



CANADIAN DENTAL ASSOCIATION
ASSOCIATION DENTAIRE CANADIENNE

CDA Board of Directors Highlights Report

April 23-24, 2015

A NATIONAL MEETING PLACE FOR THE DENTAL PROFESSION

The following report highlights discussions and outcomes from the CDA Annual General Meeting (AGM), the CDA Board of Directors meeting, and other meetings and events held in conjunction with the CDA AGM. The CDA AGM and its related events provide an opportunity for the profession to come together to exchange ideas, celebrate achievements and collaborate on future initiatives.

Other groups meeting in conjunction with the CDA AGM were the Canadian Dental Specialties Association, the Canadian Dental Regulatory Authorities Federation, the Dentistry Leaders' Forum and the Corporate Member Presidents and CEOs.

Individuals who have served the profession with distinction were honoured at CDA's Awards Luncheon and President's Installation Dinner on April 24. In addition, the community came together to thank CDA's outgoing President, Dr. Gary MacDonald of Mount Pearl, NL for his leadership over the past year, to welcome CDA's incoming President, Dr. Alastair Nicoll of Elkford, BC and to recognize the centennial of the Royal Canadian Dental Corps.

HIGHLIGHTS OF THE CDA ANNUAL GENERAL MEETING – FRIDAY APRIL 24, 2015

The CDA Annual General Meeting (AGM) provides the CDA Board of Directors with the opportunity to present its accountability report, CDA's year-end financial results and CDA's proposed fee rate recommendation for the coming year. It also allows attendees to hear from other national dental organizations about their areas of activity.

New this year, the CDA Voting Representatives elected the CDA Board of Directors for 2015-16. This is in keeping with provisions in the new Canada Not-for-Profit Corporations Act and changes to the CDA Bylaws, approved at the 2014 CDA AGM.

CDA also noted the passing of Dr. William G. McIntosh, CDA Past President (1959-60) and CDA Executive Director (1965-76), Brigadier-General (retired) William R. Thompson, CDA Past President (1982-83), and Dr. David Precious, CDA Medal of Honour (2010) and Order of Canada recipient.

Board of Directors Accountability Report

CDA Board members reported on key issues of the past year, current issues and significant emerging issues. The reports were aligned with CDA's vision of a healthy public, a strong profession and a united community.

The members of the Healthy Public Strategic Priority Team reported on their key issue; advocating for access to care for seniors, children and First Nations and Inuit Peoples. The team's most challenging current issues are access to care for children and seniors, and advocating for a well-funded and administratively sound health care system for First Nations and Inuit Peoples. The team's most significant emerging issue is prescription drug abuse, including opioids.

The members of the Strong Profession Strategic Priority Team reported on their key issues. They include the image of the profession, the transfer of scientific evidence into practice, the confidentiality of patient health information, the CDA Seal program, the revamping of the standard dental claim form and the eReferral service developed by CSI. The team's most challenging current issue is the relationship with dental benefit carriers around dental audits, electronic fund transfers and claims transmissions. The team's most significant emerging issue is the oversupply of dentists and its impact on the commercialization of dentistry and the ethics of the profession.

The members of the United Community Strategic Priority Team reported that their key issues are building relationships with organizations within and outside of dentistry, aligning communication vehicles to advance the vision of a united community, and increasing the visibility of CDA with dentists, dental organizations and others. Their most challenging current issue is attracting the attention of busy dentists and encouraging their engagement in CDA. Their most significant emerging issue is engaging a dental community that is becoming increasingly diverse.

Remarks by CDA's Outgoing President – Dr. Gary MacDonald

Dr. Gary MacDonald, outgoing CDA President, spoke to CDA's achievements over the past year. He highlighted:

1. CDA's successful consultations with internal and external stakeholders through the Canadian Oral Health Roundtable (COHR) that have positioned the profession as the national leader in oral health
2. CDA's advocacy efforts with the federal government on a variety of issues that have enhanced CDA's visibility with national leaders
3. The launch of *CDA Essentials* and the CDA Oasis App
4. CDA's strong relationship with the insurance industry
5. CDA's annual environmental scan and its megatrends

Remarks by CDA's Incoming President – Dr. Alastair Nicoll

Dr. Alastair Nicoll, CDA's incoming President, outlined his priorities for the coming year. They include:

