

UNDERSTANDING THE ENDORSEMENT PROCESS

Most members of the Arizona Dental

Association immediately recognize AzDA Services... right? Well, maybe yes... and maybe no.

The purpose of this feature is to help you understand exactly what AzDA Services is, and to outline the processes used by AzDA Services to consider companies for endorsement so that every AzDA Member is able to declare: *"Of course I know what AzDA Services is... don't you?"*

What is AzDA Services, and what does it do?

AzDA Services is the "for-profit" wholly owned subsidiary of the Arizona Dental Association. Put simply, AzDA Services:

- 1) provides valuable prescreening and negotiated discounts for products and services on behalf of AzDA member dentists;
- 2) engages on behalf of AzDA in relationships with companies of demonstrated quality that can create added value to the membership and generate funds to support the goals and mission of the Arizona Dental Association and its members;
- 3) provides opportunity for companies to have exposure to the AzDA media portfolio which

includes NSCRIPTIONS; Western Regional Dental Convention exhibits, sponsorships and advertising; annual membership directory advertising; the statewide and component Continuing Education sponsorship program; and other advertising and sponsorship opportunities;

- 4) evaluates and maximizes all sources of existing and potential programs and services that may be appropriate as AzDA membership benefits.

The mission and goals of AzDA Services are outlined on the "About Us" page at AzDAservices.com or gain access to the AzDA Services website through the main portal at AzDA.org

How does AzDA Services help companies promote themselves to AzDA members?

Throughout the year, various businesses approach AzDA with new ideas and different ways they would like to partner with AzDA and promote their products and services to members. Many of these companies have very useful and valuable programs from which AzDA members could certainly benefit. However, not all will want or deserve to become an endorsed company through AzDA Services. Our first step, for all companies, is to introduce our media portfolio, which is the first platform for promoting products and services to AzDA members.

AzDA Services invites companies to explore ways to promote their products and services to members through our media portfolio on the "Doing Business with the Arizona Dental Association" page on the AzDA Services website.

By engaging with organized dentistry through the media portfolio, companies can communicate their value proposition to AzDA members while actively participating in events and programs attended by AzDA member dentists. By using this approach, AzDA Services builds business relationships and encourages companies to promote themselves while setting



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the expectation that they will promote themselves through the best means available -- the AzDA media portfolio.

How do AzDA members benefit?

Proceeds from AzDA Services and the entire media portfolio is commonly referred to as "non-dues revenue." By actively developing new sources of non-due revenue through AzDA Services and the media portfolio, AzDA has not needed to raise dues since 1999, while the quality of the content of INSCRIPTIONS, the CE and exhibit floor experience offered at Western Regional Dental Convention, and value of the other programs presented through AzDA have all grown and made significant contributions to the bottom line.

Who gets endorsed by AzDA Services, and how?

For every 10 companies that approach AzDA Services to inquire about the possibility of endorsement, 2 or less will complete the process and actually become endorsed.

In 2006 the AzDA Services Board of Directors (see box on page 30) instituted a proposal outline format to create a more uniform model under which these companies can be evaluated. The board has also gradually moved away from exclusive endorsements, though a few companies are still endorsed on an exclusive basis.

The AzDA Services board has also sought to provide AzDA member dentists with choices in the various categories of endorsed companies. Through these methods, AzDA and AzDA Services have steered away from any antitrust violations and expanded the collection of endorsed companies and diversified the choices within categories, so members can comparison shop and still maximize the discount opportunities available to them as members.

The AzDA Services Proposal Outline, as shown on page 32 and which can be downloaded from AzDAServices.com, serves several purposes.



At a networking event hosted by AzDA Services on August 14, Linda Little (health insurance) and Marcie Cragg (employee benefits) represented Brown & Brown Insurance of Arizona, which has been endorsed by AzDA Services for approximately 40 years.

