

2022

2023

odha
Ontario Dental Hygienists' Association



MEMBER VALUE REPORT

Your profession.

Your province.

Your association.

Message from the *President*



I am delighted to present the 2022-2023 Member Value Report, showcasing the incredible accomplishments and the true essence of what it means to be a part of ODHA. As President of ODHA, I am proud to lead an association that tirelessly supports you and strives to elevate the dental hygiene profession in Ontario.

In this report, you will find compelling examples of how ODHA has consistently delivered value to its members in various key areas including advocacy, communications and resources, professional development, public awareness, member benefits, and services. We are committed to enhancing your member experience and ensuring you reap the maximum benefits from being part of our vibrant community.

Belonging to ODHA is not just a membership. It is also a testament to your dedication to staying informed and connected within your profession. Adding your association participation to your resume demonstrates to future employers your commitment to continuous improvement and staying at the forefront of dental hygiene practices.

Our commitment to advocating for you remains unwavering. Through the collective efforts of our Board of Directors, CEO, and dedicated staff, ODHA ensures your voice is heard, and your needs are represented in the provincial healthcare landscape. As the provincial association for dental hygienists in Ontario, we deeply understand the Ontario healthcare system and act as your voice to the provincial government, the College of Dental Hygienists of Ontario (CDHO), and other stakeholders. Together, we advocate for issues that affect dental hygiene, champion oral health promotion, and reinforce the impact of dental hygienists across the province.

If you are eager to explore and experience the incredible value and benefits that ODHA offers, I encourage you to visit our [website](#), or click [here](#) to join.

Thank you for your continued support, dedication, and commitment to the dental hygiene profession. Together, we will continue to make a significant difference in the lives of our clients and the communities we serve.

Warm regards,

Rozina

Rozina Bhimji, RRDH
President, ODHA



Discovering the true value of being an ODHA member is easier than ever.

The support members received from their provincial professional association during the 2022-2023 membership year has been exceptional.

At ODHA, we have remained unwaveringly committed to supporting our members throughout this period. From offering competitive rates on house and auto insurance to providing round-the-clock legal advice, discounts on staycations and gym memberships, our offerings go beyond just professional development; they encompass various aspects of your life. We take pride in advocating for you with provincial stakeholders and actively collaborating with other associations to further your interests.

In the following pages of this report, you will find compelling examples showcasing the value ODHA membership brings in areas such as advocacy, communications and resources, professional development, public awareness, member benefits and services, as well as a glimpse of what's coming next.

As you read this report, we hope you will be invigorated and inspired by what ODHA has achieved for its members. We eagerly anticipate welcoming our existing members for the 2023-2024 membership year, and we extend a warm welcome to all new members joining our community. Together, we will continue to thrive and make a significant impact on oral health and professional growth.

ADVOCACY



ADVOCACY

October 2022

- ODHA was invited to present to the government's Portable Benefits Advisory Panel to discuss our request that dental hygienists be included in a potential government benefits plan.

December 2022

- A member survey regarding benefits coverage was conducted in November 2022 and provided further data to support our written submission sent to the Portable Benefits Advisory Panel.

February 2023

- Discussed our concerns about the Emergency Class of Registration with staff of the Minister of Health's office.
- ODHA developed a budget submission to the Ontario government which focused on three requests:
 - Make better use of Ontario's oral health human resources through:
 - scope enhancement for dental hygienists
 - policy changes to support dental hygienists practising in long-term care;
 - Support recruitment and retention of Ontario dental hygiene workforce by including dental hygienists in the government's portable benefits initiative; and
 - Improve access to care through alignment of Ontario publicly funded oral health program and federal dental care benefit.

March 2023

- Provided a written submission to the College of Dental Hygienists of Ontario (CDHO) related to the establishment of the Emergency Class of Registration.
- Did a presentation to AdvantAGE (a provincial long-term care association) regarding how RDHs can improve oral health in long-term care.
- Successfully advocated to government for the continuation of free N95 masks for dental hygienists.

April 2023

- Met with staff of Ontario Health regarding the province's health human resources strategy.
- Did a presentation to staff of the Ontario Long-Term Care Association regarding how RDHs can improve oral health in long-term care.

May 2023

- Met with Ministry of Health staff to discuss alignment of federal and provincial dental plans, and the provincial fee schedules for publicly funded oral health programs.
- Met with the Executive of the Ontario Association of Public Health Dentistry to discuss jointly advocating for alignment of the federal and provincial dental programs.

COMMUNICATIONS & RESOURCES



COMMUNICATIONS & RESOURCES

4

Issues of new FOCUS digital publication

A new version of FOCUS was launched November 2022 after a member survey. It is shorter in length and published five times per year. We also introduced a mobile version, making it easier to read on the phone. So far, four issues have been released.

During the membership campaign from July to October, [July issue](#) and [March issue](#) are accessible to non-members, giving them an opportunity to see the valuable resources ODHA provides exclusively to its members.

