

1 Report of the HDA Membership Engagement Program – 2023

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3 **Strategic Plan Goal #1 – Membership:** Recruit and Retain members by offering relevant
4 membership value within an inclusive and engaging environment.

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6 The Membership Engagement Program (MEP) met via Zoom in January, April, July, and
7 August. The MEP is committed to the two objectives of the Strategic Plan Goal of Membership:
8 1) Increase membership numbers by 5% by end of 2024 and 2) Ensure annual retention rate of
9 90%.

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11 MEP met with our ADA Sr. Client Services Manager Ms. Jeanine Pekkarinen on February 9,
12 2023 for a Strategic Planning Session to help to create an Action Plan for MEP to meet our
13 membership goals. The strategies include: 1.1) Increase new membership engagement with
14 networking and mentorship programs, 1.2) Develop process to engage, recruit and welcome new
15 members, 2.1) Ensure effective consistent value marketing of all HDA programs and offerings
16 by target market, and 2.2) Offer networking and engagement opportunities among and between
17 various member audiences. The MEP members then divided up the tasks.

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19 With changes in social norms and pandemic protocols the MEP has discussed in depth the way in
20 which we need to adapt to these changes in order to remain relevant and necessary for members
21 of the HDA. Due to the lack of in-person events in the past few years the MEP has worked hard
22 to revamp what was previously called the new dentist roadmap and new member Welcome kit.

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24 The MEP partnered with Central Pacific Bank (CPB) and hosted a New Member Welcome event
25 on April 20, 2023 at CPB’s newly renovated 20th floor Waimea Room in downtown Honolulu.
26 This event gave our new member dentists the opportunity to socialize in person, enjoy great food
27 and drinks, play games, pick up their new member Welcome kit, and learn more about CPB and
28 HDA.

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30 On September 14, 2023 HDA MEP, CPB, DDS Match, Patterson and Fortune Management
31 hosted an informational session on “To Buy or Build a Dental Practice” at CPB’s downtown
32 Honolulu location, attended by about 40 interested dentists. A survey was previously emailed
33 out to gauge member interest and need for this type of session. 73 HDA members submitted
34 survey feedback, of which 57 said they were interested in attending such a session. However,
35 the focus of this session was on buying and building. Our partners may consider one for sellers
36 in the near future.

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38 The MEP has been tasked with exploring the subject of D&I (Diversity and Inclusion). The ADA
39 is prioritizing this on the national level; in September 2023, the HDA board adopted to support
40 the current ADA D&I policy. The HDA supports the ADA policy on D&I and endeavors to
41 incorporate it into our work:

42
43 The ADA is committed to a culture of diversity and inclusion to foster a safe and
44 equitable environment for its membership. In this environment, representation matters,
45 and every member needs are heard, valued, and respected.

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47 The ADA embraces diversity and inclusion to drive innovation and growth, ensure a
48 relevant and sustainable organization and deliver purposeful value to members,
49 prospective members, and stakeholders. The ADA's commitment to diversity and
50 inclusion will further advance the dental profession, improve the oral health of the public,
51 and achieve optimal health for all (Resolution 69H-2021).

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53 In 2024 MEP proposes to collaborate with the Young Dentist Group (YDG) and Nominating
54 Committee to hold a Leadership Engagement and Development (LEaD) Series with an objective
55 to ensure leadership sustainability to maintain and grow programs and governance. MEP has
56 reached out to HDA county leaders and they all report a shortage of dentist volunteers. With this
57 series we hope to engage members and train them to participate in leadership roles within the
58 HDA. Other states have already implemented a leadership track series and MEP began the
59 research with the help of ADA's Ms. Pekkarinen at an initial meeting on September 20, 2023.
60 We are suggesting an initial annual session followed by smaller subsequent cohort meetings
61 throughout the year. We feel that this is an investment that HDA needs to pursue now to engage
62 leadership for the future of our organization. An initial budget of \$25,000 is requested in for the
63 initial session with an anticipated 10-20 member cohort, including those from the neighbor
64 islands. In September 2023, the HDA BOT approved this leadership initiative.

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66 Overall, MEP is requesting a total of \$35,000 from the 2024 budget to be used towards our
67 annual New Member Welcome event, new member Welcome Kits, and our Leadership
68 Engagement and Development Series.

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70 PE Dr. Anthony Kim and ED Ms. Kim Nguyen attended the ADA membership conference held
71 on July 16-18 in Chicago. We are asking other MEP members to consider attending in (the
72 summer) 2024.

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74 One of the conference highlights was the membership awards: Congratulations to HDA for
75 winning the following 2022 ADA Membership Awards in our 501-1000 member category!

- 76 - Most improved Active Member Retention Rate
- 77 - Greatest Net Gain of New Dentists
- 78 - Converted Highest Number of Diverse Dentists to Membership
- 79 - Converted Highest Number of Women Dentists to Membership

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81 MEP members are Drs. Dayton Lum, Scott Kanamori, Carla Fukumoto, Anthony Kim, Wesley
82 Sato, and Michelle Zhou.

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85 Respectfully Submitted,

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88 Shelliann Kawamoto, DDS
89 Camden Tokunaga, DDS
90 Co-Chairs

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Recommendation of the HOD Reference Task Force on the Report of the HDA

Membership Engagement Program: The HOD Reference Task Force recommends the Report of the HDA Membership Engagement Program be accepted.

Action taken by the House:

Resolution #2023-02

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Background: In 2024 the HDA Membership Engagement Program will continue to exercise sound fiscal management and requires appropriate funding to perform its responsibilities and recommends the adoption of the following resolution:

Resolved, that the House of Delegates budget the sum of \$0 (income) and \$35,000 (expense) for the conduct of the HDA Membership Engagement Program activities for 2024.

Recommendation of the HOD Reference Task Force on the HDA Membership Engagement Program Resolution #2023-02: The HOD Reference Task Force recommends the Resolution #2023-02 be adopted.

Action taken by the House: