

2006 CDA APPLIED STRATEGIC PLAN

GOAL 1 – MEMBERSHIP ENHANCEMENT

CDA, the component dental societies and the ADA are cooperative partners, focused on identifying and meeting both current and future needs of its membership. Our programs and services enhance members' professional development opportunities, resulting in a stronger dental profession.

Objective 1A - Value of Membership: To increase the value of membership for both members and nonmembers. In partnership with the component dental societies, develop and implement a recruitment and retention plan that recognizes different audience segments by addressing the needs of a dentist as presented at any given time during the practice life cycle.

Objective 1B - Student Programs: To develop CDA loyalty and sustained membership with students upon graduation and throughout their careers. Encourage student participation in association activities.

Objective 1C – Allied Dental Health Membership: To implement an ADHP membership category.

Objective 1D - Dental Education: To support recruitment of dental educators and seek means of reducing the financial burden of dental students and educational institutions.

Objective 1E - Information and Education: To create new, web-based programs which promote life-long learning for a knowledge-based profession by increasing and enhancing educational opportunities.

Objective 1F - Scientific Sessions: To attract a larger national audience resulting in increased non-dues revenue to support other CDA member programs.

Objective 1G - Dental Reimbursement/Third-Party Payer Program: To provide members an educational program and a third-party advocacy program explaining the current dental reimbursement environment.

Objective 1H - Public Image: To improve the dental profession's public image.

Objective 1I - Benefit of CDA Membership: To establish a reason for choosing a CDA member dentist.

Objective 1J - Business Practice Education: To develop programs assisting members in the management of their dental practices.

GOAL 2 - PUBLIC POLICY/ADVOCACY

CDA is recognized as the respected voice on oral health and aggressively represents the dental profession to promote the health of the public before legislative and regulatory bodies.

Objective 2A - Advocacy: To increase the visibility and credibility of CDA with legislative and regulatory bodies and other communities of interest.

Objective 2B - Advocate through the Electoral Process: To create a major role for CDA in advocating on behalf of candidates and issues in an election cycle.

Objective 2C - Access to Oral Health Care: To establish CDA as a leader in improving access to oral health care services.

Objective 2D - Dental Reimbursement: To advocate for members' and patients' interests on reimbursement issues with insurance companies and employers.

Objective 2E – Data-Based Decision and Policy Making: To establish and include sources of high-quality data for all significant decision making in the organization.

GOAL 3: ORGANIZATIONAL EFFECTIVENESS

CDA organizations and the component dental societies provide exceptional service and value to CDA members by establishing a corporate culture that embraces excellence, informed decision making and mutual support.

Objective 3A - Leadership Development: To create a leadership recruitment and training model that is recognized for developing leaders.

Objective 3B - American Dental Association: To continue a highly effective, collaborative, supportive relationship with the American Dental Association in all aspects of work.

Objective 3C - External Strategic Alliances: To enhance the practice of dentistry and the oral health of the public by engaging in external collaborations with other health and insurance related associations and agencies.

Objective 3D - Strategy-based, Sustainable Budget: To develop a multi-year plan to achieve a budget which is sustainable long-term and maintain reserves at appropriate levels. The budget will be reflective of CDA's strategic planning goals, objectives and priorities.

Objective 3E - Tripartite Roles: To examine tripartite roles in meeting the needs of members and determine any changes which would enhance service and value to the member.