

American Academy of Pediatric Dentistry

2006-09 Strategic Plan

Adopted
January 2006

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 dental 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 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 conscious 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* 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 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 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

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
- 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 and support areas of clinical and scientific research important to pediatric oral health
- Strategy 3.2.4 Communicate to the profession and 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), 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 pediatric dental organizational representation
 - Strategy 3.4.1 Develop international membership
 - Strategy 3.4.2 Sustain recruitment and retention efforts, including programs and administrative 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 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 predoctoral 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 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 non-dental healthcare 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 Clarify and enhance 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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