

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

Galt House
Louisville, KY
August 22, 2021

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. Kevin Wall** gave the invocation.
4. **APPROVAL OF AGENDA.** The agenda for the House of Delegates was approved.
5. **KDA EXECUTIVE DIRECTORS' REMARKS.** **Mr. Rick Whitehouse** presented the following remarks.

KDA 2021 HOD REMARKS

Congratulations Dr. Rich on becoming our new president. We look forward to working with you. And thank you to both Dr. Greenwell and Dr. Moats for serving so well in perhaps the busiest and certainly the most difficult years we will probably ever face as an organization.

A few years ago, I wrote a journal article entitled *What a Long Strange Trip it's Been*. Looking back over the last year and a half, I sometimes wish I hadn't used that title so soon. Organized dentistry has been tested throughout this pandemic. But, as you know, the profession stepped up. Organized dentistry led the way and has truly seen its stock rise throughout this crisis.

I attended a meeting recently where Kathy O'Laughlin was talking about "The COVID Accelerant." She suggested that as a consequence of the virus, we have had to do things faster than we had imagined - and other things we might not have imagined doing at all. Organized dentistry has communicated with members at an unprecedented level and demonstrated the value of being a member by ensuring dentistry was front and center of discussions regarding healthcare at both the state and federal levels. We've provided information on resources and guidance in a very dynamic environment. Working with public health and other stakeholders, we got dentists back to work in Kentucky because the Beshear Administration knew they could trust dentists and organized dentistry.

But, I wouldn't be telling the truth if I said all our challenges were in the rear view mirror. There remains a lot to do in terms of recovery as well as progress toward our goals. Let's talk a bit about the fundamentals. I have always said that association work is basically about two things: membership and advocacy. And while advocacy seems sexier, you can't really do much with advocacy unless you have a strong, active and engaged membership.

MEMBERSHIP

We reached 50.8% market share by the end of 2020. This is -1.1% EOY 2019 & 2018. Currently, our market share is 48.1% . That is exactly where we were this time last year. However, that is 2.2% below this time in 2019 and only slightly better than the national average of -2.4%.

The good news is the market is growing. But, a decreasing number of members are paying full dues and we've seen a slow bleed in membership as many other states have over the last 10 years. Baby Boomers are beginning to age out and young dentists have not joined in numbers to backfill that loss

We could talk about the raw numbers, market share and retention rates. Suffice it to say, we need to do more. More needs to be done to welcome young dentists including women, the racially and ethnically diverse and those who practice in large groups and DSO's. We're going to need the help of component societies and leadership.

ADA and KDA are here to support you. But, real change begins from the ground up. Without our components, we cannot be successful in growing our membership. With all the services and products and reason to join, most people will tell you they join an organization because someone asked them and they saw the opportunity to get involved in something larger than themselves.

Do you know that, if every one of our members got just one new dentist to join our association, we would be at 100% market share? If only every other member did it, we'd be at 75% market share. Can you imagine?

Membership is critically important because it is a force-multiplier in promoting better public policy. It helps ensure an effective and successful advocacy program.

ADVOCACY

That other fundamental is advocacy. So, what does KDA stand for? Our legislative priorities and include:

- Public health (COVID, Opioids, smoke-free initiatives)
- Telehealth
- Workforce issues
- Medicaid (and possibly soon Medicare)
- Student debt and loan forgiveness
- Tax policy (i.e. professional service, provider, soda)
- Water fluoridation.

To better execute the fundamentals and build an organization capable of influencing public policy, you need a solid foundation. That foundation is our component societies, component leadership represented on our KDA Executive Board, officers, volunteers. It is my honor to serve them and you as executive director. And it is a privilege to work with such a strong and capable KDA staff. Thank you, Todd, Janet and Melissa for all your work particularly throughout the last year and a half.

Our KDA team has enjoyed small victories, mitigated potential disasters and made incremental progress for members. You can be assured that your voice is heard in Frankfort and D.C. Still, some people think we're not doing anything if we don't have a bill before the state legislature. Well, this year we are planning to have a bill in the next session on insurance reform. We know our members have a lot of problems with the insurance companies. We have been working the last few years with the ADA and with Dr. Greenwell's leadership have identified the problems that most adversely affect our members. They include:

PRIOR AUTHORIZATION - Put simply, insurance companies need to pay what they promise. If they authorize a treatment, it's unfair to deny or reduce payment once treatment has occurred.

VIRTUAL CREDIT CARDS - Requiring providers to accept payment in this manner is wrong. Providers should be given notice of the transactions fees that are sometimes as high as 5% and given other options for payment should they choose to opt out of this payment method.

NETWORK LEASING - Providers are often being moved in and out of networks unaware until they have performed services. Your relationship with an insurance carrier shouldn't be rented or sold without your knowledge and consent.

ASSIGNMENT OF BENEFITS - Insurance companies need to directly pay providers. Using the patient as the middle-man in this transaction only complicates the doctor-patient relationship.

NON-COVERED SERVICES - Providers should be able to charge their usual and customary fee for services not covered by the insurance company.

This will be a multi-year project. It will require more resources devoted to lobbying and possible investment in paid media. Thank you to the component societies who financially contributed this year. And, thank you to all members who stepped up to pay the opt-out legislative advocacy fee with their dues. These monies go directly to support the effort to achieve our goal of insurance reform and greater transparency in dental benefits. We need your continued support.

We are also well supported by the ADA who has worked with us to construct a bill based upon model language from the National Council of Insurance Legislators (NCOIL). ADA has also generously supported this initiative through several State Public Affairs (SPA) grants.

