

SWSO

Southwestern Society of Orthodontists

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American Association of
Orthodontists



NEWSLETTER of the Southwestern Society of Orthodontists

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President’s Message

Dr. Stephen D. Robirds

As I come to the finish of my term as President of the Southwestern Society of Orthodontists (SWSO), I feel very strongly about the future of the field of orthodontics. I have travelled to attend three of our states’ component meetings; presented in-person to two of the six orthodontic programs’ alumni groups in the SWSO; and have received correspondence from or talked to several members of the SWSO. The ‘can-do’ spirit is as evident as ever. Our collective profession should be proud of how its members conduct their practices and their lives, even in tough economic times. In a way, I feel times like this bring us closer together. We tend to eliminate the superfluous things in our lives and focus on what really counts—our families, our health, our profession—and that is a good thing. We become thankful for the aspects of our lives that bring true happiness. Now don’t get me wrong; I would love to see more patients coming in my door, ready to get started, but still, we are so fortunate to be where we are.

Fall is upon us and with that brings cooler weather, football, and of course, the Annual Session of the SWSO. It will be in Austin the last weekend of October and promises to be an excellent meeting with top flight speakers, a hall full of exhibitors, and best of all, a chance to see your friends and fellow professionals and catch up. The theme is “Escape to the Hill Country of Texas” and we are planning a weekend of learning and fun for all. Make your plans now and come ready to be re-energized and excited about orthodontics! See you in Austin!

Trustee Report

Dr. Gayle Glenn

I am looking forward to our upcoming SWSO Annual Session in Austin! President Steve Robirds and his meeting planning committee have put together great scientific programs for both orthodontists and staff. Historically, SWSO has a large attendance when we meet in Austin, so don't miss the opportunity to connect with your colleagues and friends October 28-31, 2010. Escape to the Hill Country of Texas!

The 2011 Professional Advocacy/Key Contact Conference will be held January 24-26, 2011 in Washington, D.C. SWSO members who attended last year included: Scott Hamilton (Council on Governmental Affairs [COGA] representative), Dean Jensen (American Association of Orthodontists Political Action Committee [AAOPAC] representative), Jim Dyer, Christine Ellis, Larson Keso, and Michael Ragan. Patton-Boggs, our legislative consultants, will update attendees on issues and talking points on Tuesday, January 25, and arrange Capitol Hill visits for Wednesday, January 26. Newt Gingrich is scheduled to be the keynote speaker. If you have legislative contacts and are interested in attending the 2011 Professional Advocacy Conference, please contact Scott Hamilton or Judy Salisbury.

Registration is now open for “The Orthodontist as CEO.” This conference, which is sponsored by the Council on Orthodontic Practice (COOP), will be held February 25-27, 2011 in San Diego, California. Topics will include achieving financial independence, adapting your practice and finances in today's economy, growing your practice by increasing dentist referrals, office design incorporating new technology, an update on healthcare legislation, investment strategies, and 25 leadership secrets for chief executive officers. Registration is open to AAO members at www.AAOinfo.org.

Registration will open in November 2010 for the 111th AAO Annual Session to be held May 13-17, 2011 in Chicago. The theme of the meeting will be “Changes, Challenges, and Choices.” Go to www.AAOmembers.org for online registration starting in November. The online registration process is easy to use, convenient, and guarantees the fastest confirmation of your registration and housing.

The critical issues of the AAO are continually reviewed and updated. The addition of two new issues was recommended to respond to the current challenge of new orthodontists finding good practice opportunities and the challenges that we all face maintaining strong referral relationships with our dental colleagues. The 2010 House of Delegates approved the following list of critical issues:

1. Consumer Awareness
2. Transition of Recent Graduates to Practice—Practice Opportunities and Manageable Student Debt
3. Relationships with General Dentists and Other Professionals
4. Advocacy—i.e. Government Affairs, Access to Care
5. Operating, Marketing, and Cost Management of an Orthodontic Practice

The current Consumer Awareness Campaign (CAP) is funded through May of 2011 by an assessment of \$550 per member. The House of Delegates is looking at funding options to continue the program after 2011 and has created a task force made up of representatives from all constituents. Kyle Shannon (Oklahoma) will represent SWSO on this important task force. The “Styles ‘N Smiles” fashion show was held August 5 in New York City. This media event was hosted by TV actress, and mother of three, Jenny Garth. Ads featuring the

celebrity will run in target audience publications in the upcoming months. You can find updates on www.braces.org and www.AAOinfo.org.

