



2021

ANNUAL
REPORT



Manitoba
Dental
Association



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PRESIDENTS MESSAGE

The Manitoba Dental Association has been in the business of the protection of the public of Manitoba by regulating dentistry in this province in the public interest since 1883. The President is the chairperson of the Board and spokesperson for the Association for one year. This Presidential year is usually composed of trips across the country to various provincial and national Association meetings busily networking with other dental Association representatives from across Canada. Due to COVID and the cancellation of regular life in the world, the business of dentistry has been entirely virtual. With the mixed blessings of Zoom, the permanent staff, Executive and the Board of your Association managed the business of dentistry in Manitoba through the tempest of the pandemic. There has been no timetable or agenda as to when, how or what to expect for the last two years. The recently strengthened structure of the Association has been tested and validated with the cooperative decision making of the Board and Executive with the twin pillars of public and dental staff protection linked with access to essential dental care.

We have learnt the importance of good structure and community thinking. We have learnt and reinforced the essential nature of dental care to the people of Manitoba. Continued support of Provincial vaccination efforts has placed dentists in the forefront

of healthcare workers. We have learnt, again, the critical, wonderful work done by all the staff of our Association, from our Registrar, as he grows more experienced in his role, to the steady veteran hand of our CEO, to the essential work of every member of the MDA staff of the Association.

As the “virtual” President for the last year I have learnt the strength of our Association’s many parts but have enjoyed and benefited from the company and mentorship of my Presidential forerunners Dr. Dave Goerz and Dr. Marc Mollot. As the eternal machine of the Association turns to another year, Dr. Tom Colina will be charged with (hopefully) guiding the Association back as close to normalcy as the world and dentistry will ever be again. Our Association will be in good hands with good structure, good cooperation and good leadership. Tom will succeed because the Association is built for that success and he has the full support of the Board and MDA staff and best interest of the Members and public at heart.

It has been a pleasure to serve as the President of the Manitoba Dental Association and I look forward to serving in any capacity in which I am needed to aid my colleagues and friends in Manitoba dentistry.

Dr. Christopher J. Cottick
PRESIDENT AND BOARD CHAIR 2020-2021

“ We have learnt the importance of good structure and community thinking. We have learnt and reinforced the essential nature of dental care to the people of Manitoba. ”



COMMUNICATIONS COMMITTEE REPORT

Once again it has been a very busy year! As the new chair of the Communications Committee, I can report that our goals remain the same. We are committed to the positive positioning of dentistry in the public consciousness, increasing dental office busyness, and promoting patients' long-term relationships with their Manitoba dentists. As we enter 2022, a new initiative that we are launching will help elevate the role of "Your Manitoba Dentist" and promote awareness that dentists are part of your overall healthcare team.

Budgeting lessons that we learned in 2020 were put into practice again in 2021. One by one COVID forced the cancellation of most of our events and sponsorships. In turn, this allowed us to dramatically increase our advertising and social media presence as we diverted funds to these initiatives. Despite our blueprint for the year changing, the 2021 marketing and communications initiatives that were implemented were done so within budget parameters. In fact, due in large part to bonusing by local media, Shaw Cable, and Winnipeg Transit the MDA was able to benefit from over \$113,000 in free media in 2021! Moreover, 80% of our television advertising is guaranteed to run in primetime during some of the most popular programs. To sum up, we got a ton of value for every dollar spent in 2021 and this has placed us in an enviable position as we continue to ride out the pandemic.

With COVID continuing to affect the business of dentistry in Manitoba and around the world, we

have continued our *awareness marketing* in order to support our members and to help them to maintain traffic within their offices. We opened the Spring of 2021 with the "We Miss Your Smile" campaign. The effect was two-fold in that it grew awareness for "Your Manitoba Dentist" while at the same time demonstrating the MDA's continued and strong support for mask mandates. The summer of 2021 began with strong optimism. With a rising vaccination rate in the province and with COVID numbers seemingly waning, public health authorities began to relax mask mandates. This was the motivation in preparing our fall campaign titled "It's time to Smile Again ... Your Manitoba Dentist". This campaign is one of celebration and features people without masks celebrating their smiles outdoors. Unfortunately, as production of this campaign was winding down, the increase in COVID infections and the subsequent emergence of the Omicron variant brought this plan to a screeching halt. As such, the decision was made to hold off on our campaign of celebration. Instead, the Fall campaign saw us continuing our "We Miss Your Smile" and "Wearing is Caring" campaigns on television and on bus tails. Nevertheless, the "It's time to Smile Again" campaign is completed and is ready to run in the Spring of 2022 or whenever we see the easing of public health restrictions.

