



The Manitoba Dental Hygienists Association

Strategic Planning Session Report

Saturday, September 17, 2016

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Introduction

The Manitoba Dental Hygienists Association met Saturday, September 17th, to identify the organizations strategic priorities and develop a Strategic Plan to guide the organization from 2016 – 2019.

The Vision

Participants discussed their vision for the future of the MDHA, noting that dental hygienist should be recognized by other professionals, and the general public, as oral health care professionals providing quality, client centered oral health care.

All participants agreed to adopt the following Vision Statement for the MDHA:

The vision of the MDHA is for registered dental hygienists to be recognized as primary health care professionals providing quality client centered oral health care for all Manitobans.

The Mission

Participants reviewed the existing mission of the organization determining that it did not adequately illustrate the true mission of the MDHA and that a new mission statement should be developed.

After discussion and brainstorming the following mission statement was developed and all participants agreed that it is an accurate reflection of the mission of the organization:

To advocate and promote the profession of Dental Hygiene; support our member-owners by providing opportunities for professional development to encourage evidenced based practice and life-long learning; and providing education and health promotion to the public

SWOT Analysis

Members present participated in a SWOT analysis resulting in the following:

Strengths

- Effective board of directors.
- New dental hygiene grads are very engaged.
- Organized.
- Focused – good time management (keeping to schedules).
- Learning to delegate properly.
- Engaged with the student body.
- Making progress with board governance and improving operations.
- High member numbers from among registered dental hygienists in Manitoba.
- Provide quality education opportunities.
- Have paid staff.

Weaknesses:

- Member education opportunities primarily focused in Winnipeg.
- Lack of awareness among members regarding member benefits.
- Member awareness of what the MDHA can and cannot do for members.
- Limited number of dedicated volunteers.
- Membership lacks awareness of community outreach initiatives.
- Expenses exceed revenue.
- Rural committee is weak.
- Relationship with members.
- Member perception that continuing education courses are expensive.
- Lack of understanding by members regarding the cost of operations and member workshops/lectures.
- Lack of sponsorship.
- Insufficient EFT for paid staff.
- Board/committee recruitment is difficult.

Opportunities:

- Montage advertising opportunities to generate revenue.
- Sponsorship.
- Member recruitment to board and committees.
- MDHA dental hygiene convention to generate revenue
- On-line professional development courses.
- Community outreach initiatives.
- Inter and intra-professional collaboration.
- Annual participation in the MDA convention.
- RHPA, which may result in mandatory membership.
- Public awareness through advertising related to what your dental hygienist does for you.
- Annual presentations at the School of Dental Hygiene.

- Conduct a national survey of dental hygiene associations to develop a continuing education cost comparison.

Threats

- MDHA dental hygiene convention may be viewed as distancing from the dental profession.
- Public perception of the profession – differences between hygienists and assistants.
- Lack of awareness of the differences between the association (MHDA) and the regulatory body (CDHM) among members and the profession.
- Lack of government awareness.
- Dental hygiene not covered by Manitoba Health.

Identification of Strategic Priorities

Participants were asked to identify three to five priorities that would mitigate the challenges and leverage the identified opportunities.

After discussion, scoring and ranking, the following four priorities were identified:

1. *Creation of an MDHA Statement Model*

Strategies:

- Establish a working group
- Determine who we are; our purpose; client oral health; environment
- Dental hygiene actions need to be understandable by all

Resources Required:

- Human resources - volunteer to develop the model
- staff time to format/post the model to the website

Champion(s):

- **Laura MacDonald**
- Taleisha Doiron
- Christian Peterson

Success Indicators:

- A finalized model that is understood by the public and posted to the MDHA website.

2. *Professional Development Initiative*

Strategies:

- Review and reorganize the PD committee.
- Assign a board liaison for the committee.

- Review/revise the terms of reference for the committee.
- MDHA Board to provide clear written direction regarding committee expectations (through the terms of reference).
- Communicate to members providing a continuing education program price comparison by provincial association.
- Review member survey results and consider topics suggested for 2017/2018.
- Topics and presenters to be finalized and announced at the June AGM.
- Email blasts to members throughout July and August.
- PD postcard to be completed and mailed by August 31st.

Resources Required:

- Financial – committee to provide a realistic budget, based on actuals, no later than February 1st.
- Human Resources – volunteer committee.

Champion(s):

- Laura MacDonald
- Jennifer Upward

Success Indicators:

- Increase in registrations for PD events.
- Timely announcement of following year courses (June and end of August).
- Transparency between the MDHA Board and the PD Committee (improved communications).

3. Communications

Strategies:

Potential Sponsor Communications:

- Communicate with potential sponsors (suppliers) regarding the importance of the buying power of dental hygienists.
- Communication to be in the form of a “Did you Know – that there are 740 practicing dental hygienists in Manitoba, many of whom are responsible for purchasing supplies for the dental clinics or make recommendations to the dentists and that dental hygienists are consulted on equipment purchases for the dental office”.

Stakeholder/Partner Communications:

- Brief survey of members asking if they are involved with purchasing or make recommendations on equipment and supplies to be purchased.
- MDHA Statement Model to be posted to the website and included in communications with CDHA, CDHM, etc.

- Communication with members to advise what the MDHA does for them (to be developed by the champions).

Public Communications:

- General advertising – committee to research the cost of public advertising.
- Determine inexpensive forms of advertising, e.g. U-tube.
- Develop brochure to be distributed by dental hygienists to patients, “What does your dental hygienist do for you?” Find out if CDHA would allow the use of photos that they have on file. Brochure to state that dental hygienists have post-secondary education, are licensed and self-regulated.
- Rural radio advertising.
- Participate in holiday parades to hand out toothbrushes with an MDHA sticker, “Get to know your Hygienist”.

Champion(s):

- Christian Peterson
- Taleisha Doiron
- Tiffany Rother

Resources:

- Champions to submit a budget by February 1, 2017.
- Possible use of conference call account for meetings.

Success Indicators:

- Members have a clear understanding of what the MDHA can do for them resulting in fewer member requests to have the MDHA advocate on their behalf with employers or the regulatory body.
- Public brochure produced and distributed to patients.
- Member survey to determine the impact of the public brochure.
- Presence in parades in Winnipeg and other rural communities.

4. Financial Status of the MDHA

Strategies:

- Actively solicit advertising in the Montage.
- Actively solicit sponsorship from suppliers.
- MDHA convention.
- Develop a 5 year plan for membership fee increases.
- Develop a association membership fee comparison.
- Ongoing member communication to keep them updated on potential fee increases and the fact that all fess paid are tax deductible – license,

MDHA membership, CDHA membership, continuing education programs. This could be included in a “Did you Know” communication.

Champion(s):

- Finance Committee

Resources:

- Human resources to solicit sponsorship and advertising; to communicate with members and conduct fee survey of other provincial associations.
- MDHA Convention – budget would need to be developed.

Success Indicators:

- The MDHA will generate revenue and have a surplus at year-end rather than a deficit.
- Sponsorship revenue increase.
- Advertising revenue increase.
- Completed five year membership fee increase plan that will be presented to members at the 2017 AGM.