

New York County Dental Society

Future Focus Strategic Plan

2016-2018

Future Focus Committee

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Future Focus

Strategic Foundation

Mission Statement

NYCDS, through its unwavering commitment to enhancing the success of New York County's dentists, is an invaluable advocacy and education resource that protects its members and the public.

Vision Statement

NYCDS will be widely recognized for its indispensable, all-inclusive, and inspiring leadership, ensuring the highest level of care and expertise within the dental profession.

Core Values

- Camaraderie
- Ethics
- Mentorship
- Advocacy
- Professionalism
- Excellence
- Diversity and Inclusion

Unique Values

- Mentorship
- Resources
- Friendships
- Interdisciplinary Education
- Community Engagement
- Protection

Strategic Imperative 1: Increase, through recruitment and retention, active membership.

Goal 1: Increase total number of members 15% by the end of 2018.

Program/Method 1: Develop mentoring program for 1-year GPR and AEGD dentists.

Program/Method 2: Have every Board and Committee member invite one nonmember to any NYCDS meeting.

Goal 2: Increase the percentage of active members from 5% to 20% by the end of 2018.

Program/Method 1: Conduct a *Leadership Conference* and invite all members to attend.

Program/Method 2: Have every Board member call new members and invite them to any NYCDS meeting.

Program/Method 3: Establish a "buddy" system to ease new member transition into NYCDS.

Strategic Imperative 2: Reinforce New York County Dental Society as the go-to source for guidance, support, and education on evolving legislative and professional issues.

Goal 1: Increase total number of inquiries related to third parties X% by year end 2018.

Program/Method 1: Conduct an Open House with strong emphasis on social media (before and after) to promote NYCDS benefits and enhance awareness of Society programs.

Program/Method 2: Develop an effective promotional brochure that explains NYCDS benefits and capabilities; augment with social media campaign.

Program/Method 3: Establish a team to collect all relevant information and create a database on important topics.

Goal 2: Increase total number of inquiries related to practice management X% by year end 2018.

Program/Method 1: Develop a practice management series of seminars and other offerings.

Program/Method 2: Develop an effective promotional brochure that explains NYCDS benefits and capabilities; augment with social media campaign.

Program/Method 3: Establish a team to collect all relevant information and create a database on important topics.

Strategic Imperative 3: Ensure long-term financial stability.

Goal 1: Achieve 15% net profit by year end 2018.

Program/Method 1: Increase corporate sponsorship of CE and other programs.

Program/Method 2: Reduce the number of CE courses to increase attendance and profitability per session.

Program/Method 3: Review all overhead expenses to determine optimal ROI for money spent.

Goal 2: Increase Reserve Fund by 10% by year end 2018.

Program/Method 1: Revisit investment strategy to enhance cash generation.

Program/Method 2: Review all overhead expenses to determine optimal ROI for money spent.