

ALABAMA DENTAL ASSOCIATION STRATEGIC PLAN 2012-2016

Introduction

The Alabama Dental Association has a long history of excellently serving its members, the dental profession, and the public. In this age of information availability and fast paced lifestyles, the Association needs to be both focused and flexible to maintain and improve upon its effectiveness and relevance when serving its members and the public, and while interacting with other groups in the healthcare marketplace.

This five-year plan has been developed to guide this focus, allow flexibility, and provide continuity and consistency for the Association.

The leadership of the Association has developed the Goals and Objectives in the Plan and the Association's agencies are responsible for annually updating and focusing their actions with the Plan as a guide.

The following definitions will be applied throughout the Plan:

Goal: The major areas of concentration and activity the Association should be involved in.

Objective: A component of the overall goal that defines what we want to accomplish. This is the point where the *SMART* format can come in: with a Specific objective that is Measurable, Aligned with the Association's goals and mission, Realistic, and Time bound.

Action: Specific plans made by each ALDA agency to reach all objectives. It will be every agency's responsibility to analyze each objective for ways it can support the attainment of each objective. Actions are also appropriate in the *SMART* format.

Targets: A target should be set for benchmark evaluations, or metrics, to analyze how effective the agency's efforts were in achieving the objective. The targets and actions can then be evaluated and modified for improvement on a regular basis.

ALDA Core Values

The Alabama Dental Association believes in...

1. High ethical standards for the dental profession
2. Oral health as being essential to the quality of life
3. A "patient first" mentality
4. An inclusive environment embracing member diversity

The Alabama Dental Association adopts the American Dental Association's Guiding Principles, Values and Beliefs:

The American Dental Association believes that...

1. ...oral health is essential to the quality of life.
2. ...oral health care is an integral component of overall health care.
3. ...the strength of the dental profession is directly linked to the improvement of the public's oral health.
4. ...the integrity of the doctor-patient relationship is critical to positive health care outcomes.
5. ...oral health care must be based on scientific principles and clinical judgment.
6. ...prevention is the cornerstone of oral health care.
7. ...oral health care is best provided by a coordinated health care team led by a dentist
8. ...a properly educated and adequately sized workforce is critical to the delivery of quality oral health care.
9. ...strong support of excellence in dental education and lifelong learning is critical to the future of the profession.
10. ...the ADA principles of ethics are the hallmarks of professionalism in dentistry.
11. ...all dentists should be members of the ADA and follow its principles of ethics.
12. ...strong stable membership is critical to the Association's effectiveness.
13. ...the tripartite organization relationship is vital to the ADA's ability to achieve its goals.
14. ...an inclusive environment that values and embraces membership diversity is essential.
15. ...access to leadership positions should be open to all members in accordance with their talents and interests.
16. ...the Association must attract, employ, retain and recognize skillful and dedicated staff.
17. ...ADA membership is a foundation of a successful practitioner.

ALDA Vision Statement

The Alabama Dental Association: The established leader in the oral health arena committed to the well being of the public and the profession.

ALDA Mission Statement

The mission of the Alabama Dental Association shall be to encourage the improvement of the oral health of the public, to promote the art and science of dentistry, to promote fiscal responsibility throughout the profession, and to represent the members of the profession and the public which it serves.

ALDA Goals

1. Enhance Member Benefits and Services
2. Promote Professionalism

3. Expand Advocacy and Legislative Initiatives
4. Serve the Public
5. Build Dynamic Communities of Interest

Goal: Enhance Member Benefits and Services

The Alabama Dental Association is a member-based organization. It exists to serve the needs, desires, and activities of its members.

Objectives

1. **Education** – Establish partnerships with the dental school, local dental societies and AL-D-PAC to develop continuing education opportunities
2. **Product lines** – Annually expand ALDA endorsed product lines and the member base for services
3. **Communication** – Assure that ALDA’s communications are trusted, valid, innovative and effective
4. **Awareness** – Continually track the desires and needs of members and respond appropriately
5. **Fiscal Responsibility** – Promote fiscal responsibility throughout the profession.

Goal: Promote Professionalism

The future of the profession and the Association depend on the continued development and active involvement of dentists in organized dentistry.

Objectives

1. Facilitate multiple and frequent interactions each year between dentists and dental students to promote professionalism
2. Create more formal and extensive leadership development and training programs
3. Facilitate the opportunities for and encourage members to achieve leadership positions
4. Develop ideas and programs to stimulate a 10% increase in member participation in tripartite activities.

Goal: Expand Advocacy and Legislative Initiatives

The Association should be the members’ broad and effective voice in espousing and supporting the Association’s Values, Mission, and activities. The Association’s advocates should promote the profession of dentistry and disseminate information within the profession and to the public, media, related health professions and governmental regulatory and legislative bodies.

Objectives

1. Increase the number of participants in the ALDA Contact Dentist Program to have at least one Contact Dentist for each Legislator by 2013.
2. Ensure the laws governing the practice of dentistry are properly framed and support the organizations who implement and enforce these laws
3. Ensure the laws and regulations governing third party payers and insurance companies are properly framed and support the organizations who implement and enforce these laws
4. Increase participation in AL-D-PAC annually.
5. Identify and fund programs to assure all state legislators and their key staff are informed on oral health issues

Goal: Serve the Public

The basis for our profession is the public we care for individually and serve communally as an Association.

Objectives

1. Improve the quality of oral health in Alabama
2. Increase dentist participation in the ADA Give Kids a Smile and ALDA Dental Outreach programs and National Children's Dental Health Month annually.
3. Explore and develop three avenues for promoting oral health education to the public.
4. Host a Peer Review Workshop for ALDA members by 2012.

Goal: Build Dynamic Communities of Interest

The Alabama Dental Association will interact with many other professional organizations in process of achieving its mission. The Association representatives will always derive strength from and project the strength of our large membership base. During all collaborations, negotiations and interactions, the Association's Values and Mission will be the guiding principles upon which any actions are taken.

Objectives

1. Increase ALDA's membership market share to 85% by 2016.
2. Partner with and support as needed the Alabama Board of Dental Examiners to continually enhance excellence in the Alabama Dental Hygiene Program
3. Build and maintain strong relationships with other health care organizations and oral healthcare stakeholder groups
4. Promote involvement with the specialty dental organizations, the Academy of General Dentistry, the Alabama Dental Society, and other professional dental organizations