



Feb. 4, 2022 | IFG Board meeting

1. MDA Insurance marketing

a. 2022 Marketing Plan: [Click here to view full size PDF>>](#)

On an ongoing basis we have 30 MDA-endorsed vendors and 38 insurance products to promote to MDA members. The design, creative, copy development and web programming are done in-house. It includes the following member-facing tactics:

- **Direct mail** campaigns. There are 27 direct mail campaigns slated for 2022:
 - 9 for MDA Insurance which are 3-part campaigns with postcard, flyer/quote request and email. 2 samples on following page.
 - 18 for MDA Services + 11 D-MMEX Easyrefine campaigns in national campaigns. 2 examples on page 6.
- **Boosted social media posts:** A minimum of 12 complimentary paid post positions are granted to our top revenue anticipating vendors or insurance product. This gives expanded exposure on our Facebook and Instagram accounts.
- **Targeted email**, including:
 - **Member eConnect** that must have a video content element, member education and/or benefits.
 - **Independent / Dedicated / Stand-alone eblasts** promoting endorsed vendors. Video not required. 4 examples on page 5.
 - **MDA Checkup eNews:** Monthly eblasts to active members with approx. 4-6 featured services and insurance products.
- **MDA Journal:** Endorsed Program News section, featured editorial bylines, and print ads.
- **Printed Checkup newsletter:** Segmented focus alternately on MDA Insurance and MDA Services:
 - **MDA Insurance** January, May and September.
 - **MDA Services** runs March, July and November.
- **Component news:** sent 6 times per year to component editors.
- **Website spotlight** in the MDA Services section of the mdaprograms.com website.

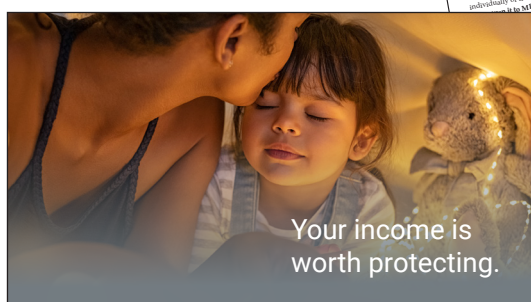
	January-Q1	February-Q1	March-Q1	April-Q2	May-Q2	June-Q2	July-Q3	August-Q3	September-Q3	October-Q4	November-Q4	December-Q4
2022 MDA Insurance Services Publications & Marketing												
Report: 2022 MDA Insurance Services Publications & Marketing												
MDA Insurance Publications & Marketing												
MDA Services Publications & Marketing												
MDA Journal Publications & Marketing												
MDA Checkup Publications & Marketing												
MDA eNews Publications & Marketing												
MDA Social Media Publications & Marketing												
MDA Website Publications & Marketing												
MDA Email Publications & Marketing												
MDA Print Publications & Marketing												
MDA Video Publications & Marketing												
MDA Audio Publications & Marketing												
MDA Mobile Publications & Marketing												
MDA Web Publications & Marketing												
MDA App Publications & Marketing												
MDA Other Publications & Marketing												
MDA Total Publications & Marketing												

(...continued 1. MDA Insurance marketing)

b. Group Life & Disability: Your income is worth protecting.

Promotional tactics for promotion January 2022:

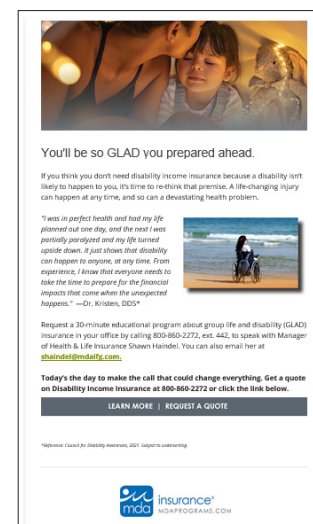
- Editorial, all channels.
- Full page print ad in *MDA Journal*.
- 3-part direct mail campaign:
Postcard, flyer/quote request and eblast



Oversized postcard mailing



Flyer + quote request form; full page print ad



Eblast to active members
55 and younger; 42.1% open rate,
1,096 opens

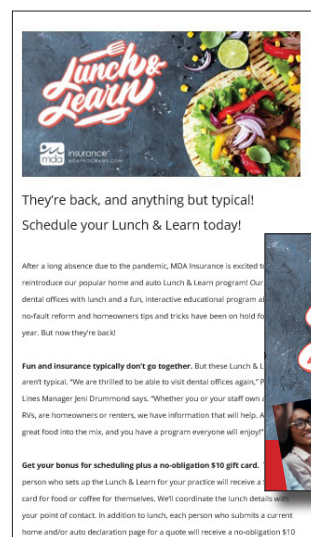
c. Lunch & Learn:

They're back, and anything but typical!

