



Manitoba
Dental
Association

Annual Report **2024**

2024-2025

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**Manitoba
Dental
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President's Message

Dr. Daron Baxter

President and Chair of the Board
2024-2025

2024 was an incredibly busy year — which more and more often seems to be the case with organized dentistry. As I conclude my term as the 100th President of the Manitoba Dental Association, I do so with immense pride in the work we've accomplished together over the past year. 2024 was defined by rapid change, tireless advocacy, and deep collaboration across our profession. Together, we navigated new territory and reinforced the strength, resilience, and shared values that define dentistry in Manitoba.

This year, we met one of the most significant policy shifts in recent memory—the rollout of the Canadian Dental Care Plan (CDCP)—with clarity, unity, and a patient-first approach. From town hall conversations to formal consultations, Manitoba dentists were at the forefront of national dialogue, advocating for a sustainable, equitable plan that preserves patient choice and supports professional autonomy. I'm incredibly grateful to our members who contributed to this work by writing letters, providing feedback, or simply staying engaged through a time of uncertainty. From its early announcement to ongoing implementation, the MDA has worked diligently to ensure members are informed, supported, and represented at both the federal and provincial levels.

Early concerns centered on the registration-based model that threatened to restrict patient choice

and fragment care delivery. The MDA, alongside the Canadian Dental Association and Provincial and Territorial Dental Associations (PTDAs), advocated for a system that preserved autonomy and promoted equitable access. Our message was clear: patient-provider relationships must not be compromised by administrative design.

By mid-year, a claim-by-claim model was introduced—a more flexible approach resembling traditional third-party insurer agreements. As of July, eligibility expanded to include children under 18 and persons with disabilities. Participation grew steadily, but practical questions around claims processing, fee schedules, and communication continued. Members' feedback was instrumental in shaping

The MDA will continue to advocate for policies that expand access without compromising care or destabilizing the healthcare landscape.

our response and relaying real-world insights to Health Canada working groups. Orientation sessions and paper claims were set to launch in late 2024, providing more options to support practices.

While the implementation continues, critical concerns remain—including the potential for “deinsurance,” where employers abandon private plans in favour of the CDCP. This risks undermining both existing coverage

and the plan's sustainability. The impact on dental education has highlighted existing challenges and could represent opportunities with ongoing advocacy from faculties. The MDA will continue to advocate for policies that expand access without compromising care or destabilizing the healthcare landscape.

But our work extended far beyond the CDCP. In 2024, we finalized and began implementing our strategic plan. This initiative, structured around four themes — **Public Trust, Access to Care, Excellence in Learning, and Culture of Community** — provides direction and coherence to the MDA's evolving work and represents our commitment not only to our profession—but to the well-being of all Manitobans.

Public Trust

Manitoba dentists share the privilege of self-regulation with a duty to the public at its foundation. In 2024, the MDA experienced increased public scrutiny, and the board prioritized transparency, accountability, and alignment with the public interest in all our activities. We aim to be a strong, trusted voice for the profession to the public. Our peer review process, as well as the regulatory committees, work hard to meet the needs for public protection.

A review of several MDA bylaws began, including those related to licensure and registration of dentists and dental assistants. This work reflects our goal of modernizing governance practices to better serve both professionals and the public. I am especially grateful to our Registrar, Dr. Arun Misra, whose steady leadership has helped guide this complex and vital effort, and Ms. Linda Berg, MDA Director of Regulatory Programs, for her expert guidance and incredible work on the ever-changing landscape of regulation.

Our communications efforts this year aimed to keep members and the public well-informed on critical issues, especially the evolving Canadian Dental Care Plan. From timely e-alerts to virtual town halls, we worked to provide accurate, accessible updates on how changes may impact dental practices and patients alike. This effort was multi-stepped with special thanks to Mr. Greg Guenther, Director of Member Services and Public Events, for his coordination with national, provincial, and local teams to deliver consistent and measured information and messaging.

Access to Care

Access to care was at the heart of many initiatives this year. While the CDCP has the potential to increase access for many Canadians, it also raised concerns about administrative burdens and limitations on patient choice. In response, the MDA joined

with national and regional partners to advocate for a model that supports patient-centred, high-quality care. Our work with the provincial government continues to address essential issues relating to provincial programming, regulations to provide equitable care and support for providers delivering care through MB Health. These ongoing conversations are helping shape a more inclusive and responsive oral health system for Manitobans.

Workforce issues remained a challenge in 2024. Efforts have focused on improving training and licensure pathways for Registered Dental Assistants (RDAs), including exploring remote learning models. The development of in-office RDA training has seen important milestones, with the provincial government approving delivery of a program in Manitoba, as well as recognition by the Department of Advanced Education and Training for student aid. Next steps include accreditation approval for the in-office practical component and finalizing delivery methods. Ongoing discussions with stakeholders on an RDA Prosthodontic Module and the necessary resources for updating (Clinical Practical Examination) and expanding (orthodontic and scaling modules) credentials are forefront to addressing workplace shortages.

The annual Economic Survey once again provided essential data to support fee guide development and

advocacy. Participation in the survey remains vital to understanding the cost of delivering care and ensuring the long-term sustainability of dental practice in Manitoba.

Excellence in Learning

Continuous learning is essential to professional growth and public safety. The 2024 Annual Convention brought together practitioners, students, and stakeholders to share knowledge and reconnect. Highlights included a powerful keynote by Mr. Kevin Chief on reconciliation and a reflective session with Dr. Brent Roussin revisiting lessons from the pandemic.

Professional development continues to be a cornerstone of our work with board members undergoing association leadership training alongside CDA and PTDA counterparts. These opportunities build and reinforce strong governance and best practices amongst the MDA Board of Directors.

The Economics Committee released its annual survey to gather data critical to our fee guide recommendations. Participation in the survey remains vital to understanding the cost of delivering care and ensuring sustainability for providers.

MDA membership now includes membership to the Canadian Federation of Independent Business (CFIB) and I encourage members to review the resources and education opportunities CFIB offers to help improve practice management.