Furthermore, similar to 2020, when online use exploded, our 2021 digital marketing return has expanded both from social media as well as from other online applications such as YouTube and Google. The 2021 campaign outperformed industry benchmarks by a significant margin. For example, with a 20.68% Click Through Rate

“Budgeting lessons that we learned in 2020 were put into practice again in 2021.”

(CTR), search ads have eclipsed the industry average CTR of 4.69% by almost 5 times! With regard to our social media presence on Instagram, Linked-in, Facebook, and Twitter, our number are continuing to grow. With that in mind, we are planning to boost these numbers further in 2022 with continued social media contesting and the use of influencers to gain reach, exposure, and followers. It is also worth mentioning that on digital we are going to begin streaming advertisements. Lastly, 2021 also saw the launch of the new MDA website complete with self-reporting CE. The Communications Committee was an integral part in getting this message out to our membership.

As we begin 2022, we are hoping for much fewer COVID-related cancellations, and we are optimistic that we will be able to achieve most of our marketing and communications initiatives. Regardless, we are ready to adjust our plan to benefit Manitoba dentists and the public as dictated by the pandemic situation. Most of our initiatives remain the same as in previous years with some new initiatives planned as well. Six 30 second public service announcements will be created to elevate the role of the dentist in everyday life and emphasize how important visiting "Your Manitoba Dentist" can be to your overall health. This will help to reinforce the image of the dentist as the primary expert in providing dental health care and advice.

In addition, in 2022 we will also be conducting public opinion research in the form of focus group testing. We last conducted this valuable research 3 years ago. In the past 3 years, we have seen our online presence dramatically increase. With these changes, and with the advancement of technology-based marketing and communication, it is essential to conduct this research in order to ensure that we are getting the best value for every dollar spent.

Once again Brian Fawkes and his team deserve congratulations in that two of our 2020 COVID response campaigns have garnered international recognition. Both "Here for You" and "Wearing is Caring" have each won a Summit International Award. The Summit organization dedicates itself to recognizing excellence in the communications and marketing industry and chose our campaigns from over 4500 entries from 20 different countries. This once again demonstrates how the MDA is at the forefront of high quality and effective marketing campaigns which places us well ahead of other PDA's. This also places us in an envious position when compared to other professional organizations within our province as well.

To conclude, I would like to thank Brian Fawkes, our communications consultant, whose insight and knowledge allow our group to achieve the outstanding results and outcomes that it does. I would also like to thank Dr. Jerry Baluta for his years chairing this committee and for mentoring me in the role that I have now begun. A huge thank you to Greg Guenther who is always ahead of every situation and is able to quickly respond to any questions that I have. One last thank-you to Rafi, the MDA staff, and Board members who have all helped us to realize our goals this year.

On behalf of our dedicated committee members, I would like to emphasize that we will continue to work hard on behalf of all members to ensure that every initiative contributes to the betterment of our profession. As always, please feel free to provide any input or direct any questions to myself as I would be happy to hear from you.

Sincerely,

Dr. Richard Santos
CHAIR

“As we begin 2022, we are hoping for much fewer COVID-related cancellations, and we are optimistic that we will be able to achieve most of our marketing and communications initiatives.”



137TH ANNUAL MDA CONVENTION

The 137th Annual MDA Convention was held April 12–17 2021 as a virtual event. Co-Branded with the CDA: it was themed: “The New World of Dentistry.”

Overall, the event was a terrific success, despite it being by necessity, entirely online. In total, there were 13, 636 course participations and 1500 participants: including dentists, OHT members, exhibitors, and guests.

The Speakers were top-notch: and very international: our format allowed us to attract some “superstars” who may not have otherwise been able to travel to Manitoba.

Our opening and closing speakers: Orlando Bowden and Dr. Uche Odiatu – did not disappoint: and they anchored a very diverse group of educators throughout the week.

I am especially proud of two new features this year: our “Global Dental Exchange,” and our “Women in Dentistry Panel.” And – proud of all the innovative ideas that allowed us to pivot a normally live event to being entirely virtual.

The social events also pivoted: including a virtual comedy show on Friday night, and a virtual wine tasting Saturday.

We are especially grateful to our four major sponsors: Dental Corp of Canada, Align Technology,

CDSPI, and ScotiaBank. And: of course- to all of our exhibitors in the Global Dental Exchange.

All of this was a huge effort. “Workerbee TV” in Winnipeg made the virtual part all possible – through their robust and reliable platform for online events.

