



THE CANADIAN DENTAL  
HYGIENISTS ASSOCIATION  
L'ASSOCIATION CANADIENNE  
DES HYGIÉNISTES DENTAIRE

# CDHA

ANNUAL REPORT  
2011–2012



## MISSION

CDHA exists so that its members are able to provide quality preventive and therapeutic oral healthcare as well as health promotion for all members of the Canadian public.



Dental hygiene is the sixth largest health profession in Canada with 23,902 registered dental hygienists who work in a variety of settings, with people of all ages, addressing issues related to oral health.



Serving the profession since 1963, CDHA is the collective national voice of dental hygienists working in Canada and directly represents 16,500 individual members including dental hygienists and students.



This 2011–2012 annual report is a summary of the organization's progress during the reporting period of May 1, 2011 to April 30, 2012. This report aligns with the ten organizational ENDS (or goals) as identified by the CDHA board of directors and implemented by staff.





## PRESIDENT'S MESSAGE

Dear members, fellow dental hygienists, colleagues and friends:

Our professional association, the CDHA, has been busy over the past year—linking with members and the public, and representing our profession to healthcare colleagues across the country and abroad. Linking was accomplished on many levels; CDHA communicated with these segments over the past year in a variety of ways.

The CDHA board of directors values our members and recognizes the need to create a strong national community of professionals; the result was the launch of a number of new initiatives.

In spring 2012, CDHA launched its new quarterly online publication, *Oh Canada!*. This public e-magazine features sections such as work–life wellness and the business of dental hygiene practice, a forum for association news, information on clinically relevant dental hygiene and oral health practices and new product information.

Bringing evidence based material to our members on a timely basis is the focus of our quarterly *Canadian Journal of Dental Hygiene*, allowing for a significant increase in the number of scientific articles published. Application will be made to the National Library of Medicine's Medline index of peer reviewed publications, comprising the world's largest database of medical and biomedical journals.

Over the past year, CDHA has experienced an overwhelming presence on social media—Facebook, Twitter and our website. We realize it is important to communicate with our members using a variety of communication channels that suit their needs.

CDHA also links with members by providing online courses and resources. CDHA presently offers e-learning courses, webinars and discussion forums. Webinars covered abuse of older adults, oral cancer, dentin hypersensitivity, sugar obsession, oral rinses, and dental hygiene employment.

One of the “goals” developed for the association, by your CDHA board, is Public Recognition, which states, “Members’ value is recognized by the Canadian public”. This recognition contributes to raising the profile of the dental hygiene profession and to highlighting the importance of oral health to overall health. CDHA is now well linked with the public; the newly created Marketing and Communications department has built a relationship with the media yielding remarkable results. A series of nine feature articles on dental hygiene practice and practitioners sent to 1,850 news sources across the country was picked up 74 times generating an audience reach of 3,107,600 members of the public. April's National Dental Hygienists Week™ and Oral Health Month celebrated the diverse roles of dental hygienists across Canada.

Certainly one of my pleasurable duties was linking and networking with our American colleagues and with health professionals from other disciplines. While many of our struggles and accomplishments are different, there are many more that are similar; good learning ground for all. There is always a lot of interest in what's new with respect to dental hygiene in Canada.

"Thank you" to the CDHA board of directors who provide the vision for our association and strive to build a strong professional community for dental hygienists across the country. Thanks also go to our fantastic operational staff who are taking member services to new heights, creating new communication pathways and programs for our members.

*"The future is not something we enter.  
The future is something we create"*

*\*Leonard Sweet*

It has been an honour to represent you, members of CDHA, during the past year and to witness a year of huge professional growth for dental hygienists across Canada.

