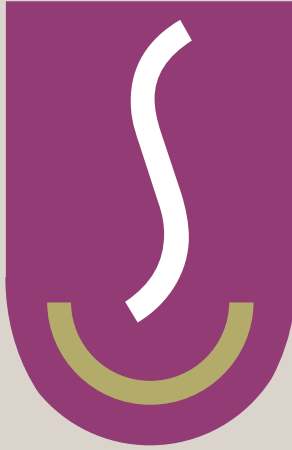


# 2011–2013 STRATEGIC PLAN



## SACRAMENTO DISTRICT DENTAL SOCIETY

It is the mission of the Sacramento District Dental Society to be the recognized source for serving its members and for enhancing the oral health of the community (7/17/01)

**CORE VALUES:** Trustworthiness • Excellence • Integrity • Service



### **SACRAMENTO DISTRICT DENTAL SOCIETY**

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# Goal 1:

## Continue to Grow and Sustain Membership

- OBJECTIVE 1:** Focus recruitment and retention efforts toward the goal of optimum market share
- Maintain or exceed market share at 75% or higher and retention rate of 95% or higher
  - Offer various modes of membership recruitment activities and services
  - Monitor recent graduates membership retention rates; focusing on five year window
- OBJECTIVE 2:** Increase the number of members who are actively involved
- Assess, evaluate and offer opportunities to gain member participation and input
  - Communicate opportunities for involvement and actively recruit potential leaders to committees and task forces
  - Enhance social interaction with events of interest and opportunities for members to interact with other members
- OBJECTIVE 3:** Enhance and communicate member benefits
- Provide ongoing assessments and surveys for member satisfaction with programs, benefits, needs and services
  - Conduct member needs assessments by type of member, including specialists and retiring dentists, to maximize retention numbers at all levels
  - Maintain and enhance member materials and communication modes, offering various modes of communication for distribution of information, services and benefits
  - Provide frequent and appropriate communication to different membership segments with special attention to issues that affect the dental practice
- OBJECTIVE 4:** Continue to play an active role by serving as instructors, advisors and mentors to help promote opportunities, benefits and education to dental students, pre-dental students and others considering careers in dentistry
- Dental School Students: Establish membership benefits for dental school student members that will assist them in the transition to first year membership (job bank, new member recruitment activities, mentors)
  - Undergraduates: Partner with local universities to provide assistance, education and dental experiences (internships, job shadowing) for those students preparing to enter dental school
  - High Schools: Work with area high schools to provide dental health careers education and job shadowing experiences

# Goal 2:

## Develop, Maintain and Enhance Collaborations to Benefit the Oral Health of the Community

- OBJECTIVE 1:** Work closely with our Foundation (SDDF) to align and implement programs to meet the goals of both organizations that will benefit the community
- OBJECTIVE 2:** Identify current and potential collaborators and like-minded organizations that can partner with SDDS in advocacy benefitting the oral health of the community
- Develop a statement of collaboration and agreement to develop and meet joint goals
  - Develop a list of partners and collaborators
  - Continue to support and collaborate with community dental clinics under an FQHC model, including possible adjunct professors positions to teach in FQHC settings
- OBJECTIVE 3:** Provide education, information and programs that target and support the SDDS members' and the community's better understanding of current oral health issues. Priority issues are:
- Oral health of children, age 0–5
    - > Develop a plan for continuing First Tooth or First Birthday efforts, focusing on the medical community, including pediatricians, clinics, WIC centers, OB-GYNs and family practitioners
  - Access and barriers to care
    - > Continue efforts and partnerships to address access to care for adults and children
  - Fluoridation
    - > Continue to support and participate in fluoridation efforts in all communities within the SDDS boundaries
  - Geriatric care
    - > Develop a plan for outreach on the oral health and care of geriatric patients, both at home and in facilities (targeting care givers, health care professionals)
- OBJECTIVE 4:** Increase public awareness and education on oral health issues and treatment options through issue-related public relations campaigns and other media outreach
- Increase SDDS membership involvement in advocacy; support and encourage volunteerism through existing and new opportunities for SDDS and SDDF programs
- OBJECTIVE 5:** Help develop and support CDA and ADA positions
- Encourage SDDS member involvement on CDA and ADA policy committees to keep current on issues of importance to the members, dental practices, and community oral health
  - Communicate information on dental issues to members in a timely, accurate and impartial fashion using various communications methods to reach all types of members
  - Identify and monitor potential and upcoming issues, brainstorm strategies and potential opportunities (such as alternative provider policies, scope of practice definitions, and changes in national and local policies affecting patient care)

## *Goal 3:* Enhance and Encourage Professional Development Opportunities to Both Dentists and Staff

- OBJECTIVE 1:** Provide local professional development and business education opportunities for dentists
- Research and recommend ideas to motivate members to learn new procedures and improve diagnostic skills
  - Evaluate, survey and research topics and methods of delivery to enhance the continuing education program for both dentists and staff
  - Provide opportunities to discuss and become involved in issues affecting practice of dentistry
  - Enhance member awareness of and improve the Member Forum Program (Dentists in Business Series)
- OBJECTIVE 2:** Provide local professional development opportunities for staff
- Continue to provide administrative and clinical staff with the educational opportunities to enhance their skills, status and productivity, including licensure renewal courses
  - Encourage dentists to support and participate in programs for auxiliaries such as re-entry position and on the job training, job shadowing and internships

## *Goal 4:* Ensure the sustainability and level of excellence of SDDS as an Organization

- OBJECTIVE 1:** Ensure that systems are in place for accountability, organizational structure and operational success
- Bylaws and policies: continually review, assess and update the structural organization to keep SDDS current, legal and successful
  - Process, procedures and policies: maintain current manuals including: operations, policies, organization, finance, emergency, leadership, style guides, employee policies, communication standards
  - Strategic plan: maintain, update and communicate to members, committees and leadership so that the focus of all work is directly related to the strategic plan
- OBJECTIVE 2:** Develop a leadership track for recruitment and training of future leaders
- Actively identify and recruit members with leadership potential to be involved on task forces and committees to ensure a pipeline of strong leaders
  - Provide leadership education to enhance members' leadership skills
- OBJECTIVE 3:** Continue use of various methods of communication, keeping current with new technology
- OBJECTIVE 4:** Ensure appropriate, continued levels of financial resources to sustain and grow the organization