

Vermont Dental Hygienists' Association, Inc.



STRATEGIC PLAN Mission, Goals, Objectives, and Action Plan

2008-2011

The Vermont Dental Hygienists' Association, Inc.
2008-2011 Strategic Plan

Summary of Mission, Goals, Objectives and Action Plan

MISSION:

To improve the public's total health by increasing the awareness of, and access to, quality oral health care, promoting the highest standards of dental hygiene education, licensure and practice, and representing and promoting the interests of the dental hygiene profession.

GOALS:

- **Membership:**
The dental hygiene community will understand the value of VDHA membership and choose to belong.

- **Brand:**
VDHA will be the recognized community resource for dental hygienists in Vermont.

- **Advocacy:**
The dental hygiene profession will advance through effective advocacy by VDHA.

- **Partnership:**
VDHA and its members will work in partnership with all health professionals to advance the health and well being of the public it serves.

- **Operational Excellence:**
VDHA will be an evidence based, fiscally sound, and effectively governed organization.

OBJECTIVES:

- **Membership:**
 - Maintain tangible membership *benefits*
 - Increase our knowledge of the *values* of our members and potential members

- **Brand:**
 - Increase *brand visibility*

- **Advocacy:**
 - Expand *partnerships* with stakeholders
 - Increase the public's direct *access* to dental hygienists

- **Partnership:**
 - VDHA will promote multidisciplinary partnerships
 - VDHA will look to expand opportunities to promote quality patient care delivered by the dental hygienist in partnership with other health professionals

- **Operational Excellence:**
 - VDHA will function at its optimal capacity to meet the needs of its members and the profession it serves

GOAL: MEMBERSHIP

The dental hygiene community will understand the value of VDHA membership and choose to belong.

Objectives:

- Maintain tangible membership *benefits*
- Increase our knowledge of the *values* of our members and potential members

<u>Action Plan:</u>	<u>2008-2009</u>	<u>2009-2010</u>	<u>2010-2011</u>
a. Survey all registered dental hygienists in Vermont annually	X	X	X
b. Continue to investigate benefit options that meet the needs of members	X	X	X
c. Continue to offer quality continuing education courses and meetings in all regions of the state	X	X	X
d. Enhance SMADHA relationships through creation of a SMADHA/VDHA liaison	X		
e. Increase communication of information to all members	X	X	X

GOAL: BRAND

VDHA will be the recognized community resource for dental hygienists in Vermont.

Objective:

- Increase *brand visibility*

<u>Action Plan:</u>	<u>2008-2009</u>	<u>2009-2010</u>	<u>2010-2011</u>
a. Promote the organization through continuing education courses	X	X	X
b. Promote the organization through annual/regional meetings	X	X	X
c. Continually communicate availability of Executive Board members as a resource base	X	X	X
d. Increase visibility of the organization in Vermont's political arena	X	X	X
e. Create a consumer awareness campaign		X	X

GOAL: ADVOCACY

The dental hygiene profession will advance through effective advocacy by VDHA.

Objectives:

- Expand *partnerships* with stakeholders
- Increase the public's direct *access* to dental hygienists

<u>Action Plan:</u>	<u>2008-2009</u>	<u>2009-2010</u>	<u>2010-2011</u>
a. Pursue direct Medicaid reimbursement to dental hygienists for PHS services	X	X	
b. Maintain positive relations with legislative and public supporters	X	X	X
c. Pursue legislation to create a dental hygiene regulatory board	X	X	
d. Continue to advocate for the increased utilization of dental hygiene services	X	X	X

GOAL: PARTNERSHIP

VDHA and its members will work in partnership with all health professionals to advance the health and well being of the public it serves.

Objectives:

- VDHA will promote multidisciplinary partnerships
- VDHA will look to expand opportunities to promote quality patient care delivered by the dental hygienist in partnership with other health professionals

<u>Action Plan:</u>	<u>2008-2009</u>	<u>2009-2010</u>	<u>2010-2011</u>
a. Continue regular liaison meetings with state dental professional organizations	X	X	X
b. Continue and enhance honest, open communication with state dental professional boards	X	X	X
c. Organize ongoing community service projects in conjunction with VSDS and VDAA	X	X	X
d. Create opportunities for collaboration with all medical/dental professionals	X	X	X

GOAL: OPERATIONAL EXCELLENCE

VDHA will be an evidence-based, fiscally sound, and effectively governed organization.

Objective:

- VDHA will function at its optimal capacity to meet the needs of its members and the profession it serves.

<u>Action Plan:</u>	<u>2008-2009</u>	<u>2009-2010</u>	<u>2010-2011</u>
a. Continue to actively recruit and maintain exceptional dental hygienists to serve on the VDHA Executive Board	X	X	X
b. Utilize ADHA for guidance in use of best practice policies	X	X	X
c. Continue to monitor and maintain fiscal responsibility through the guidance of board members	X	X	X
d. Continue to make organizational decisions based on collected scientific data	X	X	X