Sincerely,



Arlynn Brodie  
CDHA President  
2011-2012

## BOARD OF DIRECTORS



Arlynn Brodie  
**President**  
British Columbia



Palmer Nelson  
**Past President**  
Nova Scotia



Sandy Lawlor  
**President Elect**  
Ontario



France Bourque  
New Brunswick



Nikki Curlew  
Newfoundland & Labrador



Joanne Noye  
Nova Scotia



Donna Scott  
Yukon, Nunavut  
Northwest Territories



Julie Linzel  
Prince Edward  
Island



Sophia Baltzis  
Québec



Jacki Blatz  
Alberta



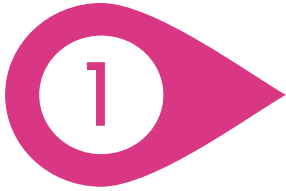
Mary Bertone  
Manitoba



Maureen Bowerman  
Saskatchewan



Mandy Hayre  
**Educator-Director**  
British Columbia



## PUBLIC RECOGNITION:

Members' value is recognized by the Canadian public.

- Development of a media database and increased media outreach helped generate significant news coverage and increased awareness for CDHA, the profession and our members.
- Five press releases were issued and fifteen press interviews were arranged with board of directors and other CDHA members resulting in 43 articles in major national publications. Eighty-two CDHA members were in the news, generating 102 articles in local, regional and national media. Five news articles cited the CDHA website as a source of their information.
- A series of nine feature stories was distributed through News Canada service to 1,850 editors of Canadian daily/weekly community newspapers in April. These articles were picked up 74 times generating an audience reach of 3,107,600.
- CDHA advertised in *Horizon Travel and Lifestyle* magazine—distributed to 134,000 subscribers. A five second digital video ran on 300 Toronto Transit Commission Screens more than 30,000 times reaching a total of 11.7 million viewers. CDHA's ad in the *Toronto Star* Oral Health Supplement reached 1.2 million readers.
- **National Dental Hygienists Week™** and Oral Health Month were completely rebranded, offering members a variety of new promotional resources and raising awareness in a variety of ways. Combined audience reach of all National Dental Hygienists Week™ activities exceeded 26,500,000!
- Prime Minister Stephen Harper and Minister of Health Leona Aglukkaq extended official greetings for National Dental Hygienists Week™.
- 500 Crest Oral-B Oral Health Promotion kits were delivered to CDHA members to help promote Oral Health Month and National Dental Hygienists Week™.
- Added 1,835 new **Facebook** fans this year for a total of 5,095. Total connections (via fans) now stand at over 1 million.
- Added 724 new **Twitter** followers this year for a total of 1,176. Total number of lifetime tweets: 6,919. Number of retweets (RTs) and number of mentions averaged 100 per month.
- Introduced a Twitter widget to our website splash page so those not on Twitter can follow feed and access links to most recent postings.
- Website statistics are on the rise with a 23% increase in website visits totalling 312,070.
- Members were encouraged to participate in the 2011 **CIBC Run for the Cure** and CDHA affiliated teams across Canada raised more than \$32,000.



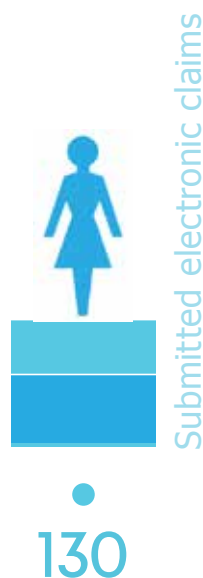
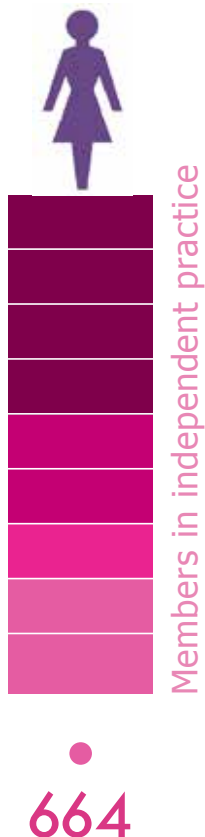
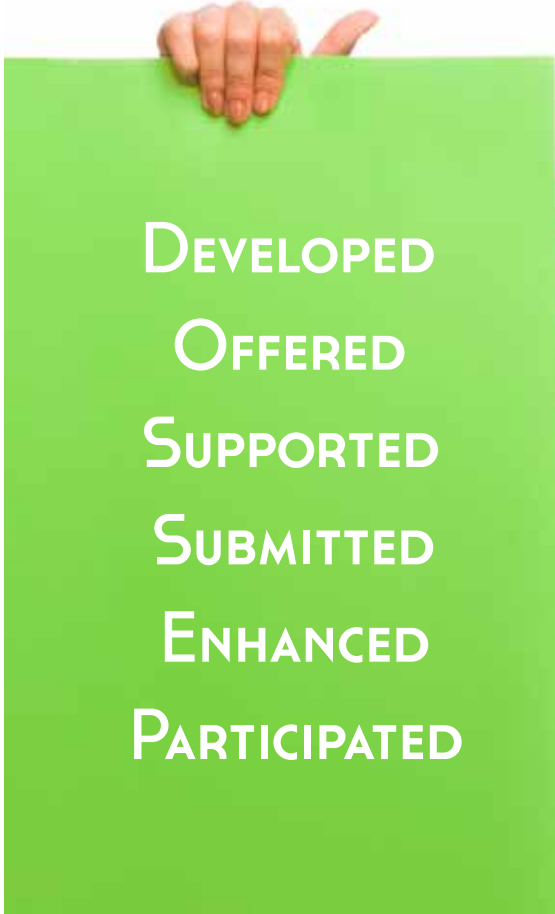




