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How CDA Helps Newfoundland and Labrador Dentists

The Canadian Dental Association (CDA) helps dentists in Newfoundland and Labrador in three principal areas: Advocacy, Practice Support and Knowledge. Over the years, CDA has been extremely effective in all three domains.

On the **Advocacy** front, CDA has worked closely with the NLDA on several key public policy issues including federal tax proposals that had potentially crippling ramifications for the profession. Dentistry has been especially active and successful on the following issues:

► Taxation of Health and Dental Benefits

Given the impact that taxing people's health and dental benefits would have on Canadians and the delivery of health services, CDA has coordinated a national grass-roots advocacy campaign, in collaboration with the NLDA and other provincial dental associations, and organized strategic alliances with various stakeholder groups to persuade the federal government to not impose taxes on these benefits. The advocacy campaign was successful, and the Prime Minister of Canada rose in the House of Commons in 2017 to indicate that there would be no taxation of health and dental benefits.

► Tax Planning Using Private Corporations

Given the major impact that the federal government's tax proposals on Canadian-controlled private corporations

(CCPC) would have on Canadian dentists, CDA, in collaboration with the NLDA and other provincial dental associations, took an active role in designing and implementing an advocacy strategy to oppose such tax measures. CDA played a support role in the organization of a national alliance of stakeholders who were united against these CCPC proposals. This coordinated advocacy campaign was successful as the federal government withdrew its plans related to capital gains and modified its proposals on passive investments and further clarified its policy on income sprinkling. In its 2018 Budget, the federal government made further modifications to its proposed tax measures that went a long way in addressing many of dentistry's concerns.

► Non-Insured Health Benefits Program (NIHB)

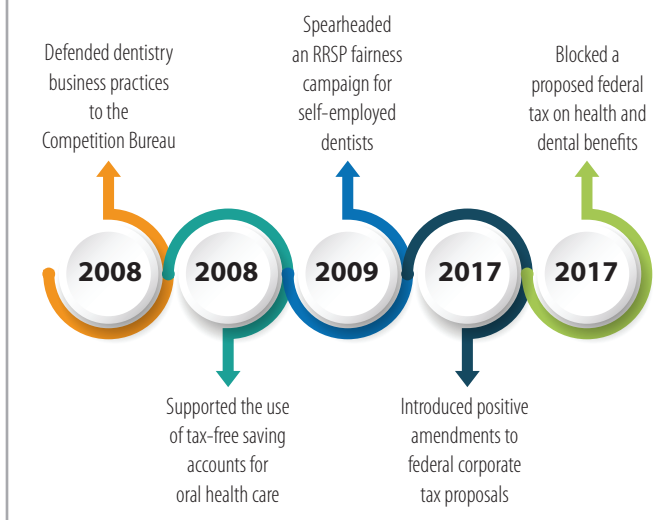
CDA has worked with Health Canada to develop a simplified Provider Guide to assist dentists participating in the NIHB program. This guide continues to be updated on a regular basis.

In recent years, Health Canada has shown a willingness to explore adjustments to existing policies. Most recently, the



CDA Advocacy Successes: A Timeline

Over the years, CDA has taken a leadership role in managing several business, finance and taxation issues that directly affect the financial success of a dental practice. These include:



NIHB initiated a nationwide eight-year partial denture trial project, to assess the merits, feasibility and appropriateness of a streamlined predetermination submission process. This follows the endodontic trial project, which was a success and has resulted in that streamlined predetermination process becoming the permanent policy.

The First Nations Inuit Health Branch under the leadership of its new federal minister Jane Philpott, will be investing in preventative care in the coming years, as Minister Philpott considers this a top priority. This will likely result in a tripling of the budget for the Children's Oral Health Initiative (COHI) in the next two years.



(L. to r.) Dr. Mitch Taillon, CDA president; the Honourable Jane Philpott, Minister of Indigenous Services; Dr. Alexander Mutchmor, CDA president-elect.

▶ Media Relations

As part of its advocacy efforts, CDA handles several urgent and ongoing media inquiries on topics ranging from the need for universal dental care and the scope of mid-level providers to family violence, access to care, flossing and grinding.

▶ Access to Care

CDA is active in making representation to government on a number of access to care issues such as oral health care for people with special health needs; indigenous children's oral health; seniors and refugees.

On the **Practice Support** front, CDA has developed several tools to support dentists and facilitate the workflow in their offices. These resources include:

▶ CDAnet and ITRANS

CDAnet continues to be an enduring success of CDA and its Corporate Members for over 25 years now. More recently, the ITRANS Claims Service has led the way and set the standard for the secure transmission of dental benefit claims on the Internet. CDA is currently finalizing negotiations with insurance claims processors for a long-term continuation of the CDAnet service, ensuring that dentists will benefit from real-time claims processing, at no additional cost, for years to come. The ITRANS Claims Service is undergoing a significant update which will be launched later in 2018 as "ITRANS 2.0." This updated version will enhance the ITRANS services and provide opportunities for the automation of some routine insurance-related tasks.

▶ CDA Secure Send

CDA Secure Send is a new member service providing an easy, simple-to-use system that allows dentists to exchange patient documents and referrals in a secure fashion. CDA Secure Send meets the legal obligation to safeguard the confidentiality of patient data when sending patient information (such as X-rays) electronically. Connected to CDA's directory of dentists, senders can search for dentists by name, specialty, or location. It's as simple and as quick as sending an email.

On the **Knowledge** front, CDA has been on the leading edge of highlighting key issues and challenges facing the profession. Some of these knowledge activities include:

▶ CDA Oasis and CDA Essentials

CDA Essentials magazine, the CDA Oasis Discussions website and app, and the CDA Oasis Bulletin email newsletter all combine to form a modern dental news outlet designed to keep Canadian dentists informed about matters important to their professional success. This "dental news hub" helps to facilitate the exchange of pertinent, accurate, concise and timely information related to the dental profession through a range of user-friendly platforms—all designed to reach dentists where they want to be reached.

Priority for content selection for CDA Essentials/Oasis Discussions is determined through consultation with dentists, association/organization leaders, industry representatives and dental team members. CDA initiates such discussions, but the involvement and perspectives of general practitioner Canadian dentists in these conversations is crucial to its success.