Promotional tactics:

- Editorial, all channels.
- Full page print ad in *MDA Journal*.
- 3-part direct mail campaign:
Postcard, flyer/quote request and eblast

Eblast to active MDA members



Flyer + quote request form;
full page print ad

Oversized postcard mailing



January MDA Insurance printed Checkup

d. January Facebook posts

January 2022

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	MDA INS: Medicare seminars for 2022	CDDT	CARECREDIT	VIDEO: DBS CPA INIRO VID <i>(Boost through 1/13/22)</i>	iCoreVerify	3
9	MDA INS: 5 tips to get the most of your health insurance	PROSITES	GQP	VIDEO: DBS CPA <i>Real Jan 8th INDO TODAY</i>	iCoreHuddle	13
16	MDA INS: CLOSED MLK DAY Need health ins?	TDSC WINNER ANNOUNCED	DBSA	DMXEX	iCoreCloud	21
23	MDA INS: Professional liability	BOA PS	RECOUP YOUR MEMBER DUES	VIDEO: DALEY SOLUTIONS <i>Real Jan 8th INDO TODAY</i>	ALERUS	27
30	MDA INS: Lunch & Learn <i>(Boost Through 2/28/22)</i>			STNT		

Jan. 3: You are invited to attend a FREE Medicare educational webinar: earn 2 CE's, all meetings will be via Zoom: 2022 dates: Friday, Jan. 28, 1-3:30 p.m. | Friday, Feb. 25, 1-3:30 a.m. | Wednesday, March 30, 1-3:30 p.m. | Annual Session: Thursday, April 28, 9-11:30 a.m. [Wed | Wednesday, May 18, 1-3:30 p.m. | Wednesday, July 27, 2:30-4:00 p.m.] | Friday, Sept. 7, 1-3:30 p.m. CLICK HERE TO REGISTER.

#MDAInsurance #MDAGenesis #MichiganDental #MSADental #MSMAIDA

Jan. 4: Complete Dental II! Decrease your burden of running a dental practice and you'll know more about MDA and the Complete Dental II team about all the things you need to know about improving your IT security and management. You'll also have answers to questions asked by other dentists. [Click here to learn how to improve your practice IT! Visit CompleteDentalII.com](#) #MDAInsurance #iCoreVerify #MichiganDental #MSADental #MSMAIDA

Jan. 5: CoreCredit: The MDA-endorsed CoreCredit credit card is an often-used financing option for patients seeking elective treatment such as veneers, clear aligner or implants. And it's a good option for care not covered by insurance or for patients who don't have insurance benefits to contribute to the cost of care. For free resources call 800-859-9975, option 1, then 6. To accept a CoreCredit® Call 866-266-9227.

#MDAInsurance #MDAGenesis #MichiganDental #MSADental #MSMAIDA

Jan. 6 DBS CPA BOOSTED \$100 FOST 1/13/22 Hoping your practice will be more profitable in 2022? Schedule a free consultation with our tax advisor and accounting firm, Dental Business Specialists, part of the DBS Companies.
Watch this brief video [https://www.youtube.com/watch?v=353W8E7F1Z3&list=PL3B265813](#) about the CPA firm and learn how we can help you achieve your practice's financial goals. DBS is the official dental account tax and accounting service to new clients who are MDA members. Please call DBS at 800-237-2377 or visit [https://DBSCorporates.com](#) to learn more. #IfBecomesCompares

Jan. 7: iCoreVerify: iCoreVerify real-time insurance verifications from iCoreConnect reduces claim denials with automated insurance verifications for every scheduled patient up to a week in advance of their visit. In a matter of seconds, claim information is verified and returning benefits and specific plan coverages are quickly at your fingertips. Get your staff off the phone with insurance companies, and protect your patients' scheduled for the treatments they need and increase procedure revenue. MDA members receive 40% off iCoreVerify. Visit [https://iCoreConnect.com/MDA](#) to track your live, multi-location claims, auto-renewance #MDAGenesis #MichiganDental #MSADental

Jan. 10: MDA Ins: With the new year, and a fresh reset of your health care deductibles, here are 5 tips to get the most out of your health insurance plan.

