



Report of Major Actions of the Board of Directors of the Dental Assisting National Board, Inc. Discussed at its Winter Meeting

February 2005

Following each semi-annual meeting of the Board of Directors of the Dental Assisting National Board, Inc. (DANB), DANB publishes a Report of Major Actions of and Project Updates Discussed by the DANB Board of Directors. This report is provided to each organization with representation on the DANB Board of Directors, and to other members of DANB's communities of interest as desired, and will be followed by that meeting's minutes when approved. In addition, DANB publishes each Report of Major Actions of and Project Updates Discussed by the DANB Board of Directors on the DANB web site (www.danb.org).

This Report, which reflects DANB's Board of Directors' February 2005 actions, is organized using the following categories: *Stakeholder Outreach*; *Candidate Issues*; *Certificant Issues*; and *Board of Directors – Specific Initiatives*.

I. STAKEHOLDER OUTREACH

A. DANB Mission Revised

The Board combined DANB's Mission and Ends into one statement, so that wherever DANB's original Mission is published, the Ends will also appear. The revised statement reads as follows (additions underlined):

DANB's mission is to promote the public good by providing credentialing services to the dental community. DANB accomplishes and measures the success of this mission through:

- *A properly governed, financially secure, administratively sound organization;*
- *Valid dental assisting credentialing exams;*
- *Dental assisting recertification process integrity;*
- *Visible, valuable, and accessible DANB credentials;*
- *Testing services for groups within the oral healthcare community;*
- *Information services for the oral healthcare community related to dental assisting credentialing and recertification.*

B. ADAA (American Dental Assistants Association)/DANB Alliance Article to be Published

At the ADAA/DANB Alliance meeting in September 2004, the group discussed the possibility of the ADAA/DANB jointly publishing an article in ADAA's *Dental Assistant* journal and DANB's *Certified Press* newsletter. The group also discussed the request by Dental Learning Systems (DLS – publisher of *Contemporary Dental Assisting*) to publish this joint organizational article.

C. Potential Alliance with Organization for Safety and Asepsis Procedures (OSAP)

The Organization for Safety and Asepsis Procedures (OSAP) has expressed interest in establishing a formal alliance with DANB. At its February 2005 meeting, the DANB Board discussed the potential benefits to each organization of such an alliance, including:

- An opportunity to liaison with and educate dental product manufacturers and their staff, and potentially other organizations with relationships with OSAP (such as the Centers for Disease Control and Prevention) about credentialing in general and DANB exams in particular
- In-kind trades of OSAP membership and DANB Certificant/candidate information
- Possible special OSAP member rate to DANB Certificants
- Complimentary registration for a DANB staff member to at least one OSAP meeting a year

- Potential for the development of a joint OSAP/DANB sponsorship of a credentialing program for OSAP stakeholders

The Board determined that this list should be provided to OSAP, which will in turn provide a similar list of the benefits to that organization, before any further action is taken.

D. Potential Collaboration with ACT

DANB Executive Director Cynthia Durley presented information on ACT's Professional Development Services (PDS) activities and suggested ways for DANB and ACT to work together. Specifically, the organizations have discussed conducting a profiling of dental assistants – linked to DANB's RHS, ICE, and GC Task Analysis research and outcomes – which would become one of ACT's Occupational Profiles for dental assistants. This profiling would then be incorporated into the ACT's WorkKeys program (a job skills assessment system used in State Workforce Development offices).

The Board allocated up to \$2,500 in the FY 04-05 budget to research whether ACT can use DANB's GC, RHS, and ICE content validation study data to corroborate and/or improve ACT's dental assistant profile.