You can further support our insurance reform initiative and increase our chances of success in three ways:

GROW YOUR COMPONENT SOCIETY- We need more members involved at the local level. If you are involved, please stay involved and recruit a new member. Work with you board representative to communicate issues and concerns to the KDA Executive Board. Share information with members who may not be as involved as you.

BECOME A KDA KEY CONTACT - We need members who can be points of contact with the KY legislature. Key contacts may be called upon to reach out to legislators on issues or bills we support/oppose. They are a source of information for legislators who need their expertise and knowledge to forge better public policy.

CONTRIBUTE TO KDPAC - Contributions to your political action committee help ensure your voice is heard. If everyone gave \$10, we'd have more money than last year. If everyone gave \$1000, we would have a war chest. And, we need a war chest to go up against the insurance lobby. Frankly, without the support on the ground in terms of grassroots political engagement and financial support to the PAC, we cannot succeed.

This is our challenge. The stage has been set. Now is literally the time to stand up with one voice and make some much needed change. We know others have done more with a lot less.

Before you leave today, take the opportunity to contribute to KDPAC. You also have the opportunity to give your name, cell number, and email to be a KDA Key Contact.

Thank you for your support of organized dentistry, your leadership, and allowing me to serve as your executive director.

Respectfully submitted,

Richard A. Whitehouse
KDA Executive Director

6. **REPORT OF REFERENCE COMMITTEE.**

KDA REFERENCE COMMITTEE
Dr. Chris Costello – Chairman

KDA Reference Committee, met Saturday, August 22, in the Clements Room of Galt House Hotel. Much discussion was received and considered.

RESOLUTION 2021-101
ORIGINATOR: KDA EXECUTIVE BOARD

BACKGROUND: The KDA Executive Board reviewed and approved the 2022 Budget as developed by the Budget and Finance Committee. Therefore, be it

RESOLVED, that the proposed 2022 Revenue and Expenditure Budget be approved.

Mr. Speaker, I move for the adoption of Resolution 2021-101.

ACTION: ADOPTED

7. **UNFINISHED BUSINESS.** Dr. Garth Bobrowski, Chair of the Council on Governmental Affairs made an appeal for members to contribute to the KDPAC and the KDA Legislative Fund to support upcoming legislative efforts. Dr. Bobrowski also announced that the Medicaid MCO's administered by Avesis will have a fee increase in the near future.
8. **NEW BUSINESS.** There was no new business.
9. **INSTALLATION OF OFFICERS.** Dr. Darren Greenwell officially installed the new officers of the Kentucky Dental Association. They are as follows:

President – Dr. Jonathan Rich
First Vice President – Dr. Don Heine
Second Vice President – Dr. Cliff Lowdenback
Secretary/Treasurer – Dr. Kevin Wall
ADA Delegate – Dr. Samantha Shaver
ADA Delegate – Dr. H. Fred Howard
ADA Alternate Delegate – Dr. Darren Greenwell
Speaker of the House – Dr. H. Fred Howard

10. **PRESIDENTIAL RECOGNITION.** Dr. Ken Rich presented the Past President's Pin from the ADA to Dr. Darren Greenwell. Dr. Jonathan Rich presented the KDA President's Plaque, Past President's Pin and the President's Gavel to Dr. Daren Greenwell.

11. ADDRESS OF THE KDA PRESIDENT. Dr. Jonathan Rich, President of the KDA presented the following address to the House of Delegates.

Greetings!

We find ourselves living in uncertain times. The last two years have delivered many changes, challenges and opportunities for each of us. Some change has been for the better. Some challenges have made us stronger. Some opportunities have helped us grow. One constant is that without the help of your KDA and ADA none of us would have been as safe and successful as we are at this moment in time.

Being this our first in person gathering since 2019 I would like to show my great appreciation to Dr. Mark Moats. His leadership through the pandemic was exceptional. Many tireless nights were spent working with our state leaders, dental board and other key contributors to create and execute a well thought out plan. This allowed our offices to open and become operational during the middle of a pandemic. We were able to function on a much higher level than many of our other states and be more profitable. Legislative efforts at the national level made sure our profession was included and benefited from PPP grants and loans. Thanks to him, our dedicated staff and dedicated leader dentists, we as an association, have built a great deal of respect with the state and local leadership because of these efforts.

Dr. Darren Greenwell did not miss a step virtually taking up the reigns from Dr. Moats. His continued leadership continued is paving the way to open opportunities for dentists to administer vaccinations, if they so desire. While this is on an emergency basis only for the Covid vaccination this will hopefully open other doors for dentists, in the future, to expanding the services we can offer our patients.

Dr. Greenwell has also lead the charge in spearheading state legislative insurance reform. Our members have stated for years this is one of the most important agenda items we could accomplish. Well ready or not it is hear and it is time to step up and be involved. How can you be involved? First is the ask we never like to hear. But yes, it is times to put our money where are priorities are. Large or small, every contribution to the KDPAC will help ensure this legislation is successful. Second it is time to put our boots to the ground. We need members all across the state to be willing to speak with their local legislatures when called upon by our association.

As I begin my term as your KDA President know that I have no preset personal agenda. I am here as your voice to promote the agenda and goals of your association. I will work tirelessly to continue to promote member value for both new and seasoned members, work toward passage of our legislative issues, and represent our members as best I know how. Thank you for the honor of being your President.

12. ANNOUNCEMENTS.

- House of Delegates Meeting

Speaker Howard announced that the next meetings of the House of Delegates will be Saturday, August 27, 2022 at 2:30 PM and Sunday, August 28, 2022 at 10:30 AM.

13. **ADJOURNMENT.** **Dr. Barry Curry** moved to adjourn. **Dr. Fred Howard** adjourned the meeting at 11:15 AM.

Respectfully submitted,

Dr. Kevin Wall
Secretary-Treasurer