

# SDDS STRATEGIC PLAN 2009–2011

*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)*

**YOU ASKED  
FOR THIS!**

Nugget Survey 2009

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

### **GOAL 1: Continue to provide a high level of member satisfaction and benefits**

*Objective 1:* Further increase member involvement as measured by increased attendance and participation (to meetings, events, committees, community projects such as SFK)

- Recruit new dentists to the area (contact new graduates; future graduates)
- Increase the number and the quality of new dental professionals
- Retain member levels (contact drop lists, new members)

*Objective 2:* Maintain or exceed market share at level of 80% +/-

*Objective 3:* Continue to offer highly valued continuing education with increasing attendance levels

- CE Classes including member forums, licensure requirements
- MidWinter quality and participation

*Objective 4:* Maintain member benefits related to communication

- HR Hotline and phone/audio conference CE Courses
- Provide education and information via *Nugget* ongoing articles
- Ongoing evaluation of website and content
- Evaluate use of new technology for communications

*Objective 5:* Enhance social interaction by defining events that meet a range of criteria

- Assess existing events and define new events based on costs, type, timing for fun activities, outreach and interest (new member dinner, member events)

*Objective 6:* Encourage formation and retention of study clubs and mutual aid groups

*Objective 7:* Help develop and support CDA's position regarding alternative provider policies and scope of practice definitions

*Objective 8:* Continue to monitor the level of member benefits through needs assessments and surveys

### **GOAL 2: Continue to enhance the oral health of the community by developing community collaborations and increasing outreach to the community**

*Objective 1:* Celebrate the successful collaboration of SDDS and First 5 in fluoridating nearly 75% of Sacramento County and encourage continued collaboration to successfully fluoridate surrounding counties; commit our resources and reputation to accomplishing that goal

*Objective 2:* Support the concept of Community Dental Clinic under an FQHC model and encourage collaboration by First 5 and other groups to make it successful

*Objective 3:* Increase public awareness and education through PR/media on oral health issues and treatment options

- Increase dental society participation in community outreach programs related to public education

*Objective 4:* Continue to support and encourage volunteerism through existing SDDS and SDDF programs and any new program opportunities

### **GOAL 3: Increase quality and quantity of professional development offerings to current and potential dentists and staff**

*Objective 1:* Maintain or increase quality of the dental profession

- Research and recommend ideas to motivate members to learn new procedures and improve diagnostic skills to include both initial CE and on-going CE opportunities
- Recognize members' commitment to continuing education.
- Work with CDA to help develop computer aided tracking system for ADA-CE

*Objective 2:* Continue to seek ways to provide front and back clinical staff with the knowledge and skills necessary to enhance their status, productivity and recognition

- Encourage doctors to provide opportunities to auxiliaries through re-entry positions, job shadowing, on the job training and internships

*Objective 3:* Play an active role in area hygiene and RDA programs through doctors serving as instructors, advisors, mentors

*Objective 4:* Promote careers in dentistry to local high schools, community college and universities

- Develop action plans and benchmarks specific to colleges versus high schools
- Consider establishing relationships with pilot health academies/ programs at specific high schools such as Arthur A Benjamin Health Professions, Encina, Roseville and Valley High
- Enhance speaker's bureau for appearances and presentations such as career days, screenings, health fairs and community events

### **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

*Objective 2:* Develop a leadership track for recruitment for leaders, tracking of skill sets, and guidelines and training for future leaders

*Objective 3:* Continually review and assess bylaws, policies and structural organization to keep SDDS current, legal and successful

*Objective 4:* Identify and recommend appropriate uses and communications methods using new technology

## **NOTICE OF ANNUAL MEETING & ELECTIONS**

Elections to be held at General Meeting September 8, 2009