



CANADIAN DENTAL ASSOCIATION
L'ASSOCIATION DENTAIRE CANADIENNE

CDA Board of Directors Highlights Report

April 13-15, 2016

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 meetings which took place in conjunction with the CDA AGM included the Canadian Dental Specialties Association, the Canadian Dental Regulatory Authorities Federation, the Dentistry Leaders' Forum, the Corporate Member Presidents and CEOs, and the Canadian Oral Health Roundtable (COHR) meetings.

Individuals who have served the profession with distinction were honoured at CDA's Awards Luncheon and President's Installation Dinner on April 15. In addition, the community came together to thank CDA's outgoing President, Dr. Alastair Nicoll of Elkford, BC for his leadership over the past year, and to welcome CDA's incoming President, Dr. Randall Croutze of St. Albert, AB.

HIGHLIGHTS OF THE CDA AGM - APRIL 15, 2016

The CDA 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 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 elected the CDA Board of Directors for 2016-17 and a new Chair of the Annual General Meeting for 2016-18.

CDA also noted the passing of Dr. David Peters (CDA Past-President (1972-73) and recipient of CDA's Honorary Membership Award in 2004) and Dr. Arthur Schwartz (Dean Emeritus of the College of Dentistry at the University of Manitoba and a recipient of CDA's Honorary Membership Award in 1995).

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 their key issue of moving from development to delivery on access to care initiatives. The team's most challenging current issues are the development of a collaborative public outreach campaign on sugar reduction, and advocating for a well-funded and administratively sound health care system for First Nations and Inuit Peoples through the joint review of the NIHB program by Health Canada and the Assembly of First Nations. The team's most significant emerging issue is refugee oral health and the influx of Syrian refugees that has stressed the Interim Federal Health Program.

The members of the Strong Profession Strategic Priority Team reported on their key issues of the past year. They include what is termed the "big squeeze" – namely, the increasing number of dentists, the changing landscape of dental benefits and the deteriorating economy. The team's most challenging current issue is electronic claims transmission and preserving the value of CDAnet and ITRANS for both the Corporate Members and individual dentists. The team's most significant emerging issue is compliance with privacy regulations, and their resulting impact on dental services and on dental office procedures.

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. Alastair Nicoll

Dr. Alastair Nicoll, outgoing CDA President, spoke to CDA's achievements and milestones over the past year. He highlighted:

1. The 25th anniversary of CDAnet and the 50th anniversary of the Dental Aptitude Test (DAT).
2. The successful completion of the interim review of the Memorandum of Understanding between the CDA and the Corporate Members.
3. Successful consultations with internal and external stakeholders through the Canadian Oral Health Roundtable (COHR) resulting in a consensus statement on fluoride, and on oral health care standards in long term care facilities and the development of broad-based initiatives to develop oral health education programs for children and parents.
4. The continuing evolution of CDA's knowledge products such as *CDA Essentials* and the CDA OASIS suite of offerings.
5. CDA's increased involvement in the area of practice support and e-claims transmissions.
6. CDA's continuing communication and outreach to stakeholder groups to build and maintain relationships within the dental community.

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

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

1. Continuing to build community and to work in consultation with stakeholder groups.
2. Working together as a profession to help those in need, as demonstrated by dentistry's outreach during the Syrian Refugee Crisis.
3. Helping dentists to address the current economic challenges facing the profession.

4. Working to improve access to care and to increase public awareness of the importance of good oral health as an indispensable part of overall health.
5. Enhancing CDA's activities in areas related to practice support.

Election of the CDA Board of Directors for 2016-17

The following individuals were elected to the CDA Board of Directors for 2016-17:

Dr. Randall Croutze, President
Dr. Larry Levin, President-Elect
Dr. Mitch Taillon, Vice-President
Dr. James Armstrong, British Columbia Dental Association
Dr. Roger Armstrong, Northwest Territories and Nunavut Dental Association and Yukon Dental Association
Dr. Linda Blakey, Newfoundland and Labrador Dental Association
Dr. Heather Carr, Nova Scotia Dental Association
Dr. Frank Hohn, College of Dental Surgeons of Saskatchewan
Dr. Richard Holden, Dental Association of Prince Edward Island
Dr. Sandy Mutchmor, Manitoba Dental Association
Dr. Lynn Tomkins, Ontario Dental Association
Dr. Daniel Violette, New Brunswick Dental Society

The CDA Board member from the Alberta Dental Association and College is to be named at a later date. Once named, the CDA Board of Directors will approve the appointment.

