

**Special Care Dentistry Association
Strategic Plan
2013 - 2015**

Mission Statement

The Special Care Dentistry Association serves as a resource to all oral health care professionals who serve or are interested in serving patients with special needs through education and networking to increase access to oral healthcare for patients with special needs.

Strategic Initiative 1

SCDA will enhance and expand existing and new educational and networking products to support current and prospective oral health providers or others associated within the profession who are interested in caring for the oral health of patients with special needs.

1. SCDA will enhance the Annual Meeting program to support existing members as well as oral healthcare professionals and members of other allied professions interested in treating patients with special needs.
2. SCDA will develop and enhance resources for the continuing education of oral health care providers. Establish SCDA as a central resource for education.
3. SCDA will develop a library of online educational resources for oral health care providers, to include:
 - a. Fact Sheets
 - b. Webinars
 - c. Evidence-based recommendations
4. SCDA will transition Special Care in Dentistry to an online publication to expand access and ensure the ongoing financial viability of the publication.
5. SCDA will develop a cohesive pathway for continuing education demonstrating proficiency in the practice of special care dentistry.
 - a. SCDA will combine the three existing fellowship exams into one comprehensive Fellowship in Special Care Dentistry
 - b. SCDA will support the American Board of Special Care Dentistry in providing certification in Special Care Dentistry
6. SCDA will provide online resources to support networking among oral health care providers interested in treating patients with special needs.
 - a. SCDA will support and promote use of the Discussion Forums as a networking tool for general practitioners as well as for members working in specialized areas of care.
 - b. SCDA will create an enhanced provider directory for use by oral health care providers and the general public.

Strategic Initiative 2

SCDA will promote our organization as the leading resource for oral health care professionals serving patients with special needs through all of our external communication channels.

1. SCDA will develop a value proposition statement, tagline and other public relations statements to be used to promote the mission of SCDA and the specialized practice of special care dentistry.
2. SCDA will enhance our online presence by reflecting our mission and promoting our resources for all oral health care providers through our website and social media.
3. SCDA will pursue partnerships and activities that support the vision and mission of the organization, enable our members and other interested allied professions to contribute meaningfully to discussions and initiatives promoting access for oral health care for patients with special needs and increase the overall visibility of special care dentistry.

Strategic Initiative 3

SCDA will restructure its governance model to support ongoing growth of the organization and to better reflect the current practice models of oral health care professionals who are committed to serving patients with special needs.

1. SCDA will retire the current component structure and move to a unified governance model.
2. SCDA will develop a new nominations process that ensures broad representation from the membership and a robust leadership pipeline.
3. SCDA will provide enhanced, meaningful and professionally relevant opportunities for volunteer involvement in the organization.