

Report of the President – 2019

1
2
3 Our House of Delegates began the year with a robust House, where four resolutions were discussed
4 and passed. This action, along with the 2018 Strategic Plan set our year in motion. The House
5 paved the way to have our county dental societies operate at arm's length, yet have HDA provide
6 the staff support that is needed for the counties to operate in a sustainable manner. Resolutions
7 approved were the County Assistance Program (CAP), that allows our HDA staff to assist counties
8 with their events for their members. We approved a working agreement with the Honolulu County
9 Dental Society that would have them utilize our HDA staff to manage their administrative services.
10 We supported a modest increase in dues, as our finances were in need of revenue to fund the
11 anticipated changes created by new county agreements, and shortfalls due to the lack of building
12 rental income and ongoing maintenance projects.

13
14 We had our first Presidents' Retreat following our Valentine's day HDA Board of Trustees
15 meeting. It was an opportunity for our county leaders to put faces to names and discuss common
16 issues experienced by the county societies. Our Executive Council officers, Program Chairs, and
17 Legislative lobbyists, were available to meet and greet our county presidents and presidents-elect.
18 We had round table discussions between county leaders to share their previous years' successes
19 and challenges, and how we could work together to improve organized dentistry in our state. This
20 discussion continued throughout the year with meetings by conference calls, to track the progress
21 of our counties and where they may need help or assistance, whether through CAP or
22 administrative services.

23
24 The Board established three task forces: the Direct to Consumer Task Force (DTCTF), the Dental
25 Benefits Providers Task Force (DBPTF), and the Building Task Force. The three task forces
26 forged ahead in their subject matters. We are currently in a technological age where commercial
27 entities can catch fire overnight and the DTC was faced with the challenge of handling the issue of
28 Do-It-Yourself (DIY) orthodontics. The DTC Task Force realized that the problems were of
29 national concern and therefore aligned our state policies with those of the ADA in handling DIY
30 orthodontics.

31
32 The DBPTF is taking on the task of helping dentists create a forum to address dental benefit
33 companies. This subject matter is a complicated minefield to maneuver and will require more time
34 and research. DBPTF is working hard to find the best avenues for success.

35
36 The Building Task Force vetted and recommended a new building management company, and
37 evaluated the future maintenance and improvement projects that are needed, for a 25+ year old
38 business building.

39
40 I would like to do a quick run through of our programs and their achievements for the year. With
41 Board approval, many subject matters were handled. The Endorsements Program secured written
42 agreements with TDIC, The Dentists Supply Company (TDSC), and Central Pacific Bank (CPB),
43 while continuing to look for more business partners that will support the HDA.

44
45 The Dental Education Program held a smaller HDA CE Program with great success, and are
46 working on the next HDA 2020 convention. They continue to work hard to help dentists and their

47 staff stay educated, with courses from the best and brightest dental educators from around the
48 world, all while managing to generate revenue to support organized dentistry.

49
50 The Community and Public Health Program (CPHP) has discussed and determined policy for the
51 HDA on topics ranging from silver diamine fluoride, the State’s Oral Health Strategic Plan, Adult
52 Dental Medicaid, the Dental Division under the Department of Health, to the Virtual Dental
53 Home’s teledentistry project, the state of the legislature on dental health, and HDA involvement
54 with homelessness projects. At this point, the CPHP is working to propose to the State Legislature
55 a pilot project to fund Adult Dental Medicaid for an underserved community in Hawaii.

56
57 The Membership Engagement Program (MEP) has discussed and studied the various aspects of
58 what would bring more value to our members, with the goals of sustaining a healthy influx of new
59 members, as well as tailoring member benefits to the needs of all of our members in their many
60 stages of practice. A couple of Program members attended the ADA membership conference and
61 have noted how similar our plans are to ADA’s, and the support that we can gain from tapping into
62 ADA’s resources. This Program works hard to have its projects ingrained in the day to day fabric
63 of the HDA.

