

Pennsylvania Dental Association

Your Future Your Association



Your guide to becoming a member of the
Pennsylvania Dental Association

PDPA[®]
www.padental.org



There is Value in Membership



Did you know Pennsylvania Dental Association (PDA) members who use just a few of the available member benefits save an average of \$3,000 a year? Benefits range from discounted insurance plans to job opportunities to continuing education. We hope you enjoy this quick, concise guide to many of the benefits that will be yours as a future member of PDA.



To become a member, visit www.padental.org/join and complete the online membership application or fill out the membership application included in this publication and return it using the enclosed postage paid envelope.

Mission Statement

The purpose of the Pennsylvania Dental Association is to serve the public, improve their health, promote the art and science of dentistry and represent the interests of our members and the people they serve.

Tripartite Membership Structure

The American Dental Association (ADA), Pennsylvania Dental Association (PDA) and your district and local dental societies compose the tripartite membership structure of organized dentistry. When you become a member of PDA, you also are joining the local and district societies in your immediate practice area, as well as ADA. Through this arrangement, you receive membership benefits and services related to organized dentistry at the local, district, state and national levels. The unity of this structure is mutually supportive and produces a more effective dental profession.

There is power in unity.



“As a new dentist, the membership benefits and advocacy provided by PDA are invaluable.”

Dr. Kristen Best, Irwin





Why it Pays to be a Member

Political Action



Advocacy - Legislative activity is the cornerstone of PDA. Both the dental profession and patients benefit from PDA's influence with members of the Pennsylvania General Assembly and the Governor's Administration. PDA monitors and reports on more than 5,000 bills introduced in

the General Assembly and their movement through committee to the House and Senate floors. PDA also monitors the State Board of Dentistry (SBOD) and advocates on members' behalf as it promulgates regulations that effect the dental practice and patients.

PADPAC - The Pennsylvania Dental Association Political Action Committee (PADPAC) is your voice in the political arena helping to guard your interests pertaining to insurance regulations, managed care reform, scope of practice, patient care and preventive measures. PADPAC raises funds to support legislators who consider dentistry's views when voting on health-related issues. For more information, visit www.padental.org/padpac.

Legislative & SBOD Victories

Defeated legislation requiring dentists to submit proof of having paid taxes before renewing their licenses, threatening their livelihoods if the state made mistakes processing this information.

Defeated legislation requiring dentists to report information on the state's Internet database comparing fees for dental services and treatment.

Amended legislation prohibiting hygienists from opening independent private practices, while requiring additional training and education for those hygienists practicing independently in public settings.

Promoted a policy opposing any attempts by the government to make licensure contingent on dentists treating a specific percentage of patients on Medical Assistance, putting dentists at potential risk of being unable to operate their business.

Prohibited teeth whitening businesses operated by non-dental professionals.

Enacted scope of practice changes to put patient safety first while keeping dentists in charge of the dental team.

... and many more!



Member Profile

Dr. Beth Troy
Bethel Park

What would you say to a colleague to convince them to become a PDA member?

PDA is a great way to connect with colleagues and learn from each other.

Why do you feel it is important to maintain membership?

I like having an organization that supports and represents me, so that I can focus more time on my patients' needs.

What member benefit provides the most value to you?

Government relations

If you were not a dentist, what would you be?

A music teacher

What's on your iPod?

Coldplay, U2, Sting and Simon & Garfunkel

PDA Member since 2008



Why it Pays to be a Member

Practice Management



Continuing Education - PDA and its district and local societies provide continuing education (CE) courses on practice management, risk management, infection control and all phases of clinical dentistry. At the beginning of each licensure renewal year, PDA distributes a CE tracking folder to all active PDA member dentists. This folder helps members track the CE credits they have earned toward relicensure. For a complete list of upcoming PDA sponsored CE programs, visit www.padental.org/ce.



Contract Analysis Program - The ADA Legal Division Contract Analysis Service (CAS) began in 1987. Since then, it has analyzed more than 3,900 contracts, including:

- Dental provider contracts
- Business associate agreements
- Dental management contracts
- Dental student scholarships
- Loans in exchange for a commitment to future employment



Members can have their contract analyzed at no additional cost by contacting PDA at **(800) 223-0016**.

