

# American Academy of Pediatric Dentistry

## 2003-06 Strategic Plan

Revised  
May 2003

### Goal 1: Optimal health for all children

- Objective 1.1 An oral disease-free population
  - Strategy 1.1.1 Promote universal acceptance of anticipatory guidance and preventive dental care in a dental home beginning at 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 awareness and education regarding pediatric oral health strategies
  - Strategy 1.1.4 Encourage 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
  - 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 adjunctive care (general anesthesia and conscious sedation)
- Objective 1.3 Recognize and address barriers particular to special needs patients
  - Strategy 1.3.1 Recognize and address barriers to access and quality care

### 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 Using *Pediatric Dentistry Today* and other appropriate venues, communicate 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 Maximize 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 Ability to respond to emergent membership issues
  - Strategy 2.4.1 Identify and anticipate emergent membership issues
  - Strategy 2.4.2 Develop an interactive mechanism for responding to emergent membership issues
- Objective 2.5 Effective representations on crucial pediatric dental issues
  - Strategy 2.5.1 Develop and maintain a network of trained spokespersons

### Goal 3: Recognized authority in pediatric oral health

- Objective 3.1 Optimal standards of care, including translation of science into clinical practice
  - Strategy 3.1.1 Develop optimal standards through the AAPD's policies, guidelines, and other venues
  - Strategy 3.1.2 Promote optimal standards through the AAPD's policies, guidelines, and other venues
  - Strategy 3.1.3 Maintain optimal standards through the AAPD's policies, guidelines, and other venues
  - Strategy 3.1.4 Sponsor and support a strong and vital American Board of Pediatric Dentistry

- Objective 3.2 Expert resource on children's oral health recognition
- Strategy 3.2.1 Build and maintain coalitions with other health care organizations
  - Strategy 3.2.2 Anticipate and respond effectively to changes in the clinical and scientific environment
  - Strategy 3.2.3 Identify areas of clinical and scientific research important to pediatric oral health
  - Strategy 3.2.4 Communicate about pediatric oral health to the profession and public issues
  - 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), Children's Dental Health Project (CDHP), 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

- Objective 3.4 Strong representation of pediatric dentists
- Strategy 3.4.1 Develop international membership
  - Strategy 3.4.2 Sustain recruitment and retention efforts, including programs and policies directed to the new pediatric dentist and dental faculty

#### 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 Expand 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 predoctoral education and experience in pediatric dentistry
  - Strategy 4.2.2 Develop continuing education programs
  - Strategy 4.2.3 Utilize ASDC Affiliate membership category

- Objective 4.3 Appropriate and optimized utilization of allied dental health professionals
- Strategy 4.3.1 Develop 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 nondental health care providers

- Strategy 4.4.1 Develop continuing education programs
- Strategy 4.4.2 Identify appropriate roles for physicians and nondental 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 postdoctoral training experiences

- Strategy 5.3.1 Implement consistent standards in pre- and postdoctoral program

- Objective 5.4 Appropriate accreditation standards for the pre- and postdoctoral level

- Strategy 5.4.1 Support Academy initiatives on pre- and postdoctoral 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 Improve 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 To be determined in concert with the Foundation

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