275+

Total email communications

Ongoing communications to keep members informed and updated on the profession, new professional development opportunities, research articles, the pandemic, member benefits and services, plus more.

900+

Social media posts

Educating members and public through information and research shared with daily posts on Facebook, Twitter, LinkedIn and Instagram.

49+

Presentations to dental hygiene students

ODHA provides engaging presentations for both first-year and graduating students on a variety of topics. Presentations are tailored to meet students' needs as they journey through their dental hygiene academic career from novice to graduate.



COMMUNICATIONS & RESOURCES

New resources for dental hygiene students

The Student Ambassador program was launched in the spring of 2022 to increase awareness of the association and its role among dental hygiene students. This additional communication channel between ODHA and students assists in expanding and refining the resources the association provides to students and gives a platform to the voices of student leaders who may become future advocates of the dental hygiene profession. There are currently 30 student ambassador roles at schools across the province, and new student ambassadors are recruited continuously.

As part of an ongoing plan to increase communication and outreach to dental hygiene students, the ODHA met with student ambassadors to discuss the types of resources that would be beneficial and the following were developed:

- **The Roadmap to Practice** outlines all the steps students need to take when preparing to write the board exams with the FDHRC, registering with the CDHO, and obtaining the professional liability malpractice insurance. Complete with clickable links, this resource consolidates the key pieces of information needed to obtain a registration to practice as a dental hygienist in Ontario into an easy to read, one page document.
- **The online listing of Student-Led Dental Hygiene Clinics** was also developed based on student ambassador feedback. The aims of this listing are to increase public awareness and use of these lower-cost or free oral health services, while also assisting students in their attempts to recruit dental hygiene clients to fulfill the clinical requirements.

Meeting with dental hygiene societies and other stakeholders

ODHA was pleased to meet with two dental hygiene societies in Ontario (Toronto North Dental Hygienists' Society and Waterloo-Wellington Dental Hygienists' Society), the Alliance of Canadian Dental Hygienists, and the Dental Hygiene Practitioners of Ontario to share key information on member benefits, resources and ODHA's government advocacy actions, as well as to take questions and hear feedback.

Oral health fact sheets and dental hygiene resource sheets

There are over 40 oral health fact sheets and dental hygiene resource sheets to help members educate the clients and keep them informed on topics like e-cigarettes, cannabis, and more.

PROFESSIONAL DEVELOPMENT



PROFESSIONAL DEVELOPMENT

ODHA is proud to provide first-class professional development (PD) as a member benefit. ODHA delivers on this commitment year after year providing value added online and in-person learning which can be used to meet your quality assurance learning goals.



Conversations with Dr. Glogauer and Kim Ivan

24
EPISODES

There were **24** audiocast episodes presented by Dr. Michael Glogauer, DDS, PhD, Dip. Perio, and Kim Ivan, RDH, BIS (Hon), released this past membership year. A total of **15.5 hours** of professional development.

For additional layered learning, there were **24** keynotes and **544** additional resources included for quality assurance and personal growth. Plus, over **96+** client resources to share in practice.

15.5 HOURS

24 KEYNOTES

544 ADDITIONAL RESOURCES

96+ CLIENT RESOURCES

48
ARTICLES

Dental Hygiene Newswire

Forty-eight research articles and links, were posted from August 1, 2022, to July 31, 2023, and can be used toward achieving your quality assurance learning goals. New research and content are added regularly.

dhnewswire.odha.on.ca

In-Person Professional Development Seminars

Date	PD Seminar	Speakers	In Partnership With
30-Sep-22	Interactive hands-on workshops	Dani Botbyl, RDH; Kathleen Bokrossy, RDH and Beth Ryerse, RDH	Dentsply Sirona, rdhu, Crest+Oral-B
14-Oct-22	The active clientele and recordkeeping	Beth Parkes, RDH, BSc, and Anna Louise Tolan, RDH, FADIA	Crest+Oral-B, Hu-Friedy
10-Jun-23	Interactive hands-on workshops	Dani Botbyl, RDH; Kathleen Bokrossy, RDH and Beth Ryerse, RDH	Dentsply Sirona, rdhu, Crest+Oral-B

Year in Review

In addition to continuously giving members free access to all the legal courses, ODHA released nine new online courses for professional development.



Guided Biofilm Therapy

Presented by Julie DiNardo, RDH, FAAOSH. Sponsored by [Oral Science](#).

Inflammaging and Oral Health

Presented by Dr. Michael Glogauer, DDS, PhD, Dip. Perio. Sponsored by [Philips](#).

The Role of the IPAC Officer

Presented by Michelle Aubé (Simmonds), RDH. Sponsored by [maxill](#).

Oral Implications in Older Adults: A Growing Need for Care

Presented by Dr. Mariana Leon, DDS, RDH. Sponsored by [Colgate](#).

Worn out! How to Relieve and Manage Erosion

Presented by Dr. Mariana Leon, DDS, RDH. Sponsored by [Colgate](#).

Premedication Guidelines for Dental Professionals

Presented by Sue Scherer, RDH, BS. Sponsored by [Waterpik](#).