My committee was relentless and tireless. In no particular order, I am so very grateful for the talents of Drs. Hoda Hosseini, Rodrigo Cunha, Sandy Mutchmor, Bill Cooke, Tim Dumore, Raj Bhullar, Cam Norrie, Sunny Virdi, Murad Zaman, and John O’Keefe. As well: Ms. Laura Campbell and Janet Neduzak were instrumental on the Auxiliaries’ side.

From the MDA: shout-outs to Rafi Mohammed, Brian Fawkes, and of course Greg Guenther – without whom this shown would NOT have gone on!

As we look to the future – I am very optimistic that we will all be back together in person in 2022. Despite a great meeting this year – it is always better with handshakes and hugs!

It has been an honour to be your Chairperson this year. Thanks for the trust you have placed in me.

Dr. Bruce McFarlane
CHAIR

“ Overall, the event was a terrific success, despite it being by necessity, entirely online. In total, there were 13, 636 course participations and 1500 participants: including dentists, OHT members, exhibitors, and guests. ”



MDA TASK FORCE ON ACCESS TO DENTAL CARE IN NORTHERN AND REMOTE COMMUNITIES

2021 was a more active year for the Task Force as we emerged to a new normal during the COVID-19 pandemic. The MDA, through the Dental Association Act, regulates dentistry and dental assisting in Manitoba in the public interest. This would include members of the public located in Urban, Rural and Remote locations of the province.

The main board delegated goal for this Task Force continues to be to work to improve access to oral health care for Manitobans in northern and remote communities. We live in a geographically large province with a relatively small population – an intersection that can be a particular challenge for access to care. The committee is made up of a diverse group of generalists, specialists, and dental assistants with specific expertise related to delivering care in rural and remote Manitoba.

In 2021 the Task Force focused its efforts more specifically on developing a strategy to help address challenges to delivery of dental care unique to

First Nations communities. We recently began our consultative phase meeting with The Honourable Mary Jane McCallum, The Senate, Ottawa. Prior to her appointment, Senator McCallum spent most of the past forty-eight years providing dental services and treatment to First Nations in Manitoba as a dental nurse, dental therapist and dentist. From 1996-2000, she worked as the Regional Dental Officer for the province of Manitoba. This discussion helped us better understand some of the unique challenges facing delivery of care to First Nations peoples.

The coming year will see the group looking to shift and expand our consultation with indigenous groups in Manitoba. We are hoping that through listening and discussion, we can finalize a concrete set of priorities to help focus the MDA Board on their particular role in the goal of improved access to care.

Dr. Marc Mollot
CHAIR

“ In 2021 the Task Force focused its efforts more specifically on developing a strategy to help address challenges to delivery of dental care unique to First Nations communities. ”



AD-HOC COMMITTEE ON BOTULINUM TOXIN AND DERMAL FILLERS

This committee has continued to meet throughout 2021 and into the new year to finalize a new, “updated” by-law with respect to use of neuromodulators and dermal fillers by Manitoba dentists. The goal has been to bring Manitoba’s guidelines in line with those of other provinces in Canada. At present, the updated by-law rests with the Registrar to finalize details and be submitted to the MDA Board for their review and approval, as they may see fit. I would like to thank the committee members who have worked very, very hard to ensure this by-law will permit the membership

to offer these adjunctive services to Manitobans in a safe and appropriate manner. Dr. Ken Shek will be taking over the Chair position as of our next meeting; we will continue on under his leadership until this by-law revision is complete. Thank you for the opportunity to serve as Chair of this committee!

Dr. Catherine Dale,
CHAIR



GENERAL PRACTICE STUDY CLUB REPORT

The General Practice Study club is open to all MDA members who are within their first five years of registration with the MDA and includes other senior members who attend sessions as facilitators. The format of the club consists of short lectures followed by Q & A sessions and small group discussions. The aim of each session is to supply continuing education and career support to practitioners early in their careers or who are new to practice in Manitoba.

Due to covid restrictions, lasting throughout the 2020/2021 academic year, the GPSC continues to provide ZOOM format lectures/“social” events for facilitators and participants. Several sessions closed with ‘breakout rooms’ which mimic in-person small group discussions. Back by popular demand, another mixology session was provided. In addition, charcuterie drop-offs, gift basket draws, and participant poll questions were utilized in attempt to replace the social aspect of the club. The remaining lecture for the 2021/2022 academic year is planned to be held in person this April, postponed from the previously scheduled March date.

As usual, lecture content has been spread out over several

specialty disciplines and has been tailored to subject areas of interest expressed by the target cohort, mainly communicated from our most junior members who polled their colleagues as well as direct messaging from the GPSC Instagram account.

