



CANADIAN DENTAL ASSOCIATION
ASSOCIATION DENTAIRE CANADIENNE

2016 Annual General Meeting

Report of the Canadian Dental Association Board of Directors

This is the report of the Canadian Dental Association (CDA) on the major areas of activity in the past year.

Mission

The Canadian Dental Association is the national voice for dentistry, dedicated to the promotion of optimal oral health, an essential component of general health, and to the advancement and leadership of a unified profession

Vision

A Healthy Public
A Strong Profession
A United Community

Priorities

Partnerships – working with Corporate Members
Relevance – working for the profession
Access – working for the vulnerable
Scope – working for society

Strategies

Knowledge – to capture, organize and disseminate relevant knowledge and information to Corporate Members and key stakeholders.

Advocacy – to protect, promote and advance the dental profession.

Practice Support – to support Corporate Members in dealing with practice management issues.

Priority Projects

In addition to its ongoing activities, the CDA Board has identified five priority projects for implementation in the short to medium-term.

1. **Secure Send** - Provide a user-friendly, electronic, secure document sending system tentatively called "CDA Secure Send"
2. **Claims Transmission** - Maintain CDA's position in the electronic claims market
3. **Insurance Audits** - Collaboratively develop an audit process with the carriers
4. **Sugar Reduction** - Collaboratively develop a public education campaign on sugar reduction
5. **Canadian 'Smiles for Life'** - Collaboratively implement a Canadian version of the "Smiles for Life" program

Environmental Scan

The CDA's annual environmental scan is a key instrument for identifying significant trends and emerging issues specific to dentistry in order to assess how they may impact the profession, either positively or negatively. CDA does that through an analysis of the political, economic and social environment as well as the health and dentistry environment. CDA's current environmental scan has identified and prioritized **10 megatrends**.

Significant:

- Megatrend 1: Changing landscape of dental benefits
- Megatrend 2: Potential barriers to patient centered care
- Megatrend 3: Decreasing affordability of dentistry for the middle class

Important:

- Megatrend 4: Integration of internationally trained dentists
- Megatrend 5: Perception of increasing commercialization in dentistry
- Megatrend 6: Expansion of alternative providers

Emerging:

- Megatrend 7: Changing oral health care needs for an aging population
- Megatrend 8: The rise of empowered consumers
- Megatrend 9: Decline of fee-for-service payment method
- Megatrend 10: Changing educational trends and competencies

Access

The CDA's focus in this area is on five specific components: 1) Canadian Oral Health Roundtable (COHR); 2) Early childhood caries; 3) Seniors oral health; 4) First Nations and Inuit oral health; 5) Special needs patients.

The CDA's effort for the development of a Canadian Oral Health Roundtable has brought together some 30 stakeholder organizations both within and outside oral health to a national symposium which identified three priority initiatives: 1) a nationally endorsed statement on community water fluoridation; 2) national support for oral health standards for long-term care facilities; and 3) coordinated oral health education programs for children and parents.

In order to align its efforts and resources, the CDA has established a National Coordinating Working Group on Access to Care which brings together representatives from all of the Corporate Members, the specialty groups and the ACFD. The goal is to advocate for access to care with an emphasis on children and seniors. As part of its plans to address early childhood caries, the CDA is coordinating an initiative to promote a "First Visit to Dentist by Age One." As such, the working group is undertaking a communication campaign to inform Canadian dentists about the issue, and the benefits of making these visits a part of their practice. This group is also working to address the need for oral health care in long-term care facilities.

With respect to **First Nations oral health**, the CDA has established a national task force in order that it can contribute to the joint Health Canada and Assembly of First Nations review of the Non-Insured Health Benefits (NIHB) program. For issues related to **special needs patients**, the CDA has also established a joint task force with ACFD to study the matter and make recommendations on how to improve the availability of dentists capable and willing to meet the needs for special care dentistry in Canada. That task force submitted its report in December 2015.

Policy Issues

CDA serves as a facilitator in the development of common national policy statements to ensure that the profession speaks with one voice on key oral health issues. Under the new governance and membership model, CDA and the Corporate Members are committed to working together on questions of national policy. To that end, a National Policy Formulation and Implementation Process was established to promote consultation with Corporate Members, academia and specialists. In order to communicate with external audiences, CDA has also prepared a bank of possible questions and answers that may be raised by media or government officials on key oral health issues.