Chair of the Annual General Meeting

It was noted by the assembly that Dr. Ronald Markey of Vancouver, British Columbia had completed his maximum allowable years of service as Chair of the CDA Annual General Meeting. Dr. Markey was congratulated for his outstanding service to the Association.

Dr. Gary MacDonald of Mount Pearl, Newfoundland was elected to the position of Chair for an initial 2 year term.

Finances

Whereas there were no adjustments to the 2016 membership fees, the 2017 membership fee rates will remain the same 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 2017 will be at the tier 1 level of \$537.50.

The 2015 CDA Audited Financial Statements and the Audit Committee Report were received. For 2015, it was considered a "clean" audit with no outstanding issues. KPMG LLP were approved as CDA's external auditors for 2016.

The 2015 CDA Audited Financial Statements show an excess of revenues over expenses in CDA operations of \$64,257 with expenses of \$9,980,683 and revenues of \$10,044,940. Year-end results were better than expected. CDA received more revenue than expected and incurred fewer expenses than budgeted in areas such as public affairs, knowledge networks and administration.

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.

Although no report was presented, CDA welcomed representatives from the newly formed Canadian Association of Hospital Dentists to the meeting.

OTHER MEETING HIGHLIGHTS

CDA Award Presentations - April 15, 2016

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

Award of Merit – Dr. Paul Cameron (NS), Dr. Jim Tennant (NWT)
Distinguished Service Award – Dr. Susan Sutherland (ON)
Honorary Membership Award – Dr. Daniel Haas (ON)
Medal of Honour – Dr. Kenneth Bentley (QC)
Chair Emeritus – Dr. Ronald Markey (BC)

Recognition of the 25th Anniversary of CDAnet

The 25th anniversary of CDAnet was recognized during CDA's April meetings.

Although there are many dentists and associations from across the country who have contributed to the development and success of CDAnet, CDA gave special recognition to those from CDA who were involved at the beginning and who helped to spearhead this initiative. Dr. Bernie Dolansky, Dr. Toby Gushue, Dr. Don Gutkin, Dr. Don MacFarlane and Ms. Susan Matheson were formally recognized.

It was noted that every dentist in Canada has benefitted from CDAnet. Articles outlining these benefits and celebrating this anniversary will appear in 2016 in CDA's knowledge products.

Dentistry Leaders' Forum (DLF) – April 15, 2016

Dr. Alastair Nicoll, CDA President, co-chaired a meeting of the Dentistry Leaders' Forum (DLF) with Dr. Victor Kutcher, President of the Ontario Dental Association. In attendance were representatives of the Corporate Members, the Association of Canadian Faculties of Dentistry, the Canadian Dental Specialties Association and the Royal Canadian Dental Corps. The forum serves as a national gathering for dentistry to discuss topics of national interest. Topics discussed included Privacy in Dentistry with a presentation by Ms. Anita Fineberg, a lawyer with expertise in this area, and the State

of the Dental Care Market – An American Perspective, with a presentation by Dr. Marko Vujicic, Chief Economist and Vice President, Health Policy Institute, American Dental Association.

Meeting of the Corporate Member Presidents and CEOs – April 14, 2016

A meeting of the Corporate Member Presidents and CEOs was held on April 14, 2016.

Outcomes include the successful completion of the interim review of the Memorandum of Understanding between the CDA and its Corporate Members. CDA and the Corporate Members will undertake an integrated strategic planning exercise every April to provide input to the CDA Board Directors on future direction. Included in this planning exercise will be the identification of the priorities of the Corporate Members and any new programs, products and services that they are planning to introduce or that they would like CDA to introduce.

While it was acknowledged that the Presidents and CEOs meeting will function on the basis of consensus, motions can be introduced as required by the MOU for the introduction of new programs, products and services for non-members, to provide advice to the CDA Board and for agreement on a future course of action with each participating organization having one (1) vote, with the understanding that the three territories will have one vote.