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A testimonial advertisement for AzDA Services. It features a large blue background with a torn paper effect on the left side. In the top left corner is the ADA 100th Anniversary logo (1909-2009). The main headline reads "MY HIGHEST RECOMMENDATION!". Below this is a photograph of Anthony Caputo, DDS, a man with glasses and a goatee, wearing a light blue shirt. To the right of the photo are two quotes from him. At the bottom right is the AzDA Services logo and website address. At the bottom of the advertisement is the slogan "Excellent Programs • Exceptional Savings • 'Membership Value for You!'".

MY HIGHEST RECOMMENDATION!

"AzDA Services is a big part of the value provided through my AzDA membership."

"With AzDA Services I can choose from over 20 money-saving programs for my practice and home."

*Anthony Caputo, DDS
Tucson*

ADA Services
azdaservices.com

Excellent Programs • Exceptional Savings • "Membership Value for You!"

AzDA SERVICES CONTINUED



At the August 14 AzDA Services networking event, John Lighthizer (center) presented door prizes to David Martinez (left) representing David Brent Jones Group (401k retirement planning) and Andy Osero (right) representing TransWorld Systems (dental collection services).

It provides a clear picture of the information needed for consideration and how that information is expected to be organized. Many companies see the formality of our process and decide to simply advertise through our media portfolio, because developing a proposal and working through the consideration process and the expectations associated with being endorsed is more involved than what they expected.

The outline also allows AzDA Services and its Board of Directors to find relevant information quickly when evaluating the proposals. The outline format and integrity of this proposal process allows AzDA Services to be clearly objective in its evaluation and to separate and identify those companies that meet our strict standards.

Finally, the proposal process allows the AzDA Services board to prioritize which companies will be on the agenda for the quarterly board meetings where new business considerations are reviewed and decided upon.

How does the endorsement consideration process work?

The endorsement consideration process comprises 3 steps:

Step 1: Work closely with the Business Development Manager, Mr. John Lighthizer at the AzDA office, to develop a proposal that can work within the framework of the AzDA Services model following the general details provided in the Proposal Outline.

Step 2: After the company has submitted a proposal that meets all of the criteria, references are checked. When that process has a positive outcome, the AzDA Services Board President and Secretary/Treasurer conduct an in-depth evaluation of the proposal and make a recommendation regarding whether it should go before the full board. If the recommendation is to move it forward...

Step 3: The proposal goes on the agenda for the next available AzDA Services quarterly board meeting where it is presented, discussed, and voted upon.

About how long does all of this take?

AzDA Services has had companies move through the endorsement consideration process in as little as two months, while others have taken two years or more.

If an AzDA member has a bad experience with an AzDA Services company, what should he or she do?


Positive, negative, or somewhere in between, the AzDA Services Board of Directors issues an "Open Invitation" to AzDA members. Please share your experiences in working with our AzDA Services endorsed companies.

The first step is to call John Lighthizer at (480) 344-5777 or (800) 866-2732 ext. 313.

Members may also provide feedback via the AzDA Services website "Write a Review" feature. Comments shared through this mechanism are reviewed by the board.

The AzDA Services model is designed to benefit all AzDA members by providing a host of discount opportunities that will more than pay for the cost of membership. We begin every conversation by asking: "What is the value to our members?"

In closing, it is worth mentioning that the endorsement relationship is ongoing. All companies promoted through the AzDA Services catalogue are continuously monitored and carefully reviewed to ensure continued quality for all AzDA Dentist and Allied Members.



AzDA Services Proposal Outline:

- I** Introduction:
 - Company History
 - Overview of Experience
 - Specialization with Dentistry
 - Geographic Coverage
 - Experience working with other Associations
- II** Detailed Discussion of Discounts and Offers to AzDA Members
- III** Detailed Discussion of Royalty Engagement with AzDA:
 - Pro Forma Projections for first year
 - Quarterly reporting capabilities
- IV** Conclusion:
 - Why the AzDA should endorse
 - Tie-in I, II, III (narrative)
- V** References (3-5) Include at least 2 client references
Attach any additional useful and appropriate collateral materials

Submit 3 professionally bound copies of the company proposal to John Lighthizer, Business Development Manager, Arizona Dental Association. If you have questions contact John at (480) 344-5777 ext. 313 or e-mail: john@azda.org.