## DIRECT ACCESS:

Members practise as primary healthcare providers in an environment which the Canadian public has direct access to dental hygiene care.

- Data collation on provincial/territorial oral health programs in order to establish baseline data on fees and services for publicly funded programs, particularly for programs that do not reimburse dental hygienists directly. Data are also being collated on large national dental health programs such as Correctional Services Canada.
- CDHA continues to meet and work collaboratively with the Office of the Chief Dental Officer (OCDO).
- CDHA supported the work of dental hygienists in Alberta negotiating with First Nations and Inuit Health Branch (FNIHB) by sending an advocacy letter of support.
- CDHA is negotiating simpler processing of dental hygiene electronic insurance claims. Through CDHAnet, CDHA facilitates participating dental hygiene practices with submissions to GreenShield, Alberta Social Services and Accerta in Ontario.
- There were 664 members, with active unique identification numbers (UIN), who either own or work, at least part time, in independent practice. More than 130 dental hygienists submitted electronic claims.

DEVELOPED  
OFFERED  
SUPPORTED  
SUBMITTED  
ENHANCED  
PARTICIPATED



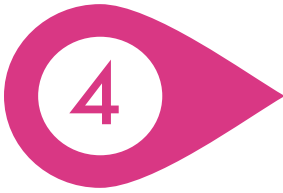

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## SUPPORTIVE PUBLIC POLICY:

Members practise in a supportive public policy environment.