[https://www.youtube.com/watch?v=353W8E7F1Z3&list=PL3B265813](#) #MDAInsurance #MDAGenesis #MichiganDental #MSADental #MSMAIDA

Jan. 11: Profitest: Dentalsoft's Toolset have cut their labor, and MDA-endorsed Profitest was honored with the Twelve Award for Best Website Design & Services for 2021(1) This is a comprehensive list of peer-reviewed products to reference when it comes to answering everyday questions dentists pose on their message boards, such as "What is everyone else doing and using in their practice?"

Do you have an under-perform patient appointment? It's more important than ever to meet your patients where they are and get them back into your chairs. The MDA endorses Profitest for website design and member services. MDA members receive special discounts on all Profitest products and services. Request a free website check-up.

[https://www.dentalsoft.com/en-us/products/profitest/2021/12/16/news-source/#tag=profitest](#)

Jan. 12: Quality Dental Plan: Thinking about an in-office dental plan? Already offer one? You could earn and save thousands with Quality Dental Plan. Learn how offering an in-office dental plan to your patients can significantly boost your bottom line. Which three best-in-demand models about how your practice can benefit from an in-office dental plan. WATCH NOW [https://www.youtube.com/watch?v=353W8E7F1Z3&list=PL3B265813](#). To request a demo visit [https://info.dbsspecialty.com/qualitydentalplan](#) #MDAGenesis #MichiganDental #MSADental #MSMAIDA

[illegible]

2. MDA Services marketing

a. Member eConnect update:

Goal: To raise awareness and build trust with members via meaningful video content intended to educate and establish credibility for endorsed vendors. This platform also provides opportunities to run a content series (e.g. Quality Dental Plans tutorial series).

Recent Member eConnect success:

1. Jan. 15, 2022: Get rapid COVID tests here, 30% printer toner with coupon code, avoid business disruptions due to outdated IT...

Open rate: 31.9% (1,662 opens)

2. Dec. 9, 2021: Staffing issues? Your chance to take back lost time and revenue, and more!

Open rate: 32.5% (1,691 opens)

3. Nov. 11, 2021: Sign up now for benefit check webinar and more! **Open rate: 20.6% (1,078 opens)**

4. Oct. 14, 2021: Gain patients, efficiency, profits with these endorsed vendors. **Open rate: 19.0% (1,001 opens)**

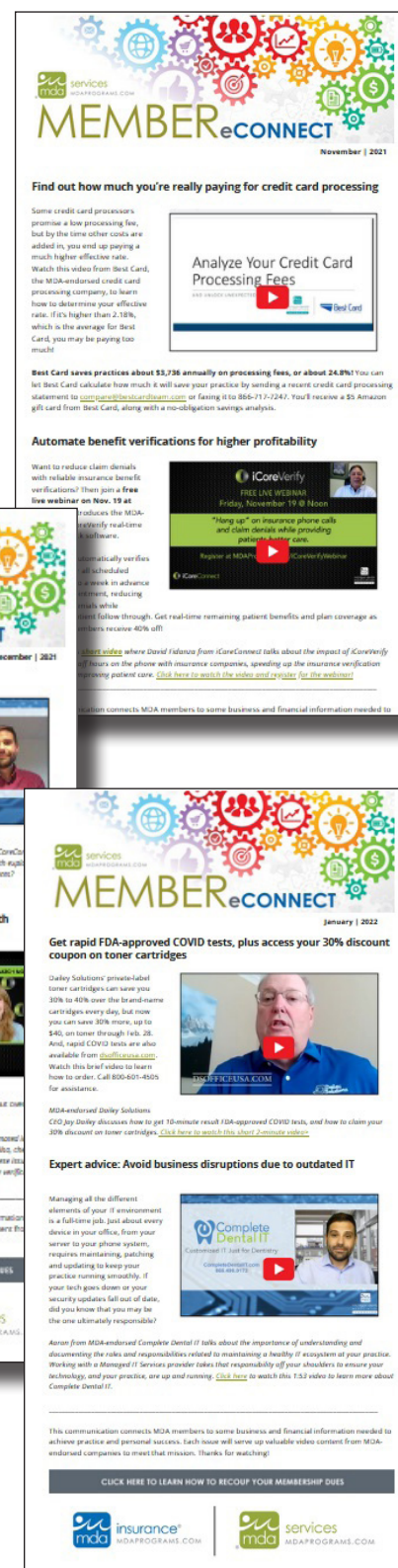
5. Sept. 16, 2021: Only 15 days until Oct. 1 e-prescribe law goes into effect; MDA endorses Dental Business Specialists (DBS) for accounting and tax services
Open rate: 21.9% (938 opens)

