



# First District

Spring 2018  
First District Report

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As you are probably aware, the American Dental Association and CVS Pharmacy announced a three-year oral care collaboration to help put millions of Americans on a path to better overall health. Below are some common questions you may have about this initiative and a response from the ADA.

Why is the ADA collaborating with CVS?

As the leading advocate for oral health, the ADA is dedicated to educating the public about importance of oral health and good dental health habits. CVS has a long-standing reputation for prioritizing the health and wellness of its patrons through its product offerings and in-store education efforts and reaches hundreds of millions of people each year. Joining our two organizations together can make a tremendous impact on improving oral and overall health.

Q: What does the collaboration between the ADA and CVS include?

The collaboration includes continuous in-store and digital awareness of the ADA and the ADA Seal of Acceptance, to help millions of people improve their oral and overall health. Dental care products that have received the ADA Seal of Acceptance — from mouth rinses, toothbrushes, toothpastes, floss/interdental cleaners and sugar-free gum — will be easily visible whether people are visiting CVS in-store, online or browsing through promotional flyers. Products that earn the Seal have undergone ADA scrutiny, with extensive review of data from clinical and/or laboratory studies to ensure the company's therapeutic claims are legitimate. The ADA Seal program requirements are consistent with current ADA and American National Standards Institute-approved standards. Consumers visiting a CVS store will also be provided with credible oral health information and encouraged to visit the dentist through the ADA's Find-A-Dentist online resource.

Q: Is the ADA exclusively collaborating with CVS and why CVS?

The ADA is exclusively working with CVS for the duration of the three-year initiative, which began in January 2018. CVS has a well-documented track record of initiating programs that demonstrate a lasting commitment to improving the health and wellness of the public. From their efforts to reduce disseminating prescriptions of potentially addictive pain medications to their decision to no longer sell tobacco products, bettering the health of its customers is always a top priority. Additionally, CVS has nearly 8,000 individual stores nationwide, so it's an easily accessible place for people across the country.

Q: How did this collaboration originate?

The ADA Seal of Acceptance is well-known and highly respected by the public, dental professionals & dental product manufacturers. Manufacturers in the Seal program routinely work with health and wellness retailers like CVS. Over time, CVS was impressed by the long-standing, trusted reputation of the ADA Seal of Acceptance among both manufacturers and the public, and then approached the ADA about working together to promote the importance of dental health.

Q: Is there any cost to the association for the collaboration?

The ADA is not contributing anything financially to CVS in this collaboration.

Q: Does the news about CVS purchasing Aetna affect this collaboration?

Per our contractual agreement, the ADA collaboration with CVS does not include any dealings with Aetna, or any other benefits company. The proposed CVS acquisition of Aetna is a separate CVS business venture that is not a part of our collaborative efforts. Published news media reports about the merger indicate it is still subject to approval by shareholders of CVS and Aetna, as well as regulators, and is likely to close in the second half of 2018.

This collaboration will continue to unfold with upcoming seasonal marketing, instore signage promoting products with the ADA seal, and ongoing strategy and planning sessions with manufacturers. CVS is considering the possible placement of kiosks within their stores for consumer use and one of the potential options within the kiosk will be to access the ADA Find-A-Dentist tool. This is a great example of multiple initiatives that come together and work in synchrony.

On another important note, last year our Board recognized the need to reimagine the ADA's business model to ensure that the ADA remains viable and financially stable into the future. While the ADA is in a strong position financially now, this project is focused on planning ahead to secure the well-being of the Association. Based on that recognition, we launched the business model project—a new and innovative business line to drive non-dues revenue. We have been working with a consulting group, Continuum Innovation, based in Boston. Continuum has worked on a number of innovative initiatives for established companies, including development of the Swiffer and the Reebok Pump. Continuum is in its third round of field research doing qualitative interviews – this time in Texas. Field research has uncovered a need in the marketplace for new dentists and established dentists who want to connect for mentorship but have had difficulty doing so. Solving this problem would be of great value to both parties and ensure the transfer of knowledge between generations within the profession.

Field research has uncovered another need in the marketplace of established dentists having trouble finding a quality buyer for their practices. While solving this problem is challenging, preliminary research indicates that it is possible for the ADA to play a role in facilitating these transitions. There are additional needs around learning basic business management and/or ownership skills as well as services to help with patient acquisition, purchasing, staff relations,

etc. This phase of the Business Model Project, which is on track and under budget, is funded from ADA Reserves.

Continuum will complete a great deal of additional research and data-gathering before this phase of research concludes in March, at which time they will provide a report to the Governance Team. The Governance Team will make a recommendation to the ADA Board of Trustees at its April 2018 meeting about whether or not to proceed with developing a pilot project to be tested in a willing constituent and component dental society. This recommendation will include cost projections and establish a basic business model. After the Board of Trustees makes its determination about next steps, it will share information more broadly.

This is really an exciting phase for the ADA and its future! I hope this brief recap is informative and updates you on this business model project. More to come in the near future!!

As always, it is an honor to represent the First District on the ADA Board of Trustees and my door is always open so feel free to contact me with any questions or concerns!

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