



CANADIAN DENTAL ASSOCIATION
ASSOCIATION DENTAIRE CANADIENNE

CDA BOARD OF DIRECTORS HIGHLIGHTS REPORT

APRIL 19–21, 2017

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 from April 19–21, 2017. 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 meetings held in conjunction with the CDA AGM were the Dentistry Leaders' Forum, the Corporate Member Presidents and CEOs, and the Canadian Oral Health Roundtable (COHR). Other dental groups who held meetings on these dates included the Canadian Dental Specialties Association and the Canadian Dental Regulatory Authorities Federation.

Individuals who have served the profession with distinction were honoured at CDA's Awards Luncheon and President's Installation Dinner on April 21. In addition, the community came together to recognize CDA's outgoing President, Dr. Randall Croutze of Edmonton, AB, and to welcome CDA's incoming President, Dr. Larry Levin of Hamilton, ON.

HIGHLIGHTS OF THE CDA AGM - APRIL 21, 2017

The CDA AGM provides the CDA Board of Directors with the opportunity to present its Accountability Report, CDA's year-end financial results and proposed fee rate recommendations for the coming year. It also allows attendees to hear from other national dental organizations about their areas of activity.

In addition, CDA Voting Representatives elect the CDA Board of Directors.

CDA noted the passing of Dr. George Sweetnam (CDA Past-President 2001-02) and Dr. William Hollingshead, a member of CDA's USC&LS Committee.

Proposed CDA By-law amendments were withdrawn from the agenda, pending further review.

CDA 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 key advocacy initiatives including the taxation of employer-sponsored health and dental benefits, refugee health care and the Non-Insured Health Benefits (NIHB) program. Current issues include completing the joint review of the NIHB Program by Health Canada and the Assembly of First Nations, providing better information to consumers on sugar reduction, and addressing the marketing of sugary foods and drinks to kids. The team's most significant emerging issue is access to care for the disabled.

The members of the Strong Profession Strategic Priority Team reported on issues related to the business of dentistry such as insurance audits, claims transmission and privacy. The team's most challenging current issue is the pace of change and the need to adapt. The team's most significant emerging issue is the unity of the profession.

The members of the United Community Strategic Priority Team reported on building relationships with organizations within and outside of dentistry, aligning communication vehicles to advance the vision of a united community, increasing the visibility of CDA with dentists, dental organizations and others, and keeping individual dentists informed. Their most challenging current issue is encouraging busy dentists to engage with CDA. Their most significant emerging issue is engaging a dental community that is becoming increasingly diverse within a constantly evolving operating environment for associations.

Remarks by CDA's Outgoing President – Dr. Randall Croutze

Dr. Randall Croutze, outgoing CDA President, spoke to

1. The strong support that CDA provides the Corporate Members, and CDA's continuing communication and outreach to stakeholder groups to build and maintain relationships within the dental community,
2. CDA's proactive leadership on numerous advocacy initiatives,
3. CDA as a trusted leader on oral health care issues,
4. CDA's work in knowledge translation and the continuing evolution of CDA's knowledge products such as *CDA Essentials* and the CDA OASIS suite of product offerings,
5. CDA's involvement in supporting dental practices.

Remarks by CDA's Incoming President – Dr. Larry Levin

Dr. Larry Levin, CDA's incoming President, commented on his areas of focus for the coming year. They include:

1. The Future of the Profession Initiative,
2. Access to care with a focus on the needs of aboriginal children,
3. Strategic alliances with external stakeholders,
4. Practice Support Services such as ITRANS and CDA Secure Send, and
5. Consultation with Corporate Members and constituent groups

Election of the CDA Board of Directors for 2017-18

The following individuals were elected to the CDA Board of Directors for 2017-18:

- Dr. Larry Levin, (Ontario)
- Dr. Mitch Taillon, (Saskatchewan)

Dr. Sandy Mutchmor, (Manitoba)

