

Report No.	8	New <input checked="" type="checkbox"/>	Substitute <input type="checkbox"/>	Amendment <input type="checkbox"/>
Submitted By:	Council on Membership and Communications			
Date Submitted:	April 1, 2024	Reference Committee <input checked="" type="checkbox"/>	Direct to House <input type="checkbox"/>	
Total Financial Implication:	none			
Amount One-time	\$0	Amount On-going	\$0	

**Report of the Council on Membership & Communications**

1 Since the last House of Delegates meeting, the Council on Membership and  
 2 Communications met on September 29, 2023, in Albany and March 26, 2024, by video  
 3 conference. The component executive directors and new dentist committee members  
 4 attended the September meeting. The minutes of these meetings are on file in the  
 5 NYSDA office, and have been distributed to the Board of Trustees, delegates and  
 6 alternates, and to component presidents, presidents-elect, executive directors and council  
 7 chairs.

8

9 **Membership Programs and Initiatives:**

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11 Membership programs and reports were analyzed and discussed. NYSDA created a  
 12 comprehensive Renewal, Recruitment and Retention Plan for 2023, resulting in a 93%  
 13 retention rate of active licensed members and strong recruitment numbers. To retain  
 14 members, we launched a monthly Member Spotlight series to showcase the  
 15 achievements and contributions of our exceptional members.

16

17 Due to a comprehensive integrated marketing plan that included mailing large format  
 18 postcards, a social media digital campaign and an email campaign, we saw a significant  
 19 increase in recruitment efforts, the most significant being the fourth-quarter promotion. In  
 20 addition, the LinkedIn digital campaign, increased visits to the recruitment landing page;  
 21 therefore, we will continue to place digital ads on LinkedIn to direct prospective members  
 22 to our website in 2024.

23

- 24 • January 1 - June 30: 50% off an entire year of membership
  - 25 ○ **RESULTS:** 2023 - 88 new members
  - 26 ○ This campaign generated over **\$26,000** for 2023 membership dues.

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- 28 • July 1 – August 30: 50% off ½-year prorated dues for membership
  - 29 ○ **RESULTS:** 2023 - 47 new members
  - 30 ○ This campaign generated over **\$14,000** for 2023 membership dues.

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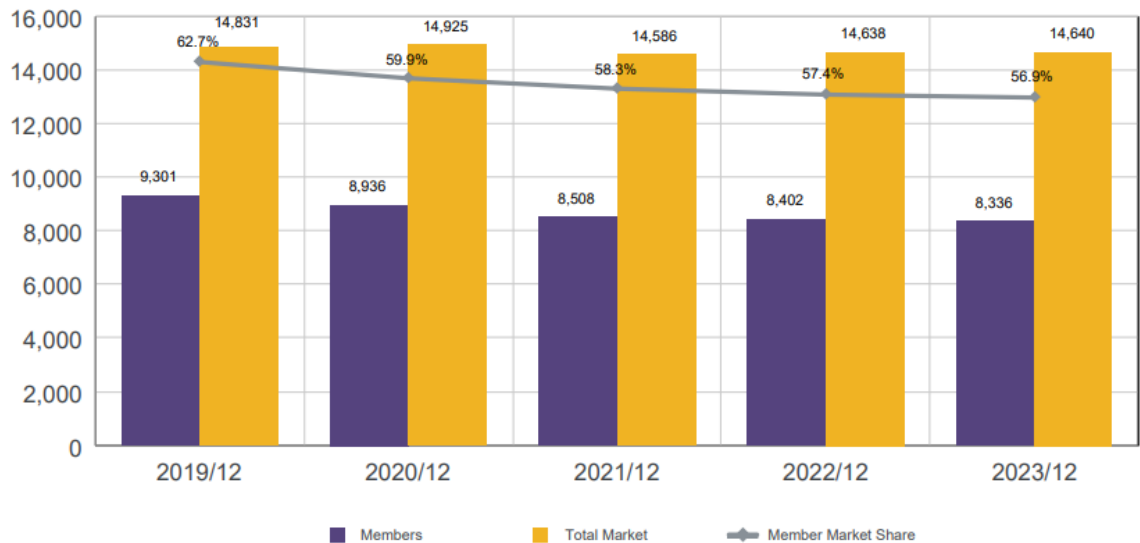
- 32 • September 1 – December 10: \$0 dues for 2023 when agree to pay 2024
- 33 dues in full
- 34 ○ **RESULTS:** As of 12/31/2023 - 120 new members
- 35 ○ This campaign generated over **\$65,000** for 2024 membership dues.
- 36 This is up over \$30,000 from last year.

