



MAINE
DENTAL
ASSOCIATION

Preferred Business
Partners Program
Toolkit

2024

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Program Introduction

Maine Dental Association (MDA) established the Preferred Business Partners Program in 2018. The program was designed as a program that gives greater visibility and recognition to top-performing partners who deliver exceptional services for our members. Designed with membership in mind, we are pairing them with companies who can help them provide quality products and services to their business, employee and patients.

Being an MDA Preferred Business Partner is an effective way to market your company's products and services by interacting directly with Maine's dental offices. This program allows you to attract, retain and provides growth opportunities for your organization's most valuable asset, your relationships with Maine dentists.

The landscape in dentistry is always evolving. This is also true of practices, their teams, and their expectations. Staying connected to the current oral health workforce provide you with the edge you need to stay ahead in this industry. We want to partner with you to promote your business while connecting with our membership with business that share our values and purpose.

Guidelines for Proposal for Partnership

Thank you for your interest in becoming a preferred business partner of Maine Dental Association. MDA's PBP program is limited to a select group of companies offering products and services that Maine dentists need to operate a profitable practice. The due diligence performed by the Board and staff of MDA helps reduce hours of research by members -- only companies with outstanding references, reputation and a solid financial background are selected to become MDA Preferred Business Partners.

The following toolkit should be used as a guideline for submitting a completed application to become a preferred business partner of MDA. If accepted, the application along with any corresponding materials provided will become part of your documented partnership agreement between your firm and MDA.

Your completed application will be submitted to MDA staff prior to submission to MDA Board of Directors. Additional information may be required. Review of the application package by the MDA staff or Board does not imply or guarantee acceptance of partnership.

The MDA Board meets five (5) times per year. Applications are reviewed at the meeting following the review of the MDA staff that most closely aligns with MDA Board of Directors agenda and meeting schedule. Should you have any questions about your completed application or the approval process please contact Therese Cahill, Executive Director at tcahill@medental.org or 207-622-7900.

Overview of Preferred Business Partners Application Process

Step 1: Application

- Interested vendor receives guidelines for partnership tool kit and completes application

Step 2: Staff Review

- MDA staff reviews application for consideration of submission to the Board
 - Is this product needed by MDA members?
 - What is the company presence in Maine?
 - Is the company willing to pay Business Partnership minimums?

Step 3: Due Diligence

- Comparative to companies currently in partnership with MDA
 - Check references, including existing Maine affiliations
 - Check reviews/audits
 - Review application and request additional information if needed

Step 4: Presentation

- Company present to the board
 - Do we need this?
 - Who are the competitors?
 - What kind of commitment will be made by the company?

Step 5: Board Vote

- Based on research, competition, application and offering of member benefit, board votes on whether or not to include the company in program

Step 6: Approve Partner

- Finalize annual partnership
 - Schedule meetings, 3 per year
 - Issue letter of partnership
 - Initiate marketing as agreed upon

Conditions of Agreement for Preferred Business Partners

All of the following standards and conditions shall apply to all Preferred Business Partners. Unless otherwise specified in a written agreement, partnerships shall at a minimum include:

- The product(s)/service(s) to be offered must be made available at terms, prices and conditions more advantageous to Maine Dental Association member dentists than would otherwise be available to the general public or dentists in other states without MDA partnership agreement.
- The product(s)/service(s) must be available to and marketed to all MDA member dentists throughout the state of Maine.
- Company must commit to a minimum of one of the following:
 - Purchase at least one ad in a print offering (MDA News Journal, Roster, other),
 - Exhibit booth at MDA Annual Convention,
 - Sponsorship level higher than exhibitor booth at the MDA Annual Convention,
 - Sponsorship of any MDA event- i.e. New Dentists events, etc.,
 - Support any local Component activity- i.e. host a speaking event, sponsor a fun event, promote local dental initiatives, provide an incentive to attend and/or participate in a local component meeting
 - Offer a free or low-cost continuing education event (i.e. webinar), or
 - Offer a give-a-way for Annual Convention raffle
- Preferred Business Partnership fee shall be paid upon approval and notification from the Board. Annual renewal fee of \$1,100.00 shall be paid no later than February 15th of each year to maintain partnership status.
 - Note: Annual membership fee will be reviewed by the MDA annually in November. If a change is approved, 45-day notice will be provided prior to the next renewal year.