Dr. Joel Antel, nominated by the Manitoba Dental Association

Dr. James Armstrong, nominated by the British Columbia Dental Association

Dr. Roger Armstrong, nominated by the Northwest Territories and Nunavut Dental Association and Yukon Dental Association

Dr. Linda Blakey, nominated by the Newfoundland and Labrador Dental Association

Dr. Heather Carr, nominated by the Nova Scotia Dental Association

Dr. Tobin Doty, nominated by the Alberta Dental Association and College

Dr. Richard Holden, nominated by the Dental Association of Prince Edward Island

Dr. Lynn Tomkins, nominated by the Ontario Dental Association

Dr. Daniel Violette, nominated by the New Brunswick Dental Society

Dr. Larry Levin will take on the role of CDA President, Dr. Mitch Taillon will take on the role of CDA President-Elect and Dr. Sandy Mutchmor will take on the role of CDA Vice-President for 2017-18.

Dr. Frank Hohn of Saskatoon, was thanked for his service to the Board over the past year.

The nominee from the College of Dental Surgeons of Saskatchewan is yet to be named. Once named, the CDA Board of Directors will approve the nomination.

Finances

The 2018 membership fee rates will remain at the same rates as 2017, and were confirmed at \$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 2018 will be at the tier 1 level of \$537.50.

The 2016 CDA Audited Financial Statements and the Audit Committee Report were received. For 2016, it was considered a "clean" audit with no outstanding issues. Deloitte, LLP was approved as CDA's new external auditors for 2017.

The 2016 CDA Audited Financial Statements show an excess of revenues over expenses in CDA general operations of \$254,134 with expenses of \$10,189,262 and revenues of \$10,443,396. Year-end results were better than expected. CDA received more revenue than expected and incurred fewer expenses than budgeted in areas such as dental benefits, human resources and administration. Once CDAC and CSI had been accounted for, CDA ended the year with a surplus of \$354,156.

Reports from Groups and Organizations within the Dental Community

CDA received presentations from the following dental organizations outlining their current and future activities:

- the Association of Canadian Faculties of Dentistry,
- the Canadian Association of Hospital Dentists,
- 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 - April 21, 2017

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

Award of Merit – Dr. Andrew Rowe (NB)

Distinguished Service Award – Dr. Don Friedlander (ON), Dr. Jack Gerrow (ON), Dr. John O’Keefe (ON) and Dr. Benoit Soucy (QC)

Honorary Membership Award – Dr. Peter Cooney (ON)

Medal of Honour – Dr. Marcia Boyd (BC)

Dentistry Leaders’ Forum (DLF) – April 21, 2017

Dr. Larry Levin, CDA President -Elect co-chaired a meeting of the Dentistry Leaders’ Forum (DLF) with Dr. Ernest Lam, President of the Canadian Dental Specialities Association. The forum serves as a national gathering for dentistry to discuss topics of national interest.

Dr. Alastair Nicoll, Chair of the Task Force on The Future of the Profession facilitated a discussion with attendees on the plausibility of various scenarios and on the principles, that should guide the task force.

Attendees also received a presentation from Dr. Supriya Sharma, Health Canada’s Chief Medical Advisor on the actions of the Federal Government related to the opioids crisis, and from Dr. Paul Allison, President of the Association of Canadian Faculties of Dentistry on Dental Research, Admissions and the proposed post graduate year one (PGY1) program.

A report on the meeting will be prepared and distributed to attendees as appropriate.

Meeting of the CDA Corporate Member Presidents and CEOs – April 20, 2017

A meeting of the CDA Corporate Member Presidents and CEOs was held on April 20, 2017. The meeting was chaired by CDA President-Elect, Dr. Larry Levin, and Dr. Robert Hatheway, President-Elect of the New Brunswick Dental Society.

CDA and the Corporate Members identified their respective strategic priorities for the coming years. In addition, the British Columbia Dental Association presented data on the impact that taxing health and dental benefits would have had on the profession. Attendees also reviewed a draft document on the

“minimum requirements for acceptable claims validation processes,” received information on CDAnet version 4 and discussed the need for a CDA position statement on fluoride varnish programs.

