

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

Hyatt Regency Hotel
Louisville, Kentucky
March 6, 2016

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 10:35 AM.
2. **QUORUM STATEMENT.** **Dr. Barry Curry** announced that a quorum was present.
3. **INVOCATION.** **Dr. Theodore E. Logan, Jr.** 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. **SMILE KENTUCKY PRESENTATION.** **Ms. Kelley Dearing Smith**, Strategic Communications & Government Relations Director, reiterated the close relationship between The Louisville Water Company and The Kentucky Dental Association. She presented several videos developed for the education of children regarding their oral health.
7. **EXECUTIVE DIRECTOR'S REMARKS.** **Mr. Richard A. Whitehouse** presented the following address to the House of Delegates.

As I look back over the last year, many things come to mind. But, foremost among these is a sense of gratitude. The Roman philosopher, Cicero, once said, "Gratitude is not only the greatest of virtues, but the parent of all the others." So, having a grateful heart may not be a bad place to start these remarks regarding what I believe has been a good rebuilding year for KDA.

First, I am grateful to my wife, Vivien, for supporting me in doing this work that I enjoy. I look forward to the day we can take "it's complicated" off our Facebook relationship status.

I am grateful that my son, Jordan, was here with us this week and helping take photographs. I'm proud to say that he is just like me. But, better in every way.

I thank the KDA Board for allowing me the privilege to serve as your executive director and our respective component societies for being so welcoming and supportive during my visits around the state.

Thank you Dr. Moorhead for working with us on this meeting. There have been a lot of changes. And, I especially want to recognize Dr. Oldfield for taking a risk in the approach to our professional education offerings – it worked.

We are fortunate to work with great partners in Libby Milligan, John McCarthy and the team at McCarthy Strategic Solutions who help us navigate the halls of power in Frankfort.

I am especially grateful to work with great people every day like Todd Edwards, Melissa Nathanson, and Janet Glover who quite simply are three of the most committed and hardworking people with whom I could ever hope to work.

That brings me to our KDA President, Dr. Dennis Price. Of this man, I can only say that, to me, he epitomizes the very essence of good leadership. He entered this office with humility; meeting with me early on to discuss what work we could do together for the profession, and for KDA. He embraced the talents and commitment of those around him; engaging them in the process of moving our association forward. Finally, and most remarkably, he carried the banner of the issue of Medicaid; an issue in which he had no personal stake or background; and he gave strong voice to that issue and others in the halls of power in Frankfort on behalf of our members. Dennis, thank you for your leadership and your friendship.

Dr. Collins, I am looking forward to the chance to work with you over the next year and a half as we continue progress toward our strategic goals and take advantage of opportunities we find along the way.

It's also been said that, "I can't change the direction of the wind. But, I can adjust my sails to always reach my destination." Last year, we recognized the trend of declining membership, declining revenue, and the nagging question of relevance in the political arena. New dentists are looking for a return on investment for their membership and many of our most loyal members are approaching retirement. This situation has adversely impacted the budget and our ability to fill an employee vacancy or begin initiatives to better serve members such as hiring a member concierge or creating a leadership academy. Finally, we were not well known in Frankfort and a new administration was coming into power.

We were not alone. Many organizations were experiencing this. But, there was no comfort in that fact. We needed to trim our sail. With that, I would like to summarize our "tack" in aligning efforts to create opportunities for organized dentistry in the commonwealth with our capacity to do so.

Our board met last spring, and KDA adopted a new strategic plan. Our renewed mission is to help member dentists succeed and serve. Our vision is that we can advance the profession while improving oral health. Our goals are to advocate for dentistry in the commonwealth, serve & support the needs and success of members, promote oral health through community service and public relations, and lead the profession through the ADA tri-partite structure.

That's great language. Lofty enough. Plain English. But, what have we done and how are we going to keep our course true?

In the last year, in furtherance of these goals, we developed a better ground game in the public policy arena. We created a legislative agenda and built up our key contacts. We mobilized members on issues like SB18 or HB77, and helped more components initiate legislative meet & greets. As many of you know, we recently held our second annual KDA Legislative Day. We have also worked hard to practice evidence-based advocacy and have participated in studies by both Pew and the National Academy of State Healthcare Policy. We also worked to be a resource for the new administration on matters related to oral health.