Culture of Community

Throughout 2024, I witnessed the power of our community firsthand. From mentorship awards to grassroots advocacy, MDA members continued to step up for one another and the patients we serve.

The launch of the Truth and Reconciliation Task Force was a particularly meaningful step forward. The group began building partnerships with First Nations, Métis, and Inuit rights-holders to explore how dentistry in Manitoba can contribute to reconciliation and culturally safe care. This is long-term work, but essential to our mission. The Task Force will continue its important work, building relationships and creating pathways to more inclusive care. Our advocacy efforts will intensify as we work with provincial and federal partners to address workforce gaps, improve system design, and defend the integrity of oral healthcare in Manitoba.

We also celebrated the leadership of MDA members and partners on the national stage. Dr. Joel Antel's tenure as President of the Canadian Dental Association was a point of pride for us all. He carried forward the torch of advocacy, helping to shape national conversations around the CDCP and the future of oral health care.

Our province was further recognized through awards to Drs. Craig Fedorowich and Huma Sharief, recipients of the CDA Mentorship Advancement Award, and the Never Alone Cancer Foundation for their outstanding oral cancer awareness campaign.

Events like the Manitoba Games, in my own backyard of Dauphin, reinforced our deep connection to community. Supporting youth athletes and promoting oral health at this event

reminded us that our work extends well beyond the clinic. The Manitoba Dental Foundation continues its invaluable work to fund oral healthcare for underserved Manitobans. They organized wonderful events this year, and I look forward to our membership's support of the foundation in their efforts throughout 2025.

As we close the year, I also want to honour the memory of Mr. Ross McIntyre, former Executive Director of the MDA, whose 42 years of service left an indelible mark. His mentorship continues to shape the Association through the leadership of those he guided, including our current CEO, Mr. Rafi Mohammed.

In January of this year, the Board elected its next president and chair, Dr. Jeff Hein. His professionalism and experience have already been invaluable to the work ahead. Dr. Rodrigo Cunha stepped into the vice-president position, bringing his perspectives and expertise to the executive committee. Thank you to the Board members and representatives for a year of deep discourse on a range of topics and for cultivating an environment of participation and respect for one another. We are privileged to have such strong public representation in Ms. Ashley Holtmann and Ms. Andrea Knight, and special thanks to Ms. Janet Neduzak, RDA representative, for her skilled contributions throughout her tenure. In 2025, we welcome Ms. Trina Bourgeois, our newly elected RDA representative, and Dr. Minhal Al Qassab, representing District 3. Thank you to the MDA staff - truly the engineers of the association - for their work that serves the public and the members. Their help, their teamwork, and their words of encouragement this past year were greatly appreciated.

A crucial source of support and mentorship were the skilled members who completed this role before me. It was privilege to benefit from past presidents' experience and I so appreciated their shared expertise. To that point, thank you, Scott. Dr. Scott Leckie was instrumental in providing me the tools and experience I knew I needed to take on the role of president and to perform to the best of my ability for this association. He has earned his wings to graduate off the board, but continues to volunteer his time and expertise to the MDA. Mr. Rafi Mohammed, our CEO, has particular talent in assembling the necessary ingredients to train and guide leadership. His mastery in his work is widely respected across the profession and the country. Thank you Rafi - I wouldn't have wanted to do this without you!

With a strong foundation in place, we enter 2025 focused on deepening our impact. The full rollout of our strategic plan will provide renewed structure to our work on regulation, access, reconciliation, and sustainability. Our Truth and Reconciliation efforts will grow, our advocacy will strengthen, and our commitment to excellence in care will remain unwavering.

Organized dentistry is, and always will be, a team effort. I leave this role with gratitude and full confidence in our shared future. Thank you to every member, volunteer, staff person, and partner who helped make 2024 a year of meaningful progress.

We move forward together—grounded in service, driven by community, and guided by purpose.

Dr. Daron Baxter



Registrar’s Message

Dr. Arun Misra
Registrar

The Manitoba Dental Association licenses dentists and registers dental assistants.

Registration and Licensure

The following tables depict the registration statistics for the 2024 MDA registration year:

Category	
Academic	11
Charitable Purpose	4
Dental Specialist	117
Dentist Educator	5
General Practitioner	675
Non Practicing	98
RDA - Full	1316
RDA - Provisional	42
Student	30
Total	2298

New	
Dentist	64
Dental Assistant	101
Total	165

Incorporations	
New	66
Renewals	629
Total	695

Thank you to Courtney Razmus for all her dedication and support of new and current members during licensing and corporate renewals.

Peer Review

The Chair of the Committee, Dr. Murray White has provided his report of the activities of this committee during 2024.

The individual Complaints Committees have access to three independently trained investigators to assist the committee members in their reviews.

I would like to thank Dr. White for his service, wisdom and dedication as Chair.

I would also like to thank Dr. Ron Tough, Mediation Liaison Officer, who continues to provide essential mediation services in the public interest.

Continuing Competence

Members continue to utilize the online portal for continuing education credit self-submission.

I would like to thank Diane McDonald, Administrator, Continuing Education and Licensing Support and Linda Berg, Director of Regulatory Programs, for their efforts in ensuring the administration of competency requirements. Also, thank you to Greg Guenther, Director of Member Services and Public Events, who has played an important role in the provision of quality continuing education programmes.

Members are reminded that they are responsible to ensure that any

continuing education programme complies with bylaw requirements if they wish to have it recognized for credit.

Office Assessment

The Chair of the Committee, Dr. Atul Pruthi, has provided his report. I would like to thank Linda Berg, who has been working diligently on streamlining the process for the assessment of dental offices while maintaining an appropriate standard for public protection. Office assessments for dental facilities that provide sedation have been ongoing. Ms. Berg along with Ms. Holly Stusiak have been integral in this significantly important regulatory role.

Our sedation auditors, Dr. Chris Cottick, Dr. Roland DeBrouwere, Dr. Kyle Gauthier and Dr. Mark Nepon have been crucial in serving as sedation auditors.

The Fair Registration Practices Act

The MDA has been attending meetings and engaging in discussions with the Fairness Registration Practices Office (FRPO). Ensuring our registration practices are communicated in plain language and developing reporting templates to coordinate information important for the FRPO’s mandate has been our primary focus.