Why it Pays to be a Member

Discounts



PDAIS - Enjoy the convenience of one-stop shopping and the peace of mind that comes from having a single source for all your insurance needs. The Pennsylvania Dental Association Insurance Services, Inc. (PDAIS) is a wholly owned subsidiary of PDA, which provides a wide variety of flexible business and personal insurances for the benefit of PDA members, their families and staff. Contact a PDAIS representative for a complete list of products at (877) PDAIS-4-U (877-732-4748) or visit www.pdais.com.

Endorsed Vendors - PDA members receive exclusive discounts for a number of high-quality products and services, such as credit card processing, scrap metal recourse and payroll services through the endorsed vendor program. For a list of current vendors, visit www.padental.org/vendors.

Member Rates - As a PDA member, any CE provided by the ADA, PDA, or your district or local society will be at a member rate, which is typically a significant discount off of the non-member rate. This also is true for other national dental conferences such as the ADA Annual Session or the Midwinter Dental Conference in Chicago. For a complete schedule of CE courses, visit www.padental.org/ce.



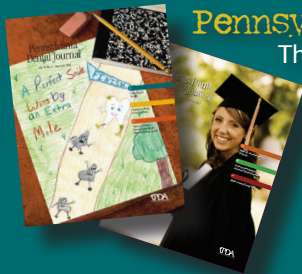


Why it Pays to be a Member

Member Publications

Pennsylvania Dental Journal

The bi-monthly *Pennsylvania Dental Journal* keeps members informed on a variety of topics. It contains articles on professional issues, legislative updates, treatment procedures, association activities, special projects, CE courses and classified ads.



Transitions - The bi-monthly *Transitions* is designed to deliver breaking news and updates to PDA members between issues of the *Pennsylvania Dental Journal*. *Transitions'* concise content allows members to easily keep up with developments in the profession and at PDA. Members can elect to receive *Transitions* by e-mail.

PDA Core Values

Member Value •

Why it Pays to be a Member

Member Communications



Website - Using the PDA website, dentists can find breaking news, up-to-date information on upcoming meetings, dental-health promotions, legislative initiatives, CE courses and classified ads. There also is "My PDA," a page tailored to members, including links to popular areas of the site, member profile and e-community forums.



E-mail - PDA's new mass e-mail software, Informz, allows staff to efficiently create and distribute customized e-mail messages and conduct web-based surveys, all with the goal of enhancing two-way communication with members.

Online Social Networking - Our private social networking community integrates PDA's website and member database. This new feature offers peer-to-peer interaction, professional development, communication and feedback. The social network includes discussion boards, private and public groups and a resource library, as well as many other features.

Organizational Excellence • Advocacy • Public Health



Why it Pays to be a Member

Career Development

Placement Service - PDA's Placement Service is a members-only, web-based job search assistance program that matches dentists seeking positions with dentists providing positions. Members receive FREE online enrollment. Visit www.padental.org/placementservice for more information or to enroll.

Classified Advertisements - PDA provides complimentary posting of online classified advertisements at www.padental.org with every classified advertisement placed in the *Pennsylvania Dental Journal*. In addition, the cost of placing a classified ad in the bi-monthly *Journal* distributed to all member dentists in the state is significantly less than placing an ad in your local newspaper.



“ IT'S IMPORTANT TO BE A PART OF ORGANIZED DENTISTRY. IT'S NICE TO HAVE A COMMUNITY OF DENTISTS AROUND YOU WITH THE SAME INTERESTS, STRUGGLES AND NEEDS. ”

Dr. William Moffett, Harrisburg

Marketing Your Profession and Your Practice



Find a Member Dentist - The “Find a Member Dentist” function on PDA’s website is a search function for the general public. PDA provides all members with an automatic profile detailing office address, phone and fax number, website, dental school, as well as gender. The profile also includes information on your practice, such as accessibility, if you accept insurance, if you offer evening or Saturday appointments and languages spoken.

News Releases - To increase the visibility of the dental profession, PDA sends monthly press releases to more than 450 Pennsylvania publications (magazines, newspapers, radio and TV stations) as well as 4,000 news related websites. Sample topics include women’s oral health, periodontal disease, smokeless tobacco and caring for baby teeth.

“*ONLY as a unified organization can we provide realistic input into important issues involving dentistry, both in the legislature and in public opinion. Every person does make a difference.*”

Drs. Jennifer Davis & Fred Johnson, Cleona





Serving the Public and the Profession

Senior Dental Care Program - Many PDA members agree to offer dental care at a reduced cost to senior citizens on low or fixed incomes through the Senior Dental Care Program. More than 1,000 dentists have participated in this voluntary program, which enables senior citizens meeting certain eligibility requirements to obtain affordable dental care and helps them enjoy good health and well-being.



