



June 23, 2023 | IFG Board meeting

## Marketing

### a. Program performance

1. Matrix: Analysis of programs used by MDA members in 2022.
2. Difficult to quantify: Many vendors can only share ZIP codes, and no further demographics.
3. Staff resources: Often, high-producing programs take less staff efforts; many programs are still building.
4. Member benefit vs. high revenue.

#### Observations:

- Highest revenue: Bank of America, effecting only 62 participants.
- Solmetex: Much lower revenue but effecting 1,071 participants.

### MDA Services: Endorsed services matrix for usage by members in 2022



Endorsed vendor	Services they are endorsed for:	Life Cycle Position	Young Career Dentist	Program start date	# of Participants/practices in 2022	2022 Revenue	Staff mktg effort
		(Early, Mid, Late)					(Hi, Med, Low)
AHI Travel (ADA co-endorsed)	Travel discounts and planning	Early, Mid, Late	✓ (AHI Further)	2017	0	\$0.00	Low
Alerus	Section 125 plans, POP, FSA, HAS, HRA	Mid, Late		2021	16	\$1,003.55	Low
Bank of America	Practice & equipment financing	Early, Mid	✓	1998	62 (10 in Q1 2023)	\$ 144,885.17	Medium
Best Card	Credit card processing	Mid, Late		2019	191	\$34,065.54	High
Bridge Commercial Realty	Commercial real estate	Early, Mid, Late	✓	2023	N/A (endorsed March 2023)	\$0.00	High (NEW)
Care Credit	Patient financing	Mid		1998	416	\$ 118,572.00	Medium
Complete Dental IT	All IT/telephony/internet needs	Mid		2021	0	\$0.00	Medium (NEW)
Cyrcam (ADA co-endorsed)	Interpretation/translation	Mid		2017	42	\$46.49	Low
Dailly Solutions	Office supplies	Mid, Late		2020	43	\$486.50	Low
DBS Investment Advisers, LLC	Investment and retirement planning	Early, Mid, Late	✓	2016	42	\$ 29,750.38	High
D-MMEX Easyrefine	Precious metal refining	Mid, Late		2004	85 MDA members + 10 other states	\$ 12,227.43	Medium
Eagle Associates	HIPAA/OSHA/OIG Compliance	Mid, Late		2017	183	\$ 15,321.95	Medium
eScapes	Relaxation TV	Mid, Late		2015	12 (covering 18 locations)	\$ 540.60	Low
FDA Radiography	Radiography	Mid, Late		2018	119	\$14,734.50	Medium
iCoreCloud	Cloud backup	Early, Mid	✓	2021	2	\$52.20	Low
iCoreDental	Practice management software	Early, Mid	✓	2021	0	\$0.00	Low
iCoreExchange	HIPAA-compliant email	Early, Mid	✓	2018	307	\$7,935.75	Medium
iCoreHuddle	Practice revenue dashboard	Early, Mid	✓	2021	1	\$59.60	Low
iCoreIT	Focused IT services	Early, Mid	✓	2021	0	\$0.00	Low
iCoreRx	e-prescribing	Early, Mid	✓	2020	669	\$38,263.50	Medium
iCoreRx EPCS Add on	Controlled substance module	Early, Mid	✓	2020	669	\$7,652.70	Medium
iCoreVerify	Insurance verification	Early, Mid	✓	2021	9	\$879.10	Medium
Lenovo (ADA co-endorsed)	Computers/hardware	Early, Mid	✓	2017	6	\$28.38	Low
Looby Baumgarten (DBS)	CPA accounting/tax filing	Early, Mid, Late	✓	2021	19 (7 acting, 5 CPA, 7 ERC)	\$8,392.54	Medium
New Hampshire Radiography	Radiography	Mid, Late		2022	30	\$2,893	Medium
ProSites Websites/SEO	Website design/digital marketing	Mid, Late		2020	320	\$13,435.08	Medium
Prosperident	Embezzlement prevention/investigation	Mid		2022	7	\$0.00	Medium (NEW)
QDP (Quality Dental Plan)	In-office dental plans	Mid		2020	14	\$81.70	Low
SoFi	Student loan refinancing	Early	✓	2015	0	\$0.00	Low
Solmetex / Practice Waste Solutions	Amalgam separators/Waste mgmt	Mid		2017	1,071	\$ 7,235.75	Medium
Stynt (ADA co-endorsed)	On-demand temp and permanent staffing	Mid		2022	Staff pipeline: 908 (RDA, DDS, FD, OM)	\$11.87	Low
TDS.com	Dental supplies	Early, Mid	✓	2021	249	\$45,368.70	High
TSI (Transworld)	Debt collection	Mid		2010	230 new in 2022 (440 total)	\$ 4,372.00	Medium
US Bank (ADA co-endorsed)	Credit cards (personal and business)	Early, Mid	✓	2019	391	\$37,545.23	Medium
						\$545,841.21	

MDA Services: Endorsed services matrix for usage by members in 2022: ([Click here to view full size PDF>>>](#))



## (...continued Marketing)

### b. Strategy

1. Data-driven: Collecting data since August 2022; analyzing ROI.
2. Print ads / QR landing pages / simplified:
  - “We’ve got you covered” branding campaign.
  - Younger audiences, attention span.
  - Let the landing pages do the “heavy lifting.”
  - Simplify approach across all channels.
  - Cross-selling.
3. Launch mailings will be simplified as well:
  - Postcard, QR code, CTA to landing page.







(...continued Marketing)

**AUTO INSURANCE**  
HOME | RENTERS  
BOATS  
RECREATION VEHICLES  
MOTORCYCLES  
UMBRELLA

We've got you covered.

800.860.2272 • mdaprograms.com  
3657 Okemos Road, Suite 100  
Okemos, MI 48864-3927

mda insurance  
MDAPROGRAMS.COM

SMALL AND LARGE GROUP PLANS  
**MDA HEALTH PLAN**  
BLUE CROSS BLUE SHIELD  
INDIVIDUAL HEALTH PLANS  
MDA RETIREE HEALTH PLAN  
MEDICARE PLANS  
SHORT/LONG-TERM PLANS

We've got you covered.

mda health plan  
MDAPROGRAMS.COM

800.860.2272 • mdaprograms.com  
3657 Okemos Road, Suite 100  
Okemos, MI 48864-3927

**INCOME PROTECTION**  
DISABILITY  
LIFE INSURANCE  
BUSINESS OVERHEAD  
SHORT/LONG-TERM CARE

We've got you covered.

800.860.2272 • mdaprograms.com  
3657 Okemos Road, Suite 100  
Okemos, MI 48864-3927

mda insurance  
MDAPROGRAMS.COM

**PROFESSIONAL LIABILITY**  
**WORKERS' COMP**  
**PRACTICE PROPERTY**  
**CYBER LIABILITY**

We've got you covered.

mda insurance  
MDAPROGRAMS.COM

800.860.2272 • mdaprograms.com  
3657 Okemos Road, Suite 100  
Okemos, MI 48864-3927

**PROFESSIONAL LIABILITY**  
**WORKERS' COMP**  
**PRACTICE PROPERTY**  
**CYBER LIABILITY**

We've got you covered.

mda insurance  
MDAPROGRAMS.COM

800.860.2272 • mdaprograms.com  
3657 Okemos Road, Suite 100  
Okemos, MI 48864-3927