- Developed a Q&A on fluoride to help members lobby government and educate local municipalities on **community water fluoridation**. A number of CDHA members and staff presented on the subject at town hall meetings.
- Advocacy efforts of ten years have paid off as the FNIHB, Non Insured Health Benefits (NIHB) Alberta pilot project will continue as a regular service for NIHB eligible clients. Also, Ontario NIHB started a pilot project to reimburse dental hygienists directly for their services.
- Offered 17 courses that have recognized credit from provincial regulatory authorities.
- Submitted recommendations to the Commission on Dental Accreditation Canada (CDAC) to improve dental hygiene program accreditation. A number of the recommendations were adopted and we continue to advocate to enhance program accreditation.
- Advocated for the Nunavut government to change regulations to allow dental hygienists to practise independently from dentists and called for continuing education requirements. This advocacy is ongoing.
  - Supported a motion by an MPP in Ontario to allow dental hygienists to order and take radiographs and to act as radiation officers. More than 65 dental hygienists and several of their clients have contacted CDHA to report that they have supported this petition.
- Submitted a brief entitled *Oral Health: A Call to Action* to the House of Commons Standing Committee on Finance in August 2011. The brief recommended that FNIHB increase the investment in oral health promotion and disease prevention and that the federal government continue its leadership to enhance federal, provincial and territorial cooperation for a strong, equitable pan Canadian public health system that meets the oral health needs of Canadians, and to support this end, transfer ten million dollars to the provinces each year for public health dental hygiene human resources.
- Submitted a brief entitled *Oral Health Promotion and Disease Prevention: A Call to Action* from Canadian Dental Hygienists to the House of Commons Standing Committee on Health on February 7, 2012. CDHA recommended that the government take a greater strategic role in oral health by reimbursing dental hygienists directly for their NIHB services and that the government provides the provinces with ten million dollars for public health dental hygienists.
- Submitted an advocacy letter to the National Pensioners and Senior Citizens Federation (NPSCF) in February 2012, providing support for their brief calling for improved oral health for pensioners and seniors. The letter highlighted the work of dental hygienists as important members of the oral healthcare team and explained how dental hygienists with mobile practices are able to provide services in long term care facilities and in seniors' homes.
- Participated in Health Action Lobby (HEAL) activities releasing a document entitled *Functional Federalism and the Future of Medicare in Canada - A Report to the Health Action Lobby (HEAL)* in January 2012.
- Actively participated in the newly formed Committee on Policy and Advocacy, a standing committee of the Canadian Association of Public Health Dentistry (CAPHD) board of directors.
- Participated in a press conference in April 2012 with the Canadian Coalition for Action on Tobacco (CCAT) to express concerns about federal cuts associated with the *Federal Tobacco Control Strategy*.





## INTERPROFESSIONAL PRACTICE:

Members engage in interprofessional practice.

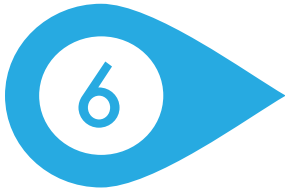
- Worked collaboratively with Canadian Association of Public Health Dentistry, Canadian Dental Association, and Canadian Coalition for Public Health in the 21st Century (CCPH21C) to produce a revised *Fast Fact on Oral Health*, circulated by CCPH21C to Members of Parliament and the Senate to raise awareness about oral health.
- Supported Partners for Mental Health on a campaign entitled *Not Myself Today* in April 2012 to raise awareness about mental health issues.
- Continued to work with the Canadian Coalition for Public Health in the 21<sup>st</sup> Century (CCPH21C) and Health Action Lobby (HEAL) focussing on general public health issues and communicating with the House of Commons Standing Committee on Health and the Council of the Federation.



## NATIONAL VOICE:

Members have a strong national voice on oral health and overall healthcare.

- Worked with the constituent provincial associations to conduct and release key results of the [Job Market and Employment Survey](#).
- Staff actively participated in: Health Action Lobby (HEAL), Canadian Coalition for Public Health in the 21<sup>st</sup> Century (CCPH21), and the Canadian Association of Public Health Dentistry (CAPHD) policy advocacy committee.
- CDHA is represented on: Commission on Dental Accreditation of Canada (CDAC), International Federation of Dental Hygienists (IFDH), National Dental Hygiene Certification Board (NDHCB) and Federal Dental Care Advisory Committee (FDCAC).



## PROFESSIONAL IDENTITY AND NATIONAL PROFESSIONAL STANDARDS:

Members are unified in their identity as a profession and are committed to national professional standards.

- An educators' workshop was held in conjunction with the national conference in Halifax. 46 educators attended this successful event.
- Our online communities of practice expanded to include educators, independent practitioners and members working with First Nations/Inuit/Metis.
- CDHA members understanding their role of organizational "owners" has been encouraged through development of an [owner's guide](#) and ownership linkage sessions at the national conference. CDHA emphasized member participation through focus groups, surveys, contests and voting on some organizational decision making processes, such as choice of name for the new professional magazine, the slogan and logo design for National Dental Hygienists Week™.
- 24 [e-newsletters](#) and 43 stand alone emails (QuickMails) were issued to announce member achievements, professional development opportunities, notices of awards, grants, events, industry developments, health and safety alerts and advocacy efforts with a direct reach totalling 688,000 subscribers. The Informz Benchmarking Report of 2012, which provides analytics for associations' e-communications, showed that CDHA engagement compared favourably with those of other associations worldwide. Our open rates averaged 40% compared to the international average of 34% and our "click-thru" engagement levels averaged 25% against 19% internationally.
- A Steering Committee provided expert advice to CDHA on the development of the revised [Dental Hygienists' Code of Ethics](#) and CDHA consulted with members and stakeholders on the draft document.