6. Aug. 11, 2021: It's urgent to switch now as eRx deadline nears; Need a dental insurance alternative? Try an in-office dental plan! **Open rate: 22.9% (967 opens)**

7. July 15, 2021: OSHA/MISOHA wants to see yours; eRx deadline nears **Open rate: 30.2% (1,282 opens)**

8. June 23, 2021: Prepare now for Oct. 1 e-Rx deadline; earn more with in-office dental plans
Open rate: 24.9% (1,073 opens)

9. May 13, 2021: Make money and save time now
Open rate: 17.2% (741 opens)





(...continued 2. MDA Services marketing)

b. Independent / Dedicated / Stand-alone eblasts:

Goal: To raise awareness about individual endorsed vendors; video content not required, as with Member eConnets.

Recent Independent / Dedicated / Stand-alone eblast success:

1. Jan. 5, 2022: Members only: Get your free IT consultation from the experts at Complete Dental IT! **Open rate: 32.8% (1,693 opens)**
2. Dec. 14, 2021: Clock is ticking on the 'Save to Win' TDSC.com dental supplies contest! Ends Dec. 31 **Open rate: 29.8% (1,545 opens)**
3. Dec. 7, 2021: Member docs 10 years in practice or less only: Federal student loan relief ends Jan. 31. Here's how to plan ahead. **Open rate: 49.4% (747 opens)**
4. Nov. 17, 2021: Act soon to get POP, HSA needs met for Jan. 1 **Open rate: 27.4% (1,425 opens)**

INTEGRATED SOLUTIONS FOR EMPLOYEE BENEFITS PLANS

Pre-tax benefits and integrated payroll services

The MDA endorses Alerus for the following health and welfare benefits administration and payroll solutions:

- Premium only plans (POPs)
- Health savings accounts (HSAs)
- Flexible spending accounts - medical and dependent care (FSAs)
- Health reimbursement arrangements (HRAs)
- COBRA
- Payroll solutions

POPs are employer-sponsored benefits plans that allow employees to pay premiums on a pre-tax basis. By allowing employees to pay premiums and medical expenses with pre-tax dollars, these simplified Section 125 Cafeteria Plans can provide tax savings to both employees and employers.

For practices offering high deductible health plans, HSAs are a great tool to help practitioners and their staff save money on taxes for health-related expenses. Alerus offers a variety of HSA investment options, including low-cost Vanguard target date funds and Schwab self-directed brokerage accounts with over 10,000 mutual fund options.

Alerus also offers employers the opportunity to integrate benefits administration with payroll processing, including timekeeping, human resource information system (HRIS), custom reporting, and tax filing solutions.

Contact Paula Ellermann for more information or to schedule a demo at 303-481-1577 or paula.ellermann@alerus.com.

LEARN MORE | GET CONNECTED

ALERUS

Federal student loan relief ends 1/31/22. Here's how you can plan ahead.

Get started

SoFi, an MDA-endorsed vendor, is available to help you tackle your student debt. If you have federal student loans, you may have been ignoring them for a while. The government paused interest and monthly payments as part of its coronavirus relief legislation. These benefits expire on 1/31/22.

That means your federal student loans will start accruing interest and your monthly payments will return soon. We know that many people's financial lives have changed in the past few years and this news can throw a wrench in your plans (and your budget). We're here to help. Here's what you can do to prepare for February 2022.