E. Stakeholder Groups Revised

As DANB works to develop strategies, tactics, timelines, and costs associated with the evaluation of existing and potential development of new DANB products and services, one effective way to organize such efforts is to target stakeholder groups. To that end, the Board reviewed the list of DANB stakeholders and grouped stakeholders by category as follows:

A. Public

B. Certificants

- Current
- Emeritus
- Lapsed

C. Other dental assistants

- Dental assisting students
- Non-DANB Certificants or candidates (have never been DANB Certified or taken any national DANB Exam)
- Assistants who have passed a DANB national or state exam in the past, but who never were DANB Certificants
- Current DANB exam candidates
- Dental assistants outside of the U.S.

D. Registered Dental Hygienists

E. Educators

- ADA-accredited dental assisting programs
- Non-ADA-accredited dental assisting programs
- CDE Course providers

F. Regulators

- State boards of dentistry
- State legislators
- Federal legislators

G. Organizations

- National oral health care related associations
- State oral health care related societies/associations

H. Federal agencies

- Military
- Indian Health Services
- Veterans Administration

I. Dentists/Employers

J. Dental insurance industry

K. Dental manufacturing industry

L. International countries

M. Volunteers

- DANB Board members
- DANB Consultants (i.e., test construction committee members, item writers, etc.)

N. DANB staff

O. Vendors under contract with DANB

- Psychometric consultants, computerized test administration agencies, etc.

II. CANDIDATE ISSUES

A. New Candidate Services Policy Added

The Board added Candidate Services Policy II.309.5 to read as follows, effective immediately:

*“Candidates can submit applications to take two component exams in a computerized format at any time. However, if two applications are received for the **same** exam, whether for a written or computerized exam, DANB processes both applications as follows:*

- ***If both applications for the same exam are complete,** DANB processes both applications and the candidate will have two (2) records and will initially be charged twice. When the 2 records show up in the application process,*

DANB automatically cancels one of the applications and returns it to the candidate. DANB then issues a refund within 30 days of notice of the returned, duplicate application, minus the \$50 application fee.

- **If one application is complete and other incomplete for the same exam**, DANB automatically processes the completed application and returns the other application as incomplete. DANB then issues a refund within 30 days of notice of the incomplete application, minus the \$50 application fee.
- **If both applications for the same exam are incomplete**, DANB returns both applications as incomplete. DANB then issues a refund within 30 days of notice of the incomplete applications, minus the \$50 application fee for each application (a total of \$100 retained by DANB)."

B. Number of Exam Committee Members Increased

The Board made the following changes to Policy II.802.1 to read as follows (changes underlined):

"The Executive Director, with Chair consultation, will appoint members of DANB Exam Committees who are not appointed under agreement with dental organizations.

Appointments should reflect the following composition for each Exam Committee:

- o 4 Certified Assistants (two educators and two practitioners/clinicians)
- o 2 Dentists (one educator and one practitioner/clinician)
- o The 6 members must represent different regions of the country
- o All assistants must hold a DANB certification reflecting the focus of the Exam Committee's work."

C. New Standard Setting Committee Policy Added

The Board created a Standard Setting Committee for DANB's General Chairside (GC), Radiation Health and Safety (RHS) and Infection Control (ICE) exams. A new policy II.806 will read as follows:

"The Executive Director, with Chair consultation, will appoint members of DANB Standard Setting Committees.

The three Standard Setting Committees (one representing ICE, one representing GC, and one representing RHS) will be composed as follows:

- o *6 members of the Exam Committee for that exam (ICE, GC, or RHS)*
- o *2 Certified Assistants (one educator and one practitioner/clinician)*
- o *2 Dentists (one educator and one practitioner/clinician)*
- o *Members must represent different regions of the country*
- o *All assistants must hold a DANB certification reflecting the focus of the Standard Setting Committee's work."*

D. Possible Reinstatement of COMSA Exam

In January 2005, Executive Director Durley and DANB Staff Director Elizabeth Koch met with American Association of Oral and Maxillofacial Surgeons (AAOMS) staff to discuss reinstating DANB's Certified Oral Maxillofacial Surgery Assistant (COMSA) examination. AAOMS is defining a career ladder for OMS allied staff, including recommendations that these staff members take some or all of AAOMS' courses in medical/dental emergencies, office surgical assisting, dental implant assisting, and the Oral and Maxillofacial Anesthesia Assistant Program (OMAAP) – an educational program followed by an end-of-course exam, which DANB used to assist AAOMS in developing and administering. AAOMS and DANB staff worked together to draft a cover letter and questions for a quantitative survey to ascertain specific DANB and AAOMS Stakeholders' interest in a new COMSA credentialing program (AAOMS to provide the education, DANB to provide the exam).

