



CANADIAN DENTAL ASSOCIATION
ASSOCIATION DENTAIRE CANADIENNE

2017 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

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.

Partnerships – working with Corporate Members

Special Priority Project

Advocacy Against the Taxing of Health and Dental Benefits

Given the impact that the taxing of health and dental benefits would have on Canadians and on the delivery of health services, the CDA undertook to coordinate a major national grass-roots advocacy campaign and organize strategic alliances with various stakeholder groups in order to influence the federal government not to tax those benefits. In 2016, CDA undertook the work related to the design of the campaign and the build-up of the national coalition against the tax. The advocacy campaign was launched in December 2016 and was fully implemented in January 2017.

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. **Future of the Profession** – Recommendations to CDA and corporate Members to foster the strategic adaptation of the profession to a changing environment
2. **Insurance Audits** - The development of best practices for claims validation
3. **Claims Transmission** - Maintain CDA's position in the electronic claims market
4. **Secure Send** - Provide a user-friendly, electronic, secure document sending system
5. **People with Disabilities** – Develop advocacy and program strategies to enhance access to oral health care by people with disabilities

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: Evolution of alternative dental delivery models
- Megatrend 3: Growing income inequality affecting access to care

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 care needs for an aging population
- Megatrend 8: Rise of empowered consumers
- Megatrend 9: Exploration of financing reform for oral health care
- Megatrend 10: Changing educational competencies

Access

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

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 Association of Canadian Faculties of Dentistry (ACFD). The goal has been to advocate for access to care for children and seniors and, for 2017 and 2018, the emphasis will be on access to care for special needs patients.

For issues related to **special needs patients**, the CDA 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. Key recommendations from that report are now being addressed by the CDA National Coordinating Working Group on Access to Care with the goal of developing advocacy initiatives to enhance related programs.

Over the past two years, the CDA has been coordinating an initiative to promote a "First Visit to Dentist by Age One" and is undertaking a communication campaign to inform Canadian dentists about the issue, and the benefits of making these visits a part of their practice.

With respect to **First Nations oral health**, the CDA is participating in the work of 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.

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 and 4) collaborative advocacy strategy for access to oral health care for people with disabilities.

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 current 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.

Worthy of special notice in 2016 is the replacement of the CDA Statement on Dental Patients with Total Joint Replacement by a Consensus Statement with the Canadian Orthopedic Association and the Association of Medical Microbiology and Infection Disease Canada that finally aligns the official positions of the three organizations on the management of Dental Patients with Total Joint Replacement.

Currently, CDA has official position statements on:

- Access to Oral Health Care for Canadians
- Association between Periodontal Disease and Systematic Disease
- Dental Amalgam
- Breastfeeding and Early Childhood Caries
- Dental Patients with Total Joint Replacement
- Delivery of Oral Health Care
- Drug Product Substitution
- Early Childhood Caries
- First Visit to the Dentist
- Use of Fluorides in Caries Prevention
- Frequency of Dental Care
- Funding Hospital-Based Dental Services and Post-Graduate Dental Education
- Junk Food and Child Health
- Lasers
- Use of Latex in Dentistry
- Oral Appliance Therapy for Snoring and Sleep Apnea
- Oral Jewellery
- Personal Data Protection
- Prevention of Infective Endocarditis
- Prevention of Traumatic Oral Facial Injuries
- Oral Health Care Standards for Residents in Long-Term Care in Canada
- Pit-and-Fissure Sealants
- Sweeteners in Medication
- Tobacco Cessation
- Tobacco Products and Health
- 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), Canadian

Association of Hospital Dentists (CAHD) and the Federation of the Canadian Dentistry Student Associations (FCDISA). The CDA also has 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 (CDA).

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). 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 Patient Safety Institute (CPSI), the Canadian Coalition for Action on Tobacco (CCAT), the Canadian Institute of Health Information (CIHI), the Standard Council of Canada (SCC), the Canadian Standards Association (CSA) and the Canada Health Infoway. 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 Diabetes Canada and the College of Family Physicians of Canada to join the Canadian Oral Health Roundtable as participants.

