

MDS Strategic Goals and Objectives 2010-2015

Goal 1: Public Health and Well Being/Public Presence

1. Develop collaborative relationships with public health agencies, physician organizations, educational institutions and the private sector to promote to the public the benefits of good oral health and the important relationship between oral and overall health.
2. Advocate access to dental care and encourage members to participate in MassHealth, community health centers and other programs that deliver dental care to the underserved.
3. Advocate and support community projects that contribute to good oral health, such as the fluoridation of water supplies.

Goal 1: Public Health and Well being/Legislative and Regulatory

1. Advocate for public policy and legislation which increase resources for the underserved, especially children, the elderly and special needs populations to get access to care.
2. Support implementation of new dental auxiliary positions and enhancement of the Commonwealth's oral health structure.
3. Support legislation that requires all children to have a dental exam by a dentist before entering school.
4. Support legislation that promotes a healthy diet in schools.
5. Support legislative and regulatory efforts to require that all student athletes wear mouth guards when participating in any contact sport.
6. Promote the value and accomplishments of the PAC to our membership.

Goal 1: Public Health and Well Being/Educational

1. Inform oral health policy makers, legislative and regulatory leaders on the Society's efforts to increase access to care and reduce dental disease.
2. Initiate oral health policy forums, studies, educational and publicity campaigns that support and advance programs for the oral health of the public.
3. Promote the value of oral health to the public through media campaigns.
4. Sponsor and support the use of the peer review process.

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Goal 2: Integrity and Ethics of the Profession

1. Maintain a current Code of Ethics for the profession, and include standards of care.
2. Preserve the sanctity of the doctor/patient relationship and maintain emphasis on the dentist as the primary dental health provider.
3. Develop collaborative relationships with allied dental health groups, dental team members and governmental agencies to support and promote careers in dentistry.
4. Enhance the profession's and the Society's image.

Goal 3: Membership

1. Develop strategies to maintain and expand tripartite membership, keeping pace with the changing demographics and evolving priorities of the profession.
2. Examine demographics and perspectives on issues related to dentistry to provide programs tailored to meet the needs of a diverse and changing membership.
3. Identify new and emerging opportunities to provide services and added value to membership.
4. Outline "best practices" and other resources to support districts and their leadership in operations and program development.
5. Highlight programs that encourage volunteerism among active and retired dental team members, including programs that identify and develop leaders.
6. Expand membership and affinity program benefits for dental team members.
7. Maintain collaboration with and presence in area dental schools to engage students and faculty in organized dentistry and encourage their participation in community service.
8. Actively promote licensure by credentials and mutual recognition of board examinations to facilitate mobility of practitioners.

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Goal 4: Education

1. Continue to develop, market and grow Yankee Dental Congress as the premier regional dental meeting for the entire dental team.
2. Provide a continuum of learning experiences from Yankee Dental Congress that focuses on clinical, practice management and interpersonal skills.
3. Expand programs tailored to specialists.
4. Expand opportunities for dental team members to develop clinical skills and maintain licensure.

Goal 5: Administration

1. Keep pace with new developments in technology in order to maintain an efficient and effective infrastructure of communication among the membership, the staff and the public.
2. Provide staff training and development to maintain and advance essential knowledge and skills to meet the needs of the membership and the public.

Goal 6: The MDS Foundation

1. Support and communicate to the members and the public the MDS Foundation's Strategic Plan.
2. Support establishment of an operating endowment sufficient for the Foundation to provide funding for its core mission.
3. Educate the membership on the philanthropic values and support for a culture of charitable work within the Commonwealth.