

# American Academy of Pediatric Dentistry 2009-12 Strategic Plan

## Revised

2011

### Goal 1—Optimal Health for All Children and Persons with Special Health Care Needs

#### Objective 1.1: An oral disease-free population.

- Strategy 1.1.1 Promote universal acceptance of anticipatory guidance and preventive oral health care in a dental home beginning no later than age 1.
- Strategy 1.1.2 Support water fluoridation efforts and appropriate use of other topical and systemic fluoride vehicles.
- Strategy 1.1.3 Increase public and governmental awareness and education regarding pediatric oral health strategies.
- Strategy 1.1.4 Encourage and support research in oral disease prevention and evidence-based care.
- Strategy 1.1.5 Employ risk assessment and tailored interventions.

#### Objective 1.2: Access to appropriate oral health care for all children and persons with special health care needs.

- Strategy 1.2.1 Recognize and address barriers to access and quality care.
- Strategy 1.2.2 Assure adequate and appropriate financing in public sector programs.
- Strategy 1.2.3 Recognize and support appropriate provision of care by safety net providers.
- Strategy 1.2.4 Increase the availability of reimbursement for medically necessary care (general anesthesia and sedation).

### Goal 2—Valued and Worthwhile Membership Services

#### Objective 2.1: An informed membership.

- Strategy 2.1.1 Provide valuable continuing education.
- Strategy 2.1.2 Communicate through *Pediatric Dentistry Today*, AAPD website, and other appropriate venues Academy activities and programs on behalf of the membership.
- Strategy 2.1.3 Produce respected scientific publications
- Strategy 2.1.4 Maximize utilization of information technology.

#### Objective 2.2: A membership adept at adapting to changes in delivery of care and technological advances.

- Strategy 2.2.1 Provide contemporary guidance in practice administration, communication, and marketing skills in pediatric dentistry.
- Strategy 2.2.2 Assist in disseminating information concerning member career transitions and business opportunities, including those designed for the new pediatric dentist.
- Strategy 2.2.3 Involve the Academy in the dissemination of information regarding new products and techniques.

#### Objective 2.3: Maximized membership dues value.

- Strategy 2.3.1 Support the personal issues of Academy members.
- Strategy 2.3.2 Provide office brochures and other valuable materials.
- Strategy 2.3.3 Monitor and evaluate membership benefits on a continuing basis.

#### Objective 2.4: Effective response to crucial pediatric dental issues.

- Strategy 2.4.1 Identify and anticipate emergent membership issues.
- Strategy 2.4.2 Develop and maintain a protocol and mechanism for responding to the public, media, and membership on anticipated and unanticipated critical issues.
- Strategy 2.4.3 Develop and maintain a network of trained spokespersons.

#### Objective 2.5: Strong pediatric dental organization representation.

- Strategy 2.5.1 Develop and support membership and leadership within national and international organizations.
- Strategy 2.5.2 Sustain recruitment and retention efforts, including programs and policies directed to the new pediatric dentist and dental faculty.

### Goal 3—Recognized Authority in Pediatric Oral Health

#### Objective 3.1: Optimal care, including translation of science into clinical practice.

- Strategy 3.1.1 Develop optimal care through our oral health policies, clinical guidelines, and other venues.
- Strategy 3.1.2 Promote optimal care through our oral health policies, clinical guidelines, and other venues.
- Strategy 3.1.3 Maintain optimal care through our oral health policies, clinical guidelines, and other venues.

#### Objective 3.2: Expert resource on children’s oral health recognition.

- Strategy 3.2.1 Build and maintain coalitions with other healthcare organizations.
- Strategy 3.2.2 Anticipate and respond effectively to changes in the clinical and scientific environment.
- Strategy 3.2.3 Identify and support areas of clinical and scientific research important to pediatric oral health.
- Strategy 3.2.4 Communicate to the profession and the public issues about pediatric oral health.
- Strategy 3.2.5 Encourage and support volunteer leadership by pediatric dentists in all organizations involved in oral health or child welfare.

#### Objective 3.3: Effective advocate of public policy.

- Strategy 3.3.1 Coordinate all elements of advocacy resources, including the congressional liaison, child advocate, political action committee (PAC), volunteer advocates, and lobbyists.
- Strategy 3.3.2 Identify public policy issues, conduct policy research and development, and develop implementation strategies.
- Strategy 3.3.3 Develop an effective advocacy network.

### Goal 4—Satisfy Workforce Issues

#### Objective 4.1: Enlarged and appropriately distributed pediatric dental workforce.

- Strategy 4.1.1 Encourage effective geographic distribution of pediatric dentists.
- Strategy 4.1.2 Expansion of pediatric dental residency and fellowship programs.
- Strategy 4.1.3 Innovate and support programs to assure a well-qualified applicant pool for pediatric dental training.