64
65 Similarly, the Young Dentists Group (YDG) has had a busy year giving our newest members a
66 place to gather and get introduced to organized dentistry. They also provide the majority of the
67 support and manpower to the “giving part” of our association – the HDA Foundation and the Give
68 Kids a Smile (GKAS) projects.

69
70 The HDA Foundation agreement with the HDA was revisited following a two-year agreement to
71 fund and administer their activities. Review has shown that HDA and the Foundation will need to
72 continue the relationship as is, if the HDA wishes to have a charitable 501(c)(3) arm.

73
74 Our Financial Program chose a new audit company in 2019 for our 2018 financials, and has been
75 reviewing the reserves policy for HDA. Our new auditor has given us another clean review.

76
77 The Legislative Program, the HDA Political Action Committee (HDPAC), and Hawaii Public
78 Policy Advocates (HPPA) continue to work in tandem to put HDA and oral health at the forefront
79 of policy making for the people of Hawaii. This year, HDA faced workforce bills that would have
80 affected our dental assistants. We are working with the bill authors to better define the importance
81 of their role in the dental practice, and to provide protection of their work. A registry for dental
82 assistants with a tiered platform of qualifications, is being suggested. Tides may be changing at
83 the Capital in a positive way, through the advocacy of the Legislative Program, HPPA, and
84 especially our members who are much more active in approaching their local lawmakers. We need
85 to keep up the good work.

86
87 The ADA’s State Public Affairs (SPA) program has provided much needed financial support for
88 HDA to conduct community projects like GKAS and media training. The ADA has expanded its
89 SPA program to include funding resources for states wishing to engage in work similar to that of
90 the ADA’s newly created Fight Insurer Intervention Strategic Task Force (FIIST). Our own
91 DBPTF might consider FIIST as a resource.

92

93 Our Programs and Task Forces have some of the hardest working people in our organization and
94 working with all of them has been so rewarding.

95
96 The HDA delegation to the ADA participated in a very busy 2019 ADA House of Delegates
97 meeting. The main topics were the reduction of membership dues categories, and the ADA
98 process to align its policies to reflect inclusivity and the diversity of our membership. I must admit
99 it was a very hard-working House Meeting and our 14th district is a power house in the ADA
100 structure. Our delegation represents us well and our voices are always heard. The ADA 2019
101 House also elected Dr. Dan Klemmedson, our most recent 14th district trustee, to be our next ADA
102 President-Elect.

103
104 I attended the Western States Presidents Conference, hosted by New Mexico. It was informative,
105 covering many topics, such as dental benefits, midlevel providers, membership engagement,
106 workforce, etc. as the states deal with similar issues. The meeting is a golden opportunity to learn
107 about the processes that other states undergo, as we confront these challenges in our own state.
108 The willingness of other states to share on all topics is a great resource.

109
110 The future for HDA looks bright, as we have an organization that works for our members. We will
111 celebrate our first Mahalo Volunteer Pa`ina (MVP) before our 2019 House Meeting (version 2.0).
112 We will enjoy visits from our newly installed ADA President Dr. Chad Gehani and new 14th
113 District Trustee Dr. Brett Kessler. I will be passing the torch to 2019 President-Elect Dr. Wayne
114 Leong, who I am very excited for, and for whom you will all easily embrace and support. As we
115 refresh our Strategic Plan, look for 2020 to give us a chance to re-focus on some new plans, goals,
116 and activities.

117
118 Once again, I would like to extend a big Mahalo to all the members of the Hawaii Dental
119 Association, for allowing me to be your steward for 2019. To my colleagues who have served as
120 volunteers on Task Forces, Programs, Executive Council, the Board of Trustees, the House of
121 Delegates, the ADA Delegation, or as county leaders – working with you all has been enriching,
122 and I encourage you to keep doing what you are doing, because we are headed in the right
123 direction. I wish you the best of luck as you continue to serve in and for organized dentistry, and
124 hope you consider moving up the leadership ladder! As always, thanks to the staff at the HDA for
125 the support of keeping us moving. Mahalo to All!

126
127
128 Respectfully Submitted,

129
130
131 Dayton Q.L. Lum, D.D.S.
132 2019 HDA President