October is National Orthodontic Health Month, which is an opportunity to deliver information about orthodontic treatment to your patients, community, and the public through the national public relations campaign. NOHM posters and other tools may be downloaded by visiting the NOHM section of the AAOinfo.org marketing site.

In recent months, enhancements have been made to the Practice Opportunities Service. This free service is designed to match AAO members with practice opportunities. Matches include associateships, partnerships, and purchase/sale of practices. Frequent updates to the candidate database insure that candidates listed are still seeking positions. Confidentiality initiatives include a personalized screening process by a dedicated AAO staff person. For more information, contact Merleen Holman at the AAO.

Relationships with general dentists and other professional colleagues continue to be important to the AAO. Representatives from the AAO Board of Trustees (BOT) will attend the American Dental Association (ADA) Annual Session in Orlando, Florida October 8-12, 2010. A dessert reception will be hosted by the AAO on Saturday, October 9, serving ice cream and cordials at the Hilton Orlando Hotel.

The area of government relations has never been more important for the AAO than now. Leadership has been focusing on issues that could impact small businesses and healthcare options for consumers. Patton-Boggs, AAO's legislative consultant, has worked to facilitate meetings, build coalitions, and provide guidance to the AAO on the ever-evolving concerns. Taking a lead role with the dental coalition and through alliances with small business interests, the AAO had great success in halting the elimination of Flexible Spending Accounts (FSAs) and securing a cap of \$2500 per year in the final healthcare bill. In addition, small businesses as defined by the Small Business Administration will be exempt from the recently passed Consumer Financial Protection Act. Please continue to contact your members of Congress when requested by AAO email alerts. We continue to face regulatory and legislative issues that could have a significantly negative impact on orthodontic practices. Contributions to the AAOPAC are critical for AAO to have a voice "on the Hill." Please consider joining AAOPAC or increasing your contribution level prior to the November elections. Contact Dean Jensen for more information.

Nominations are currently being accepted for the first-ever AAO Humanitarian Award. AAO constituent and component organizations and individual members are eligible to submit nominations. The award is designed to recognize significant contributions to improve the quality of human life that extend beyond the usual scope of private practice, academic functions, or organized dentistry. Two letters of nomination and the nominee's CV or resume must be mailed to Carla Qualls at the AAO by November 1, 2010. The recipient will be selected by the AAO BOT, and the award will be given during the 2011 AAO Annual Session in Chicago. A monetary award of \$1500 will be given to the recipient to cover travel and room expenses to attend the award ceremony.

Beginning in 2011, the AAO Membership Directory will be available via the website and electronic media format (CD-ROM), but will no longer be printed. The cost savings will be approximately \$250,000 for the association. Currently, the Membership Directory is published every 2 years.

James R. Bowlin, AAO General Counsel, has written a book entitled "Legal Handbook for Orthodontists" that is available to both AAO member and non-member orthodontists for purchase. Please go to the online store at www.AAOmembers.org to order your copy at a member rate.

Thank you for the opportunity to represent the SWSO on the AAO BOT. If you have any questions, or if you want to become more involved in activities that impact our specialty, please contact me at 214-696-8082 (work) or 214-520-2481 (home).

I am currently serving in my 7th year as your Trustee and am secretary treasurer-elect of the AAO. In response to a recent inquiry for the Missouri Department of Revenue, it was determined that I average between 12 and 15 hours per week on tasks that are related to my service as AAO Trustee. Only about 10-15% of that time was actually spent in Missouri. In the fall of 2011, SWSO will elect a new individual to serve as our Trustee. If you are interested in serving our profession in this capacity, please contact me for additional information. It promises to be a most rewarding opportunity!

Council on Membership, Ethics, and Judicial Concerns Report

Dr. Clark D. Colville

The Council on Membership, Ethics, and Judicial Concerns (COMEJC) has had the opportunity in the past year to review some of the policy changes that have occurred in rapid succession over the past few years. The streamlined process moving graduate students to active members has been well received by the students. Nonetheless, some students do not immediately notify the AAO of their practice location and are temporarily lost. Utilizing social network sites, such as Facebook, has been suggested as an idea in order to keep contact with the students during this transition process. The Bylaws are being reviewed to make sure the new process is in compliance. Some editorial changes may be needed to correct minor inconsistencies. AAO staff has developed a database of the key contacts at each North American residency program in an effort to keep contact with students as they transition out of their programs.

