

Virginia Dental Association  
Board of Directors  
Actions in Brief  
June 22, 2018

1. Approved: The Council on Government Affairs' resolution in support of hiring a dental benefits staff member, as an employee of the VDA, to assist VDA members with dental insurance issues and problems.
  
2. Defeated: The following resolution:  
Background: The CE reimbursement of up to \$4,000 per component was lost when funds from the VDSC were reduced. This has been a financial hardship for most components and some have had to reduce the number of CE meetings to one per year.  
Resolution: The Council on Finance recommends that the component CE reimbursement of up to \$4000 per component per year be re-instated.  
Budgetary Impact: \$14.00 per member (full dues paying equivalent).  
  
The Board discussed the above recommendation at length and found that not all components are in need of financial help for CE. However, if there are components that have a significant financial need, the VDA should be in a position to help with the total health of a component in mind. To have funds available, if a component demonstrates that financial aid is needed, \$8,000 will be added to the Board of Directors' discretionary fund as part of the 2019 budget.
  
3. Approved: Partial funding of the DDS position of the Foundation, for one year, in the amount of \$23,280. This will be reflected in the 2019 budget.
  
4. Approved: The 2019 Budget as amended by the Board of Directors.
  
5. Approved: Background: The Peer Review and Patient Relations Committee and the Board of Directors approved the ADA Peer Review Manual as the official guide for complaint resolution. Therefore, the following Bylaw amendment is needed:  
Resolution: Amend the VDA Bylaws as follows:  
Article VII, §6 - Names and Duties of Standing Committees  
6. Peer Review and Patient Relations Committee  
b. Duties: It shall be the duty of this Committee: (1) to maintain liaison with component peer review and patient relations committees; (2) to hear and act on appeals resulting from actions of component society peer review committees; (3) to exchange information concerning effective ways of handling patient grievances and peer review.; and (4) to keep the peer review manual current by proposing new and appropriate changes to the Board of Directors. In all original hearings, actions on appeal, and other matters brought to the Committee, the Committee shall conform follow the provisions of the ADA peer review manual. The Committee shall meet at least one time a year and additional meetings scheduled at the call of the chair.

6. Approved: The Council on Government Affairs' recommendation that the VDA pursue legislation to be presented to the 2019 VA General Assembly to address problems associated with Silent PPOs. The Council will provide specific language for the proposed legislation.
7. Approved: The Marketing Task Force request to be restructured as the Council on Marketing. Background: The VDA defines a Task Force as a group appointed to address a single task that should be short term, hopefully a year or less. The Marketing Task Force (previously the PR Task Force) was formed in 2012 and is still characterized as a Task Force. The work of the group continues and the scope of work is broad so the group feels that a change to a Council would be more reflective of the long-term work being done by members.

Duties:

- To lead all marketing, advertising, branding and public relations efforts of the Virginia Dental Association
- To support the established communications strategy of the VDA and serve as a focus group and resource to the Communications Department
- To foster relationships among members to strengthen the VDA community
- To promote the importance of oral health and to educate the public about oral health concerns.
- To promote the Association and its programs to members, potential members and the dental community at large.

Composition:

- The group will consist of up to ten member dentists who are interested in or have expertise in marketing.