

**KENTUCKY DENTAL ASSOCIATION  
HOUSE OF DELEGATES  
SECOND SESSION**

Galt House Hotel  
Louisville, KY  
August 18, 2019

**Dr. H. Fred Howard**, Speaker of the House

1. **CALL TO ORDER.** **Dr. Fred Howard, Speaker of the House**, called the House of Delegates to order at 10:30 AM.
2. **QUORUM STATEMENT.** **Dr. Barry Curry** announced that a quorum was present.
3. **INVOCATION.** **Dr. Sharon Turner** gave the invocation.
4. **APPROVAL OF AGENDA.** The agenda for the second session of the House of Delegates was approved.
5. **INTRODUCTIONS.** **Dr. Fred Howard** introduced those seated at the head table.
6. **EXECUTIVE DIRECTOR'S REMARKS.** **Mr. Richard A. Whitehouse** presented the following address to the House of Delegates.

This is the fifth time I have had the opportunity to address this house. As always, I want to thank the council on annual sessions and its members for planning this meeting as well as our KDA officers and members for their support and hard work on behalf of organized dentistry year in and year out.

Dr. Lee, thank you for your service and your work to lead through both challenge and change.

Dr. Moats, we are looking forward to working with you in the coming year as we continue to build on the foundation of our strategic plan.

Dr. Lee embraced the concept of change as a theme in his presidential year. And, it has been said that change is inevitable... but, growth is optional.

A couple of months ago, we were invited to speak at a student leadership forum. We gave a presentation on organized dentistry in a game show format. We were walking into a room of dental students and Dr. Lee asked me how I thought things might go. I remember saying that it depends upon the energy left in the crowd.

The same can be said about our association. The growth of this organization and your profession depends a lot upon the energy of those in this room - and to a large extent those who are not. If you want to get involved... we have a role for you to play. But, if you support through membership alone, we might not only grow as an organization, we might just be able to do more to bend the arc of change.

We serve your profession and support you in your practice. We listen to our members. The most recent example of this is our new group purchasing plan through The Dentists Supply Company. Members all around the Commonwealth had been telling me about their desire to have group purchasing as a member benefit for a long time. This new program sells over 40,000 discounted supplies in 24 categories from adhesive materials to

instruments, pharmaceuticals and x-ray materials. KDA members save approximately 20% through the tdsc online portal - which can more than pay for their dues. All products are sourced from authorized vendors and shipping is free. TDSC went live on 4.2.19. To date, 81 accounts have been opened and \$28k has been spent through the online portal.

I always say my job essentially boils down to membership and advocacy. I typically talk about membership first because without that, there cannot be effective advocacy. But, today I would like to begin by telling you some of the things we have been working on since we last met.

In terms of advocacy in public policy, despite 70 years of data demonstrating the efficacy of the program, fluoridated water was the topic of debate in Frankfort. The KDA helped defeat bills in both the House and the Senate that would have made water fluoridation a local option across the Commonwealth. I want to recognize the contribution of Dr. Neil Rush in efforts to educate legislators and oppose these bills.

Board reorganization was addressed and defeated in the legislature. We recognize the need to address concerns regarding the US Supreme Court case involving the North Carolina Dental Board. But, we are committed to the notion of professional self-regulation based upon patient safety and public protection.

We have worked effectively this year with the Kentucky Board of Dentistry. We hope to be a resource to them in promulgating common-sense regulation.

We have had success in working with the Kentucky Department of Insurance on the non-covered services issue.

This year, Dr. Bobowski and the KDA government affairs team have broadened their scope in putting together a legislative agenda on issues from telehealth, opioids, sustainable workforce, higher education, and tax policy.

On Medicaid, we have communicated the clear concerns of our members regarding the impact of this program on working dentists and their patients. We have also worked with Kentucky Dental Director Dr. Julie McKee, KOHC and other stakeholders to review the Strategic Plan for Oral Health in Kentucky. And, we have partnered with the Foundation for a Healthy Kentucky on public health and smoke-free initiatives.

There is much left to be done. In terms of Medicaid, the MyRewards program is on hold at least through June 2020 as a result of action in the courts. And, I must remind you that in many respects what happens in this program is important to you even if you do not see Medicaid patients. Because, as Medicaid goes, so go the insurance companies.

That brings me to 3<sup>rd</sup> Party Payer issues. This is an area the ADA is focusing on in the next year and we will be working on at the state level. Our concerns are focused upon issues related to network leasing, assignment of benefits, prior authorization, retroactive denial, and virtual credit cards.

Other issues loom on the horizon. There is much to be done in the area of telehealth as it relates to dentistry. And the application of AI to the practice of dentistry is not far behind.