In addition, participants discussed how the USC&LS can evolve to maximize its value in fulfilling the future terminology needs of Canadian dentistry. Participants concluded that the codes are needed and useful, but work is required to clarify code descriptors and to eliminate duplication and overlap.

CDA BOARD OF DIRECTORS MEETING – APRIL 13, 2016

CDA Priority Projects

1. Maintain CDA's Position in the Electronic Claims Marketplace

Having identified possible competitive threats from alternate suppliers affecting CDA's traditional role in the transmission of electronic dental benefits through CDAnet and ITRANS, the CDA Board approved the terms of reference of a Working Group on the Future of e-Claims with the mandate of providing advice to the CDA Board of Directors on how CDA can optimize its position in the e-claims marketplace. The immediate priorities of the working group are to review the options that are available to CDA in this area and report back to the CDA Board on this matter in June.

CDA President-Elect Dr. Larry Levin will chair this Working Group and will be the CDA Board liaison to the Board of Continuation Services Inc. (CSI) on this and other matters related to the suite of electronic services that are being provided to CDA by CSI.

2. Collaboratively Develop a Universal Audit Process with the Carriers

The Board reaffirmed the importance of working with the Canadian Life and Health Insurance Association (CLHIA) to bring a common understanding and some standardization to the claims review/audit processes for dental benefit plan administrators. A letter had been sent to CLHIA in March on this topic to which CDA received a verbal reply.

The issue of dental benefits is a top priority for the Association and as a result, a solid working relationship with CLHIA is of the highest importance to CDA. CDA and CLHIA have agreed to establish a reinvigorated forum to address these issues. Work on the CDAnet agreement with CLHIA is nearing completion.

The importance of this area was reinforced by CDA Board approval of a Dental Benefits Strategy. The goal of the strategy is to ensure that dental benefits continue to support access to oral health care in Canada while preserving a practice environment that is respectful of the professional independence of dentists. Top priorities are:

1. the publication of a “best practices” document related to dental practice audits by the dental benefits industry, and
2. resolving issues related to patient consent requirements, thus allowing for the publication of a new standard dental claim form.

The Board agreed to add an additional member from Atlantic Canada to the CDA Working Group on Dental Benefits.

3. Provide a User-Friendly, Secure, Document Sending System called CDA Secure Send

Work towards the development of CDA Secure Send is progressing. An early prototype provided to the CDA Board in February has been refined based on feedback from the Board. Further internal testing is ongoing. Once CDA is satisfied with the product, and once the service is at a suitable stage of development, it will be sent to the Corporate Members for review, testing and feedback.

It was reported that CDA reviewed a variety of competitive products to ensure that CDA Secure Send has distinct advantages of long-term benefit to the profession over similar products in the marketplace.

CDA Secure Send will have the following features;

1. Access through a web viewer housed on CDA’s Practice Support Services (PSS) website but built to facilitate integration in practice management software, if vendors elect to implement it,
2. Leverages the PSS database to minimize registration requirements and limits the ability to send messages on the basis of membership criteria,
3. Ability to send messages to dentists and dental associations at this time, but has the capacity to extend to others if deemed desirable,
4. Capacity to send large files in a reasonable amount of time.
5. Offered at no extra cost to members.

4. Collaboratively Develop a Public Education Campaign on Sugar Reduction

In February, the Board approved a public affairs strategy outline on a collaborative sugar reduction campaign. It focused on dentistry providing visible leadership on this emerging public issue and included foundational research undertaken to guide the development of this strategy. The strategy will include collaboration with like-minded organizations and will concentrate on public policy changes and the development of public education materials and media relations tools. CDA will consult with the Corporate Members to determine what tools currently exist on sugar consumption across the country and what tools are needed in the future.

Participants at the Canadian Oral Health Roundtable (COHR) were briefed on this strategy, and this issue will be discussed during CDA’s May *Days on the Hill* event.

A tactical plan will be developed for Board approval in June, and CDA will be reviewing its policy on Junk Food to ensure that it is aligned with its sugar reduction strategy.