Under the authority of *The Fair Registration Practices in Regulated*

Professions Act, the FRPO conducted and reported its registration review of the MDA for 2024. The review was largely restricted to the consideration of compliance regarding three new duties of regulators in the **Fair Registration Practices Code**: a duty that assessment criteria be necessary, a duty to abide by domestic trade agreements and a duty to notify FRPO regarding changes in assessment and registration practice. The report is published on the FRPO's website. Please contact me if you wish to review the details of the report.

College of Dentistry

The support from Dr. Anastasia Kelekis-Cholakis and the College of Dentistry in addressing regulatory issues of concern to the MDA is greatly appreciated. I look forward to continuing the relationship with the College on matters of regulation affecting both organizations.

Canadian Dental Regulatory Authorities Federation (CDRAF)

The MDA continues to work with other dental regulatory authorities (DRAs) to maintain processes of fair and consistent registration practices. These principles of licensing adhere to the intergovernmental Agreement on Internal Trade, Mutual Recognition Agreement for the Profession of Dentistry, and the Memorandum of Understanding between Canadian dental regulators.

The Royal College of Dentists of Canada (RCDC) continues to administer the National Dental Speciality Examination (NDSE). RCDC provides regular updates to the CDRAF Board on its progress on the NDSE project plan, including timelines and status of meetings, communication, financials, examination development, delivery and results, and competency profile review.

CDRAF continues to support the Commission on Dental Accreditation of Canada's (CDAC) new governance structure with CDRAF representation on CDAC's Board of Directors as well as representation on its Standards Review and Accreditation Review Committees. CDRAF is collaborating with CDAC on a new funding model and on promoting greater transparency of accreditation reports.

One of the CDRAF strategic plan initiatives is to "Collaborate with the National Dental Examining Board of Canada and other stakeholders to ensure that the certification processes for graduates of accredited and non-accredited undergraduate dental programs are fair, reliable, valid, accessible, and timely". The CDRAF Board continues to work with the ACFD, NDEB, RCDC and CDAC to review the current examination and accreditation processes and make recommendations for enhancement and modification where necessary.

I would like to thank our CEO, Rafi Mohammed. His support of my office and his abilities to manage and administer the matters of the MDA are vital and do not go unnoticed.

Finally, I would like to recognize Dr. Cory Sul's contribution to the Registrar's office. His commitment and dedication to regulatory matters have been profound. On a personal note, I have appreciated his steady support and the genuine advice he has brought to this office.

Dr. Arun Misra LLB, DMD



Peer Review Committee

Dr. Murray White
Chair, Peer Review Committee

The regulation of dentistry and dental assistants in Manitoba is outlined in “The Dental Association Act”.

The section entitled “Discipline” describes how Peer Review Committees are formed, disciplinary actions that may be taken and how appeals are handled.

It’s with great dedication that the members of the Peer Review Committees and Investigators gather the necessary information, ask the pertinent questions, and arrive at a carefully considered decision for each case.

An important reference for the committees is the MDA’s “Code of Ethics”. It is considered repeatedly when the members of a committee

are making their decisions. This reference along with other statutes such as PHIA (Personal health information Act), PIPEDA (Personal Information Protection and Electronic Data Act) and the “The Human Rights Code”, as well as the accepted standards of the profession allows the Committee to deal with most situations that they are presented with.

This year four dentists and no dental assistants were issued Formal Cautions. Undertakings were required of three dentists. These undertakings required the dentists to take courses of education. On four occasions the committee found in favour of the dentist whom the complaint was brought

against. There were two appeals of Complaint Committee decisions both of which were dismissed.

There were 21 new cases received in 2024, most of which concerned standard of care. The number of cases received in 2024 was a substantial increase of 2023 when ten new cases were received.

The hard work that all the committee members and investigators provide helps allow us the privilege of self-regulation and for their efforts I am extremely grateful.



Economics Committee

Dr. Jeff Hein

Chair, Economics Committee

The Manitoba Dental Association Economics Committee serves several functions. Through 2024 the Committee generated a Suggested Fee Guide for our members, engaged in surveys to acquire data to aid in the fee guide production, and the Committee continued to address questions from MDA members, and insurance providers regarding the appropriate interpretation and application of dental procedure codes.

In order to help dentists properly interpret and apply procedure codes, an article entitled 'Conversation on Codes' will continue to appear periodically in the MDA Bulletin. This series of articles deals with some of the more common code interpretation/application queries that are directed to the MDA throughout the year by member dentists, insurance companies, and regulatory personnel alike. The aim of the article is to clarify common coding misinterpretations, and help direct dentists in the proper application of our procedure codes.

The production of the Manitoba Dental Association Suggested Fee Guides for 2025 involved the collection, comparison and tabulation of considerable data, and last year the Committee attempted to address some of the increased costs dentists were, and continue to be, faced with. Each year the MDA Economics Committee works, in conjunction with Greg Finlayson, to analyze

national and provincial economic data and engages in a very detailed inter-provincial comparison of dental fees. The Committee also uses factors such as Manitoba's relative cost of living, projections for upcoming trends in disposable family income in Manitoba, unemployment rates, the consumer price index (CPI), projected private sector wage increases, changes in Gross Domestic Product (GDP), and expected changes in operating costs for dentists in Manitoba.

One area of added complexity in preparing the 2025 suggested Fee Guides for Manitoba involved the addition of many new procedure codes that appeared in the CDCP Benefits grid, but not yet in the MDA Suggested fee Guides. In addition, there were several coding practice changes introduced by the USC&LS Committee late in 2024 that required significant clarification – namely the introduction of the +[PS] code modifier, and the re-defining of several procedure codes.

Amongst the most important data the Economics Committee analyses is the survey data received from Manitoba dentists – particularly overhead cost data. These factors are used to create a Suggested Fee Guide that balances the affordability of dentistry for Manitobans against the continuing prosperity of our member dentists. Survey feedback was strong in Manitoba in 2024 compared to previous years, and this

provided the Economics Committee a solid foundation upon which to make suggested fee increase recommendations.

