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## Outreach / Engagement

- *Diversity & Inclusion Toolkit* - updated with information related to DSO-supported dentists
- Ongoing timely member value emails
- *Leadership Check-Ins* - ADA Board of Trustees, Council on Membership and New Dentist Committee collaboration to impact member growth
- Ongoing New Dentist Committee outreach to peers and ASDA leadership
- *Peer-to-Peer Outreach Initiative* - developed by Council on Membership and New Dentist Committee to reinforce the value of membership from the member perspective
- Digital Member Experience overhaul in development
- *Volunteer Engagement Program* – coalition of national volunteer leaders engaged in social media helping direct dentists and patients to accurate, trusted information on current issues in dentistry

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## Programming

- *ADA Accelerator Series* - Monthly webinar series on topics of interest to new dentists (financial, wellness, parental leave support, work/life balance, leadership), articles, blogs, podcasts and toolkits
- *ADA FDC Virtual Connect Conference* - \$19 access pass for Class of 2020; New Dentist Committee booth in exhibit hall available for all registrants
- Reduced rate for new dentists on *ADA CE Online*
- *Amplifying Voices – A Series of Open-Forum Conversations on Diversity & Inclusion*
- Enhanced wellness and financial programming in development as part of Crest + Oral-B grant
- *ADA Success Program* - offered to resident programs
- *DSOs: Crucial to Sustaining Growth* - new course for state/local societies

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## Resources

- New Dentist Weekly Huddle - delivered weekly to new dentists and dental students (launching Nov. 2020)
- Award-winning *ADA New Dentist News* (print quarterly, online weekly)
- Award-winning *New Dentist Now* blog
- Financial Planning and Managing Debt Resources
- *Beyond the Mouth* podcast
- Managing Pregnancy Resources - *ADA Guidelines for Practice Success*
- *ADA Practice Transitions™* – helping dentists nationwide buy, sell or join a dental practice
- More content designed for employee and DSO-supported dentists in development
- [ADA.org/newdentist](https://ada.org/newdentist)

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## Marketing

- *Member Value Recruitment & Retention Campaigns* - Highlights the value of membership and value offerings through:  
Email campaigns \* Paid digital campaigns \* Social media campaigns \* Direct targeted mail campaigns \* Articles \* News media \* State/local toolkits
- *Overarching New Dentist Value Proposition* - in development
- *Level Up Conversion Campaign* – ensuring student membership converts to dentist membership for recent grads

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## COVID-19 Initiatives

- *ADA Coronavirus (COVID-19) Center for Dentists* - the latest guidance, on demand digital events and resources
- *New Patient Communication Resource Center* - to help communicate with patients, includes templates (ADA Member exclusive)
- *Protocols for Positive COVID-19 Test* - guidance on handling a staff or household member's positive COVID-19 test (ADA Member exclusive)
- *Hazard Assessment Guide and checklist* - to help evaluate COVID-19 transmission risks (ADA Member exclusive)
- *ADA Health Policy Institute bi-weekly poll* - impact of COVID-19 on economic conditions of pandemic - new dentist data extrapolation
- ADA Distribution of FEMA PPE (masks and gowns) to all dentists