A report on the meeting will be prepared and distributed to attendees.

Canadian Oral Health Roundtable (COHR) – April 20, 2017

The intent of the COHR is to develop a community of support comprised of both oral health and non-oral health groups. The goal of the group is to engage in discussions and agree on possible common policies or initiatives that the participating organizations might endorse.

The April 2017 meeting was the 4th meeting of the COHR. Discussion focused on promoting better oral health care for persons with disabilities, and Health Canada’s initiatives to reduce sugar consumption.

A report on the meeting will be prepared and distributed to attendees.

CDA BOARD OF DIRECTORS MEETING – APRIL 19, 2017

CDA Priority Projects

1. The Future of the Dental Profession Initiative

The Task Force on the Future of the Profession and its accompanying Steering Committee continue to meet on a regular basis and to consult broadly. Four working groups have been created to identify and analyse issues of long-term consequence to the profession. They are:

1. Technology, Substitutes, Complementors and Intermediaries
2. Education, Regulation, and the Social Contract
3. New Practice Models and Vulnerable Patients
4. Enhancing the Dental Practice of the Future

A final report is expected by February 2018 for discussion at sessions in April 2018.

2. Insurance Audits/Dental Benefits

The increasingly invasive demands for dental audits by some dental benefit providers are of concern to CDA and its Corporate Members. The Board reviewed a draft framework document for dental audits entitled “minimum requirements for acceptable dental claims validation processes”. Once CDA has received feedback on this document from the Corporate Members, it will be brought back to the CDA Board for approval. Once approved, CDA will share this document with CLHIA in the hope of having a document that will provide a basis for productive discussions between the two organizations.

CDA continues to press CLHIA to sign the CDAnet agreement. Although CLHIA would like a national partnership agreement incorporating the CDA and Reseau ACDQ, CDA has indicated that it is no longer willing to delay the signing of this agreement if Quebec is not ready to sign.

3. Claims Transmission

The development of ITRANS 2.0 is progressing according to planned timelines. Software development is well underway with testing expected in Q3 and initial implementation in Q4. The benefits of moving forward with ITRANS 2.0 are that it moves claims transmission away from the use of data centres to a software-based system, thus safeguarding against the possibility of a “single point of failure”. It will also allow claims processors who use multiple networks to direct traffic the way they want, and will appeal to software vendors to simplify claims integration. It may also eventually decrease the costs to operate ITRANS 2.0 when current data centres are retired.

Issues related to privacy and the de-identification of patient data prior to storage are being addressed.

4. CDA Secure Send

The CDA Secure Send service is now available in all provinces with the exception of Manitoba and Nova Scotia, allowing member dentists to send messages and files in a quick and easy, secure and compliant fashion. This service is offered at no extra cost to members and is compliant with privacy legislation. A full national rollout of the service is planned for later in 2017.

CDA is collaborating with the Corporate Members to market CDA Secure Send to member dentists in their respective provinces. A promotional kit has been created for distribution to the Corporate Members to help promote and market the service.

The Board tasked CDA’s Working Group on the Future of e-Claims to prepare an options paper on the use of this service by non-dentists.

5. Advocacy Initiatives for People with Disabilities

CDA’s Access to Care Working Group has reviewed the 21 recommendations highlighted by the CDA Board in the Report to the Canadian Dental Association and the Association of Canadian Faculties of Dentistry by the CDA-ACFD Special Care in Dentistry Working Group.

The CDA Board approved the terms of reference of a Task Force on Special Care for Persons with Disabilities to provide CDA with a better understanding of this issue and to identify potential policy options for CDA to pursue. A final report is planned for April 2018.