Table 1 outlines some of the actual data points (compared to 2025 & 2026 data projections) that were used to propose our fee increase for the upcoming year. This table compares data for 2023 and 2024 against those forecast for 2025 and into 2026.

From **Table 1**, projections for most economic indicators for 2025 and 2026 are very modest for Manitoba.

**It should be noted that all data projections are highly volatile and uncertain at this time.*

Inflation, as indicated by the Consumer Price Index (CPI), was projected to increase in 2025 – however inflation may increase significantly more than projected. Unemployment rates are projected to be fairly steady and bit higher than recent years, housing starts are projected to be steady, GDP growth is positive but very modest for both 2025 and 2026, with employment growth projected to be weak. Of note, household disposable income (HDI) for 2025 is projected to decrease (compared to 2024) and to continue to decrease into 2026. All of this data is highly volatile and far less predictable given the political and economic policies in the United States as of March 2025.

Table 1.

	2023			2024(e)			2025(f)			2026(f)		
	RBC ¹	BMO ²	Conf Bd ³	RBC	BMO	Conf Bd	RBC	BMO	Conf Bd	RBC	BMO	Conf Bd
Real GDP Growth	1.7	1.7	1.3	1.2	1.1	0.9	1.4	0.2	2.2	1.5	0.4	2.3
Employment Growth	2.5	2.5	2.5	2.6	2.5	2.4	1.5	1.2	1.4	0.8	0.7	1.0
Unemployment Rate	4.8	4.8	4.8	5.5	5.3	5.3	6.3	6.7	5.4	6.2	6.8	5.0
Housing Starts	7.1	7.1	7.1	7.2	7.2	7.2	8.2	6.7	7.5	8.5	6.7	8.0
Consumer Price Index	3.6	3.6	3.6	1.0	1.1	1.4	2.3	2.4	2.4	1.9	1.7	1.9
Household Disposable Income			5.3			5.8			4.1			3.3

Over the past 20 years, Manitoba has ranked 2nd highest in overall weighted fee increases as compared to the other provinces across Canada. For 2025, the overall across-the-board Suggested Fee Guide increase was 3.1%. In recommending this fee increase, the MDA Economics Committee considered MDA members' survey data, factors such as increased staff & wages costs, ongoing staff shortages, rigorous new infection prevention control protocols (independent of COVID-19), the continuing affordability of dentistry for Manitobans, the ongoing sustainability of insurance plans, the impending implementation of the

Canadian Dental Care Plan (CDCP) and other factors as well. It was a complex process, - especially so, since Manitoba is the first province to put forward its fee increase recommendation every autumn.

This article would not be complete without a word of thanks to acknowledge the efforts of the MDA Economics Committee members. Thank you to Dr. Rose Dhillon, Dr. Darrin Schramke, Dr. Zach Goldberg, Dr. Dan Zettler, Dr. Julie Oryniak, Dr. Dominika Jasiewicz, Dr. Rodrigo Cunha (specialist representative) and Dr. Alex Pappas. I would like to acknowledge the invaluable assistance of our USC&LS Committee representative Dr. Mike

Sullivan and MDA staff members Mr. Rafi Mohammed and Mr. Greg Guenther. Lastly, I would like to express our appreciation to Mr. Greg Finlayson for his dedication to the Manitoba Dental Association.



Truth and Reconciliation Task Force

Dr. Alan Grant

Chair, Truth and Reconciliation Task Force

Approximately 18 months ago I was asked by MDA Governance and Nominations Committee to participate as the Chairperson to establish a Truth and Reconciliation Task Force, it was an honour I could not refuse. With the help of MDA President at the time, Dr. Scott Leckie, and MDA CEO, Mr. Rafi Mohammed, I gladly embarked on the journey for healing and reconciliation. I have always been very inspired by the life and now legacy of the Honourable Murray Sinclair. It became evident that my past and future have collided, this occasion to usher in an Action Plan for Truth and Reconciliation for First Nations, Inuit and Metis is something my Great Grandmother Melanie Courchene from the Sagkeeng First Nation would be cheering from her side of the spirit world with joy and support.

With the help of Elders, Warren Bird and Ron Linklater, we open up our meetings with prayers and smudging, these actions opened a connection to my history and my Great Grandmother that I had not anticipated. I am very grateful to the MDA, Dr. Scott Leckie and Rafi Mohammed for getting things started. In 2024, there were so many challenges for the MDA leadership, with the new Canadian Dental Care Plan and advocacy for the dental care access for seniors and children, we had welcomed Dr. Daron Baxter to

the new role of President of the MDA. I would like to briefly outline what we are doing and how it fits into the Honourable Murray Sinclair's vision for Truth and Reconciliation.

A Reconciliation Action Plan (RAP) in general would outline concrete steps toward healing and addressing historical injustices between Indigenous and non-Indigenous peoples. It would align with the Truth and Reconciliation Commission (TRC) Calls to Action and the principles of the United Nations Declaration on the Rights of Indigenous Peoples (UNDRIP).

At this point in our journey, we have developed with the help of stake holders and Elders our Vision Statement, Guiding Principles, and Task Force Goals. We have focused on the Truth and Reconciliation Commission Calls to action, specifically #22, #23, and #24. And United Nations Declaration of the Rights of Indigenous Peoples Articles #21, #23, and #24.

Our Vision Statement:

The MDA task force on Truth and Reconciliation seeks to foster equitable, culturally safe and informed delivery of oral health care to build trust and improve access to care for all First Nations, Inuit and Metis patients.

A brief synopsis of our work would include recognizing the value of Indigenous healing practices, including the Seven Sacred Teachings: Love, Respect, Courage, Honesty, Wisdom, Humility, and Truth.

We cannot change the past, only recognize and understand its impact and learn from it, to make our society a better place to be for all people going forward. We look forward to developing a Cultural sensitivity program. Advocating for more Indigenous professionals working in our field of Dentistry. Providing more support for the retention of Indigenous health care providers in their home communities.

We need our profession to continue to be the allies of First Nations, Inuit and Metis people, by providing professionalism and empathic oral health care in a culturally sensitive way that builds trust and repairs some historical injustices and inequities. We welcome you all to join us on this healing, reconciliation and truth discovery.