Two vice chairs have been selected from the committee. One from rural Manitoba and one from Winnipeg, scheduled to enter into co-chair positions September 2022. Our hopes for the future of the GPSC is to return to the classic in-person sessions with emphasis on small group case discussion, but also to maintain some virtual content as rural participation is at an all-time high. In addition to regular session planning, a second retreat (to follow the only retreat which had intended to be annual, held in 2019) is on the horizon. Location TBA, but top contenders are either Hecla Resort or Elkhorn Resort and Conference centre. In addition to the CE content provided at the retreat, some real-time, in-person connection is long overdue!

Dr. Kelly Regula and Dr. Lori Simoens
CO-CHAIRS



COMMITTEE FOR RESIDENTS IN LONG-TERM CARE FACILITIES

The committee was formed with the goal of improving the oral health of residents of LTC facilities by:

1. Assisting the MDA Board in formulating an oral health policy that would allow the MDA to act as advocates for LTC residents
2. Improving oral health standards, oral health outcomes and access to oral healthcare
3. Determining how best to provide dental services.

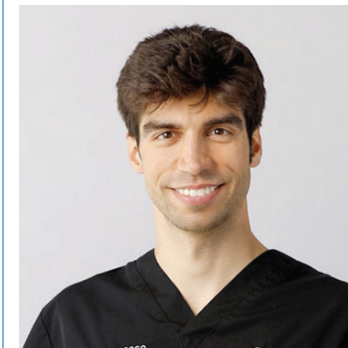
The pandemic over the last 2 years has shone a light on the state of our LTC facilities. The committee is hopeful this attention will lead to meaningful change in the care of the residents and specifically their oral health care.

The committee met virtually 4 times this past year, with presentations from expert committee members as well as researchers from outside the province. The presentations have provided the committee with a better understanding of the challenges we all face as our population ages.

Over the coming months this group of very enthusiastic committee members will strive to create a strategic plan to address the barriers identified.

Please feel free to contact me if you are interested in joining this committee.

Dr. Philip Poon
CHAIR



COMMITTEE FOR STUDENT AND NEW DENTIST AFFAIRS

The committee for students and new dentist affairs is mainly focused on gathering information and feedback from new dentists and students in order to provide specialized opportunities for continuing education as well as networking for those entering into their first years of practice.

With COVID still present, there has been less opportunity for in-person events but we have spent the past year optimistically planning. We are planning for an interactive in-person focus group in fall of 2022 to gather feedback from new dentists and help

discover what is most desired as far as continuing education and what new dentists are finding as most relevant and important to them in the first few years in practice. Our hope is to provide these findings with other committees to help tailor events to help new dentists navigate the beginning of their careers.

Dr. Jackie Samborski & Dr. Michael Porco
CO-CHAIRS



SCOPE OF PRACTICE COMMITTEE REPORT

The Scope of Practice Committee was tasked with three matters to discuss, the Prosthodontic Module, Scaling Module and orthodontic assistant shortage.

The Prosthodontic Module had been in discussion for numerous years without any progress or conclusion. I am pleased to announce that the committee concluded their discussion and forwarded recommendations to the MDA Board to proceed with the establishment of a Prosthodontic Module for dental assistants.

Discussions on the scaling module concluded with an extension of the scaling depth to 3mm subgingival from the previous 2mm.

The Manitoba Orthodontic Society had concerns regarding the shortage of dental assistants with the Orthodontic Module

certification as a result of Red River College not providing the training due to the Pandemic restrictions. It was suggested that an alternative virtual training program be considered. The committee concluded that the assistant shortage is transitory and Red River College will be restarting their training program soon.

I would like to personally thank all of the committee members for their time, dedication and thoughtful discussions during the numerous virtual meetings held throughout the year.

Sincerely,

Patrick Mao
CHAIR



MDA PANDEMIC TASK FORCE

As the globe enters the third year of the COVID-19 pandemic, we watch as the Omicron wave begins to slow, hopefully giving rise to a period of reprieve for our hospitals and long-term care facilities and their hard working teams. The virus isn't likely to disappear; however, it appears that governments are looking to adapt to more sustainable management strategies for the future. With widespread vaccination and boosters, testing options and emerging treatments there is cause to be optimistic. The taskforce watches and waits to see signs of the SARS-CoV-2 virus response potentially entering some sort of an endemic phase although when viewed in a global context, there is still some road ahead.

We do know that the virus will continue to evolve and knowing with certainty what future waves might look like is not possible. Dentists have continued to safely provide full scope of services throughout the pandemic due to the strong measures they take

every day to protect their patients and their teams. Dentists as healthcare providers have shown strong leadership in this regard.