E-newsletter comparison between **international** and **CDHA** averages



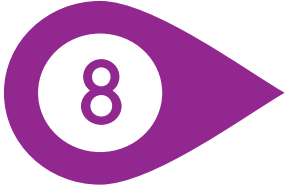
## KNOWLEDGE AND RESEARCH:

Members create, contribute to and utilize a growing body of professional knowledge and engage in dental hygiene research.

- A successful national conference, *Advancing Dental Hygiene Practice*, was held in Halifax in June 2011 and attended by 226 dental hygienists. 96.5% participants indicated the conference met or exceeded their expectations.
- CDHA hosted a half day workshop and annual general meeting (AGM) in Winnipeg, on October 1, 2011. This event was sold out with close to 200 participants.
- CDHA offered 17 online courses, five of them bilingually, and 13 webinars. Many of the live events were sold out and all were made available on demand.
- CDHA completed a program funded by the federal government focusing on elder abuse. This included a series of three webinars and culminated in a panel presentation at the CDHA conference in June in Halifax.
- CDHA signed an agreement with Hu-Friedy to offer the NEVI scholarship program valued at \$10,000. This program will support dental hygienists pursuing a baccalaureate or master's degree.
- CDHA supports evidence based original research through publication of the *Canadian Journal of Dental Hygiene*. In 2011–2012, the scientific content increased by 50-60%; from an average of 40 pages per issue to 68 pages. There were 36 articles published, 9 editorials, 8 letters to the Editor and 27 abstracts.
- A new professional online magazine, *Oh Canada!* was introduced this spring. This publication provides a forum for the communication of association news, access to clinically relevant dental hygiene and oral health information and new product information.
- *CJDH* published a CDHA and SUNSTAR sponsored peer reviewed research paper *Comparison of interdental brush to dental floss for reduction of clinical parameters of periodontal disease: A systematic review*.
- Seniors' oral health research—CDHA provided Dr. Sharon Compton with a letter of support for a research project entitled: *Strategies for Oral Health and Seniors*. The funding proposal was successful.
- CDHA supports the fundraising and work of the *Canadian Foundation for Dental Hygiene Research and Education* (CFDHRE).



SCIENTIFIC  
CONTENT  
INCREASED  
BY  
50-60%



## LEADERSHIP:

Members' potential for leadership is developed.

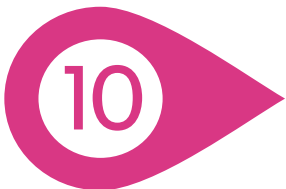
- CDHA congratulated members who achieved advanced academic or other significant professional milestones through our professional listserv, e-newsletters and e-magazine, *Oh Canada!*.



## WORKPLACE WELL BEING:

Members have resources for safeguarding their well being in the workplace.

- CDHA collaborated with the constituent provinces on the [Job Market and Employment Survey](#), which had a response rate of 34%. The survey report was released in April 2012. *The Job Market and Employment Survey Report* has been viewed online 13,450 times.
- CDHA has three registered dental hygienists on staff who respond to member queries and concerns about workplace issues. CDHA provides advice on the importance of having written employment contracts in place, the different types of employment (self employed, independent contractor and employee), salary ranges, job search techniques and more.
- CDHA manages numerous corporate partnership and affinity programs to support members including: TD Insurance Meloche Monnex preferred group rates on home and auto insurance; Sun Life long term disability, life and accidental death and dismemberment, critical illness, extended health care insurance, dental care coverage and office overhead expense insurance coverage; *DVD Quarterly of Dental Hygiene*; continuing education courses; Goodlife Fitness membership; worldwide hotel discounts; Hu-Friedy co-branded everedge scaler and grad scaler program; First Data merchant debit/credit card processing service; BMO CDHA Mastercard provides AIRMILES reward miles for members; Great-West Life exclusive Group RRSP Savings and Retirement Program and ROGERS™ special discounts on cell and smart phone packages.