Meegwetch, Tansi, Thank you!

Dr. Alan Grant

Our Vision Statement:

The MDA task force on Truth and Reconciliation seeks to foster equitable, culturally safe and informed delivery of oral health care to build trust and improve access to care for all First Nations, Inuit and Metis patients.

Key Components of a Reconciliation Action Plan:

1. Truth and Education

- Curriculum Reform: Ensure Indigenous history, culture, and perspectives—including residential schools, treaties, and land rights—are mandatory in education at all levels.
- Public Awareness: National campaigns to educate all Canadians on Indigenous contributions, struggles, and rights.
- Indigenous-Led Research: Support and fund Indigenous-led research into missing children, unmarked graves, and the long-term impacts of colonial policies.

2. Justice and Legal Reforms

- Implement UNDRIP: Fully integrate UNDRIP into Canadian law, ensuring Indigenous rights are respected in governance and industry.
- Address Systemic Racism: Reform policing, the justice system, and correctional facilities to eliminate discrimination against Indigenous peoples.
- Support for MMIWG: Fully implement recommendations from the National Inquiry into Missing and Murdered Indigenous Women and Girls (MMIWG).

3. Land and Economic Reconciliation

- Land Back Initiatives: Return stolen or mismanaged land to Indigenous stewardship where possible.
- Revenue Sharing: Ensure Indigenous nations benefit fairly from natural resource projects on their territories.
- Indigenous Entrepreneurship: Increase support for Indigenous-owned businesses, including funding, tax incentives, and procurement opportunities.

4. Health and Social Services

- Close the Health Gap: Improve healthcare access and outcomes for Indigenous communities, particularly in remote areas.
- Housing and Clean Water: Ensure all Indigenous communities have safe, sustainable housing and access to clean drinking water.
- Culturally Safe Services: Expand Indigenous-led health and social services, including mental health and addiction support.

5. Governance and Self-Determination

- Indigenous Representation: Increase Indigenous leadership in politics, public service, and corporate governance.
- Nation-to-Nation Relationships: Strengthen Indigenous sovereignty by respecting treaty rights and self-governance.
- Equitable Funding: Ensure Indigenous governments receive funding equal to non-Indigenous governments for services and infrastructure.

6. Implementation and Accountability

- Annual Progress Reports: A national oversight body should track and report progress.
- Legislative Commitment: Enshrine reconciliation goals in law to ensure long-term commitment.
- Indigenous-Led Leadership: Indigenous nations and organizations must lead the process, with government and corporate sectors acting as partners.



Canadian Dental Association

Dr. Marc Molloy

CDA Board Representative for Manitoba

Founded in 1902, the Canadian Dental Association (CDA) is a federally incorporated not-for-profit organization whose corporate members are Canada's provincial and territorial dental associations (PTDAs). CDA represents over 21,000 practising dentists nationwide and is a trusted brand and source of information for and about the dental profession on national and international issues.

Our Vision is to be trusted national leaders working to improve the oral health of all people living in Canada. Our Mission is to promote oral health, support our members, and advance the dental profession.

The CDA's Annual General Meeting (AGM) and its accompanying national meetings and events were held in Toronto in April 2024. At the AGM, The Board of Directors announced the selection of the 2024-25 Executive. Dr. Kirk Preston (New Brunswick) was appointed as CDA Vice-President, Dr. W. Bruce Ward (British Columbia) moved to President-Elect and Dr. Joel Antel (Manitoba) moved to President. After completing a full governance review, CDA revised its strategic plan for which they were awarded a Global Impact Award from the International Association of Facilitators.

Borne of a supply and confidence agreement made in March 2022 between the minority Liberal and opposition New Democratic party,

the Federal Government launched their new Canadian Dental Care Program (CDCP) in spring 2024 with Sun Life as administrators. The program is targeted at Canadian residents who do not have access to dental insurance and have an adjusted family net income of less than \$90,000. It will be phased in over the year starting with Canadians under 18 and 65 and older. In spring of 2025, it is to be extended to the 18-64 age cohort.

CDA has long advocated for targeted investments to improve oral health care in Canada. Two thirds of Canadians receive care through employer-sponsored plans or self-funding. Unfortunately, the other one third lack access to care, particularly those in vulnerable populations. These include some persons with disabilities, seniors, and low-income Canadians. Over the decades Manitoba dentists have provided millions of dollars of pro-bono and fee reduced care for this cohort.

The CDA laid out its recommendations in a policy paper in February 2023, **Bridging the Financial Gap in Dental Care**, which has served as a policy roadmap. Unfortunately, some of these recommendations were not followed in the current version of the CDCP, such as: ensuring that administrative procedures do not impact or delay the provision of care to patients; and ensuring the cost of treatment provided to patients is fully covered.

The CDA and the PTDAs have come together to collectively advocate for what is best for the oral health of Canadians, and dental health care delivery. CDA spent much of its time in 2024 meeting with federal government officials, including the federal health minister, to navigate the complex logistics of the plans' launch and to advocate for plan improvements for Canadians.

Participation by dentists in the program is optional, although participation levels are high. The effect of CDCP on the dental industry and existing provincial programs in Manitoba is currently not fully understood. Concern related to the short- and long-term effects of the program on the existing dental care ecosystem is high.

During the month of April, CDA seeks to educate and engage Canadians on the importance of proven practices to improve oral health. This campaign leverages a PESO (Paid, Earned, Shared, and Owned) model to amplify key messages around oral health basics, avoiding fads that come and go (i.e., social media hacks), choosing trusted products, appreciating dental teams, and supporting advocacy for better oral health access.



Registration & Licensing Bylaw Review Adhoc Committee

Dr. Tony Krawat

Chair, Registration and Licensing Bylaw Review Adhoc Committee

2024 saw further progression in the finalization of the rewrite of the current License and Registration bylaw.