Key Activities – Knowledge

- **Environmental Scan**: produced the 2016 edition
- **State of Oral Health in Canada**: launched a new companion publication to the CDA Environmental Scan for external audiences
- **FDI Congress and Parliamentary Meetings**: contributed to the development of global position statements
- **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)
- **JCDA.ca**: continued to operate the JCDA.ca website to house the online peer-reviewed scholarly journal that contributes to the body of knowledge of the profession
- **Seal Program**: developed a new marketing strategy for the program which will be launched in 2017
- **Dental Aptitude Test**: conducted two exams and is collaborating with ACFD on developing an enhanced test

Key Activities – Advocacy

- **Taxing of Health and Dental Benefits**: as a top priority, developed a series of collaborative advocacy tools and a network of strategic alliances with other organizations to oppose the taxing of health and dental benefits by the federal government
- **Sugar Reduction**: established contacts with third party organizations to collaboratively develop a public education campaign on sugar reduction

- **Small Business Tax Rate**: gathered intelligence and established a network of possible allied organizations for the development of advocacy plans
- **Days on the Hill**: conducted the 2016 edition of Days on the Hill
- **NIHB Review**: ongoing liaison with the AFN and the NIHB
- **First Visit/First Tooth**: ongoing coordination of the education program
- **COHR**: planned and organized the 2016 symposium which focused on children
- **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 coordinate the Trust and Value Working Group composed of a representative of each of the Corporate Members

Key Activities - Practice Support

- **Claims Transmission**: maintained CDA's position in the electronic claims market
- **Secure Send**: developed a user-friendly, electronic, secure document transmission system for testing with Corporate Members
- **Insurance Audits**: agreed to have CDA develop a framework for audits
- **NIHB Guide for Providers**: as a priority, produced a guide for distribution to CMs
- **Practice Support Service Website**: integration of 'Secure Send' and the expansion of the electronic national list of dentists
- **CDA Digital ID**: managed the operation 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**: Published the 2017 edition, convened a Code Review Working Group to address codes identified as problematic by stakeholders and ongoing liaison with CMs
- **Electronic List of Dentists**: maintained the registration process through the development of the validation procedure for the CDA Digital ID on the practice support web site
- **Privacy Booklet**: produced a privacy booklet which is now available for distribution through the CMs
- **CDAnet program**: coordinated the operations of the program including the helpdesk
- **ISO TC 106**: served as international secretariat for ISO TC 106, the technical committee for dentistry of the International Organization for Standardization (ISO) and provided input in the development and maintenance of dental standards published by ISO

Key Activities - General

- **MOU Review**: implemented the final stage of the review
- **Joint Conventions**: held a very successful convention with BCDA in March 2016, liaised with ODA for the 2017 joint convention and with DAPEI for 2018
- **Affiliate Memberships**: conducted annual campaign for membership in Quebec
- **NDEB relationship**: implemented 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 Schools**: conducted annual survey of dental schools
- **Common Membership Database with Corporate Members**: liaised with Corporate Members on this matter

The three Strategic Priority Teams for the past year were:

A Healthy Public (*Promoting health*)

Dr Daniel Violette
 Dr. Richard Holden
 Dr. Roger Armstrong
 Mr. Kevin Desjardins – senior staff support

A Strong Profession (*Advancing the dental profession*)

Dr. Lynn Tomkins
 Dr. Jim Armstrong
 Dr. Alexander Mutchmor
 Dr. Tobin Doty
 Dr. Benoit Soucy – senior staff support

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

Dr. Heather Carr
 Dr. Linda Blakey
 Dr. Frank Hohn
 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 Task Force on the Future of the Profession
 - Steering Group on the National Task Force on the Future of the Profession
- National Coordinating Working Group on Access to Care
- Dental Aptitude Test Committee
- USC&LS Committee
- Working Group on Dental Benefits
 - Standard Dental Claim Form Working Group
- CDA/CDRAF Interface Committee

- CDA/ACFD Interface Committee
- CDA/CDSA Interface Committee
- Trust and Value Working Group
- eClaims Working Group

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