The taskforce continues to meet regularly to review the COVID-19 landscape and to attempt to anticipate risks associated with the practise of dentistry as it relates to the pandemic. The MDA pathway and interim IPC guidance for patient care during the COVID-19 response continues to provide a framework for Manitoba dentists to deliver safe and effective care while maintaining the public's confidence in us. As the pandemic evolves, this guidance document may do so as well.

Finally, our taskforce has also begun to discuss formalizing a pathway to help us in the event of a future pandemic, should that occur.

Marc Mollot
CHAIR



REGISTRATION AND LICENSING COMMITTEE

2021 has certainly seen it's fair share of challenges for our members. The registration and licensing committee is not exempt as our committee members are eager for in person meetings to facilitate the rewrite of this document.

In an extreme effort to work within the confines of our computer screens we feel that 2021 saw tremendous headway in review and redraft of the registration and licensing bylaw to ensure that this bylaw meets its foremost requirement. The health and safety of Manitobans.

Some of the most important discussions of the past year include, the acquisition of an ethics and jurisprudence certification for new registrants who graduated from schools outside Canada, as well as the necessity to development a cultural sensitivity course that will one day be required of all Manitoba dentists.

The committee has proposed that both criminal checks, and child abuse registry clearance for all members be in place prior to licensing, with renewals possibly coinciding with ones continuing education anniversaries. Third, it's been proposed that the raising

of malpractice minimum requirements and removing exclusivity to CDSPI as a malpractice provider is long overdue.

Furthermore, there has been special attention given to the Academic and Educator Classes as it pertains to license fees ,private practice work hours allowed , timelines at achieving NDSE and NEDB certification, and the college of dentistry's needs for future deployment of academics both specialists and general practitioners in externship situations. Finally, an in depth review of our specialists certification requirements as it pertains to the validity and necessity for both RCDC and NDEB specialist exams,how the public perceives specialists in Manitoba, as well as a review at the specialist's committee request for dual licenship. We are optimistic for a draft finalization by summer 2022.

Respectfully submitted,

Dr. Tony Krawat
CHAIR



DENTAL IMPLANT SUB-COMMITTEE REVIEW

This committee continues to meet quarterly throughout the year to adjudicate claims submitted by prosthodontists and/or surgeons. We review submissions for patients who fit into categories including Cleft Lip & Palate, Dental Dysplasias, Trauma, and Resection for Benign Disease. When these patients cannot be restored to adequate function using conventional prosthodontic techniques, our committee reviews individual patient records to decide whether the patient may qualify for implant-supported prostheses. If approved, the cost of the implant(s) is then covered by the Provincial Government.

Of note, Dr. Howard Cross, who is the current Director of the Cleft, Dysplasia and Craniofacial Program, will be leaving this government-funded position as of the end of February, 2022. At present, there has been no response from the Government of Manitoba regarding plans for another director moving forward. It remains unknown whether this committee will continue to function as it has been doing beyond the end of February, 2022.

Dr. Catherine Dale,
CHAIR



ECONOMICS COMMITTEE REPORT

The Manitoba Dental Association Economics Committee serves several functions. Through 2021 the Committee generated a Suggested Fee Guide for our members, engaged in surveys to acquire data to aid in the fee guide production, continued to participate in special 'Return to Practice' surveys to assess the vitality of dental practice in Manitoba, 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 2022 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. As one might imagine, this data was (and continues to be) highly volatile.

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. In 2021, attempting to predict economic recovery from the pandemic for Manitoba (and Canada at large), continued to be extremely challenging.

The following table outlines some of the actual data points (compared to 2022 data projections) that were used to propose our fee increase for the upcoming year. This table compares actual data for 2019, 2020 and 2021 against those forecast for 2022.

“The production of the Manitoba Dental Association Suggested Fee Guides for 2022 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.”

	2019		2020			2021			2022		
	RBC	BMO	RBC	BMO	CONF BD	RBC	BMO	CONF BD	RBC	BMO	CONF BD
Real GDP Growth	0.6	0.6	-4.8	-4.8	-5.3	4.8	4.2	5.7	3.7	4.0	4.3
Employment Growth	1.0	1.0	-3.7	-3.7	-3.7	4.1	3.7	3.8	1.6	2.7	1.7
Unemployment Rate	5.3	5.4	8.0	8.1	8.1	6.8	7.0	6.9	5.9	5.9	6.1
Housing Starts	6.9	7.0	7.3	7.3		8.1	8.0		7.1	6.7	
Consumer Price Index	2.3	2.3	0.5	0.5	0.5	2.8	2.9	3.0	2.5	2.4	2.5
Household Disposable Income					12.5			-2.0			-1.7

From the above table, projections for most economic indicators for 2022 are quite positive for Manitoba's continued economic recovery. Unemployment rates are projected to continue to drop, housing starts are expected to be consistent with past years, GDP is strong, and employment growth is projected to be quite positive. Manitoba's population, as always, is projected to continue slow, steady growth. (These projections are subject to greater-than-usual volatility.)