## BUSINESS SUCCESS:

Members have resources to support business success

- The [CDHA National List of Service Codes](#) was updated and released in both official languages in December 2011.
- CDHA is continually working with insurance carriers to facilitate electronic claims. CDHA participates in the Canadian Health Care Anti-fraud Association (CHCAA), keeping members informed on ethical billing practices.
- CDHA staff respond to 50-100 enquiries each month specifically on independent practice.

## CDHA PARTNERS' CIRCLE

The CDHA *Partners' Circle* comprises dental industry firms dedicated to the advancement of the dental hygiene profession. Members of the CDHA *Partners' Circle* understand the important role dental hygienists play in the overall oral health team. CDHA is extremely proud to recognize the members of the CDHA *Partners' Circle* for 2011–2012. Thank you to our partners!



## AWARDS

The CDHA Awards program annually recognizes members' initiatives in scholarship, leadership, community efforts and in research. Awards granted for 2011–2012 included:

CDHA Life Membership Award: Dr. Susanne Sunell and Lynda McKeown  
 CDHA Distinguished Service Award: Linda Jamieson

### Industry Sponsored Awards

CDHA TD Insurance Meloche Monnex Visionary Award: Brittany Siry, Simon Fraser University  
 CDHA Dentsply Leadership Award: Sally Lloyd  
 CDHA Dentsply Excellence in Teaching Award: Laura MacDonald  
 CDHA Crest Oral-B Oral Health Promotion Award: Lisa Adair (individual), Misty Deming and Paula Benbow (clinic group),  
 Cambrian College (dental hygiene school)  
 CDHA Sunstar Global Health Initiative Award: Kari Hancock  
 CDHA Sunstar Achievement Award: Carolyn Maloney  
 CDHA P&G CJDH Research Award: Dr. Joanna Asadoorian

# VOLUNTEER RECOGNITION

CDHA and the board of directors would like to thank and recognize all the individuals who volunteer their time and expertise to contribute to the success of the organization.

Individuals representing CDHA on various external groups and committees:  
Wanda Fedora, Alison MacDougall — International Federation of Dental Hygiene (IFDH)

Laura MacDonald, Terri Hodge, Salima Valjee, Richelle Beasley — Commission on Dental Accreditation (CDAC)

Carol-Ann Yakiwchuk, Evie Jesin, Marcia Samson — National Dental Hygiene Certification Board (NDHCB)

Lynda McKeown — Federal Dental Care Advisory Committee (FDCAC)

We also recognize and thank all those members who participated nationally in the Gift from the Heart program in February and in the 2011 CIBC Run for the Cure, particularly Sally Lloyd, multi team coordinator.

## Code of Ethics Steering Committee

Paula Benbow

Dr. Sandra Cobban

Mandy Hayre

Pauline Imai

Nancy Johnston

Carol Kline

Laura MacDonald

Nancy Neish

Laura Perri

Harriet Rosenbaum

Linda Jamieson

Laura MacDonald

Nancy R. Neish

Larissa Voytek

Carol-Ann Yakiwchuk

## Research Advisory Committee (RAC)

Dr. Joanna Asadoorian

Dr. Shafik Dharamsi

Dr. Sharon Compton

Brenda Currie

Dr. Laura Dempster

Marilyn Goulding

Dr. Susanne Sunell

Dr. Katherine Zmetana

Nicole Huffman

(graduate student  
representative)

## Dental hygienists who represented CDHA in the media

Dr. Joanna Asadoorian

Dr. Denise Laronde

Palmer Nelson

Susan Rudin

Jackie Blatz

Julie Linzel

Maureen Bowerman

Mary Bertone

Mandy Hayre

Sophia Baltzis

Arlynn Brodie

Sandy Lawlor

Sherry Priebe

## CDHA National Service Codes Working Group

Cindy Fletcher

Stacy Mackie

Lisa Taylor

Rosemary Vaillant

Tracey Cote

Heather Cooper

## CJDH Editorial Board

Dr. Katherine Zmetana

Peggy J. Maillet

Barbara Long

Dr. Laura Dempster

Dr. Sandra Cobban

Dr. Leeann Donnelly

Indu Dhir

Dr. Susanne Sunell

## Education Advisory Committee (EAC)

Dr. Sharon Compton

Bonnie Craig

# CDHA STAFF

[Ondina Love](#)