At its February 2005 meeting, DANB's Board approved the draft cover letter and survey, and authorized Executive Director Durley to expend up to \$1,500 plus cost of paper and postcard stock in FY 04-05 to study DANB and AAOMS Stakeholder interest in the possible reinstatement of the Certified Oral and Maxillofacial Surgery Assistant (COMSA) credentialing program.

If both organizations come to consensus, DANB and AAOMS will distribute the surveys with a tentative April 1, 2005 response deadline. DANB will then analyze the data and report to DANB's and AAOMS' Boards by May 15, 2005. If the results are positive and both Boards agree, DANB will develop a proposal (timeline, costs).

III. CERTIFICANT ISSUES

A. Update on the DANB/ADAA Core Competencies Study

Staff Director Koch provided the Board with a report on the DANB/ADAA Study to Define and Rank Core Competencies for Dental Assistants. Phase I was to survey Certified Dental Assistants and program directors from ADA-accredited dental assisting programs. Phase II surveyed non-certified dental assistants and Phase III surveyed dentists. The next phase, Phase IV, will resurvey CDAs, ADA-accredited dental assisting program directors, and non-CDAs, using the same category descriptions as were used when surveying dentists in Phase III.

Director Koch noted that surveys for Phase IV of the Study to Define and Rank Core Competencies for Dental Assistants had been mailed and DANB has started to receive completed surveys. Twenty-five hundred (2,500) surveys were mailed in the first week of December 2004 to a random stratified sample of CDAs. As of 1/18/05, DANB had received over 282 completed surveys. Twenty-five hundred (2,500) postcards were mailed to a random stratified sample of non-CDAs on 12/1/04. Assistants were asked to contact DANB to request a survey if they were interested in completing one. As of 1/18/05, DANB had received 58 phone calls requesting surveys. 312 surveys were mailed to Program Directors at ADA-accredited dental assisting schools on 12/10/04.

B. Investigation into Lapsed Credentials

The Board directed the Executive Director to investigate any trends related to Certificants who allow their DANB credentials to lapse. Specifically, DANB is to determine answers to the following questions:

- 1) How many years, on average, were these individuals certified before lapsing?
- 2) Did they earn the CDA through Pathway I or II?
- 3) Is there a trend among lapsed certificants by state; i.e., those requiring or recognizing CDA versus those that don't?

DANB staff will report back to the Board in 2006.

C. Change to Renewal Notice

The Board affirmed the change in describing DANB renewal notices from 'First Notice' to 'Renewal Notice,' and 'Second Notice' to 'Past Due Notice' and to include a pink buck slip with each Renewal notice indicating that this will be the final notice before a \$10 late fee is assessed. This change was enacted with renewal statements sent in November 2004.

The Board also accepted the addition of payment of back renewal fees to those individuals interested in reinstating a lapsed COA credential.

D. Change to Recertification Guidelines

Effective January 1, 2006, the Board implemented the following changes to the DANB Recertification Guidelines CDE Category 3 (changes underlined):

- *"CDAs, COAs, and COMSAs may earn a maximum of three (3) CDE hours annually in this category.*
- *CDPMAs can earn a maximum of six (6) CDE hours annually (as practice management is the focus of CDPMA certification)*

This category includes but is not limited to attendance at or participation in non-clinical professional development courses that are directly related to dental practice management/practice communication services: practice management, stress management, patient and staff motivation, computer courses (college class, software training, etc.), insurance, HIPAA, claims/billing, foreign language studies, American Sign Language, and non-scientific related college courses.