Over the previous 3 years, Manitoba has ranked either number one or two in overall weighted fee increases as compared to the other provinces across Canada. For 2022, the overall across-the-board Suggested Fee Guide increase is 5.79% – an increase just slightly above the national average increase for 2022. In suggesting this fee increase, the MDA Economics Committee considered factors such as increased pandemic related operational costs (ongoing PPE requirements, extra operator turn-around time, decreased patient flow, increased staff & wages costs), incoming new infection prevention control protocols (independent of COVID-19), the continuing affordability of dentistry for Manitobans, the ongoing sustainability of insurance plans, 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. Les Rykiss, Dr. Kristie Maslow, Dr. Julie Oryniak, Dr. Dave Stackiw, 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.

Respectfully submitted,

Dr. Jeffrey Hein
CHAIR



MDA MENTORSHIP BOARD REPORT

As you are aware, we are deep into the second year of the Pandemic and while we had hoped a bit in the Fall, in person sessions were not to be and are not planned for the balance of this year. Thankfully, Rafi, Greg, Ian and the eminently capable staff at the MDA have once again enabled a strong program for the 2021-22 year. Many thanks to mentors that have picked up the slack and continue to avail themselves, communicate and dialogue with their students. We thank both mentors and students for being up to the task.

Drs. Fedorowich and Rohan continued to work with the administrative staff of the College of Dentistry and Dr. John Perry, Associate Dean Academics to outline a calendar for 2021-2022 with dates that do not conflict with exams and student commitments.

In lieu of the Graduation dinner held by the MDA, we sent our heartiest congratulations and best wishes to the Graduating Class of 2021 with MDA Mentorship Graduating Gift boxes which were given to each graduate. The gift boxes contained signed cards from MDA President, Dr. Chris Cottick, MDA co-chairs Drs. Rohan and Fedorowich. Fitted clinic jackets and scrub hats emblazoned with graduates' name and MDA logo and Cross Pen set.

The academic year 2021-2022 started with a Welcome to the Profession and introduction to the MDA Mentorship Program to the internationally trained dentists in the IDDP program. This session was conducted over Zoom to the 7 IDDP students.

The focus of the Mentorship program is to recruit dentists from all over Manitoba who are outstanding clinicians, committed to the profession and dedicated to encourage and support students for the 4 years of their schooling and as they transition into the profession. Mentors were sought from the MDA registry and roster and approved by the MDA board.

MDA Mentorship Fall Session 2021

The D1 & D2 Fall Session was held on Sept 16, 2021 in two separate Zoom sessions. Given our traditional D1 "speed-dating"

session could not be held in person, the students from the Class of 2025 were pre-assigned to the 16 mentors with the eminently qualified Dr. Susan Tsang taking on the position and challenge of Lead Mentor. For the D1's, Dr. Dieter Schönwetter conducted the Introduction to Mentorship, outlining the terms, requirements and value of a successful mentorship relationship. The D2s had a successful session with Dr. Jerry Baluta and Dr. Huma Rohan having a talk on: An Introduction to Patient Management. Subsequently, students were assigned to breakout rooms with their mentors.

The D3 & D4 Fall Session was held on Oct 21, 2021 in two separate Zoom sessions. D3 session: "Applying for Specialty" with Dr. Rodrigo Cunha; Dr. Hoda Hosseini; Dr. Kevin Vint once again hosting an interesting and informative session. D4 Session double lecture session of "Employment opportunities in Dentistry, is associateship my only option" by Dr. David Kindrat: "Questions to Ask When Interviewing a Practice Owner & Gems from a Dental Office Manager" by Mr. Johan Schalkwyk. This was an interesting session as Dr. Kindrat once again did a fabulous job and Mr. Schalkwyk's many years of experience gave an interesting and well received spin on the subject.

Of note there was an informal talk to the D4's regarding etiquette towards co-workers. This was at the request of the MDAA with that organization making a request to the MDA.

MDA Mentorship Winter Session 2022

The Winter Mentorship session held on January 20, 2022 for D1, D2, D3 and D4s. This was a challenging session as for the first time, there were four different presentations, all on the same night. The reason for the change was based on the Chairs desire to standardize to some degree the sequencing of lectures. While there are a few lectures that work well for all years, unfortunately, in order not to repeat a lecture, once presented to all years, it cannot be presented for another 4 years.