Executive Director

[Mary Anne Wilson](#)

Executive Assistant

[Christine Klassen](#)

Manager of Membership Services

[Nicole Séguin](#)

Reception & Membership Services Assistant

[Chantal Aubin](#)

Membership Services Assistant

[Victoria Leck](#)

Manager of Professional Development

[Brenda Leggett](#)

Information Officer

[Ann Wright](#)

Director of Dental Hygiene Practice

[Angie D'Aoust](#)

Director of Marketing & Communications

[Linda Roth](#)

Acquisitions Coordinator

[Laura Myers](#)

Director of Education

[Shawna Savoie](#)

Manager of Partnerships

[Judy Lux](#)

Manager of Policy & Advocacy

[Chitra Arcot](#)

Publishing Editor

[Michael Roy](#)

Manager of Web & Creative Services

[Igor Grahek](#)

Senior Systems Analyst

[Michel Lacroix](#)

Production Artist

[Laura Sandvold](#)

Director of Finance & Operations

[Kathy Zhao](#)

Finance Assistant

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# REPORT OF THE INDEPENDENT AUDITORS ON THE SUMMARY FINANCIAL STATEMENTS

To the Members of the Canadian Dental Hygienists' Association

The accompanying summary financial statements of the Canadian Dental Hygienists Association, which comprise the summary statement of financial position as at April 30, 2012, the summary statement of operations for the year then ended, and related notes, are derived from the audited financial statements, prepared in accordance with Canadian generally accepted accounting principles, of the Canadian Dental Hygienists Association as at and for the year ended April 30, 2012.

We expressed an unmodified audit opinion on those financial statements in our report dated July 18, 2012.

The summary financial statements do not contain all the disclosures required by Canadian generally accepted accounting principles applied in the preparation of the audited financial statements of the Canadian Dental Hygienists' Association. Reading the summary financial statements, therefore, is not a substitute for reading the audited financial statements of the Canadian Dental Hygienists Association.

#### Management's Responsibility for the Summary Financial Statements

Management is responsible for the preparation of a summary of the audited financial statements on the basis described in note 1.

#### Auditors' Responsibility

Our responsibility is to express an opinion on the summary financial statements based on our procedures, which were conducted in accordance with Canadian Auditing Standard (CAS) 810, "Engagements to Report on Summary Financial Statements."

#### Opinion

In our opinion, the summary financial statements derived from the audited financial statements of the Canadian Dental Hygienists' Association as at and for the year ended April 30, 2012 are a fair summary of those financial statements, in accordance with the basis described in note 1.



Chartered Accountants  
Licensed Public Accountants  
July 18, 2012  
Ottawa, Canada



# CANADIAN DENTAL HYGIENISTS ASSOCIATION

## Summary Statement of Financial Position

April 30, 2012, with comparative figures for 2011

	General Fund	Capital Asset Fund	Total 2012	Total 2011
<b>Assets</b>				
Current assets:				
Cash and cash equivalents	\$ 525,903	\$ –	\$ 525,903	\$ 752,676
Investments	844,286	–	844,286	122,923
Amounts receivable	62,026	–	62,026	206,082
Prepaid expenses	44,623	60,818	105,441	123,158
	1,476,838	60,818	1,537,656	1,204,839
Capital assets	–	758,626	758,626	832,270
	\$ 1,476,838	\$ 819,444	\$ 2,296,282	\$ 2,037,109
<b>Liabilities and Net Assets</b>				
Current liabilities:				
Accounts payable and accrued liabilities	\$ 214,164	\$ 28,329	\$ 242,493	\$ 207,214
Deferred revenue	1,088,045	–	1,088,045	1,115,809
Current portion of obligations under capital lease	–	138,953	138,953	131,338
Due to the Foundation	6,816	–	6,816	–
	1,309,025	167,282	1,476,307	1,454,361
Obligation under capital lease	–	36,040	36,040	174,993
Net assets:				
General fund	167,813	–	167,813	(162,196)
Capital Fund	–	616,122	616,122	569,951
	167,813	616,122	783,935	407,755
	\$ 1,476,838	\$ 819,444	\$ 2,296,282	\$ 2,037,109

See accompanying notes to summary financial statements.