A board decision in the spring of 2024 to allow specialists who have an NEDB certification to be able to apply for dual licenship and the recognition of Dental Anaesthesia as a specialty has created further discussion for our committee. In addition, as of Spring

2024, the certification of specialists is being handled solely by the Royal College of Dentistry of Canada (RCDC) who is now the sole provider of both National Dental Specialty Exam (NDSE) and RCDC fellowship exams. This change has also required further licensing discussion and committee consultation prior to a final rewrite by our registrar. Finally, more pressing issues such as the Canadian

Dental Care Plan, construction and funding campaigns for our new faculty, and other critical incidents have left busy volunteer members pulled in several directions. It is our hope that the final draft is ready for board approval by Fall of 2025.



CBCT Scan Committee

Dr. Rodrigo Cunha

Chair

The CBCT scan committee was installed in May, 2023 with the purpose of creating practice guidelines on the use of CBCT scanners in the Province of Manitoba. The committee members have met numerous times over the past two years and the final document is being submitted to the MDA Board for approval in April 2025.

There have been numerous revisions as the committee worked through the areas of:

- Accountability for acquisition of a CBCT;
- Patient safety;
- Operator safety;
- Record keeping;
- Facility requirements;

- Interpretation of CBCT Scans; and
- Education & Training of dental professionals utilizing Cone Beam Computed Tomography

Sincere thanks to Dr. Stacey Lamarche DDS MSc (OMFR) and committee members, Dr. Jeff Hein DDS, Dr. Terry Wong DDS and Ms. Trina Bourgeois RDA for their contributions to the creation of this document.



Committee for Office Assessment

Dr. Atul Pruthi
Chair

The Committee for Office Assessment (OAC) remains committed to maintaining the standards established by the MDA Bylaws. Throughout 2024, our virtual meetings focused on enhancing the pre-visit questionnaire and facility checklist forms, streamlining the office visitation process for both members and assessors. A key development this year was the introduction of the Dental Facility

Director role, designated to the office owner, who is typically a dentist. This individual will be accountable for facility-related decisions, including staffing, equipment purchases, and operational use. To ensure effective communication, Dental Facility Directors are strongly encouraged to attend audits and engage directly with assessors. The OAC continues to provide clear, actionable recommendations to the

MDA board, supporting timely and efficient assessments of dental offices across the province. Our efforts remain centered on upholding public safety and maintaining high standards within the dental community.

I extend my sincere gratitude to all OAC members for their dedication and look forward to further progress in the year ahead.



Pharmacological Behaviour Management Committee

Dr. Tony Krawat
Chair

When was the last time you placed a rubber dam? For most of us, it's likely been fairly recently. For all of us it's a skill that we mastered through repetition and overcoming the usual learning curve that comes with most dental procedures. For an anesthetist, managing an airway is equivalent to you or I placing a rubber dam. It's a skill that they have mastered by working with airways 8 hours a day, every day. Now ask yourself – if you only put a rubber dam on once a year would you be as proficient as you are right now? Could you place a rubber dam if it meant you had to save someone's life to do it?

For those of us who incorporate mild or moderate sedations into our daily practice the necessity to manage an

airway is often an indication of a patient that is over sedated. The problem with the dental settings is that the necessity to manage an airway can quickly become a critical situation. I think we all agree that a critical situation is not the environment that we should be learning any skill, especially one as important as airway management.

When a patient consents to being sedated for a dental procedure, no matter the reason for the sedation, they are trusting the practitioner with the one thing that we all value above anything else: one's wellbeing.

The responsibility for the practitioner is now magnified to ensure that the wellbeing of the patient is maintained. In order to ensure a predictable and

guaranteed outcome the expectation of our association is that practitioners and their staff who practice sedations are expertly trained, have knowledge of their emergency protocol, appropriate functioning equipment, knowledge of pharmacology and honed airway management skills.

The goal of the new Pharmacology Behavior Management (PBM) Bylaw will be to set the parameters such that each practitioner fully understands the expectations of our association's members. As a practitioner, the onus is on you to be sure the parameters are met with the highest degree of competence.

The rewrite of the PBM Bylaw should be completed in 2025.



Convention Committee

Dr. Hala Salama and Dr. Chris Cottick
Co-Chairs, Convention Committee

A second fully in-person annual convention was held April 11th & 12th 2024. Hopefully, the beginning of a nice run of real conventions but the impinging outside world will determine that. A wonderful lineup of local as well as international speakers provided the basis for a great collegial get together in downtown Winnipeg. The RBC convention centre provided another beautiful backdrop for all the activities of the Association, from the Annual General Meeting, when dentists meet to help regulate our profession to all the great lectures, the university poster presentations, and the social events culminating with the President's Gala honouring Dr. Scott Leckie. All was supported by generous sponsors and vendors including; dentalcorp, Maxillo Winnipeg, and many others.

Keynote speaker Kevin Chief brought some of the realities of Truth and Reconciliation through sport to our 1237 attendees including dentists, Dental Assistants, Dental Hygienists and students of all professions. Our generous colleagues at Maxillo sponsored the beer gardens as well as provided another of their patented group lectures featuring some of the young up and coming Oral and Maxillofacial Surgeons in Manitoba. Other lecture topics included a business manager training track to the ever-popular Manitoba Case Study Presentations led by Hoda Hosseini.

The numerous MDA and MDAA members that volunteer on the convention committee work tirelessly on every aspect of the convention from organizing the volunteers, booking the speakers, planning the social events, serving as speaker liaisons, running the registration area as well as ensuring every detail of the food and beverage service has been planned and approved. None of these activities could be successful without the 24/7 work of the staff of the Manitoba Dental Association led by Greg Guenther, Membership Services Director but also everybody at the office including Theresa, Linda, Diane, Gail, and Holly and Courtney, all under the gentle thumb of the CEO of Dentistry in Manitoba, Rafi Mohammed. Hala and Chris continue to enjoy co-chairing the convention committee working with a great committee committed to organizing The mid Canada dental educational and camaraderie event. The future involves improved accurate, and timely budgeting in an environment of rapidly growth in food and beverage costs and some changes to the flow of the convention to continue to ensure our trade show is well attended and our attendees have the maximum opportunity to see old friends and meet new ones.