Licensure today is viewed through a lens of workforce and economic development. Regulation is sometimes seen as a bureaucratic roadblock instead of a means to ensure patient safety and public protection. We continue to address this issue with mid-level providers. But, we must also be concerned with those promoting DIY dentistry.

There are potential new strategies for us to use in promoting the profession and the safety of your patients.

And, we are exploring potential new relationships as well as we consider creation of a membership category for dental hygienists. We need to broaden our base for both membership and advocacy

Last year, I referred to the fable that illustrates the concept of strength in unity. It tells us that sticks are easily broken one-by-one. But, bundled together, they become much more difficult to break. So, there is strength in unity.

But, unity is also a force multiplier in advocacy. And, it is essential that we maintain dentists as the leaders in these discussions, setting the agenda, and finding solutions. You can't expect others to reshape this profession in a way that will best serve dentists and the patients they serve.

We all know there has been a steady decline in membership for many years. In the last few quarters we have seen that trend begin to flatten out. We ended 4Q 2018 with mkt share of 51.9% This represents an increase of 0.6% over 2017. But, that's largely due to less Kentucky dentists in 2018. In terms of trends, we continue to see increases in those receiving a discount and decreases in full dues paying members. This year, the ADA assisted us in bringing on a full-time staff member through a two-year grant to strategically address our membership situation in Kentucky using a member concierge approach. This approach to serving our members ensures our efforts - from student to retired dentist and for every type and location of dental practice- focuses on the individual member, providing them the level of service they should expect as a member of KDA.

After reviewing over 300 resumes, we selected Jenna Scott to become our new Director of Membership Services.

As of last Tuesday, our current market share for 2019 is 50.6%. We have 1,189 current members of which 783 are full-dues paying members. Keep in mind that these are not all full-dues paying members and others are in provisional or post-doctoral programs and may fall off the rolls, if they leave the state. But, our goal is to steadily increase market share and reach 1,000 full dues paying members by the end of 2020. Membership is the work of all our leaders and staff. But, it is also the responsibility of those members in the profession. In fact, the chances of someone joining because a colleague has asked them is greater than the result from any other effort.

I'll make three statements about what happened this year. Can you guess which is true? First, I became an ordained minister. Second, I jumped off a 108-story building. Third, I convinced someone else to jump off a 108-story building.

Well, all three are true.

Why did I become an ordained minister? Someone asked me too. My brother-in-law was getting married and asked that I officiate.

Why did I jump off a building? Because I wanted to do something memorable with my son before his wedding. So, we went to Las Vegas and jumped off the Stratosphere Hotel on a harnessed decelerator. Why did I try to convince someone else to jump off a building? Because I wanted them to experience what I did when I jumped.

Membership is the same thing! People join because someone asks them. They'll take the leap with someone they know. Relating the benefits and value of membership is the best way to light a fire in new members that will encourage them to ask others to join.

I want to throw down the gauntlet again. If you know a friend or colleague who is not a member. Tell them why they should join! Tell them why you joined! Tell them how important it is to be a part of organized dentistry today! And have them call our office so we can close the deal.

Last year we introduced the KDA Challenge Coin. These can be earned by attending our annual legislative day, finding a new vendor for our exhibit hall, or by getting a new member to join KDA. At this meeting, you can also earn one by contributing \$300 to KDPAC.

Finally, I want to acknowledge the work of the KDA staff: Todd Edwards, Janet Glover, Melissa Nathanson, Jenna Scott, and Ben George. Would you please rise? Can we thank them, please? These folks work tirelessly throughout the year for you. They are truly committed to your success and to serving you throughout the year. This event in particular is really their moment to shine. And they have performed exceptionally well this year to give us a meeting to remember despite many challenges.

I hope you enjoyed your annual meeting this year. Thanks to our patrons and vendors for their support. Special thanks to Patterson and the partners they put together to host our Denim & Diamonds event. I also want to congratulate our Marty McFly and Doc Brown winners costume winners Dr. Geoffrey Ball and Dr. Steve Robertson.

Bill, it has been a great year working with you. One thing I hope never changes is our leader's commitment to the profession that you embodied throughout this year and your many years of service to organized dentistry.

Members of the House, I thank you for the opportunity to serve as your executive director.

That concludes my remarks.

**7. REPORTS OF REFERENCE COMMITTEES.**

**REFERENCE COMMITTEE #1**  
**BUDGET & ADMINISTRATIVE AFFAIRS**  
**Dr. Ryan Estes – Chairman**

Reference Committee #1, Budget & Administrative Affairs, met Saturday, August 17, in the Collins Room of Galt House Hotel. Much discussion was received and considered.