Conditions of Agreement for Maine Dental Association to Offer

All of the following standards and condition shall apply to all Preferred Business Partners. Unless otherwise specified in a written agreement, the partnership agreement shall at a minimum offer:

- Premium marketing opportunities to more than 700 members, which is about 80% of Maine's dentists.
- Discounted rates for all print, web and social advertising.
- Preferred business partners will be selected to submit one (1) article in MDA News, our quarterly print news journal, on a rotating basis. MDA will have final print approval of material.
- One (1) free ¼ page ad in the newsletter (offered in the quarter closest to launch of partnership)
- Preferred business partners will be selected for brief business highlight in our biweekly e-news.
- Direct referrals when members request resources from MDA staff.
- Direct referral to local component leadership as product and/or speaking opportunity to explore.
- First right of refusal for sponsorship of any level at our Annual Convention and discounted vendor rates for exhibitors.
- One set of mailing labels annually for you to conduct your own direct mailing to our members.
- Lastly, this will authorize you to use your preferred business partner status on all marketing materials and receive recognition at MDA events.

Application

Prepare an application for the Preferred Business Partner Program that responds to the prompts below. This application must be submitted via e-mail at: tcahill@medental.org. Applications must be in Word or PDF file format for consideration. A completed application must contain all elements requested in order for review. Responses may be brief; the average application length is 3-4 pages excluding attachments. MDA will request additional detail if needed upon review.

1. Vendor Profile

- a. Company Name, contact information, location of incorporation and corporate headquarters, identification of subsidiary or ultimate owner.
- b. Is your company in “Good Standing” in the State of Maine?
- c. Outline of product/service, including company philosophy and future direction underway to keep aligned with industry trends.
- d. Service area (state, regional, national) and years in service.
- e. Organizational chart (considered an attachment for page count purposes)
- f. Is your company involved with any current litigation, including, but not limited to, copyright and/or intellectual property disputes? If yes, please describe.
- g. Brief description of the company to be used for MDA publications.
- h. Brief description of the specific benefits that MDA member dentists will derive from entering into this partnership.
- i. Signature of Authorized Vendor Management.

2. Product Specifications

- a. Brief description of the primary features of your product. What set you apart from your competition?
- b. Timeline of initial customer contact through completion of deal.
- c. Explain your pricing structure for MDA member dentist, up front costs, marketing fees, ongoing costs.

3. Business Base

- a. How many Maine dentists are current customers?
- b. Names and contact information of three (3) professional references.
- c. How many other dental associations do you partner with? Other groups and associations?
- d. How many agreements have been terminated prior to expiration with dental associations within the past 5 years?
- e. Are you adequately staffed with sales representatives or customer support to handle MDA

member needs?

- f. Describe the account support MDA member dentists will receive after they finalize a deal with your company.

4. Financial Commitment to MDA Preferred Business Partner Program

- a. Are you willing to commit to the annual Preferred Business Partner fee?
- b. Please describe any additional benefits MDA members will receive for choosing your company.
- c. As a Preferred Partner, will your company be willing to support MDA in at least one additional way as identified in the conditions of agreement? If so, which option is most likely to be used? (i.e. free training to local study group, purchase of advertisement, etc)
- d. Please explain any royalty structure your company can offer the MDA.
- e. Brief description of anticipated new business and anticipated earnings on new business by joining in partnership with MDA.

5. Attachments

- a. High Resolution Company Logo
- b. One of the following: 1 page marketing flyer/infographic/link to example of work etc.
- c. Copy of most recent annual report if applicable
- d. List of acceptable social media accounts to tag, if approved

Launching a New Partnership

Once partnership is approved and the company is issued a letter of partnership from Maine Dental Association the initial launch will begin. MDA will offer the following within the first quarter of partnership:

- One (1) FREE ¼ page ad in the MDA News Journal closest to the partnership agreement date
- Notification to MDA local component leadership of new Preferred Business Partner for promotional and/or speaking opportunities as appropriate. Partner contact information will be shared.
- Posting on website announcing new partnership
- Posting on social media accounts announcing new partnership

All other agreement expectations are outlined in the above sections Conditions of Agreement for Maine Dental Association to Offer or Conditions of Agreement for Preferred Business Partners unless otherwise noted in a contract.

Total Value in MDA products from this partnership is estimated at \$1500.00. Relationship, referral and membership interaction value not estimated.

Adopted 11.2023ab