We have broadened our communications bandwidth through the creation of KDA eXPRESS and the use of social media like Twitter.

We have also begun to re-examine many of our business practices taking a hard look at the services we are offering members. We are trying to move from an endorsement protocol to a patron plan. This involves moving away from exclusivity and giving members more choice. We are also asking how we can better serve and support our component boards.

Our strategic plan is a star to steer by. Along the way, it is certainly important to maintain the core values of the profession. But, we must fundamentally think differently in terms of what we offer members today. People don't join anymore because it's the right thing to do. We must strive to provide services and education needed by our members. We must continue the work of opening our door to women and minorities by offering programs like our Women's Forum that specifically address the unique concerns and challenges of an oft neglected segment of our members. We must also keep sight of the big picture items that affect the profession and we tried to address those issues in small breakout sessions at this meeting. We also need to remember that dentistry is more diverse today than ever before and that includes recognizing and working

together with some of the business models that have been created to address concerns of both patients and providers. Finally, we must do more to welcome students and new dentists to organized dentistry and our homecoming reception was a great success in that regard. To do these things, it is critical that we follow the course set by our strategic plan. This work is a process. It is a journey. And, it is one that truly involves all of us from membership to advocacy.

As I said people don't join anymore because it's the right thing to do. In the past, they joined for many reasons. Some valued the advocacy provided by a professional association or the information that can be shared. Some received personal fulfillment from being involved, enjoyed developing a professional network or simply being able to interact with colleagues. Some joined because they saw it as their civic responsibility to the community. But, the main reason people will join an organization is because some friend or influential colleague asked them to do so.

Imagine if every one of our current members brought just one new member on board in the next year. We would have 100% of the licensed dentists in the commonwealth. What if everyone in this room representing a component reached out to one new member in the next year? It would make a huge difference. Ultimately, that personal contact is the best way to address the problem of diminishing membership. Our members are our best recruitment tool.

It's all about building relationships and maintaining them. But, it always comes down to two things: membership and advocacy. As I often say, members matter. If they don't, you don't have to worry about advocacy. I hope you will work to tell your colleagues that there is value and importance in being a part of organized dentistry today in Kentucky.

So, please encourage your colleagues to work with us to bring organized dentistry together, to do their part on behalf of their profession, and to be part of the solution to the challenges we face in organized dentistry.

Thank you again for the opportunity to serve KDA and to be part of this journey.

8. REPORTS OF REFERENCE COMMITTEES.

REFERENCE COMMITTEE #1 **BUDGET & ADMINISTRATIVE AFFAIRS** **Dr. James E. Ransdell – Chairman**

Reference Committee 1 met at the Hyatt Regency Hotel in Louisville, KY at 3:00 PM on March 6, 2016 to consider all matters referred to it by the House of Delegates.

RESOLUTION 2016-101 **ORIGINATOR: EXECUTIVE BOARD**

BACKGROUND: The Executive Board reviewed and approved the 2017 Budget as developed by the Budget and Finance Committee. The reference committee felt that in the spirit that all of us must live with a balanced budget in our private practice; in appreciation of the work of the budget and finance committee; and the fact that this will be a recurring issue, we respectfully recommend that the use of outside resources or a consultant be utilized by the Budget and Finance Committee to evaluate the annual budget. Therefore, be it

RESOLVED, that the proposed 2017 Revenue and Expenditure Budget be approved.

Mr. Speaker, I move for adoption of Resolution 2016-101.

ACTION: ADOPTED

RESOLUTION 2016-102
ORIGINATOR: EXECUTIVE BOARD

BACKGROUND: In the proposed 2017 Budget, REVENUES were based on current membership numbers and a \$75.00 *dues increase*. *With the passage by the House of Resolution F2007-102, we are required to request a \$75.00 dues increase*. The reference committee spent hours of thoughtful consideration and spirited debate. Therefore, be it

RESOLVED, that Chapter I, Section 4, A. (1) is changed from \$386.00 to \$461.00.