37 Another trend we saw in 2023 was members using a newly added contact form on the  
38 member benefits page to ask staff specific questions. In 2023 we had over 100  
39 submissions. We placed a similar form on the recruitment page as of January, so  
40 nonmembers could reach out and request a phone call from NYSDA staff to assist with  
41 their application process.

42  
43 Lastly, market share decreased by .5% to 56.9%. We have started to see a slowdown in  
44 the loss of members that started during COVID, due to the ongoing success of  
45 membership recruitment and renewal campaigns.

46  
47 **Average loss of members year over year:**

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- 49 • From 2019 – 2020: **-365** members
- 50 • From 2020 – 2021: **-428** members
- 51 • From 2021-2022: **-102** members
- 52 • From 2022-2023: **-78** members



Source: ADA Data Warehouse

53  
54  
55  
56 As a result of reduced member loss and increased conversion of new members, we have  
57 slowed the curve in loss of total market share over the last five years.

- 58 • From 2019 – 2020: **-2.8** decrease in market share
- 59 • From 2020 – 2021: **-1.6** decrease in market share
- 60 • From 2021-2022: **-.9** decrease in market share

- 61 • From 2022-2023: **-.5** decrease in market share

62 •

### 63 **NYSDA HOD Resolution 18 & 31: 12-month installment plans**

64 The NYSDA House of Delegates voted to refer the Suffolk and Nassau Country Dental  
65 societies' 12-month installment plan resolution to the Membership & Communications  
66 Council for further discussion. The council recommends waiting until the new database  
67 system is implemented in July before moving forward.

68

### 69 **New Dentist Committee Report**

70 NYSDA and the council continue to work to increase our engagement with students to  
71 collect their residency information prior to graduation. NYSDA and the council are  
72 spending the year increasing the number of member residents who are converted into  
73 year-one members. The "New Dentist Survival Guide Webinar Series; Setting Yourself Up  
74 for Success" helped greatly with engaging and retaining new dentist members again in  
75 2023. The recorded webinars and tip sheets are available to members online at  
76 [www.nysdental.org/survivalguide](http://www.nysdental.org/survivalguide) after each event.

77

78 **Hallmarks of Excellence Award:** The council discussed the 2024 Hallmarks of  
79 Excellence Award submissions. Ninth District Dental Society was selected to receive the  
80 Hallmarks of Excellence award for community outreach to underserved children in the  
81 district, in conjunction with the "Give Kids A Smile" initiative. The NYSDA Council on  
82 Membership and Communications has voted to suspend this award for several reasons.

83

84 **Baker Public Relations:** New York State Dental Association continued its contract with  
85 Baker Public Relations to provide media relations services. In addition to the stories  
86 picked up by the media, there were many submissions on our behalf that were not  
87 selected by reporters.

88

89 In 2023/2024, Baker's efforts have resulted in the following media appearances and  
90 placements:

91

92 **June 3, 2023:** Press release for installation of NYSDA officers.