The 4 sessions were:

- D1: Managing Finances in Dental School - Dr. Daron Baxter & Dr. Murad Zaman
- D2: Rural Dentistry - Dr. Ed Agnew & Dr. Joe Thiessen
- D3: Social Media & Dentistry - Dr. Sunny Virdi
- D4: The World of Peer Review - Dr. Ron Tough & Dr. Murray White

These were very successful sessions with some new topics and new speakers. Not that we have any desire to discard some of our wonderful previous speakers, but perhaps give them a break!

MDA Mentorship Spring Session 2022

The Spring sessions will be held for the D1/D2 classes on March 10th and the D3/D4 session on March 17th. Our planned presentations and topics for discussion are:

March 10

- D1- A Retrospective take "If I Could Do Dental School Again!": D4 students
- D2- Real World Ethical Dilemmas: Dr. Murray White and Dr. Ron Tough

March 17

- D3- Do's and Don'ts of Dentistry: Dr. Pat Kmet
- D4- Marketing yourself and development for the thriving associate: Dr. Joel Antel & Introduction to:
 - The Winnipeg Dental Society
 - The General Practice Study Club
 - The Student and New Dentist Affairs Committee

Highlights of MDA Mentorship 2021-2022

There was a good mix of returning Mentors and new Mentors for the Class of 2025.

All mentors receive updated class photos of their students.

Continuation of longer post session discussion times with mentors. Some tried and true as well as new lecture topics were chosen that would be applicable and interesting to students.

MDA Mentorship program recognizes its pivotal role in connecting graduating students with continuing educational and supportive resources after graduating. In the final mentorship session for D4; the Winnipeg Dental Society, The General Practice Study Club and The Student and New Dentist Affairs Committee is planned.

The recruiting of new mentors is a highly anticipated and exciting part of the MDA mentorship program. Co-chairs continue to introduce mentors from a wide diversity of clinic skills, specialities, research, academic, ethnic and experience backgrounds. Lead mentors were given greater responsibilities of

hosting the mentorship sessions and introducing guest speakers. We pride ourselves on reaching out to dentists in the province as well as those who have expressed interest in becoming mentors. This way we continue to breathe life into the program and keep it current.

A Successful Winter Session offering different lectures to the D1, D2, D3 and D4 classes. Many thanks to the MDA staff for enabling what was no doubt a challenging endeavour.

The "Live Exit Interview" with discussion panel from the outgoing 4 D4 students to the current D1's was a hit last year, and we plan to do it again. Last year's was a retrospective take on how to maximize the experience of dental school; manage the challenges of balancing clinical and academic requirements.

We are now into year 2 of this pandemic. In the past all our sessions were centred around connecting, we shared a hot meal together and joined in communal learning at our sessions. The inevitable isolation of video conferencing has indeed been a challenge. We are truly thankful to our mentors that have been up to the challenge and have found ways to stay in communication with their mentees. We recognize the challenges of relationship building when person to person interactions are reduced.

Our milestone formal celebration: Welcome to the Profession was not held; and the Grad Dinner will not held once again this year. This has been a disappointment as this formal introduction to the profession and farewell to dental school book ended this program exceedingly well.

As we look back on this year, despite the disadvantages of not being able to physically connect with each other, the MDA Mentorship program has not missed a beat and continues to encourage, inspire and support mentors and mentees in the province.

We are both indebted to the incredible support and camaraderie from the MDA Board, the Lead mentors, the presenters, the Associate Dean of Academics and the administrative staff at the College who make it all possible. Mr. Greg Guenther has navigated the program, troubleshooting and coordinating the sessions with Mr. Ian Willmer – for that we are most grateful.

We are now in the process of finding vice-chairs to be with us until the end of the 2023 year at which time we will be stepping down as per the well organized and structured MDA process. Until then, as Co-chairs, we continue to streamline and fine-tune the mechanics of the program.

We hope to continue to serve with the best of our abilities and inspire.

Upwards and Onwards,

Dr. Craig Fedorowich and Dr. Huma Rohan
CO-CHAIRS



GOVERNANCE AND NOMINATION COMMITTEE REPORT

The Manitoba Dental Association committees and working groups are essential in the performance of the two major functions of the Association : 1. Regulation the profession in the public interest and 2. Provision of membership services to maintain the public trust and guidance to members. Charged by the Board, the committees perform their functions based on each committee's terms of reference.