1. Reviewing CDA's strategic priorities to ensure that they are relevant and forward thinking
2. Successfully implementing the agreed upon priorities of the Canadian Oral Health Roundtable (COHR)
3. Successfully completing a review of the current MOU between CDA and the Corporate Members
4. Updating CDA's environmental scan and megatrends to help the association plan for the future
5. Enhancing CDA's activities in areas related to practice support

Election of the CDA Board of Directors for 2015-16

The following individuals were elected to the CDA Board of Directors for 2015-16:

Dr. Alastair Nicoll, President
Dr. Randall Croutze, President-Elect
Dr. Larry Levin, Vice-President
Dr. James Armstrong, British Columbia Dental Association
Dr. Linda Blakey, Newfoundland and Labrador Dental Association
Dr. Paul Cameron, Nova Scotia Dental Association
Dr. Richard Holden, Dental Association of Prince Edward Island
Dr. Robert Huff, Alberta Dental Association and College
Dr. Sandy Mutchmor, Manitoba Dental Association
Dr. Mitch Taillon, College of Dental Surgeons of Saskatchewan
Dr. James Tennant, Northwest Territories and Nunavut Dental Association and Yukon Dental Association
Dr. Lynn Tomkins, Ontario Dental Association
Dr. Daniel Violette, New Brunswick Dental Society

Finances

The 2016 fee rates were approved. They are \$537.50 for tier 1 provinces, \$440.00 for tier 2 provinces and \$342.50 for tier 3 provinces plus applicable taxes. The affiliate membership fee for 2016 will be at the tier 1 level of \$537.50.

The 2014 CDA Audited Financial Statements and the Audit Committee Report were received. For 2014, it was considered a “clean” audit with no outstanding issues. KPMG LLP were approved as CDA’s external auditors for 2015.

The 2014 CDA audited financial statements show an excess of revenues over expenses in CDA operations of \$41,824 with expenses of \$9,740,169 and revenues of \$9,781,993. Year-end results were significantly better than expected. CDA received more revenue than expected and incurred fewer expenses than budgeted in areas such as public affairs, knowledge networks and human resources. This change to the year-end results was due to increased efficiencies as well as adjustments to and/or the rescheduling of some of CDA’s priorities based on the direction given by the CDA Board at its June 2014 planning session.

Reports from Groups and Organizations within the Dental Community

CDA received presentations from the following dental organizations outlining their current and future issues: the Association of Canadian Faculties of Dentistry, the Canadian Dental Regulatory Authorities Federation, the Canadian Dental Specialties Association, the Federation of Canadian Dentistry Student Associations, CDSPI, the Public Health Agency of Canada, the Commission on Dental Accreditation of Canada, the National Dental Examining Board of Canada, the Royal Canadian Dental Corps and the Royal College of Dentists of Canada. In addition, a written report was provided by the Canadian Association for Dental Research.

OTHER MEETING HIGHLIGHTS

CDA Award Presentations - Friday April 24, 2015

CDA Awards were conferred on the following individuals for their outstanding service to the profession, their patients and their community:

Award of Merit – Dr. Michael Brown (NB), Dr. Edmund O’Neill (ON)

Distinguished Service Award – Dr. Blaine Cleghorn (NS), Dr. Amil Shapka (AB)

Oral Health Promotion Award – Dr. Pamela Glassby (BC)

Honorary Membership Award – Dr. Gilles Lavigne (QC)

Medal of Honour – Dr. Gordon Thompson (AB)

Royal Canadian Dental Corps – Centennial

The Royal Canadian Dental Corps (RCDC) was recognized for its century of service during the CDA AGM and President’s Installation Dinner. Special activities are being planned in the National Capital Region in May 2015 to celebrate this special event.

CDA presented the RCDC with a commemorative plaque and the RCDC presented CDA with a montage highlighting the Corps 100 years of service and relationship to the CDA.

The RCDC has a long and honoured history with the CDA and is considered an important member of the CDA dental family.