CDA Program Updates

Access to Care and Advocacy

CDA’s Days on the Hill Activities – May 9-10, 2017

CDA’s annual Days on the Hill events are scheduled for May 9-10, 2017 on Parliament Hill in Ottawa. CDA’s discussion points with federal government leaders will focus on:

1. **Health Benefits** and the importance of tax exempt health and dental benefits,
2. **Sugar Reduction** and current restrictions on marketing sugar sweetened products to children, and
3. **Access to Care** and the importance of greater support for publicly funded programs for clinically compromised and disadvantaged populations.

Collaborative Sugar Reduction Public Education Campaign

CDA has joined the *Stop Marketing to Kids* coalition. The goal of the coalition is to support and expand government's attempts to introduce restrictions to the marketing of food and beverages to children in Canada, and to encourage nutritional food choices free of outside influence. Currently, the coalition is gathering data and reaching out to other collaborators.

In addition, the central focus of CDA's oral health month message is "Be Sugar Smart". CDA has produced short animated videos rolled out through social media that provide information on sugar in foods and beverages that are not normally considered sweet. CDA has also joined Health Canada's Sugar Sweetened Beverage Reduction Campaign Stakeholder Working Group.

CDA is also monitoring activities related to a potential tax on sugar sweetened beverages.

Advocating for the Oral Health of First Nation's Children

The Board discussed the prospect of expanding CDA's advocacy initiatives to address the oral health of indigenous peoples and in particular children. Although it was recognized that this is a complex and multifaceted issue, there was consensus for CDA to explore this issue.

2017 Federal Budget

The Board reviewed outcomes from the 2017 Federal Budget. While it was noted that the taxation of employer-paid health and dental benefits was not included in this year's budget, CDA will remain vigilant on future activities in the area of "tax expenditures", and will continue to emphasize the importance of the tax-free status of these benefits for the oral health of Canadians.

It was noted that additional monies had been apportioned to the NIHB program, the Territorial Health Investment Fund, home care and Health Infoway and that several actions were identified in the budget to close tax loopholes.

Issues Management

At every meeting, the Board monitors a list of issues to ensure that CDA is tracking relevant issues through its issues management process. No changes were made to the list.

Committee on the Identification of Future Dentists

The Board approved the terms of reference of the CDA-ACFD Committee on the Identification of Future Dentists and its accompanying operational framework that outlines the parameters around CDA investing in a research initiative related to dental admissions requirements and the DAT. This committee will replace CDA's Dental Aptitude Test Committee.

CDA Seal Program

The Board reviewed research findings of a survey distributed to Canadian dentists about the CDA Seal program. The findings will help guide future marketing initiatives of the program to dental professionals.

Survey of Antibiotic Prescribing Practices of Dentists

A survey about dentists' antibiotic prescribing practices is underway with the results expected in May 2017. The antibiotics survey is being managed by the University of Toronto with funding from the CDA.

2017 Finances

The Board reviewed first quarter results, noting that CDA is currently showing a smaller than expected deficit in its general operations. This will be monitored as the year progresses.

CDA Committees

In keeping with the CDA governance cycle, the Board confirmed committee appointments for 2017-18. The Board confirmed a new appointment to CDA's Seal Committee. In addition, the Board confirmed CDA's appointee to CDAC's Dental Assisting Committee.

Committee chairs and CDA Board liaisons are appointed annually.

The Board disbanded the Dental Aptitude Test Committee and the NIHB Review Task Force.

CSI (Continovation Services Inc.)

Acting as the sole shareholder of CSI, the CDA Board accepted the 2016 CSI Annual Financial Statements, approved the appointment of Hendry Warren LLP as company accountants and directed that they prepare a Financial Statement Review at the end of 2017. Dr. Ron Smith, Mr. Lyle Best and Mr. Peter Arison were reappointed to the CSI Board of Directors for a one-year term.

It was noted that CSI incurred a profit of \$112,151 in 2016.

To ensure that CDA has oversight and control over its practice support services including ITRANS and Secure Send, and to ensure transparency, the Board tasked its Working Group on the Future e-Claims to re-evaluate the ownership of CSI and instream. A two-year timeframe was provided for this review.