# 2021 – 2023 STRATEGIC PLAN

**VISION:** Dental hygienists are integrated into the healthcare delivery system as essential primary care providers.

**MISSION:** Advance our profession and support our members’ success in order to improve oral and overall health.

## GOALS

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<th>Objective</th>
<th>Goals</th>
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| **Advance the role of and opportunities for affiliated practice dental hygienists (APDH) as direct access providers** | - Increase number of hygienists with active AP agreements by 10% annually.  
- Engage community health centers to educate them on the benefits of employing APDHs by the end of 2023.  
- By 2023, initiate efforts to persuade commercial insurance companies to recognize, credential, and reimburse APDHs.  
- Each year, provide at least one continuing education course or workshop on one or more of the following:  
  - Interprofessional collaborative practice.  
  - New or future careers paths for dental hygienists.  
  - Topics appropriate for non-dental professionals in order to promote interdisciplinary education.  
  - Educate Hygienists on Dental Therapy and the possible employment opportunities.  
  - Silver Diamine Fluoride (SDF).  
- Hold Virtual or In-Person Hot Topics discussions on a biannual basis. |
| **Help prepare AZ dental hygienists for an evolving scope of practice and settings** | - Establish at least one new strategic partnership each year. |
| **Build alliances with strategic partners** | - Identify and support at least one candidate for positions on the Board of Dental Examiners as they become available.  
- Continue legislative efforts to expand the scope of dental hygiene practice in the state. |
| **Expand the role of dental hygienists in regulating our profession** | - Maintain and/or increase membership numbers of 384.  
- Increase profit from Impact Conference by 100% by 2022.  
- Identify at least one substantial additional non-dues revenue stream by December, 2023.  
- Develop a leadership pipeline by the 2022 General Assembly.  
- Evaluate the effectiveness of our current governance structure by July, 2023.  
- Establish functioning components via quarterly continuing education offerings to increase revenue and leadership pipeline.  
- Create a fundraising committee or foundation to raise funds for advocacy efforts. |
| **Strengthen AzDHA’s infrastructure to ensure we have all the resources necessary to carry out our mission** | - By 2023, initiate efforts to persuade commercial insurance companies to recognize, credential, and reimburse APDHs.  
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