

# *Your Association in Action*

## WSDA's Work to Achieve Our Mission, Enhance Member Value



### **Membership Model Pilot Program (Year 1/3)**

- **A Win for New Member Growth:** We've had **161 more** new members join WSDA from January-October 2025 than we did January-October 2024. *This is a **79% increase** in new members.*
- **A Win for Early Career Retention:** The retention rate of Early Career members (0-5 years out of dental school) who renewed for 2025 is **12% higher** compared to 2024.

*In 2026, we're continuing to decrease the cost of membership!*

### **Non-Dues Revenue through WSDA-Owned Companies, Events & Programs**

WSDA can decrease the cost of membership by developing and increasing non-dues revenue streams.



#### **ComplyBetter | [complybetter.com](https://complybetter.com)**

- Has sold **238 subscriptions** through early October, bringing in **over \$130,000 in revenue**.
- Is expanding to new states in 2026, increasing its expected revenue to the WSDA.



#### **WSDA L&I Advantage (Formerly WSDA Retro) | [wsda.org/advantage](https://wsda.org/advantage)**

- Has over **1,100 participating offices** and has managed **over 1,100 L&I claims** for free for members.
- Has paid out **over \$80,000 in reimbursed employee wages** to WSDA members.
- Will pay **over \$1,000,000 in revenue** to WSDA for 2026.



#### **Washington Dentists' Insurance Agency (WDIA) | [wdiains.com](https://wdiains.com)**

- **Over 880 dentists** have switched to MedPro professional liability through WDIA since 2024.
- **Projected to reach 1,400 professional liability policies by September 2026**, which would return WDIA to being the largest agency for dental professional liability in Washington state.



#### **Pacific Northwest Dental Conference (PNDC) | [wsda.org/pndc](https://wsda.org/pndc)**

- **Welcomed over 4,600 attendees in 2025** — the highest number of attendees since COVID!
- PNDC brought in **over \$1,850,000 in revenue** to WSDA.

*When dentists purchase from WSDA companies, attend WSDA events, and participate in WSDA programs, they directly support the Association's ability to charge less for membership!*

## Advocacy: What's Next for Dental Benefits & Workforce Legislation

### 2025 Dental Benefits Reform Win – SB 5351 Passes Legislature

- **Same-Day Denials (Effective July 27):** Prohibits same-day denials for multiple procedures just because they were performed during a single appointment when they would otherwise be covered.
- **Virtual Credit Cards (Effective July 27):** Restricts insurance companies from requiring dental offices to accept payment through virtual credit cards that carry processing fees.
- **Dental Loss Ratio & Non-Network Reimbursement Fairness (In Progress):** Requires stakeholders to undergo an impartial mediation process on these issues with a report back to the Legislature.

### Next Steps on Dental Benefits

- **DLR & Non-Network Mediation:** Stakeholder mediation has started through the Ruckelshaus Center, with recommendations to be presented to the Legislature for consideration during the 2027 legislative session.
- **Campaign Against Quorum:** We are calling on all WSDA members to **NOT** participate in DDWA annual meetings until the company changes its uniquely uncompetitive non-network reimbursement policy. *This includes not sharing your proxy with DDWA.*
- **2026 Fluoride Varnish Preventive Care Bill:** WSDA intends to introduce legislation in 2026 to prohibit the arbitrary age limit for coverage of fluoride varnishes.

### Ongoing Actions on Workforce Relief

- **2026 Oral Preventive Assistant Bill:** WSDA intends to reintroduce legislation in 2026 that would create an “Oral Preventive Assistant” license that would permit licensees to provide basic preventive care under supervision of a dentist.
- **WSDA-Funded Workforce Study:** WSDA dedicated \$100K to fund a study through the UW Center for Health Workforce Studies to provide strong data in support of our 2026 workforce legislation.

## Membership Enhancements Coming Soon for All Members

- **Wellness Resources:** The new web page [wsda.org/wellness](https://wsda.org/wellness) provides members with information and resources to support their well-being. A future benefit enhancement includes confidential mental health support for WSDA members.
- **Student Loan Resources:** The new web page [wsda.org/studentloans](https://wsda.org/studentloans) provides members with information and resources to support their financial health and loan repayment goals. A future benefit enhancement includes custom student loan repayment consultations for WSDA members.

## WSDA's Mission, Vision & Strategic Priorities

At its June 2025 meeting, the WSDA Board of Directors adopted a new mission, vision, and strategic priorities.

- **Mission:** To be the leader in advocacy and support for dentists pursuing excellence.
- **Vision:** Through our members and partners, we achieve healthy communities and the best dental outcomes for all.
- **Strategic Priorities:** Advocacy, Innovation, Membership, Achieving Our Vision