93

94 **August 12, 2023:** NYSDA Executive Director Greg Hill spoke with the Times Union  
95 on the Dental Therapy Bill. [https://www.timesunion.com/health/article/fight-looms-](https://www.timesunion.com/health/article/fight-looms-dental-therapy-bill-introduced-new-18269992.php)  
96 [dental-therapy-bill-introduced-new-18269992.php](https://www.timesunion.com/health/article/fight-looms-dental-therapy-bill-introduced-new-18269992.php)

97

98 **September 21, 2023:** Greg spoke to The Wall Street Journal regarding dental  
99 therapists. [https://www.wsj.com/health/healthcare/dentist-shortage-dental-therapists-](https://www.wsj.com/health/healthcare/dentist-shortage-dental-therapists-97e2c885)  
100 [97e2c885](https://www.wsj.com/health/healthcare/dentist-shortage-dental-therapists-97e2c885)

101

102 **October 9, 2023:** Dr. Zappia spoke with Verily on Changing Hormone Levels & Oral  
103 Health

104 [https://verilymag.com/2023/10/how-shifting-hormones-can-affect-womens-oral-](https://verilymag.com/2023/10/how-shifting-hormones-can-affect-womens-oral-health-2023)  
105 [health-2023](https://verilymag.com/2023/10/how-shifting-hormones-can-affect-womens-oral-health-2023)

- 106 **October 21, 2023:** NYSDA partnered with Hudson Valley Community College and the  
107 New York State Dental Foundation to host the **Capital Region Community Dental**  
108 **Event.** We had a lot of media coverage prior to and after the event.  
109       • CBS 6 – 2 times (Saturday morning previews)  
110       • WTEN – 18 times (beginning Saturday morning and airing into the  
111 morning)  
112       • Spectrum – 18 times (using photos from the press release, aired  
113 Saturday into Sunday afternoon)  
114       • WNYT – 6 times (Saturday, Sunday, and this morning)  
115

116 Here a few media clips from the October 21, 2023, event:

- 117       • [https://www.timesunion.com/health/article/free-dental-clinic-troy-](https://www.timesunion.com/health/article/free-dental-clinic-troy-saturday-18432964.php)  
118 [saturday-18432964.php](https://www.timesunion.com/health/article/free-dental-clinic-troy-saturday-18432964.php)  
119       • [https://cbs6albany.com/news/local/free-dental-health-event-to-fill-](https://cbs6albany.com/news/local/free-dental-health-event-to-fill-gap-for-thousands-in-capital-region-left-without-care)  
120 [gap-for-thousands-in-capital-region-left-without-care](https://cbs6albany.com/news/local/free-dental-health-event-to-fill-gap-for-thousands-in-capital-region-left-without-care)  
121       • [https://adanews.ada.org/ada-news/2023/october/new-york-state-](https://adanews.ada.org/ada-news/2023/october/new-york-state-dental-association-steps-up-to-care-for-underserved-in-state-s-capital-region/)  
122 [dental-association-steps-up-to-care-for-underserved-in-state-s-capital-](https://adanews.ada.org/ada-news/2023/october/new-york-state-dental-association-steps-up-to-care-for-underserved-in-state-s-capital-region/)  
123 [region/](https://adanews.ada.org/ada-news/2023/october/new-york-state-dental-association-steps-up-to-care-for-underserved-in-state-s-capital-region/)  
124

125 **December 19, 2023:** Dr. Anthony Cuomo, sat down with Forbes to talk about  
126 implants vs. bridges. <https://www.forbes.com/health/dental/implant-vs-bridge/>

127 **January 3, 2024:** Dr. Galati sat down with CBS 6 Albany to delve into the  
128 implications of Smile Direct Club's recent bankruptcy. The ADA cautions against this  
129 practice, highlighting the potential for irreversible harm. <https://loom.ly/xykPko8>

130 **February 7, 2024:** NYSDA press release on legislative priorities in [Troy Record](#).  
131

132 **March 13, 2024:** NYS Dental Foundation Salute Vets with a Smile Program on Spectrum  
133 news [https://spectrumlocalnews.com/nys/central-ny/CTV/2024/03/09-salute-vets-with-a-](https://spectrumlocalnews.com/nys/central-ny/CTV/2024/03/09-salute-vets-with-a-smile--provides-free-dental-care-for-military)  
134 [smile--provides-free-dental-care-for-military](https://spectrumlocalnews.com/nys/central-ny/CTV/2024/03/09-salute-vets-with-a-smile--provides-free-dental-care-for-military)  
135

136 **March 20, 2024:** Press release for NYSDA Advocacy Day  
137

## 138 Resolutions

139 Resolution 5 (305)