



**HDA Mission Statement:**

The Hawaii Dental Association is dedicated to serving the profession of dentistry and the public of the State of Hawaii. The Association preserves the integrity of the dental profession, strengthens the doctor/patient relationship and promotes the *Principles of Ethics and Code of Professional Conduct* of the American Dental Association.

In a collaborative effort to address the myriad of factors that affect membership value and growth, the Hawaii Dental Association (HDA), with the assistance of the American Dental Association (ADA), engaged in a strategic planning process that resulted in **HDA’s 2018-2020 Strategic Plan**. The three-year plan is a framework for elevating member engagement and involvement, identifying and measuring progress, and leveraging valuable talent and resources, in plan implementation.

Key elements and details of the **HDA’s 2018-2020 Strategic Plan** are:

COMMUNICATIONS

OPERATIONS

**GOAL 1: Membership**  
Recruit and Retain members by offering relevant membership value within an inclusive and engaging environment.

- Objective 1: Enhance membership value for all segments.
- Objective 2: Recruit new leaders on an annual basis.

**GOAL 2: Community**  
Effectively promote oral health awareness and ensure that the Hawaii Dental Association is recognized as the known authority in dentistry and as having an active role in improving the oral health of the people of Hawaii.

- Objective 3: Establish a strong and sustainable Foundation.
- Objective 4: Establish oral health partnerships and engage in community initiatives.

**GOAL 3: Advocacy**  
Effectively ensure that the profession of dentistry is protected and maintained at the highest regard, among key decisions makers and the people of Hawaii, through strong public policy and advocacy efforts.

- Objective 5: Proactively submit oral health legislation during each session.
- Objective 6: Engage and educate members on legislative issues and strategies.
- Objective 7: Increase leadership participation in HDPAC.