

Indiana Dental Association Strategic Plan

DRAFT 2019-2022

1. MEMBERSHIP – Make membership valuable to every dentist.

- 1.1. Total Membership – 3,150 (83%); Active Membership – 2,500 (78%)
- 1.2. Maintain a non-renew rate of fewer than 100.
- 1.3. 80% of members rate membership value as “4” or “5” on scale of 1–5.
- 1.4. Maintain a list of 100 prospective volunteers in Leadership Pipeline.

2. RESOURCE MANAGEMENT – Make efficient use of volunteers, staff, finances.

- 2.1. Achieve committee/subcommittee meeting attendance of 70%.
- 2.2. 80% of participants rank the value of meetings as “4” or “5” on 1 – 5 scale.
- 2.3. Maintain unrestricted Reserve Fund, excluding the Building Fund, of 60% of Annual Budget

3. ADVOCACY – IDA is the most influential voice on oral health issues.

- 3.1. IDPAC raises \$89,000 from 675 members.
- 3.2. 75% of legislators have a Contact Dentist (CD).
- 3.3. 75% of CDs contact their legislator at least one time per year; 50% two or more times per year.
- 3.4. 1,700 members are enrolled in Engage and 10% use the service to contact their legislators at least once per year.

4. ORAL HEALTH – Improve Oral Health.

- 4.1. 95% of community waters systems provide optimum fluoridation.
- 4.2. 70% of IDA members report that they participate in at least one charitable dental event per year.
- 4.3. Provide CE opportunities that emphasis the importance of infant oral health visits by age one.
- 4.4. Assist 100 members per year with a third-party payment dispute.