

**2007-2010  
CDA Strategic Plan**

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**Vision**

The California Dental Association is the recognized leader for excellence in member service and advocacy promoting oral health and the profession of dentistry.

**Mission**

The mission of the California Dental Association is to support its members in their practices and service to the public through innovation in education, advocacy and related programs.

1. Build and reinforce the value of CDA for its members and potential members.
  - Enhance member value experience by critical analysis and evaluation of new and existing significant initiatives.
  - Support members through each phase of their profession (early practice establishment, career growth, financial planning, etc.).
  - Achieve 75 percent membership of licensed dentists in California.
  - Increase CDA's leadership capabilities by enhancing internal development mechanisms and outreach to non-traditional membership segments for future leadership roles.
  - Develop a structured succession plan that provides candidate pools for future leadership needs within the Association.
  - Increase non-dues net income revenue by 50 percent.
  - Ensure that CDA's operating budget is balanced and a four-month operating reserve is maintained.
  - Component boundary review.
  - Develop process and tools for core services review.
  - ADHP membership category implementation.
2. Establish CDA as the leading advocate for dentistry when interacting with third party payers (e.g. commercial insurance plans, managed care plans, Denti-Cal and Healthy Families Program).
  - Educate membership on CDA's capabilities and increase usage of CDA services that assist with the resolution of third party payer issues.
  - Aggressively defend through legal, legislative and administrative actions dentists' ability to provide appropriate patient treatment.
3. Provide extraordinary, sustainable support to members and their practices through TDIC insurance and brokerage services, which are distinguished by their compelling value.
4. Continue to grow and develop CDA as a leading provider of continuing education for the entire dental team.
  - Position Scientific Sessions as the premiere national professional meeting.
  - Assure Dental Board of California-mandated continuing education courses are accessible to all members in collaboration with the local components.
5. Enhance CDA's aggressiveness on key issues affecting dentistry through increased capacity and competency in research, analysis and planning.
  - Initiate forecasting studies of oral health care needs, workforce capacity, financing and technology.
  - Develop long-term strategies for addressing issues defined in the forecasting research.

6. Significantly enhance CDA's policy impact by increasing the number of influential, elected officials who advocate oral health and support the practice of dentistry.
  - Increase the number of primary dental advocates in the state legislature and the number of influential state officials who advocate on behalf of dentistry.
7. Improve the oral health of Californians through the CDA Foundation's support of the dental profession and its efforts to meet community needs.
  - Strengthen the CDA Foundation's role as a strategic partner of the association by ensuring long-term sustainability.
  - Assist components, specialty and ethnic dental societies in establishing and administering community charitable efforts
8. Increase care for underserved populations, particularly children, the elderly and people with special needs through targeted policies and strategies.
  - Develop innovative delivery models that successfully address the access to care challenges, including problem definition, research (e.g. best practices, quantifying problems, assess response options) and ongoing evaluation of impact.
  - Establish mandatory children's oral health assessments statewide.
  - Increase sealant utilization by 10 percent statewide.
  - Increase by 10 percent the number of Californians receiving community water fluoridation within the state.