Committee Members

- Dr. Gagan Mangat
- Dr. Stephanie Van Den Bosch
- Dr. Raj Bhullar
- Dr. Phong Luong
- Dr. Sasha Goolcharan
- Janet Neduzak – RDA Rep
- Tess Peter – MDAA Rep
- Valerie Olivier – CDHM Rep
- Lee Hurton – MDHA Rep

2025 Speaker Selection Planning Sub-Committee

- Dr. Dave Kindrat
- Dr. Paresh Shah
- Dr. Jose Viquez

Key Volunteers

- Sina Allegor-Sacco
- Dr. Sandy Mutchmor
- Nancy Mutchmor
- Greg Guenther – MDA Staff Liaison



Communications Committee

Dr. Richard Santos
Chair, Communications Committee

In the nearly 20 years that I've been a member of the MDA Communications Committee we have had great successes and faced difficult and new challenges. 2024 was no exception, however, the challenges that we faced were unlike any that we could have predicted. As a committee, 2024 brought about great changes and forced us to look at and review our overall marketing and communications strategy. Despite this, our goals have remained constant. We are committed to the positive positioning of dentistry in the public consciousness, to promoting patients' long-term relationships with their Manitoba dentists, and to promoting the Manitoba-dentist-led team as part of an overall healthcare team.

Undoubtedly, nothing could have prepared us for the shocking news that we received in late May when we learned that Mr. Brian Fawkes, our communications creative director, had suddenly passed away. Brian was a brilliant mind and an incredibly hard worker. He was a huge supporter of dentists and organized dentistry and his contributions to our profession cannot be overstated. Most of

all, Brian was a great person and someone that I considered a friend. His life was taken too soon, and we miss him greatly. Brian's sudden passing created a situation by which the MDA was forced to begin the request for proposal (RFP) process much earlier than anticipated as we looked to retain the services of a new marketing and communications firm with likeminded principles and values to ours. In the interim, as we worked through the RFP process, both Greg and Rafi served as the bridge maintaining the core elements of our communications strategy.

The RFP process saw 5 proposals submitted by the end of summer. At the committee level, we then further cropped this down to 3 and invited these firms to make a presentation in person at the MDA office to our short-list committee. The short-list committee was comprised of members of both the Board and the Communication Committee and was tasked with making the final recommendation of which company should be awarded the MDA contract for marketing and communications. On September 19, the Board approved the awarding

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Greg was able to contact the various subcontractors with which Brian was working and was able to secure our MDA assets and continue the flow of outgoing messaging to the public. This was a very difficult process, but one which was handled efficiently and effectively at all levels.

of the contract to Relish Ideas, a B-certified corporation with extensive experience working with regulatory and membership-based organizations. In addition to this, they have worked with various levels of government, sometimes involved very specifically in health-based messaging. We are very thankful

This new strategic plan will allow us to explore new digital frontiers of advertising and marketing. More specifically, it will permit us to have access to niche groups within the community by creating precise marketing personas, thus targeting our digital advertising accordingly.

to have been granted Debra Fehr as our project manager and key contact, and she brings with her a team of over 20 brilliant thinkers and developers that we now have at our disposal. In particular, with Dwayne Bird as their indigenous creative director, they also have a unique awareness of marketing and communications as it pertains to indigenous people in Manitoba.

Relish underscores that they “empower people and organizations to solve complex challenges and create positive change through strategic practices, design, marketing, technology and innovation.” What will that look like for the MDA in particular?

The first step will be to create a 3-year marketing and communications strategic plan. This plan will be based on market research of the public at large as well as focus group testing of preliminary ideas that arise from this research. A light brand audit will also be undertaken, and interviews conducted with thought leaders within our dental community. Furthermore, a complete assessment of our current media expenditures as well as a review of other similar organizations will be completed.

The findings of this research will then be integrated and aligned to our goals as an organization. This new strategic plan will allow us to explore new digital frontiers of advertising and marketing. More specifically, it will permit us to have access to niche groups within the community by creating precise marketing personas, thus targeting our digital advertising accordingly. This is certainly a fascinating time for dentists in Manitoba, and the Communications Committee is excited to partner with Relish in getting the most value from our marketing and communications program.

To conclude, as we embark on a new chapter with Relish Ideas, I would like to extend a huge thank you to those people on the Fawkes Advertising team that helped us to achieve our great successes and excellent results over the years. I would also like to thank Greg Guenther for this tireless work in bridging the communications gap this year, while at the same time maintaining our brilliant community outreach programs. I would also like to thank my Vice-Chair, Dr. Darryll Iwaszkiw, and all the members of our committee for their extra time and dedication throughout this

trying year. Lastly, I would like to thank Rafi, the MDA staff, and all of the members of the Board for their support throughout the year. As always, should you have any questions or comments please feel free to reach out as I would be happy to hear from you.



Mentorship Committee

Dr. Carolyn Robertson and Dr. Michelle Jay
Co-Chairs, Mentorship Committee

We had another successful year for Mentorship. We have enjoyed working with a program that has such an incredible foundation and support behind it. Taking the program off campus has added an extra level of excitement for the participants by adding more space to mingle and intermix, helping to make the students feel more like colleagues. Rising expenses only allow for light meals, but the camaraderie gained brings meaningful substance.

We visited the college on two occasions to meet with the students and introduce ourselves. This allows us time to explain the importance of the program, our expectations, and the benefits gained by participating to the fullest. We also engage the returning students for any comments and/or suggestions for improvements from their perspective as well as discussing with the Dean of Academics, Dr. John Perry, for any feedback the college may wish to express.

We met with the IDDP students on May 27, 2024. We met with each of the four dentistry classes separately on August 12, 2024. We recruited 15 GP and specialist dentists to mentor the D1 class, as well as asking five of our existing mentors for the D3 class to take on additional mentees from the International Student program.

Welcome to the Profession Dinner August 15, 2024

St. Charles Golf and Country Club

D1 students, IDDP D3 students, D1 mentors, D3 IDDP mentors, VIP guests from the MDA, the U of M Dental College, and VIP sponsorship.

Introductory Session - D1 only September 26, 2024 Piazza De Nardi

D1 students, returning and new mentors for the D1 class

Brief Introduction to Mentor/Mentee Expectations

Speed Dating Session to introduce the D1 students and the mentors.

