

ODA Rewards Program

Lower Practice Expenses

Lower Association Dues

The cost of practicing dentistry goes up every day mainly due to the price of supplies and new technology, but thanks to the ODA Rewards Program our dues have remained constant for several years. Not only that, but if you use the Rewards Program to purchase endorsed products, you can also lower your practice expenses.

In 2017, the ODA received more than \$140,000 in non-dues related income because our members used products and services that had been evaluated and endorsed by the ODA, saving each member the equivalent of \$133 in membership dues!

The ODA Rewards Program seeks to endorse companies with a broad-based appeal to its members and their staffs. It is comprised of products and services that provide you with real savings (both professional and personal) – such as office services, insurance, financial services and travel. Every partnership is evaluated on an individual basis and compared to similar industries available to us as practicing dentists. The companies chosen by the ODA Board of Trustees are thoroughly researched, and must meet a list of criteria before being selected as an ODA Rewards Partner, including being available to our membership statewide. The Board's Standing Committee on ODA Rewards Partners compares each company's proposal to a minimum of two of their biggest competitors before ultimately referring the company to the full Board, which makes the final decision to name and endorse an "ODA Rewards Partner." Each relationship is re-evaluated twice a year. New companies are added and less effective ones are removed.

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This program is the ultimate WIN-WIN-WIN relationship: a win for the company, a win for the ODA and, most importantly, a win for you, the ODA member!

Last year the Awards Committee began a great collaboration by partnering with the OU College of Dentistry. In keeping with the theme of inclusiveness in our dental family, our committee now also includes one representative each from the Oklahoma Dental Hygienists' Association and the Oklahoma County Dental Assistants Society. These new members have already contributed ideas from the staff perspective, which are invaluable when making important decisions for you.

For this issue of the *ODA Journal*, we are once again spotlighting all of the Partners in our Rewards Program. We feel it is vital that our members know and trust the companies we ultimately endorse and promote, and we encourage you to take advantage of the great members-only savings these Partners have to offer us. Please take a moment to review them all and then pass this information on to your staff responsible for ordering products, as well as to your family who might take advantage of the personal services offered.



Mary E. Martin, DDS

Beginning on page 39 you will have the opportunity to learn about our Rewards Partners and what they offer. We are confident in our promotion of each one and we hope you will take advantage of the great opportunity to work with them to save both you and your practice money.

If you have any questions or observations about any of our ODA Rewards Partners, we want to know that also. Contact Cerissa Frazier at cfrazier@okda.org or any of the members of our Rewards Committee:

Dr. Douglas Auld
Dr. David Birdwell
Dr. Beth Bohanon
Dr. Matt Bridges
Dr. Seth M. Evetts
Dr. Shannon Griffin
Dr. Edward Harroz III
Dr. Krista Jones
Dr. Malori Mills
Dr. Paul Mullasseril
Dr. Dan Wilguess
Staci Wekenborg, RDH
Amy Warren, DA

Sincerely,
Dr. Mary E. Martin
Chair, ODA Standing Committee on ODA
Rewards Partners