Mr. Speaker, I move for adoption of Resolution 2016-102.

ACTION: ADOPTED

This concludes the report of Reference Committee #1.

Respectfully submitted,

Dr. James Ransdell, Chairman

REFERENCE COMMITTEE #2
MISCELLANEOUS AFFAIRS
Dr. Rachel Gold – Chairman

Reference Committee 2 met at the Hyatt Regency Hotel in Louisville, KY at 3:00 PM on March 6, 2016 to consider all matters referred to it by the House of Delegates.

The report was informational and required no action by the House of Delegates.

REFERENCE COMMITTEE #3
WORK GROUPS
Dr. Heather Wise – Chairman

Reference Committee 3 met at the Hyatt Regency Hotel in Louisville, KY at 3:00 PM on March 6, 2016 to consider all matters referred to it by the House of Delegates.

The report was informational and required no action by the House of Delegates.

9. **UNFINISHED BUSINESS.** There was no unfinished business.

10. **NEW BUSINESS.** There was no new business.

11. INSTALLATION OF OFFICERS. Dr. Dennis Price officially installed the new officers of the Kentucky Dental Association. They are as follows:

President – Dr. Bill Collins
First Vice President – Dr. Ansley Depp
Second Vice President – Dr. Bill Lee
ADA Delegate – Dr. Andy Elliott
ADA Delegate – Dr. Fred Howard
ADA Alternate Delegate - Dr Barry Curry
Speaker of the House – Dr. H. Fred Howard

12. PRESIDENTIAL RECOGNITION. Dr. Bill Collins presented the KDA President's Plaque, Past President's Pin and the President's Gavel to Dr. Dennis Price.

13. COMMENTS BY THE PRESIDENT OF THE KDA. Dr. Bill Collins presented the following address to the House of Delegates.

Good Afternoon,

Shakespeare once said "Go to your bosom, knock there and ask what your heart doth know". I truly believe this for leadership with the heart guiding the mind will be vigilant and passionate. I want to congratulate Dr. Price for the outstanding work he has done over the past year. Dennis, is not a Medicaid provider but he has become Medicaid educated.

For the past two years we have beat the Medicaid train to death. Garth grabbed this bull by the horns and has beat it to every corner in the arena. Medicaid recently gave a 25% increase for diagnostic and preventive. Was the KDA totally responsible for this? Absolutely not, but I guarantee that if the KDA people had not been in there pushing, it would not have been done. In 2011, they added MCO's to the mix, it is 10 times harder to achieve our goals but the Association never gave up. Also many of you may not know that Dr. Price, Dr. Elliott, Dr. Howard and Dr. Riley testified for the House Budget committee for Medicaid reimbursement issues, a week after Legislative Day. When Dr. Price became president, he had to learn Medicaid and fight for it and he never wavered. In the end, I was believing Dennis had been a Medicaid provider as long as I had been, he did an excellent job. Dennis also became very politically involved and initiated the Women's Forum that we hope will go on for many years.

I have a couple of questions: How many take Medicaid? How many take Private Insurance. It appears about 75% takes Medicaid and 100% takes private insurance. We are not going to abandon the fight for better Medicaid but we are going to add Private Insurance to our list of Projects. Also I want to continue as Dennis has and make the PAC stronger and teach all societies what Kentucky Mountain has been doing for years, identifying the legislators and building a relationship. Our lobbyists are only as strong as our organization, our organization is only as politically strong as our PAC.

I want to present Dennis with this ADA Plaque for his time serving the KDA as president. Hopefully he will take some time to rest before I ask him to re-engage with the dental politics in Frankfort. Thank you, Dennis. Will you please stand for the award.

14. ANNOUNCEMENTS.

- House of Delegates Meeting
Speaker Howard announced that the next meetings of the House of Delegates will be Saturday August 26, 2017 at 2:30 PM and Sunday, August 27, 2017 at 10:30 AM.

15. **ADJOURNMENT.** **Dr. Barry Curry** moved to adjourn. **Dr. Fred Howard** adjourned the meeting at 11:50 AM.

Respectfully submitted,

Theodore E. Logan, Jr., DMD
Secretary-Treasurer