Profile for Position of Director, Council on Access, Prevention and Interprofessional Relations (CAPIR)

December 2012

This profile provides information about the American Dental Association (ADA) and the position of Director of the Council on Access, Prevention and Interprofessional Relations (CAPIR). The profile is designed to assist individuals in assessing their interest in and qualifications for the position.

The search for the Director of CAPIR for the ADA is being conducted by Association Strategies, Inc., 1111 North Fairfax Street, Alexandria, VA 22314. Applicants must submit a cover letter and resume to Association Strategies, Inc., at www.assnstrategies.com. To learn more about the ADA, go to www.ada.org.
Position Profile

Director, Council on Access, Prevention and Interprofessional Relations (CAPIR)

Profile Methodology
The profile for the position of Director of CAPIR for the American Dental Association (ADA) was developed using organizational data and discussions with key stakeholders and staff. This profile will provide information about the organization and will identify the skills, knowledge, experience, competencies and qualities required and desired in a Director.

About the Organization
The ADA is the national dental society that serves more than 157,000 dentist members and the dental profession in the United States. Founded in 1859, it is the oldest and largest dental society in the world. Headquartered in Chicago, Illinois, with a Government/Public Affairs office in Washington, D.C., the ADA is dedicated to promoting the public’s health through initiatives in research, education, advocacy, public awareness and the development of standards. The ADA advocates for national policies to improve oral, dental and craniofacial health through research, research training and the dissemination of health information. The Director of CAPIR will be based in the Chicago office and will report to the Senior Vice President, Government and Public Affairs, in the Washington, D.C. office.

The Director is responsible for managing and overseeing all activities of CAPIR and its access initiatives. CAPIR’s main purposes are to:

- Broaden the scope of oral health within the total healthcare system;
- Promote preventive dentistry as a cornerstone of oral health;
- Facilitate collaboration and promote dialogue between the ADA and a broad array of communities of interest;
- Assist ADA members in positioning themselves as community leaders on issues related to oral health and the relationship between dentistry and medicine; and
- Serve as an advocacy leader for the ADA and external stakeholders in the areas of interprofessional relations, the prevention of oral disease, and access to care.

Programs, Services and Resources
Among the ADA’s key programs, services and resources are the following:
1. The ADA Foundation is the charitable arm of the ADA and provides grants for dental research, education, scholarships, access to care and charitable assistance programs.
2. The Division of Global Affairs is the Association’s liaison in the multi-national exchange of knowledge and experience in oral healthcare matters, improving the quality of health care worldwide, and linking dental professionals to events, organizations and activities around the world.
3. The ADA Seal Program includes more than 300 oral healthcare products that carry the ADA Seal of Acceptance, universally recognized by consumers as a symbol of safety and effectiveness.
4. ADA Business Resources include products and services to assist dentists in managing the business side of their practices more smoothly and efficiently.
5. MouthHealthy.org is the ADA’s new website designed specifically for consumers, with information they need to maintain oral health care.
6. Science and research activities and initiatives support the ADA’s influence in the direction and scope of dental science and research. Through rigorous scientific inquiry and knowledge sharing, the ADA supports advancements in dental research and international standards. The ADA maintains a state-of-the-art research facility, the Research Institute.
7. The Evidence-Based Dentistry (EBD) website is a practical resource for scientific evidence that provides tools and resources to support clinical decision-making.
8. The Journal of the American Dental Association (JADA) is the gold standard of dental scholarly journals and provides insider updates. ADA News provides insider updates, and the quarterly ADA Professional Product Review is an indispensable resource for unbiased analysis of top dental products.
9. The ADA Standards Administration Department is the American standards body for dental materials, products and the emerging field of dental informatics.

Structure, Governance and Staff
The ADA is managed by a 21-member Board of Trustees (the administrative body) and a 473-member House of Delegates (the legislative body), which represents 53 constituent societies, five federal dental services and the American Student Dental Association. Under the direction of the ADA Chief Executive Officer, a professional staff of 450 (including 35 in the Washington, D.C. office) administers the programs, services and activities of the organization within an annual operating budget of approximately $115 million. The staff supports the work of 11 councils and two commissions: The Commission on Dental Accreditation, which is recognized by the U.S. Department of Education as the national accrediting body for dental, advanced dental and allied dental education programs in the United States; and the Joint Commission on
National Dental Examinations, which is responsible for the development and administration of the National Board Dental Examinations.

Organizational Culture
The mission of the ADA staff is to serve as dedicated partners contributing their knowledge, experience and expertise to support the dental profession and the people it serves. The ADA culture is described by stakeholders as one where expectations and performance are high, and one that is based on trust and mutual respect; facilitates opportunities for staff to learn and grow; provides the necessary tools and information; treats people fairly; rewards contributions; and applauds innovation and reasonable risk-taking.

Core staff precepts include the following:
- Members are the purpose of our work. We are all part of the same team, working for the same goals.
- We take personal responsibility to ensure that all members, potential members, co-workers, and others we serve receive a timely, accurate, and courteous response to their needs.
- We take pride in our work.
- Attitudes are contagious.
- We thrive in a supportive organization.