Fall Session October 24, 2024 RBC Convention Centre

D1: Drs. Daron Baxter and Murad Zaman presented on *Managing Finances in Dental School*.

D2: Dr. Huma Sharief presented on *An Introduction to Patient Management*.

Dr. Jerry Baluta presented on *Clinic from an Instructor's Perspective*.

D3: Drs. Jeff Bassey, Rodrigo Cunha, Tim Dumore, Shima Gharib, and Hoda Hosseini presented on

Applying for a Specialty, Why is it Right for Me?

D4: Mr. Johan Schalkwyk presented on *Questions to Ask when Interviewing a Practice Owner/Gems from an Office Manager*.

Winter Sessions

January 30, 2025 The Manitoba Club

D3 and D4 - Drs. Dave Goerz, Gurinder Kler, and Mike Lukowski presented on *Rural Dentistry*.

February 13, 2025 The Victoria Inn

D1 - Student Presenters from the D4 class; Quinn Boyko, Madison Chambers, Catherine He, Allissa Morrice, and Amirali Paknahad presented on *What I Wish I Knew in Dental School, A 4th Year Retrospective*.

D2 - Dr. Sunny Viridi presented on *Social Media and Dentistry*.

MDA Convention Mentorship Session April 12, 2025

RBC Convention Centre

D1, D2, D3, and D4 - Drs. Anita Glockner, Ron Tough, Murray White will present on *So Things Didn't Go As Planned. Now What?* - a GP Case Presentation.

Grad Dinner

April 24, 2025

St. Charles Golf and Country Club

Graduating D4 students, D4 mentors, VIP guests from the MDA, the U of M Dental College, and VIP sponsorship.

Embroidered White Coat,
Embroidered Scrub Cap and
Embossed Pen Presentation from the
MDA to the graduating D4 students.

We would like to thank everyone past and present who has helped to create such an incredible program. It is truly unique and enviable. We look forward to next year and are working to continually uphold the high standard of the Mentorship Program.

Drs. Michelle Jay and Carolyn Robertson

Welcome to the Profession Dinner, August 15, 2024, St. Charles Golf and Country Club





General Practice Study Club Committee

Dr. Karen Rosolowski

Chair, General Practice Study Club Committee

The General Practice Study Club (GPSC) continues to flourish, providing exceptional educational opportunities and a strong networking platform for young practitioners. This year marked a period of significant growth, highlighted by the introduction of an event in District 3, further expanding our reach.

Our 2023 programming began with two insightful virtual sessions: an Oral Pathology review led by Dr. Ryan Howard in January, followed by Dr. Daron Baxter's timely discussion on the Canadian Dental Care Plan in February. March brought our first in-person event of the year, where Dr. Sunny Viridi captivated attendees with his expertise in Restorative Dentistry. In May, Dr. Hoda Hosseini led a weekend session focused on implant maintenance, providing valuable hands-on learning.

The fall season commenced with a successful September Meet & Greet at Trans Canada Brewery, where we warmly welcomed the Class of 2024 graduates. That same month, we extend our gratitude to Dr. Rodrigo Cunha for traveling to Dauphin, Manitoba, to deliver an engaging hands-on endodontic session. October saw an impressive turnout of 60 participants for Dr. Andy Dosanjh's endodontic

lecture, underscoring the growing enthusiasm for GPSC events.

One challenge we navigated this year was securing venues within budget, given rising post-pandemic costs. However, the continued success of the GPSC is a testament to the dedication and teamwork of our committee, as well as the invaluable support of Greg Guenther, who ensures our operations run smoothly. To enhance our outreach, we have complemented our email communications with an active presence on Instagram, further engaging our target audience.

In 2024, we were pleased to welcome Dr. Noelle Verry to the committee and congratulate Dr. Harrison Katz on stepping into the role of Vice-Chair. Looking ahead, we are excited about our upcoming collaboration with Dr. Jackie Samborski and Dr. Michael Porco from the Committee on Students and New Dentist Affairs. Their work closely aligns with our mission and will help shape our future content and programming.

The GPSC continues to gain momentum, serving as an invaluable resource for recent graduates and new MDA registrants to refine their skills, engage in meaningful discussions, and build lasting professional connections.

Looking ahead, we are excited to extend our presence into District 2 and are planning another retreat in the beautiful Clear Lake area. We look forward to another year of growth, learning, and collaboration!

Committee Members

Dr. Karen Rosolowski, Chair

Dr. Harrison Katz, Vice-Chair

Dr. Jessica Carswell

Dr. Lori Simoens

Dr. Robin Szmadyła

Dr. Noelle Verry

Dr. Stella Korowski

Dr. Jackie Samborski

Dr. Michael Porco

Greg Guenther – MDA Staff Liaison

Strategic Plan 2023–2026



Manitoba
Dental
Association

Mission

The Manitoba Dental Association (MDA) is dedicated to the interests of the public through the regulation of Dentists and Dental Assistants in Manitoba. The MDA provides guidance to the public and its members with the goal of delivering quality oral healthcare, an essential component of general health, for all.

Vision

The best interest of the public is the best interest of the profession.

Values

Ethical: Upholding the public interest by promoting honesty, fairness, and integrity in our profession.

Transparent: Facilitating openness and trust with all stakeholders through clarity of processes.

Compassionate: Understanding the public's needs by respectfully listening and engaging in different perspectives to achieve the best possible outcomes.

Collaborative: Working together to achieve optimal oral health for all.

Inclusive: Unbiased respect for all.

Strategic Goals



1 Excellence in Learning



2 Culture of Community



3 Access to Care



4 Public Trust

Objectives

• Enhanced educational opportunities

• Inspire member engagement

• Prioritize access to care for all Manitobans

• Improve the Peer Review Process

• Strengthen board and member leadership

• Improve economic sustainability of oral health care

• Increase Collaboration of stakeholders

• Advocate in the public interest

• Increase geographic accessibility of oral health care

• Strengthen partnership (with all stakeholders)

• Increase engagement with our Indigenous stakeholders



**Manitoba
Dental
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