The expansion of the dues payment plan has been successful, with more than a 50% increase in utilization in the first year being offered. International membership remains a priority for future membership development. There are 40,000 orthodontists in the international community that are potential members; significant efforts have been made to enhance the offerings for international members that attend the annual session. Much work needs to be done to determine how the AAO can provide specific services for the international members.

An International Needs Survey will be sent in the fall to evaluate the level of services provided by the AAO. The primary reason for recruitment of international members is to maintain the preeminence of the AAO as the premier orthodontic organization in the world, and to increase revenue to be able to expand member services without increasing dues.

The COMEJC continues to look for a venue to disseminate information, in an interesting fashion, about ethical issues in our profession. The JADA publishes a very good article every month, 'Ethical Moments,' which looks at ethical issues framed in a clinical context. I would encourage everyone to add this to their monthly reading. The COMEJC is considering whether this format could be adopted in our Journal, with topics related to orthodontics. Internal procedures dealing with ethics complaints are being reviewed. The goal is to make the complaint process friendlier to those involved in a complaint. The current process is fairly rigid, and not too friendly to those involved.

Council on Governmental Affairs Report

Dr. Scott Hamilton

The Council on Governmental Affairs (COGA) met June 21-22 in Washington, D.C. Present were: Dennis Hiller, Chair; Don Hayes; Michael Foy; Gary Inman; Greg Ogata; Mark Dake; Larry Harte; Scott Hamilton; Nahid Maleki, Trustee Liaison; Mike Hipp, AAOPAC Chair; Jim Bowlin, Staff Liaison; and Kevin Dillard,

Staff Liaison. Kevin O’Neill and Eugenia Edwards, AAO’s Washington representatives, were present for the meeting. Present as observers from the AAOPAC Board of Directors were Lisa Howard, William Crutchfield, George Scott, Richard Pfeffer, and Dean Jensen. Topics discussed include:

Social Networking Opportunities

Mr. Dillard briefed the Council on the AAO’s social networking opportunities. He said that government affairs-related information is often included in *eBulletin* newsletters, and is routinely posted on the AAO’s Facebook and Twitter pages. The Council briefly discussed the necessity to keep information relative to government affairs on public sites brief and non-confidential.

2011 Annual Session Speaker

The Council discussed several potential speakers that it could request the Annual Session Planning Committee to consider as the keynote speaker for the government relations-themed lifestyles lecture at the 2011 Annual Session. The speakers the Council selected, in order of priority, are George Will, Sean Hannity, and Bill O’Reilly.

2011 Professional Advocacy Conference

Mr. Dillard provided information to the Council relative to the 2011 Professional Advocacy Conference, including the fact that the BOT would like COGA to take a more active role in planning and executing the event. Dr. Hiller appointed himself, along with Drs. Hipp, Maleki, and Hamilton to the 2011 Professional Advocacy Conference Planning Committee.

Congressional Leave-Behind/Legislative Priorities

The Council discussed changes to the current Congressional leave-behind. The revised document reflects changes since the passage of healthcare reform.

Chair Election

Dr. Dake nominated Dr. Hiller for Chair, and Dr. Hamilton nominated Dr. Hayes for Chair.

Engaging Young and Student Members

The Council discussed various ways in which the AAO could engage student and younger members in the government relations program. By consensus, it was determined that COGA members would ask their constituent executives to put an emphasis on identifying student and younger members for attendance at the Advocacy Conference.

2011 AAO Leadership Conference

The Chair appointed Drs. Inman and Ogata to attend the 2011 AAO Leadership Conference. By consensus, it was determined that AAO staff will ask for “podium time” for the COGA Chair or his nominee to speak to the Conference.

LEGISLATIVE COUNSEL REPORT

Kevin O’Neill and Eugenia Edwards gave a legislative update, focusing on the Senate Finance Regulatory bill being debated in Congress and its relation to a small business “carve-out” sought by the AAO and other similarly situated medical and business groups. They said that the bill would be in conference committee later in the week, and that the prospects that the “carve-out” will remain in the bill are uncertain.

