



2009 NADP MEMBER BENEFITS VALUE STATEMENT (ROI)

BENEFITS WITH MONETARY VALUE	
Government Relations	
Staff and administrative support for monitoring, issue development, lobby support as well as participation in regulatory forums and standard setting including: state and federal regulations, Health Information Technology (HIT), CDT Committee, NADP Pac, etc.	\$228,000
Advice and strategic planning from a prominent health policy firm	\$150,000
Federal lobby team advancing amendments to preserve the dental benefits industry's ability to directly provide coverage under health care reform (7 months)	\$105,000
LOTS- Legislative Online Tracking System Tailored to Dental Benefits	\$15,000
Grids on Key Licensing and Regulatory Requirements (1 per year)	\$12,500
Research	
Market research on enrollment, premiums, network, operations and metrics	\$80,000
Industry Snapshots such as individuals policies, American ages 65 and older	\$50,000
Special Reports such as small group market segmentation	\$20,000
Education	
Professional speaker fees to provide programs similar to CONVERGE, Webinars, BlogTalk Radio	\$114,000
e-Community	\$10,000
Additional Benefits	
Web site for Sales Lead Generation (<i>INeedDentalBenefits.com</i>)	\$10,000
Job Postings	\$500
Press Release distribution	\$500
INVALUABLE BENEFITS	
Collaboration	
NADP voting seat on federal Dental Quality Alliance Steering Committee	
Securing ADA support on amendments to federal health reform legislation	
Improved provider environment through publication of Top 10 Articles	
Voting seats on ADA committees: CRC, SCDI , DeCC + HL7, X12, WEDI, Transaction Codes Committee	
TOTAL Monetary Value	\$795,500
NADP member dues & lobby contributions range from	ROI
\$3,790 (\$2,990 dues + \$800 lobby contribution)	209 to 1
\$48,830 (\$39,830 dues + \$4,000 lobby contributions)	16 to 1

NADP Member Dues – a bargain at any price!