# CANADIAN DENTAL HYGIENISTS ASSOCIATION

Summary Statement of Operations Year ended April 30, 2012, with comparative figures for 2011

	2012	2011
Revenue:		
Memberships	\$ 2,207,601	\$ 2,089,594
Provincial cost sharing	42,639	37,390
Insurance administration	142,987	128,633
Sponsorships	195,520	255,559
Canadian Journal of Dental Hygiene advertising and subscriptions	306,435	296,193
Conferences	161,419	2,780
Continuing education	138,381	171,688
Interest	12,447	7,773
	3,207,429	2,989,610

	2012	2011
Amortization of capital assets	100,708	104,404
Awards, scholarships and grants	5,596	21,815
Bank and credit card charges	68,527	61,514
Commissions	57,273	46,762
Conference and travel	245,577	140,100
Consultants and outsourcing	194,334	246,251
Graphic design	36,249	35,819
Honoraria and per diems	40,106	60,251
Insurance	267,627	306,076
Interest on capital leases	14,132	21,927
Professional fees	23,616	48,365
Salaries and benefits	1,311,573	1,096,809
Subscriptions and memberships	14,157	12,353
Translation	15,984	40,151
Utilities, printing and office overhead	391,158	356,263
Web site	44,632	35,025
	2,831,249	2,633,885

Excess of revenue over expenses	\$ 376,180	\$ 355,725
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See accompanying notes to summary financial statements.

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# CANADIAN DENTAL HYGIENISTS ASSOCIATION

## Notes to Summary Financial Statements

Year ended April 30, 2012

The Association is a national organization operating programs for the benefit of the dental hygiene profession and the public. The Association serves dental hygienists in supporting their efforts to provide high quality accessible care to Canadians. As the collective voice of dental hygiene in Canada, the Association contributes to the health of the public by leading the development of national positions and encouraging standards related to dental hygiene practice, education, research and regulation. The Association is a not-for-profit organization incorporated under the Canada Corporations Act and is exempt from tax under the Income Tax Act.

### 1. Summary financial statements:

The summary financial statements are derived from the complete audited financial statements, prepared in accordance with Canadian generally accepted accounting principles, as at and for the year ended April 30, 2012.

The preparation of these summary financial statements requires management to determine the information that needs to be reflected in the summary financial statements so that they are consistent, in all material respects, with or represent a fair summary of the audited financial statements.

These summarized financial statements have been prepared by management using the following criteria:

- (a) whether information in the summary financial statements is in agreement with the related information in the complete audited financial statements; and
- (b) whether, in all material respects, the summary financial statements contain the information necessary to avoid distorting or obscuring matters disclosed in the related complete audited financial statements, including the notes thereto.

Management determined that the statement of cash flows does not provide additional useful information and as such has not included it as part of the summary financial statements.

The complete audited financial statements of the Canadian Dental Hygienists Association are available upon request by contacting the Canadian Dental Hygienists Association.



THE CANADIAN DENTAL  
HYGIENISTS ASSOCIATION  
L'ASSOCIATION CANADIENNE  
DES HYGIÉNISTES DENTAIRES

Canadian Dental Hygienists Association (CDHA)  
96 Centrepointe Drive - Ottawa, Ontario - K2G 6B1  
Phone: 1-800-267-5235 or (613) 224-5515 - Fax: (613) 224-7283 - E-mail: [info@cdha.ca](mailto:info@cdha.ca)  
[www.cdha.ca](http://www.cdha.ca)