- **Learn:** The [attached video](#) breaks down the expiration of federal student loan relief, how it affects different types of student loans, and outlines some options for your student loans.
- **Prepare:** Now's the time to make a plan. Review your loans, make sure your contact and payment information is up to date, and make sure you're ready for payments to return in 2022.
- **Get help:** You can speak to a financial planner or a dedicated student loan support team—at no cost with your SoFi at Work benefit.

Want to refinance your student loans today? View your rate at <https://www.michigan.com/SoFi> and receive an exclusive MDA member rate discount of 0.25%* when you apply. Now's the time to start making a plan for your student debt.

Get started by clicking the link below or calling 833-277-SOFI (7634).

CLICK HERE TO GET STARTED

SoFi

Game On! Save the most to win big prizes

Clock is ticking on the 'Save to Win' contest

There are only 18 more days to save as much as possible on dental supplies and small equipment purchases at TDSC.com. Powered by Henry Schein to be eligible for the Save to Win contest sponsored by MDA Services. One winner will be awarded a trip to Chicago valued at \$1,500, a free six-hour MDA CE class, and lots of MDA-related swag.* The MDA member who saves the most money shopping at TDSC.com between Sept. 1 and Dec. 31 will be declared the winner. Year-end is a popular time for inventory reduction sales, which correspond nicely to spending down budgeted dollars on necessary dental supplies and small equipment.

Every MDA member can participate by creating an account at [TDSC.com/michigan](https://www.tdsc.com/michigan) and shopping the site. With every purchase you make, your savings will grow and you'll see what you've saved when you log into your account. There is still time for savvy shoppers to maximize their savings and get in the game!

So far during 2021, MDA members collectively have saved an average of 45.5% of their total spend - shopping at TDSC.com! Jumpstart your savings and take \$50 off on a purchase of at least \$400 by using this one-time use coupon code at check out:

Use this one-time discount code before Jan. 1 to save \$50 off your purchase of at least \$400:

MICHIGAN50

Go to [TDSC.com/michigan](https://www.tdsc.com/michigan) and get in the game today! If you need assistance while using the customer care at 888-253-1223 or 877-484-6149 from 8:30 a.m. to 8:00 p.m. EDT.

*Prizes provided by MDA Services.

CLICK HERE TO VISIT TDSC.COM | START SAVING ON DENTAL SUPPLIES!

tdsc.com POWERED BY HENRY SCHEIN

michigan dental ASSOCIATION ENDORSED

Complete Dental IT

Customized IT Just for Dentistry

- CLOUD BACKUP
- INTERNET SERVICE
- DESKTOP COMPUTERS
- PHONES
- SERVERS
- SECURE EMAIL
- TABLETS & LAPTOPS
- INTERNAL NETWORK

Members Only: Take advantage of a free IT consultation from the experts at Complete Dental IT

You practice dentistry. When it comes to your computers, internet, phones, servers, email, data security etc., it can feel like you're being asked to run an entirely different business.

To help bring all of those parts together for efficiency, predictable cost and peace of mind, the MDA endorses, Complete Dental IT, a program designed specifically for Michigan dentists.

The Complete Dental IT team is a collaboration between MDA-endorsed iCoreConnect, a cloud-based dental solution software company, and ChoiceTel, a trusted Michigan information technology provider. The united power of these two companies brings IT options and oversight far greater than you most likely used to in your practice.

As part of the Complete Dental IT program, a consultative session - free of charge to MDA members only - is included. Complete Dental IT can provide recommendations and solutions that will align with your practice's business goals and the technology changes that occur continually - all while keeping cybersecurity front of mind.

Complete Dental IT helps dentists with technology and technology management - so you can focus on your practice - not IT.

To explore all the new services and solutions available to you as an MDA member, contact the team at [CompleteDentalIT.com](https://www.CompleteDentalIT.com) or call 866-498-0173.

CLICK HERE TO CONTACT COMPLETE DENTAL IT

michigan dental ASSOCIATION ENDORSED

Complete Dental IT



(...continued 2. MDA Services marketing)

c. Direct mail

Goal: To raise awareness about individual endorsed vendors for launches and relaunches.

February 2022 MDA Services direct mail promotions

1. Feb. 3: Eagle Associates, relaunch mailing consisting of letter signed by Dr. Booth, brochure.

2. Feb. 10: Stynt Healthcare Staffing Services
ADA co-endorsement: Launch mailing consisting of letter signed by Dr. Booth, flyer.

