

AFFINITY PRODUCTS COMMITTEE

2024

Committee Purpose

It is the duty of this committee to:

1. 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.
2. Make recommendations regarding such plans, products, and services to the Board of Trustees.
3. Review existing and potential affinity programs, making recommendations for changes to existing programs and the 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.

Mission Statement

1. As a member benefit, the MDA sponsors various group insurance programs and endorses affinity products for its members.
2. The MDA Affinity Products Committee serves as the coordinating unit between the insurance administrators and the MDA, a liaison between the member insurance consumer and the insurance administrator and/or insurance company, and an advisory unit for insurance programs to the MDA Board of Trustees.
3. The MDA Affinity Products Committee monitors existing group insurance programs and evaluates new programs, focusing on offering the most effective long term coverage solution for the member dentist's practice and personal protection needs.
4. The MDA Affinity Products Committee reviews non-insurance affinity programs, making recommendations to the Board of Trustees for additions and changes to endorsed products and services. The committee considers the value of a program to members first, with the potential of a program to earn non-dues revenue for the MDA of secondary importance.

Member Responsibilities

1. Committee Meetings:
 - a. The Affinity Products Committee typically meets three to four times per year to review the insurance and affinity programs.
 - b. It is the responsibility of the Affinity Products Committee to oversee the viability of endorsed products and services.
 - c. Additional meetings may be required in order to fulfill the obligations of the committee on a timely basis. The committee chair determines the need. Committee members may be assigned sub-committee duties to deal with specific product/service evaluations.
 - d. Committee members voluntarily serve a one-year term. In addition, the committee may invite guests and ask non-member consultants to serve as non-voting members of the committee.
2. Individual member responsibilities:

- a. The chair of the committee is responsible for calling the meetings, participating in the development of meeting agendas, running the meetings (including the proper use of motions and voting), reviewing the meeting minutes prior to distribution, and facilitating any necessary follow-up efforts after each meeting.
- b. Members are expected to review meeting materials in advance and attend all committee meetings either in person, by telephone, or through video conferencing when available.
- c. Members are encouraged to submit reports, updates, and agenda items in advance of each meeting.
- d. When a member must miss a meeting, it is the member's responsibility to contact the committee chair to provide the chair with the absent member's report at the meeting.
- e. At the conclusion of one's term, members are asked to search for a member from his/her district to serve on the committee.

Relationships

1. Authority: The MDA Affinity Products Committee makes recommendations regarding insurance and affinity program-endorsed offerings to the Board of Trustees.
2. Relationship to the Board of Trustees:
 - a. One trustee serves as a liaison to this committee.
 - b. The committee requests funding from the Board of Trustees annually, including requests for special, one-time projects as needed.
 - c. The committee submits proposed endorsed vendors to the Board of Trustees.
3. Relationship to Endorsed Vendors:
 - a. The committee monitors and evaluates the performance of current endorsed vendors.
 - b. The committee reviews and evaluates potential endorsed vendors.
 - c. The committee assists endorsed vendors in their marketing of products and services to members.

Goals and Objectives

Goal 1: Provide value to MDA membership by evaluating endorsed vendors for quality and value, saving members both time and effort in the evaluation.

Goal 2: Obtain discounts, when possible, on products and services utilized by MDA members or commonly needed in a dental practice.

Goal 3: Provide a revenue stream into the MDA, used to reduce dues in the form of royalties, advertising, Star of the North participation, and sponsorships from endorsed vendors.

MDA Staffing Responsibilities

The MDA provides a staff director for this committee and that individual's duties include:

1. Maintaining committee meeting records at the MDA office.
2. Working with the committee chair to prepare meeting agendas, assist in developing the annual budget, review committee goals and achievements, and to keep the chair informed about activities related to the responsibilities of this committee.

3. Notifying committee members of meetings in advance, including all relevant materials needed for the meeting.
4. Attending all meetings of the committee.
5. Scheduling and researching potential endorsed vendors.
6. Writing and distributing meeting minutes in a timely manner and ensuring that the minutes are posted on the MDA website.
7. Staying current with state, regional, and national events and activities related to the purpose and goals of this committee.