA	-15	-12	121	378

Additional 41 members on auto renewals in 2024

4 Transfer from out of state were members of ADA in 2023

13 of 48 New/Reinstated are from the claimers mailings

D.Jensen Updated report June 30

Goals and Objectives

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7
8
9 The goals of the Membership Committee are to recruit new members, retain current members,
10 inform members about services and benefits, recognize members' commitment to their profession
11 and organized dentistry, and involve all interested dentists in the MDA, ADA, and their district
12 dental societies. The MDA will continue its phone calling, mailings, and direct contact at the Star of
13 the North. Students will receive information on post-grad transitions, legislative actions, and
14 contact with organized leaders to help them see the benefits of organized dentistry. The committee
15 will continue to focus on the membership with a values and satisfaction survey. Focus on the special
16 groups, including women dentists, new dentists, large groups, and non-members. In addition, we
17 will also focus on those continuing to claim membership when they are not members.
18

Conclusions

19
20
21 The chair recognizes and appreciates the time and enthusiasm provided by the committee, MDA
22 officers, members, and staff in their ongoing efforts to retain and increase membership in the
23 Minnesota Dental Association.
24

Recommendations

1 The committee recommends that each district leader find a member from their district to be the
2 main contact person who will reach out to new members and non-members when requested by the
3 committee. The committee chair encourages the district trustees to inform their district leadership
4 about the grants available at the ADA to focus on targeted demographic groups in their districts,
5 and to apply for the grants.

6
7 We are at a critical point in our organization's history, it is imperative that we address the
8 pressing need for new members. Our current membership levels are at an all-time low, and
9 without immediate action, we risk compromising the very foundation of our mission and values. I
10 urge you to take an active role in the MDA membership campaign effort. Your leadership and
11 commitment are essential to the success. Together, we can overcome this challenge and ensure a
12 vibrant and thriving future for our organization. If you would like more information on helping
13 with the membership campaign, please feel free to contact me.

14
15 As chair of the membership committee, I support the resolution "Authorization to Conduct Pilot
16 Programs. "With the continued decline in membership market share, the ADA is aggressively
17 exploring new and innovative structures in membership starting in January of 2025. I would like
18 the delegation to consider the resolution "Authorization to Conduct Pilot Programs." With the ADA
19 Membership Model Pilot Program, the MDA would have the opportunity to participate in this pilot
20 program starting in January of 2026.

21
22 Thank you for allowing me to serve as chair of this committee.

23
24 Submitted by:

25
26 Aruna Rao, D.D.S.
27 Chair