The Governance and Nomination Committee (GNC) acts as the nominating committee of the MDA Board for the purpose of making

MDA COMMITTEES & CHAIRS

Executive Committee

MDA President - Dr. Tom Colina

Governance & Nominating Committee

MDA Vice President – Dr. Scott Leckie

Pharmacological Behaviour Management Committee

Dr. Tony Krawat

Botulinum Toxin Committee

Dr. Ken Shek

Scope of Practice & Delegation of Duties Committee

Dr. Patrick Mao

Annual Meeting Committee

Dr. Hala Salama

Communications Committee

Dr. Richard Santos

Economics Committee

Dr. Jeffrey Hein

Peer Review Committee

Dr. Murray White

Office Assessment Committee

Dr. Erik Kristof

Member Marketing Committee

Dr. Bernie Majewski

Infection Protection and Control Committee

Dr. Mike Sullivan

General Practice Study Club

Dr. Kelly Regula & Dr. Lori Simoens

recommendations to the MDA Board and other nominating bodies for the appointment of chairs, vice chairs, committee/working group/task force members and representatives to provincial, national and international organizations.

The MDA is fortunate to have significant engagement by it's members in committee work. The GNC is active throughout the year to ensure the MDA committees vacancies are filled efficiently to ensure the effective operations of committees. The Committees and working groups and their respective Chairs are highlighted in this report.

Dental Care for Residents of Long-Term Care Facilities

Dr. Phil Poon

Mentorship Committee

Dr. Craig Fedorowich & Dr. Huma Rohan

Specialists Committee

Dr. Jack Lipkin

Students and New Dentists Affairs Committee

Dr. Michael Porco & Dr. Jackie Samborski

Wellness Program Committee

Vacant

MDA AD-HOC/TASK FORCE/WORKING GROUP

Business Arrangement investigation Task Force

Dr. Tom Swanlund

Access to Dental Care in Remote and Northern Communities Task Force

Dr. Marc Mollot

Registration and Licensing Bylaw Review Ad Hoc Committee

Dr. Tony Krawat

Ethics Committee Bylaw Review

Dr. Peter Kowal

Pandemic Task Force

Dr. Marc Mollot

To assist incoming committee members and provide a solid understanding of the MDA committee functioning, the GNC has contributed to the development of the MDA Committee Member and Chair Orientation Guide.

The MDA is extremely fortunate to have so many dedicated volunteers thriving on committees and assisting with the development of bylaws, protocols, standards, and fulfilling research projects. For the Manitoba dentists and dental assistants that feel that they want to be involved, there is an opportunity to indicate so in the upcoming MDA Volunteer Survey.

Dr. Tom Colina
CHAIR



SPECIALISTS COMMITTEE REPORT

In April 2020, the MDA was faced with having to make decisions on specialty licensure, as this was coming up at the national level. After many meetings and discussions, it was decided, voted on and passed, that specialists wanting to register in Manitoba could have either an NDSE certificate, or an RCDC certificate (designation). It is important to note that Manitoba is an outlier in this regard, as other provinces have chosen to bypass the RCDC and rely on the NDSE (NDEB) examination as a pathway to licensure. Politics prevailed in other jurisdictions, but Manitoba specialists believed that until the NDSE exam had some 'years and data' under its belt, we would allow for both examinations towards specialty licensure to be acceptable. This is still in a state of flux in 2021-2022, as it is believed that the NDSE has, or is seriously considering, abstaining from running the specialist exams and turning it over to the RCDC.

There are three other issues of major concern for Manitoba specialists.

The issue of most importance has to do with the makeup of the Peer Review Committee. Based on our bylaws, a specialist brought before the peer review committee would not necessarily have a specialist of the same discipline, sitting on the committee adjudicating the complaint. In fact, the committee is not obligated to ask any specialist to sit on the committee for any particular complaint. The specialists of Manitoba believe this bylaw needs to

be changed which would address the importance of fairness and accountability. Presentations were made to the MDA and the Blue Ribbon committee of the MDA. Currently, the MDA is reviewing all of the material before it, with regards to this matter. The Blue Ribbon has met and we are awaiting their report.

The next two issues go hand in hand as they deal with scope of practice and the forfeiture of a specialist's general practice license once a specialist's license is granted. Defining a specialist's scope of practice is an extremely complex, multifactorial problem and ongoing discussions with the MDA are taking place.

When a dental specialist applies for a license in Manitoba to practice that specialty, that dentist must forfeit their general practice license. This regulation has been on the books for well over five decades, and Manitoba is an outlier in this regard as almost every province (exceptions are New Brunswick and Quebec) has informed us that a specialist who has the qualifications to practice as a GP (NDEB exam and licensure) may also obtain their GP license. This issue also involves Academic licensure as well. Discussions and meetings are ongoing and we await final reports from the MDA board regarding these issues. Respectfully submitted,

Dr. Jack Lipkin
CHAIR

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