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## MDDS: Future Forward

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# MDDS: Future Forward

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In much of this issue, we've been focusing on the MDDS's past and how we got to where we are today. It's important to know our history and to honor those who built MDDS into the strong and vibrant community we all know now. However, it's equally important to talk about the future and where we're going in organized dentistry.

The ADA is currently engaging in a major technology upgrade that will greatly enhance how we are able to communicate and provide services to members. Together with all state and local dental associations, we are implementing a new Association Management System (AMS) from Salesforce and Fonteva. This system will allow us to offer members a customized experience curated to their needs and interests. It will help us develop member benefits to solve the most pressing challenges faced by dentists today.

Along with the AMS, MDDS will have access to a new Learning Management System (LMS), Maple. Through Maple, we will be able to offer virtual continuing education and create a library of courses for members. We began creating content with our infection control webinar series this spring.

MDDS is in the second year of our Strategic Plan and great progress has been made so far with more to come. We modernized the look of the Rocky Mountain Dental Convention (RMDC) with a new logo and graphics we used to refresh the website. If you came to RMDC 2024, you experienced a revitalized and rejuvenated Expo Hall. We added new features and enhanced others to meet the diverse needs of members and their teams. We had an Educational Pavilion, a Podcast Pavilion, a Posture Pavilion, a Team Lounge and a Speed Scan Smackdown. MDDS partnered with the ADA and CDA on a wellness area. Helping attendees focus on their well-being and on creating a balance between their work and personal lives in an increasingly complex and challenging environment is an important part of what we know our members need. As part of finding balance,

we made sure to "bring the fun" to RMDC 2024 with new receptions in the Expo Hall, giveaways (I'm wearing my RMDC socks right now) and a pumped-up glow party on Friday night. The committees and team are already hard at work on continuing the evolution of RMDC for 2025.

The nature of associations is changing and MDDS is listening and working with both members and non-members to ensure we're providing the benefits, events, education and networking today's dentists want and need to enhance their professional and personal lives. We'll be engaging a focus group this Fall with the CDA to gain an improved understanding of how we can serve the dental community better.

The MDDS Leadership Council is taking a deep dive into leadership development and increasing member engagement with MDDS. The Council wants to provide meaningful opportunities for members to contribute their expertise. They are looking at the possibility of short-term, project-based ways members can impact the future of MDDS and the dental profession.

MDDS is always striving to provide a path for local dentists to support each other with fun networking, stellar education and community involvement. The world is changing and sometimes very quickly. MDDS is here to help members navigate that change together. Dr. Bryan Savage, our Treasurer, recently spoke to a group of CU dental students soon to join the dental profession. He encouraged them to be part of organized dentistry as he's discovered the power of working together and come to depend on the support provided by his MDDS colleagues. Members can accomplish so much more rowing the boat in the same direction. If you have ideas of what direction we should point the MDDS boat to make a brighter future for all, we welcome that input. Please reach out to me by emailing [director@mddsdentist.com](mailto:director@mddsdentist.com) or calling (303) 488-9700 to share your ideas and shape your Society for the future.

## ABOUT THE AUTHOR

*Shelly Fava, MS, CMP, CAE is the Executive Director of the Metro Denver Dental Society (MDDS). Prior to assuming the position in 2018, she served in multiple roles at the Society including Director of Convention & Events. When she isn't serving the needs of the MDDS team or its members, she practices Tae Kwon Do and enjoys spending time with her husband, teenage son and their dog, Critter.*