#### Objective 4.2: Greater engagement of the general dentist and dental specialists in the treatment of children.

- Strategy 4.2.1 Improve pre-doctoral education and experience in pediatric dentistry.
- Strategy 4.2.2 Development of continuing education programs.
- Strategy 4.2.3 Promote the value of the Affiliate membership category.

#### Objective 4.3: Appropriate and optimized utilization of allied dental health professionals.

- Strategy 4.3.1 Development of continuing education programs.
- Strategy 4.3.2 Identify appropriate roles for allied dental health professionals which include dental assistants, expanded function dental assistants (EFDA), and hygienists.

#### Objective 4.4: Appropriate and effective utilization of non-dental healthcare providers.

- Strategy 4.4.1 Serve as a resource for continuing education.
- Strategy 4.4.2 Identify appropriate roles for physicians and non-dental health care providers.

### Goal 5—Meet Dental Education Needs

#### Objective 5.1: Academic faculties of excellent caliber and sufficient number.

- Strategy 5.1.1 Educate AAPD membership on academic crisis issues.
- Strategy 5.1.2 Foster a fundraising campaign for academic support.
- Strategy 5.1.3 Foster improved business practices in teaching clinics.
- Strategy 5.1.4 Foster academic career loan forgiveness programs.
- Strategy 5.1.5 Foster creative use of private clinics and practitioner mentors in residency programs.
- Strategy 5.1.6 Foster effective modeling, mentoring, and education for potential academicians.
- Strategy 5.1.7 Foster development of shared basic information distance learning modules.
- Strategy 5.1.8 Increase the transition of “master clinicians” into teaching, including full time positions.
- Strategy 5.1.9 Foster dissemination of “best practice” models.

#### Objective 5.2: Physical plants of educational institutions adequate to support educational objectives.

- Strategy 5.2.1 Aid and support facility development programs.
- Strategy 5.2.2 Support legislation to secure capital funding for pediatric dentistry education facilities.

**Objective 5.3: Increased standardization of pre- and post-doctoral training experiences.**

Strategy 5.3.1 Implement consistent standards in pre- and post- doctoral programs.

**Objective 5.4: Appropriate accreditation standards for the pre- and post- doctoral level.**

Strategy 5.4.1 Support Academy initiatives on pre- and post- doctoral curriculum standardization.

## **Goal 6—Efficient and Effective Organization**

**Objective 6.1: The structure of the Academy serves and represents its membership.**

Strategy 6.1.1 Increase communication between membership and leadership.

Strategy 6.1.2 Review the mechanism of accountability of the headquarters office to leadership.

**Objective 6.2: Adequate funding for Academy operations, programs, and initiatives.**

Strategy 6.2.1 Offset expenses by appropriately maximizing corporate and other outside support of Academy projects and endeavors.

Strategy 6.2.2 Assure an appropriate dues structure and other sources of income.

**Objective 6.3: Efficient headquarters office operations.**

Strategy 6.3.1 Assure a technologically-advanced communication to the membership.

Strategy 6.3.2 Provide an appropriately-sized and adequately-equipped facility for business operations.

Strategy 6.3.3 Support a qualified and well-motivated staff in appropriate numbers and responsibilities to accomplish Academy business operations.

**Objective 6.4: Effective volunteer leadership.**

Strategy 6.4.1 Assure appropriate leadership training.

Strategy 6.4.2 Assure objective assessment of the volunteer leadership.

Strategy 6.4.3 Assure a fair and equitable process to identify and select individuals at all volunteer leadership levels.

**Objective 6.5: Effective tripartite organizational structure.**

Strategy 6.5.1 Clarify and enhance the role of District Trustee in Academy operations.

Strategy 6.5.2 Promote efforts to strengthen effectiveness and number of district organizations and state units.

Strategy 6.5.3 Explore opportunities for increased membership participation in Academy decision making.

**Objective 6.6: Effective relationship between the Academy and its Foundation.**

Strategy 6.6.1 Healthy Smiles, Healthy Children: The Foundation of the American Academy of Pediatric Dentistry will function as the tax-exempt charitable research, education, and service arm of the Academy.

Strategy 6.6.2 Reflecting the AAPD Research Agenda and to further developments in the specialty, Healthy Smiles, Healthy Children: The Foundation of the American Academy of Pediatric Dentistry will sponsor research grants and awards, along with professional and public education opportunities.

**Objective 6.7: Effective relationship between the Academy and the American Board of Pediatric Dentistry (ABPD).**

Strategy 6.7.1 Sponsor and support a strong and vital American Board of Pediatric Dentistry.