**RESOLUTION 2019-101**  
**ORIGINATOR: EXECUTIVE BOARD**

**BACKGROUND:** The KDA Executive Board reviewed and approved the 2020 Budget as developed by the Budget and Finance Committee. Therefore be it

**RESOLVED,** that the proposed 2020 Revenue and Expenditure Budget be approved.

**ACTION: ADOPTED**

This concludes the report of Reference Committee #1.

Respectfully submitted,

Dr. Ryan Estes, Chairman

**REFERENCE COMMITTEE #2**  
**MISCELLANEOUS AFFAIRS**  
**Dr. Emily Brown – Chairman**

Reference Committee #2, Miscellaneous Affairs, met Saturday, August 17, in the Willis Room, Galt House Hotel. Much discussion was received and considered. The report was informational in nature and required no action from the House of Delegates.

Respectfully submitted,

Dr. Emily Brown, Chairman

**REFERENCE COMMITTEE #3**  
**WORK GROUPS**  
**Dr. Matt Johnson – Chairman**

Reference Committee #3, Work Groups, met Saturday, August 17, in the Clements Room of Galt House Hotel. Much discussion was received and considered.

**RESOLUTION 2019-RC301**  
**ORIGINATOR: REFERENCE COMMITTEE #3**

**BACKGROUND:** Due to the extreme nature of current dental student tuition and costs that have risen to unprecedented heights, extreme financial duress has occurred for new dental graduates. Therefore, be it

**RESOLVED,** the Budget and Finance Committee study the feasibility of waiving KDA dues for the first five years of membership immediately after graduation from dental/dental specialty programs.

Mr. Speaker, I move for the adoption of Resolution 2019-RC301.

**ACTION: a substitute resolution from the floor of the House was introduced.**

**RESOLUTION 2019-RC301-S**

**RESOLVED,** the Budget and Finance Committee study the feasibility of reducing KDA dues for the first five years of membership immediately after graduation from dental / dental specialty programs, including a viable option for electronic monthly dues payments.

**ACTION: ADOPTED**

Mr. Speaker, I move for the adoption of Resolution 2019-RC301-S.

**ACTION: ADOPTED**

**RESOLUTION 2019-RC302**  
**ORIGINATOR: REFERENCE COMMITTEE #3**

**BACKGROUND:** The new member/retention committee has the goal of reaching even more into Dental Schools and needs more funding to do so. Therefore, be it

**RESOLVED,** the budget for the membership steering committee/new dentist committee budget be increased by \$2000 for the 2021 budget.

Mr. Speaker, I move for the adoption of Resolution 2019-RC302.

**ACTION: ADOPTED**

**RESOLUTION 2019-RC303**  
**ORIGINATOR: REFERENCE COMMITTEE #3**

**BACKGROUND:** Teledentistry is in Kentucky and we as an association need to be involved in helping guide regulations. The Teledentistry work group has no chair and no report to present, due to inactivity. Therefore, be it

**RESOLVED,** the Executive Board elect a chair, appoint members to the Teledentistry Work Group and define their purpose.

Mr. Speaker, I move for the adoption of Resolution 2019-RC303.

**ACTION: ADOPTED**

Respectfully submitted,  
Dr. Matt Johnson, Chairman

8. **UNFINISHED BUSINESS.** **Dr. Mike Johnson**, chairman of the KDPAC, reported contributions to the KDPAC.
9. **NEW BUSINESS.** There was no new business.
10. **INSTALLATION OF OFFICERS.** **Dr. Ansley Depp** officially installed the new officers of the Kentucky Dental Association. They are as follows:

**President – Dr. Mark Moats**  
**First Vice President – Dr. Darren Greenwell**  
**Second Vice President – Dr. Jonathan Rich**  
**Secretary/Treasurer – Sharon Turner**  
**ADA Delegate – Dr. Ansley Depp**  
**ADA Delegate – Dr. Andy Elliott**  
**Speaker of the House – Dr. H. Fred Howard**

11. **PRESIDENTIAL RECOGNITION.** **Dr. Mark Moats** presented the KDA President's Plaque, Past President's Pin and the President's Gavel to **Dr. Bill Lee**.

12. **ANNOUNCEMENTS.**

- House of Delegates Meeting  
**Speaker Howard** announced that the next meetings of the House of Delegates will be Saturday, August 29, 2020 at 2:30 PM and Sunday, August 30, 2020 at 10:30 AM.

13. **ADJOURNMENT.** **Dr. Barry Curry** moved to adjourn. **Dr. Fred Howard** adjourned the meeting at 11:30 AM.

Respectfully submitted,

Dr. Sharon Turner  
Secretary-Treasurer