Currently, CDA has official position statements on:

- Access to Care Position Statement / Access to Care Position Paper
- Amalgam
- Breastfeeding and Early Childhood Caries
- Dental Patients with Total Joint Replacement
- Delivery of Care
- Drug Substitution
- Early Childhood Caries
- First Visit to the Dentist
- Fluorides
- Frequency of Dental Care
- Funding Hospital-Based Dental Services
- Junk Food
- Lasers

- Latex
- Oral Appliance Therapy for Snoring and Sleep Apnea
- Oral Jewellery
- Periodontal Disease and Systemic Diseases
- Personal Data Protection
- Prevention of Infective Endocarditis
- Prevention of Traumatic Oral Facial Injuries
- Residents in Long-Term Care Facilities
- Pit-and-Fissure Sealants
- Sweeteners in Medication
- Tobacco Cessation
- Tobacco Products
- Tooth Bleaching and Whitening
- X-Radiation in Dentistry

Dental Stakeholders

In the past year, the CDA has strengthened its relationships with all dental stakeholders in Canada by ensuring ongoing dialogue with the leadership of the various national dental groups, including the Canadian Dental Specialties Association (CDSA) and the dental specialty groups, the Canadian Dental Regulatory Authorities Federation (CDRAF), the Association of Canadian Faculties of Dentistry (ACFD), the National Dental Examining Board (NDEB), the Royal Canadian Dental Corps (RCDC) and the Federation of the Canadian Dentistry Student Associations (FCDSA), the latter of which CDA helped to create. The CDA also established ongoing communications with other oral health-related organizations including the Dental Industry Association of Canada (DIAC) and the Canadian Life and Health Insurance Association (CLHIA). The CDA maintained its ongoing communication with the Canadian Dental Hygienists Association (CDHA) and the Canadian Dental Assistants Association (CDAAC).

Healthcare Stakeholders

CDA has been active in establishing stronger links to the health care community in Canada including the Canadian Medical Association (CMA) and the Canadian Pharmacists Association (CPhA). Specifically, CDA is working closely with the Canadian Medical Association in their efforts to promote the development of a national seniors strategy. CDA is also a member of a number of health coalitions including the Health Action Lobby (HEAL), the Canadian Coalition for Public Health in the 21st Century (CCPH21), the Canadian Health Leadership Network (CHLnet), the Canadian Cochrane Centre, the Canadian Patient Safety Institute (CPSI), the Canadian Coalition for Action on Tobacco (CCAT). CDA is collaborating with AboutFace on advocacy, is a data provider stakeholder with the Canadian Institute of Health Information (CIHI) and with the Standard Council of Canada (SCC), the Canadian Standards Association (CSA) and the Canada Health Infoway to ensure standards related to products, processes and electronic records needed by dentistry are in place. CDA is also working closely with the Assembly of First Nations (AFN) and its NIHB caucus in making representations to the federal government on health and oral health services. CDA has also invited the Canadian Diabetes Association and the College of Family Physicians of Canada to join the Canadian Oral Health Roundtable as participants.

Key Activities – Knowledge

- **Dental Aptitude Test**: conducted two exams, explored the development of a research project with ACFD and produced a White Paper examining the value of the role of DAT administrator for CDA
- **Seal Program**: completed the implementation of the new seal program
- **JCDA.ca**: launched a new JCDA.ca website to house the online peer-reviewed scholarly journal that contributes to the body of knowledge of the profession
- **Oasis**: published daily online postings of practical articles that support the clinical work of dentists
- **CDA essentials**: produced 16 issues of the CDA magazine (8 English – 8 French)
- **Environmental Scan**: produced the 2015 edition
- **FDI Congress and Parliamentary Meetings**: contributed to the development of global position statements and to the election of a Canadian as Treasurer of the FDI World Dental Federation

Key Activities – Advocacy

- **Sugar Reduction**: established contacts with third party organizations to collaboratively develop a public education campaign on sugar reduction
- **Canadian ‘Smiles for Life’**: began the consultations with like-minded organizations to collaboratively implement a Canadian version of the “Smiles for Life” program
- **Small Business Tax Rate**: as a top priority, gathered intelligence and established a network of possible allied organizations for the development of advocacy plans
- **Days on the Hill**: conducted the 2015 edition of Days on the Hill
- **NIHB Review**: drafted the CDA discussion paper and consultation with the national committee and CMs
- **First Visit/First Tooth**: launched the website and the pilot education program
- **COHR**: planned and organized the 2015 symposium which focused on seniors
- **Media response**: on a priority and daily basis, responded in a timely manner to all media inquiries
- **Media monitoring**: on a daily basis, prepared a summary of media stories with an oral health component
- **Trust and Value**: continued to organize and fund the Trust and Value Working Group composed of a representative of each of the Corporate Members

