

2011-2014 Strategic Plan

Ensuring CDA Thrives as a 21st Century Organization

California Dental Association

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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 Statement

The California Dental Association is committed to the success of our members in service to their patients and the public.

Goal: Advance the oral health of the public and the practice interests of our members

- Promote the unique value of dentists in the delivery of oral healthcare
- Strengthen and expand support of members, helping them succeed in each phase of their professional life
- Aggressively seek creative solutions to members' concerns with private and government-sponsored benefit plans
- Continue to develop the Practice Support Center/CDA Compass
- Gather, analyze and disseminate demographic, economic, dental practice and clinical trends affecting dentistry in order to support the changing demands on dental practices
- Promote the alignment of dentist and patient interests to the legislature, regulatory bodies and the public through the development of a public affairs focus, including a grassroots advocacy effort and public oral health educational programs
- Develop a comprehensive and sustainable plan to advance the oral health of all Californians and to help eliminate barriers to care

Goal: A compelling and meaningful relationship with our members and potential members

- Identify member needs by conducting demographic and targeted market research
- Develop and implement a comprehensive communications strategy relying on segmented marketing, appropriate social networking and new technologies
- Build a vital dental community by developing simple and measurable mechanisms of engagement
- Increase the membership market share of licensed dentists in California

Goal: Responsive and effective leadership and governance

- Improve the organization's effectiveness by drawing upon the strengths of our diverse membership.
- Enhance volunteer engagement with and contribution to leadership and governance.
- Promote the Code of Ethics and ensure that it remains relevant to the values of the profession.
- Cultivate relationships within the Tripartite and with external communities of interest.

Goal: A strong financial base

- Reduce reliance on member dues by enhancing existing sources of non-dues revenue
- Explore new business opportunities to expand product/service diversity and sources of non-dues revenue
- Improve the technological infrastructure to enhance organizational performance
- Implement enterprise risk management to continually evaluate risks facing the organization