National Children's Dental Health

Month (NCDHM) - Each February, since 1949, the ADA has sponsored NCDHM to raise awareness about the importance of oral health. NCDHM messages and materials have reached millions of people in communities across the country. PDA distributes more than 3,330 lesson plan kits to schools across the Commonwealth, as well as more than 132,000 bookmarks, which stress the importance of good oral health, to all Pennsylvania public libraries.



Give Kids a Smile - Give Kids a Smile is observed every year on the first Friday in February. It was designed to provide education and preventative and restorative care to low-income children. The national program serves more than 463,000 children and more than 12,000 dentists participate.

Membership Incentives

Graduated Dues



The table below indicates the percentage by which a member's dues will be reduced for four full calendar years after graduation or completion of a residency program.

Graduated Dues Payment Structure			
Based on Year Out of Dental School or Residency Program			
Year Out	ADA	PDA	District/Local
1	\$0.00 (100% reduction)	\$0.00 (100% reduction)	*
2	75% reduction	75% reduction	*
3	50% reduction	50% reduction	*
4	25% reduction	25% reduction	*
5	Full Payment	Full Payment	*

* District and local society dues vary, but component societies are encouraged to follow the ADA and PDA dues equity format.

Continuous membership is necessary to receive the discounted dues.

Get a Member Get 100 - PDA will provide \$100 (for you to use however you like) to members who sponsor a new member the previous year. Visit www.padental.org/100 for more information.

When Every Dollar Counts

With Membership

Lending Library - Includes more than 400 informational brochures, manuals, posters, videotapes and slide presentations available to members for a nominal shipping and handling fee.

- Use library materials to conduct dental hygiene presentations at daycare centers, elementary schools or retirement communities.
- Borrow books and videos to learn more about practice management and professional development.
- Reduce professional development costs by borrowing Expanded Function Dental Assistant (EFDA) training manuals.

Advertising

Classified advertisements in the *Pennsylvania Dental Journal* – This award-winning publication is distributed to 5,000 dentists statewide. The average cost for a member to place a classified advertisement is \$45.

- Complimentary posting of online classified advertisements at www.padental.org with every classified advertisement in the *Pennsylvania Dental Journal*.

Continuing Education - PDA annually sponsors 18 hours of continuing education for \$345 at five locations throughout Pennsylvania. Save time out of the office and travel costs by attending locally-based continuing education courses.

Without Membership

Only members can borrow items from the lending library.

Purchase patient education materials = **\$80* to \$100***

Practice management books or videos purchased from ADA = **\$60* to \$135***

Purchase a Frank Spear video = **\$130 to \$210**

Purchase these EFDA training manuals = **\$40* to \$112***

Classified advertisement in an area newspaper for Sunday placement = **\$200***

Employment ads on Monster.com and Careerbuilder.com = **\$300/advertisement***

Member vs. Non-member registration difference = **\$335***

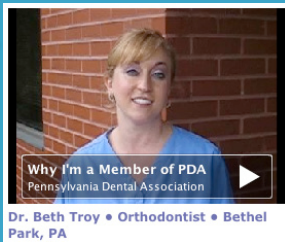
**Dollar figures are cost approximations based on comparable service and fees available outside PDA.*

Check Out

www.padental.org/join

Online Video Testimonials!

Watch our members explain why they value their PDA memberships.



Join Now!

Apply online or fill out the enclosed membership application and return it to PDA in the business reply envelope provided.

Questions?

If you have questions about joining PDA or would like more information on the benefits of a PDA membership, please contact us at (800) 223-0016.



Member Profile

Dr. Brian M. Schwab
Blandon

What would you say to a colleague to convince them to become a PDA member?

PDA protects us from harmful, bad legislation that literally threatens our livelihood. A strong PDA equals a strong safety blanket for dentistry.

What member benefit provides the most value to you?

Representation in Harrisburg and Washington, D.C. Also, the general promotion of dentistry in the press and public eye.

If you were not a dentist, what would you be?

An organic chemist

What's on your iPod?

Gershwin's Rhapsody in Blue

PDA Member since 2006



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Pennsylvania Dental Association

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