Head and Neck Cancers: Human Papillomavirus (HPV)

Presented by Dr. Marla Shapiro, C.M.F, MDCM, CCFP, MHSC, FRCPC, FCFP, NCMP.

Made possible through the financial support of [Merck Canada Inc](#). The opinions expressed are those of its authors and do not necessarily reflect the views and opinions of Merck Canada Inc.

Detecting and Responding to Gender-Based Violence for the Oral Health Professional

Developed by [ODHA](#) and [WomanACT](#).

IPAC Update - Best Practices: Infection Prevention & Control, April 2023

Presented by Linda McLarty, Educational Support Manager, Germiphene.

PUBLIC AWARENESS



PUBLIC AWARENESS

ODHA ran a multi-media public awareness campaign from October 1 – 31, 2022, promoting the profession and oral health in combination with the 2022 Ontario Dental Hygiene Week.

4,889,087

Total campaign impressions



Radio ads contracted across Ontario



Strategic social media posts



Online advertising



Promotion of *lovemyteeth.ca* website

MEMBER BENEFITS AND SERVICES



MEMBER BENEFITS AND SERVICES

In an ever-changing world with increasing pressures on everyone's time and resources, it is comforting to know your provincial professional association consistently helps members save time and money on services which can make work and life easier.



Professional Malpractice Insurance

Your membership includes the best malpractice insurance in the province – \$5 million aggregate coverage; \$2 million per claim. It also includes \$75,000/year for disciplinary legal fees, \$150,000/year for criminal defence and \$750/day for loss of earnings.

Also, receive group rate savings on home, auto, extended health, life, disability, commercial liability, critical illness and cyber insurance.

Protecting your career and life

Professional liability insurance (malpractice)

PROLINK and ODHA have partnered to develop a professional liability insurance program tailored to your unique needs and is **included with your membership**. This policy meets all requirements of the College of Dental Hygienists of Ontario and will help defend you from claims made against you for professional negligence, omission of information, injuries, or other errors within your scope of practice as a dental hygienist.

Personal life, health, and disability benefits program

PROLINK also gives members affordable and comprehensive healthcare coverage for you and family members. Plans offered are extended health, dental, disability, critical illness, and life insurance providing you with long-term protection.

Read article: [How to protect yourself from malpractice claims as a dental hygienist](#)

ODHA MEMBERS SAVE 20% ON HOME & AUTO INSURANCE

MEMBER BENEFITS AND SERVICES

ODHA's purchasing power can save members hundreds of dollars on numerous services and benefits. The following benefits and services are included or offered with membership:

- o Professional liability insurance (malpractice)
- o Advent Mortgage Service
- o *The Brick*
- o Agio compression hosiery and sport socks
- o Canada's Wonderland
- o Canadian National Exhibition
- o Car and moving truck rentals
- o Endless Savings and More (ESM) - mobile discount App
- o Falls Avenue Resort
- o Fitness clubs
- o Legal advice - ODHA's Legal-Line
- o Marineland
- o Mark's and Imagewear
- o Moneris Solutions
- o Movie tickets
- o ODHA awards and honours
- o ODHA digital publication and resources
- o One Tooth Activewear
- o Orasoptic loupes
- o Perkopolis (5,000+exclusive perks)
- o Phone mobility plans
- o Professional development
- o ProvinciaLINK association updates
- o Publications and resources
- o QA Coach by rdhu
- o Real estate referral service
- o Scrubs and more - ShaGha Fashionware Inc.
- o SoftMoc Shoes for Life

**GoodLife
FITNESS**

CINEPLEX

ORASCOPTIC
SUPERIOR VISION CARE

perkopolis

SYKES
LegalLine

Mark's

Budget

AVIS

SoftMoc

... plus so much more!

odha
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www.odha.on.ca
1.800.315.6342

WHAT'S COMING



What's coming

FREE gift with 2023–2024 membership renewal

Join ODHA or renew your membership by October 31st and receive one new and free professional development online learning course added to your account as our thank you gift to you!

In-person seminar coming soon

- A half-day professional development seminar on A Modern-Day Approach to Oral Disease Detection and Management, provided by ODHA in partnership with Crest+Oral-B, OraVital, and Voco.
 - » **Speaker:** Kerry Lepicek, RDH
 - » **Date:** Friday, October 13, 2023
 - » **Location:** Nottawasaga Inn Resort & Conference Centre, Alliston, ON
 - » **Registration:** Opens on August 8 by phone only - 1.800.315.6342

24 new and free audiocasts

Conversations with Dr. Glogauer and Kim Ivan is a free audiocast for ODHA members only, which include evidence-based information covering a wide-range of important topics applicable to oral health professionals. There are 24 new audiocast episodes each year, representing over 14 hours of professional development.

Salary and Practice Study 2023

The summary report from the 2023 study will be available in the fall of 2023. This valuable tool can be used as a data reference and comparison of salaries and conditions in the workplace.

5 issues of FOCUS digital publication