CAPIR Director Position

General Responsibilities: In consultation with and reporting to the Senior Vice President of Government and Public Affairs, the Director of CAPIR is responsible for providing leadership, vision, management and coordination of ADA activities in the areas of:
1. Access to dental care, community oral health infrastructure and capacity;
2. Fluoridation and oral health literacy, and understanding of preventive health activities;
3. Interprofessional relations;
4. Geriatric oral health;
5. Dental public health and community outreach/cultural competency;
6. Broadening the scope of oral health within the total healthcare system;
7. Promoting preventive dentistry as a cornerstone of oral health and advancing the delivery of oral health to the public;
8. Providing expertise on access to dental care issues and promoting dental disease prevention and health;
9. Increasing the familiarity of ADA constituencies with the integral role of dental public health within organized dentistry;
10. Integrating advocacy for the public with advocacy for the profession; and
11. The overall development and coordination of CAPIR’s access initiatives, which include:
   a. Increasing access to oral health services within long-term care facilities and to the Medicaid-eligible;
   b. Reducing inappropriate use of the emergency department for dental services;
   c. Increasing legislators’ awareness of the *Give Kids a Smile* program; and
   d. Increasing the percentage of the public having access to community water fluoridation.

*Specific Functions:* The specific functions of the Director of CAPIR include the following:

1. Direct the management and coordination of all CAPIR activities, including planning, preparation and follow-through activities;
2. Inspire, motivate, mentor, coach and supervise the activities of the CAPIR staff;
3. Research and develop special projects as identified by the Senior Vice President of Government and Public Affairs;
4. Represent the ADA in public forums and prepare presentations for delivery by the Director and Senior Vice President;
5. Develop strategies in consultation with the Senior Vice President and other key ADA staff to promote access to dental care and advance the delivery of oral health care to the public;
6. Lead and manage the activities associated with the duties of CAPIR’s standing subcommittees and ad hoc committees;
7. Participate in inter-agency activities;
8. Manage activities related to implementation of CAPIR’s strategic plan and strategic discussions;
9. Develop reports, monitor activities and identify measuring outcomes (metrics);
10. Conduct dental health policy analysis;
11. Explore collaborative efforts through population-based interventions;
12. Identify grant and funding sources and oversee grant and manuscript writing as necessary; and
13. Synthesize information and studies on access to dental care for purpose of appropriately developing and refining the ADA’s policies and contributions in this area.

*Minimum Position Requirements:* The minimum position requirements include the following:

1. DDS/DMD degree;
2. Minimum of 10 years of experience working extensively with public health issues or healthcare administration;
3. Excellent analytical and planning skills;
4. Excellent oral and written communication skills;
5. Strong staff supervisory experience;
6. Ability to translate ideas into action plans;
7. Ability to motivate staff and volunteers to action, setting strong vision for what is possible;
8. Knowledge about access to care issues; and
9. Policy analysis, qualitative and quantitative data analysis and strategic planning skills.

**Highly Desirable Qualifications:** In addition to the minimum requirements, these qualifications are considered highly desirable and important to the success of the Director:
1. Master’s in Public Health;
2. Knowledge of public health principles;
3. Knowledge of hospital accreditation process; and
4. Familiarity with public health organizations and dental public health core competencies.

**Personal Traits and Characteristics:** The successful candidate will possess the following personal traits, characteristics and abilities:
1. Build strong relationships with stakeholders and related organizations;
2. Possess high energy and a “can-do” attitude;
3. Motivate and persuade others to appropriate courses of action;
4. Meet critical deadlines in advancing CAPIR’s Access Initiatives and overall activities;
5. Possess a strong service-oriented outlook and commitment to teamwork;
6. Communicate clearly, persuasively and effectively in individual, small-group and public settings;
7. Think and act strategically;
8. Strong interpersonal skills and ability to collaborate and interact effectively with diverse groups of people (including dental professionals within and external to the ADA, leaders of medical professions, policy makers, regulators, legislators, educators and funders);
9. Work effectively within the ADA structure and across departments;
10. Make timely and effective decisions to advance CAPIR’s access initiatives;
11. Identify and overcome challenges and obstacles to achieve results;
12. Focus on team coordination, integration and facilitation across organizational initiatives;
13. Work collaboratively -- internally and externally -- to create and effectively verbalize common purpose, goals, objectives and integrated strategies;
14. Establish and communicate clear performance standards and expectations;
15. Organize and execute major projects to successful conclusion in a timely manner; and
16. Coach, empower, motivate, delegate responsibility and provide timely feedback to professional staff.

**Key External Relations**: In addition to working with CAPIR volunteers, members and staff, the House of Delegates and the Board of Trustees, the Director of CAPIR will interact with the following entities:

1. Public communities of interest;
2. American Association of Public Health Dentistry;
3. Association of State and Territorial Dental Directors;
4. American Dental Education Association;
5. American Public Health Association;
6. U.S. National Oral Health Alliance;
7. American Medical Association;
8. American Hospital Association;
9. The Joint Commission;
10. Government agencies; and
11. Hospital personnel and other healthcare professionals.

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