5. Collaboratively Implement a Canadian Version of the “Smiles for Life” Program

The development of a Canadian version of module 2 of the “Smiles for Life” program was discussed at the April 14, 2016 Canadian Oral Health Roundtable (COHR). The program is a national oral health curriculum for non-dental professionals in the United States that aims to improve the oral health of children, adults and seniors. The program has been widely accepted in the US and by the American Dental Association and was discussed by the participants of the Canadian Oral Health Roundtable.

CDA Program Updates

Access to Care and Advocacy

Canadian Oral Health Roundtable (COHR) – April 14, 2016

Discussion focused on if and how to move forward with a Canadian version of module 2 of the “Smiles for Life” program. Module 2 focusses on a child’s oral health. A preliminary draft of a Canadian version of this module was presented for feedback.

The ACFD shared information on its program aimed at empowering physicians, nurses, pharmacists and other non-dental healthcare providers to care for the oral health of children and adolescents.

Participants also received a presentation from the Heart and Stroke Foundation on the connection between sugar and general health. They discussed the need to reduce sugar consumption in the Canadian population and potential policy interventions to reduce sugar consumption, particularly in drinks.

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. To date, agreement has been reached on a consensus statement on fluoride and on oral health care standards in long term care facilities. Participants will be surveyed on what the next COHR issue will be.

The April 2016 meeting was the third meeting of the COHR.

CDA’s Days on the Hill Activities – May 10-11, 2016

CDA’s Days on the Hill events are scheduled for May 10-11, 2016. CDA’s discussion points with Federal leaders will focus on:

1. Sugar reduction and the need for greater awareness of food and drinks with added sugar.
2. Refugee health care and the demands being placed on the Interim Federal Health Program, given the significant number of Syrian refugees utilizing this program.

3. The small business tax and the factors that need to be taken into consideration when reviewing its use by professionals.

Privacy Principles for Canadian Dentists

The Board approved a new CDA resource entitled *Privacy Principles for Canadian Dentists*. The intent of the document is to heighten the privacy awareness of Canadian dentists, to be used in discussions with the dental benefits industry and to support the emergence of privacy requirements that will be compatible from province to province.

Corporate Members will distribute CDA's document.

National Dental Examining Board of Canada

The Board received an update on the first meeting of the CDA/NDEB Interface Committee. Given the increasingly important role of the NDEB in determining who is allowed to practise dentistry in Canada, the Board fully supports regular contact with the elected leadership of the NDEB to share information and discuss emerging issues. It was noted that the NDEB also presents a report at the CDA AGM.

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. The Board added to its list of issues the unionization of dental practices.

CDA's Involvement in the Selection of Future Dental Students and In Research Related to Dental Admissions and the Dental Aptitude Test

Discussions continue with the ACFD on the parameters around CDA investing in a research initiative related to dental admissions requirements and the DAT.

Seal Program

The Board discussed the Seal program and the need for an integrated marketing approach to promote the Seal to industry and to promote its value to the profession and consumers alike. A CDA Seal for public education programs will be discussed by the Board in June.

Sponsorship

The Board discussed the sponsorship of CDA committee research and agreed to have this reviewed in June in conjunction with CDA's overall approach to sponsorship.

2016 Finances

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

Risk Management

The Board reviewed the report of the Audit Committee, noting the need to assess the risks that face the Association on a regular basis. The CDA Risk Management Plan, approved by the CDA Board in 2006 was reviewed to ensure that the risk management mechanisms that were put in place at that time are being appropriately implemented and documented. A new risk management reporting form has been developed and will be completed for review by the CDA Board in June.

CDA Committees

In keeping with the CDA governance cycle, the Board confirmed committee appointments for 2016-17. This included two new appointments 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 CDA-ACFD Admissions Committee Working Group and the CDA/CSI Task Force.

CSI (Continovation Services Inc.)

Acting as the sole shareholder of CSI, the CDA Board accepted the 2015 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 2016. Dr. Ron Smith, Mr. Lyle Best and Mr. Peter Arison were reappointed to the CSI Board of Directors for further one-year terms.

It was noted that CSI incurred a deficit in its operations of \$57,949 in 2015.