Indiana Dental Association Strategic Plan
2018-2021

The mission of the IDA is to support dentists, to promote professionalism, and to improve oral health in the state of Indiana.

MEMBERSHIP – Make membership valuable to every dentist.
• Achieve a 78% active member market share (77% - 12/31/17).
• Maintain an end-of-year non-renew rate of fewer than 100 members (97 - 12/31/17).
• Determine method for assessing members’ perceived value of IDA membership, and strategies for raising benchmark.
• Communicate the value of membership via all IDA communications media.

RESOURCE MANAGEMENT – Make efficient use of volunteers, staff and finances.
• Develop financial benchmarks and budget that support Strategic Plan.
• Develop a one-page Dashboard that measures IDA performance and Strategic Plan progress.
• Develop and use metrics that measure the most effective and efficient media for communicating with members.
• Enhance video conferencing technology to improve meeting efficiency and to better respect members’ time and expense.

ADVOCACY – Be the most influential voice on oral health.
• Generate $89,000 in IDPAC contributions from 675 contributors (=10% increases p/y for 3 yrs).
• Have a Contact Dentist for 50% of Indiana General Assembly members (18% - 12/31/17).
• Maintain, regularly update, and communicate to members a list of IDA legislative priorities.

ORAL HEALTH – Improve Oral Health.
• Encourage individual members’ involvement in charitable care. Develop and encourage use of a tracking system that documents the cumulative value of members’ charitable activities.
• Support major charitable care events that annually provide $1.5 million in care.
• Increase oral health literacy by promoting the importance of:
  o regular dental visits,
  o brushing and flossing,
  o age-one dental visits and anticipatory guidance,
  o smoking cessation,
  o oral cancer awareness,
  o healthy food and beverage choices,
  o safe and responsible use of opioid medications.