Dentistry Leaders’ Forum (DLF) – Thursday April 23, 2015

Dr. Gary MacDonald, CDA President, co-chaired a meeting of the Dentistry Leaders’ Forum (DLF) with Dr. David Baird, President of the British Columbia Dental Association. In attendance were representatives of the Corporate Members, the Association of Canadian Faculties of Dentistry and the Canadian Dental Specialties Association. The forum serves as the “big tent” for dentistry to discuss items of common interest, and to provide advice to CDA on high-level policy matters, and clinical and scientific issues. Topics discussed at the DLF included the federal government’s study of prescription drug abuse and antimicrobial resistance, and the work of the CDA-ACFD Special Care in Dentistry Working Group. The terms of reference of the DLF were amended to include two representatives from the Royal Canadian Dental Corps.

Meeting of the Corporate Member Presidents and CEOs – Thursday April 23, 2015

A special meeting of the Corporate Member Presidents and CEOs was held on Thursday April 23 to discuss the scheduled review of the MOU between CDA and the Corporate Members. A systematic review of the terms of the membership model upon which the MOU is based is scheduled to occur before January 2017. Agreement was reached on the parameters of the review and the timelines. CDA and the Corporate Members will meet during the CDA Convention in St. John’s, NL to review the results of a priority-setting exercise on the value of CDA’s products and services. Next steps will be determined at that time with the intent of completing the review by April 2016.

CDA Board of Directors Meeting – Thursday April 23, 2015

1. CDA Suite Of Electronic Services – CDA Priority-One Program

The Board reviewed the suite of electronic services being developed and offered by CDA. They include the CDA App, CDA Digital IDs, eReferral, CDAnet, ITRANS and the Practice Support Services Website.

Simple and Secure Document Delivery System

Based on the findings of the pilot project on eReferral, the CDA Board of Directors concluded that it would explore the development of a new, simple and secure document delivery system that would allow the electronic transmission of documents between dental offices and a range of recipients. Having determined the desirable characteristics of this system, CDA staff in conjunction with CSI staff was tasked with developing a detailed proposal for review by the CDA Board of Directors in July 2015.

CDA Digital IDs

CDA Digital IDs are being rolled out across the country to authenticate dentists that use CDA electronic services, including ITRANS. The staged national launch will be completed by July 2015. CDA Digital IDs will be the only credential recognized by carriers for claims processed over the Internet. Communications to member dentists on the CDA Digital IDs is via *CDA Essentials*, by direct mail and with the assistance of the Corporate Members.

CDA Practice Support Services Website

The CDA Practice Support Services website is available to help dental offices manage CDA services such as CDAnet, eReferral, ITRANS and to download CDA Digital IDs.

2. CDA Essentials/Oasis - CDA Priority-One Program

CDA continues to promote awareness of the Oasis suite of products and the CDA Oasis App. Articles have appeared in all of CDA's communications vehicles and attendees at the CDA AGM received a USB key promoting Oasis and the CDA Oasis App.

The App provides mobile access to CDA Knowledge Network products such as Oasis Discussions, *CDA Essentials*, JCDA.ca and Oasis Help. It is expected that the content on the App will be expanded in the future to feature information on a variety of CDA initiatives.

Stakeholders are encouraged to submit materials for publication. Clinical and scientific information will continue to be available online through Oasis Bulletin, Oasis Help and Oasis Discussions. Scholarly articles will continue to be published in JCDA.ca and a revamped JCDA.ca website is being developed.

3. Access to Oral Health Care – CDA Priority-One Program

Canadian Oral Health Roundtable (COHR)

The CDA Board of Directors reviewed a draft consensus report from the successful COHR symposium held on February 26, 2015. The intent of the initiative is to develop a community of support comprised of both oral health and non-oral health groups to discuss and agree on initiatives that will improve the oral health of Canadians. Outcomes from the second COHR symposium include an agreed upon consensus statement on community water fluoridation, a draft consensus statement on oral health care standards in long-term care facilities, and a process to identify oral health education programs for children and parents. The third COHR symposium is planned for April 2016, with bilateral meetings before that date.

For Children

First Dental Visit

Work continues on the development of messaging and a fully-developed communications campaign targeted at dentists on the first dental visit. Current efforts are focused on refining a First Visit Continuing Education course for presentation by pediatric dentists. Included in the materials will be a PowerPoint slide deck and a tool kit for presenters.

For Seniors

Generic Legislation on Oral Health Care Standards in Long-Term Care Facilities and Tool Kit

Sample legislation has been adapted into a new format for ease of use in various situations and focuses on the dentist as the leader of the dental team. A seniors advocacy tool kit has been completed in order to assist champions and advocacy contacts with their lobbying efforts. CDA also recently attended a meeting hosted by the Canadian Medical Association to support the creation of an All-Party Seniors Caucus. The caucus will be formally established following the upcoming federal election.