Key Activities - Practice Support

- **Secure Send**: worked on developing a user-friendly, electronic, secure document transmission system tentatively called “CDA Secure Send”
- **Claims Transmission**: maintained CDA’s position in the electronic claims market
- **Insurance Audits**: reached an agreement with CLHIA on the priority of this issue
- **Revision of Dental Claim Form**: on a priority basis, pursued work with CLHIA for an agreement on the form and a revision of the consent component
- **NIHB Guide for Providers**: as a priority, began drafting the guide for distribution to CMs

- **Practice Support Service Website**: planned the integration of ‘Secure Send’ and the expansion of the electronic national list of dentists
- **CDA Digital ID**: completed the rollout of the CDA Digital ID
- **Dental Benefits Issues**: liaised with CLHIA and individual carriers on many dental benefits issues
- **Refugees**: gathered intelligence on the Federal Government’s program and communications on the specifics of the program to CMs
- **USC&LS**: prepare to update the 2016 edition, prepared a white paper for discussion at the February CDA Board meeting and ongoing liaison with CMs
- **SNOMED**: participated in one face to face and 3 conference calls of the Dentistry Special Interest Group (SIG) of IHTSDO, the organization that owns and develops SNOMED CT
- **Electronic List of Dentists**: formalized the registration process through the development of the validation procedure for the CDA Digital ID on the practice support web site
- **Privacy Booklet**: completed the drafting of the privacy booklet which is now ready for distribution through the CMs
- **CDAnet Contract**: worked on drafting the final contract for signature by relevant parties
- **UIN for Institutional Providers**: worked towards implementation with ACFD, individual faculties and their software vendors
- **CDAnet program**: coordinated the operations of the program including the helpdesk and worked with the Canadian Association of Orthodontists (CAO) to increase the use of CDAnet by their members
- **GST and dentistry**: in collaboration with CAO clarified the intensions of the Canada Revenue Agency in relation to the Orthodontic Supply Agreement and identified areas where dentists would benefit from better information about GST
- **ISO TC 106**: served as international secretariat for ISO TC 106, the technical committee for dentistry of the International Organization for Standardization (ISO)

Key Activities - General

- **MOU Review**: completed the survey of CMs with external consultant and implement the final stages of the review
- **Joint Conventions**: held a very successful convention with NLDA August 2015, liaised with BCDA for the 2016 joint convention and with ODA for the 2017 edition and identified partners for 2018
- **Affiliate Memberships**: conducted annual campaign for membership in Quebec
- **NDEB relationship**: developed a framework for an interface committee for ongoing discussions of issues of common interest
- **Board Education**: maintained services of external expert on governance for education sessions with the CDA Board
- **Students**: continued to provide secretariat services to the Federation of Canadian Dental Students Associations (FCDSA) and provide general coordination support
- **Survey of Canadian Dental School**: conducted annual survey of dental schools
- **Common Membership Database with Corporate Members**: rolled-out of service to ODA, and discussed similar service for ADA+C, NBDS and NLDA

The three Strategic Priority Teams for the past year were:

A Healthy Public (*Promoting health*)

Dr. Alexander Mutchmor
Dr. Linda Blakey
Dr. Jim Armstrong
Mr. Kevin Desjardins – senior staff support

A Strong Profession (*Advancing the dental profession*)

Dr. Richard Holden
Dr. Mitch Taillon
Dr. Daniel Violette
Dr. Darryl Smith
Dr. Benoit Soucy – senior staff support

A United Community (*Building a collaborative dental community*)

Dr. Jim Tennant
Dr. Heather Carr
Dr. Lynn Tomkins
Dr. John O’Keefe – senior staff support

CDA Committees, Task Force and Working Group

- Finance and Administration Committee
- Nominating Committee
- Audit Committee
- Awards Committee
- ED Performance Assessment Committee
- Committee on Clinical & Scientific Affairs
- Seal Committee
- Advocacy Committee
- NIHB Sub-Committee
- NIHB Review Task Force
- National Coordinating Working Group on Access to Care
- Dental Aptitude Test Committee
- USC&LS Committee
- Standard Dental Claim Form Working Group
- CDA/CDRAF Interface Committee
- CDA/ACFD Special Care in Dentistry Working Group
- CDA/ACFD Admissions Committee Working Group
- CDA/CDSA Interface Committee
- Trust and Value Working Group
- Working Group on Dental Benefits

The Voting Representatives of the Canadian Dental Association are:

Alberta Dental Association and College
British Columbia Dental Association
College of Dental Surgeons of Saskatchewan
Dental Association of Prince Edward Island
Manitoba Dental Association
New Brunswick Dental Society
Newfoundland and Labrador Dental Association
Northwest Territories and Nunavut Dental Association and Yukon Dental Association
Nova Scotia Dental Association
Ontario Dental Association
Canadian Dental Specialties Association
Association of Canadian Faculties of Dentistry
Royal Canadian Dental Corps