

IFDEA
 The International Federation of Dental Educators and Associations

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IFDEA

The Vision for IFDEA

The International Federation of Dental Educators and Associations (IFDEA) is a global community of dental educators who have joined together to improve oral health worldwide by sharing knowledge and raising standards.

- A **trusted source** for reliable dental education information
- A wellspring of **free dental education resources**
- A **thriving community** where dental educators from all parts of the globe can connect and share knowledge
- An **integral player** in the effort to improve health worldwide

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The Dental Education Universe

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Strengths
What internal resources can IFDEA leverage to help us achieve our goals?

- **Secure funding** will allow us to focus on membership growth and content development before self-sustainability
- **Solid relationships** within dental education community will help reach prospective members and compile content
- **Strong connections** with industry and funding bodies will help in securing content, sponsorships and advertising
- **In-house expertise** of IFDEA team and ADEA staff will shorten the learning curve for the web team
- **Consultant expertise** brings diverse skills for innovation
- **Well-designed site** backed by SharePoint technology simplifies content sharing and community building and allows other IFDEA-related organizations (e.g. ADEA) to access content management rights

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Weaknesses
What internal factors could impede progress toward our goals?

- **Lack of established processes** for building the marketing database, soliciting and approving content, marketing individual membership, and ensuring members are engaged and involved
- **Lack of contact information** or mailing lists for prospective members, particularly in the South
- **Conflicting priorities and demanding schedules**, particularly where input is required from busy key players
- **Potential need to outsource key functions** such as graphics, printing

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Opportunities
What external factors can we leverage to promote our success?

- **Brand recognition** – IFDEA has a 15-year history in dental education, and is backed by highly respected entities
- **Strong momentum** following the Global Congress III, and commitment from most of the delegates to support IFDEA
- **Timely mission and message** linking oral health to poverty aligns with the “globalization” of health care and the sentiment of many decision-makers
- **Strong niche** as the only international dental education body that offers individual membership and free access to authoritative resources and peer-reviewed content
- **Massive demand** for the content IFDEA plans to provide
- **Growing online access** in the South (Africa, Asia and Latin America)
- **Industry need** for low-cost access to dental educators in the South to promote content and products

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Threats

What external factors could impede our ability to reach our goals?

- **Preconceptions about IFDEA** including past “failures” to deliver on promises and dated notions about who can join and what members get
- **Poor brand awareness** among dental educators in the South
- **Competition** from regional dental education associations, dental research publications and meetings
- **Information overload** online and offline

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Strengths

- Secure funding for 3 years
- Solid relationships with marketing & funding sources
- In-house & consultant expertise
- Well-designed website built on a strong tech platform

Weaknesses

- Lack of processes
- Lack of contact information for potential members
- Team has competing priorities
- Gaps in in-house capabilities

Opportunities

- Brand recognition
- Strong launch at Global Congress III
- Timely, popular mission
- Unique market niche
- Strong need for product

Threats

- Potential brand misconceptions
- Low brand recognition in South
- Competition from other organizations

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Success will be achieved when:

- IFDEA has a **critical mass of members** from all populated continents
- IFDEA is viewed as a significant repository of **high-quality content** and best practices
- Members **visit the site regularly** to access news and resources and connect with peers
- Discussion boards show **lively interaction** among members from all parts of the globe
- IFDEA receives **ongoing revenue** from multiple sources to augment the generous initial funding from GSK

Metrics

- Total registered members
- Member demographics
- Site traffic trends
- Document downloads
- Active discussion threads
- Sponsor & advertiser contracts

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