4. Trust and Value Project – CDA Priority-One Program

To celebrate National Oral Health Month, CDA partnered with Reader's Digest on an oral health supplement in its April edition. Work continues on updating the online assessment tool found on the CDA website. Articles continue to be written for CDA's communication vehicles by dentists and non-dental experts in various fields of endeavour.

5. Management of Dental Benefits – CDA Priority-One Program

The CDA Working Group on Dental Benefits has met and discussed the following issues:

- The Canadian Life and Health Insurance Association's (CLHIA) concerns with CDA's Position on Dental Benefits
- CLHIA's request for coordination between the Corporate Members on the preparation of fee guides to enable carriers to quickly implement changes
- The increasing number of carriers and payors requesting dentists to sign up for direct deposit
- The increasing number of dental audits and the invasive nature of these audits
- The need to develop best practice guidelines for dental audits

- The need to define the role of dental consultants

Three priorities have been identified by the Working Group for immediate action:

1. Developing a structure for ongoing relations with CLHIA,
2. Working with CLHIA on an acceptable standardized audit process,
3. Working on Electronic Fund Transfers (EFTs).

CSI (Continovation Services Inc.)

Acting as the sole shareholder of CSI, the CDA Board accepted the 2014 CSI annual financial statements, approved the appointment of Hendry Warren LLP as company accountants and appointed Dr. Ron Smith, Mr. Lyle Best and Mr. Peter Arison to the CSI Board of Directors for further a one-year term.

The CDA Board approved the formation of a CDA-CSI-*instream* Inter-Relationship Task Force. The intent of the Task Force is to provide advice to the CDA Board of Directors on ways to enhance communications between CDA, CSI and *instream*. The Task Force expects to present a final report to the CDA Board of Directors in July 2015.

Health Benefits Tax Deductions – Federal Government Lobbying Initiative

In November 2014, the CDA Board discussed a federal government lobbying initiative aimed at creating a full tax deduction for premiums paid by individuals toward extended health benefits. This would act as an incentive for individuals to purchase supplementary health benefits, including basic preventive and restorative dental care. The Board directed that CDA take a leadership role and proactively assess the level of interest among potential partners to work as part of a coalition on this file.

Initial interest from potential partners was mixed. In order to solicit partners and further explore this issue, the Board agreed to fund econometric research on the cost to government and consumers of this tax initiative, and to explore other options both inside and outside the tax system with the intent of helping those most in need, including the working poor and those who do not have insurance coverage for their dental care.

The CDA Board approved a phased work plan for this initiative and a research proposal by the Conference Board of Canada. The study will review Canada's history of tax credits and incentives related to health and health care to help CDA understand the value of tax credits and deductions when promoting a full tax deduction for premiums paid for extended health benefits.

CDA Principles of Ethics Document

The Board approved a new *CDA Principles of Ethics* document that defines the fundamental commitments that guide a dentist's ethical practice and to which the dental profession aspires. It forms the foundation of a dentist's professional responsibilities to his or her patients, to society, to the profession, and to him or herself.

The document will be available on the CDA website and information will be available in CDA's various communications vehicles.

Practice Management Initiative with the Corporate Members

Work continues to proceed on the identification and collection of practice management information from the PDAs in order to create a repository of information for use by the PDAs. Included in this initiative is the identification of gaps and overlaps of information and what needs to be included in an effective practice management program. A meeting will be held during the CDA Convention in St. John's in August 2015 to review progress in this area and determine next steps.

CDA Committees

In keeping with the CDA governance cycle, the Board confirmed committee appointments for 2015-16 subject to appointees' willingness to serve. This included one new appointment to CDA's Advocacy Committee, and one new appointment to CDA's Committee on Clinical and Scientific Affairs. It was noted that committee chairs and CDA Board liaisons are appointed annually.

The Board disbanded the National Task Force on the Integration of Internationally Trained Dentists, the Code of Ethics Working Group, the CDA-ACFD Dental Aptitude Test Review Committee, the CDA-CAOMS Interface Committee and the Working Group on Per Diem and Honoraria.