This category also includes courses and seminars covering dental practice acts and trends in dental assisting. These courses must be directly related to allowable duties for dental assistants."

IV. DANB BOARD OF DIRECTORS – SPECIFIC INITIATIVES

A. Staffing Updates

The Board welcomed two new DANB staff members: Bob Nelson, MM, CPA, Director, Administrative and Financial Services, and Vickie Spears, Assistant Director, Recertification.

Mr. Nelson joined DANB in January 2005. He holds a Master of Management degree from Northwestern University's Kellogg Graduate School of Management and has experience with both internal analysis/auditing of accounting and financial systems.

Ms. Spears joined DANB in July 2000 as Administrative Assistant in the Marketing Department and was later promoted to Coordinator, Recertification. As her knowledge of recertification increased, her job responsibilities increased to Manager, Recertification, and now Assistant Director, Recertification.

B. Change to Bylaws

The Board accepted the following change to the DANB Bylaws, Article IV, Section 3F, Board of Directors, Qualifications and Nomination to read as follows (additions underlined):

"The DANB Board shall elect a director representing the public. Such director shall be elected from a slate of names submitted by the Nominating Committee and the Executive Director, and each submitted name shall be accompanied by a current curriculum vita and a completed DANB Public Member Form."

C. Strategic Planning & Marketing Committee Meetings To Increase

The Board determined to budget for a Strategic Planning and Marketing Committee meeting twice each fiscal year instead of once, adding up to \$5,000 to the FY 04-05 DANB budget.

D. Strategic Planning & Marketing Committee Description Revised

The Board revised the Strategic Planning and Marketing Committee description, which includes changing the status of this Committee from Ad Hoc to Standing.

E. Nominating Committee Seeks Candidates

Two DANB Board members will conclude their second and final terms at the close of the August 2005 Board meeting: Public Member Esther Scherb, DMD, JD, and ADEA Representative Lynn Redman Smith, CDA. As of February 5, 2005, DANB had not yet received any nominations for either position.

The Board decided to hold a meeting of the Nominating Committee on or around April 15, 2005, pending receipt of a slate of at least two candidates for each position.

F. Election of Director - ADA Representative

ADA representative Tommy Harrison, DDS's second and final term on the DANB Board will conclude at the close of the August 2005 meeting. The ADA provided DANB with two Candidates for this position, and the Board held an election by paper ballot.

The Board elected Dr. Richard Hunt to serve as ADA representative to the DANB Board of Directors. Dr. Hunt will be invited to attend DANB's August 12-14, 2005 Annual Board meeting as an observer, and DANB's new Board member orientation on August 11, 2005. He will begin to serve the first of two possible three-year terms at the close of the August 2005 DANB Board of Directors meeting.

G. Winter 2006 DANB Board Meeting

DANB's Winter 2006 Board of Directors meeting will be held either February 10-11, 2006 (first choice) or February 3-4, 2006 (second choice), pending availability of the new ADA Representative and the to-be-elected ADEA Representative and Public Member.

Distribution List

American Dental Association (Karen Hart and Diane Boehm, Council on Dental Education and Licensure; Sherin Toops, Commission on Dental Accreditation)

American Dental Assistants Association (Larry Sepin, Executive Director; Debra Von Alman, CDA, President)

American Association of Dental Examiners (Molly Nadler, Executive Director)

American Dental Education Association (Richard Valachovic, DMD, Executive Director; N. Karl Haden, Associate Executive Director)

Academy of General Dentistry (Gerald D. "Jay" Donohue, CAE, CMP, Executive Director)

American Association of Orthodontists (Thomas Watters, Executive Director)

American Association of Oral and Maxillofacial Surgeons (Robert Rinaldi, PhD, Executive Director)

Executive Directors or Administrators, State Boards of Dentistry