Dr. O’Neill also discussed various tax issues, including potential raises in marginal income tax rates and potential fixes for the estate tax issue. He said that it is possible that the political climate may align for a large tax bill later in 2010, particularly after the election when many members of Congress are expected to be “lame ducks.”

Several questions were asked relative to the “value-added tax” that may be proposed. Both O’Neill and Edwards said that the bipartisan tax commission, which is expected to issue a report in December 2010, may include a provision for such a tax. However, they said that the political climate will likely make it difficult to institute such a tax without offsets in the marginal income tax rates.

Eugenia Edwards gave a brief update on various healthcare-related issues, including the “doc fix” currently under debate and supported by the AMA. She also discussed the Federal Trade Commission’s proposed “Red Flags” rule and the delay that was announced in May. She said that work continues to exempt orthodontists and other small business healthcare providers.

In summary, O’Neill and Edwards said that much of the AAO’s expected legislative agenda post-healthcare reform will likely be shaped after the November elections. The remainder of the 2010 legislative year will likely be taken with issues that are not directly relevant to the AAO.

GUEST SPEAKER

Sen. Tom Coburn (R-OK) joined the Council for breakfast on June 22. He discussed, among other things, healthcare reform and the budget deficit. He specifically mentioned the impact it will have on the country if its credit rating is cut. He took several questions from Council members relative to the mid-term elections and the possibility for more onerous provisions of healthcare reform to be repealed. The Council adjourned at 10:00 a.m. on Tuesday, June 22.

Council on Orthodontic Practice Report

Dr. Jeffrey G. Johnson

The Council on Orthodontic Practice (COOP) is charged with developing educational programs for orthodontists and staff for improved patient care, including practice management and delivery systems development; maintaining data on practice arrangements and transitions, office designs, and office procedures; addressing clinical and management problems that might arise due to orthodontic materials, devices, equipment, and/or systems; and developing programs for orthodontists and staff to satisfy regulatory requirements. While all COOP activities are too numerous to detail, recent, high priority projects will be highlighted.

The Practice Transition Seminar was held during the Annual Session in Washington, D.C. in May. Brandon Collier, Gary Wise, John McDonald, and Roger Levin each made unique presentations based on their backgrounds and transition philosophies. A panel discussion commenced, which utilized audience input. Copious amounts of information were exchanged and the program was well received and is highly recommended and appropriate for practitioners of any age.

The Voluntary Certification Program (VCP) is an acknowledgement program that is a representation of the AAO’s commitment to the professionalism and training of chairside orthodontic assistants. The certification is for a period of 3 years and renewal requirements will include demonstration of ongoing professional activity. While it is not intended to have any reciprocity with state licensure, it is a credential that staff members can take with them to future positions.

Learning via webinars was introduced within the last year and has been quite successful as related to efficient information dissemination and attendance by doctors and their staffs. Topics have included practice profitability, laser surgery, and cone-beam computed tomography among others. The webinars consist of a 60-minute PowerPoint presentation by an expert in the field of the topic followed by a 15 minute Q&A session. The presenters have been generous with their time as they have made themselves accessible for questions via

email following the sessions as well. Future webinars will continue to focus on clinical procedures, practice management, marketing and integration of technology as it applies to each of the aforementioned.

The 2011 “Orthodontist as CEO Conference” will provide, as those in the past have, attendees with practical information to be better leaders in their practice and also in their personal lives. Speakers slated for the conference include John McGill, Roger Levin, Darrell Cain, Terry Selke, Jeff Behan, Joyce Matlock, and Steven McEvoy. Topics to be covered are leadership principles, financial planning professionally and personally, and the utilization of technology to aid in the CEO orthodontist in daily practice. The AAO’s lobby firm, Patton Boggs, will have a 30-minute presentation to help decipher how current and proposed legislation impacts orthodontics and how we might affect future initiatives. Also, AAO Investment Advisors will independently discuss investment strategies for the “Under-50” and “Over-50” orthodontists. The 2011 conference will be held in San Diego and is fully expected to sellout.

The “Handling Orthodontic Emergencies” poster was sent in fall 2009 to public school nurses for a second time and has been planned as a biennial release. Feedback from the nurses has been quite positive. The poster is available on the member website as a free download for those who would like to distribute it locally to any nurses who did not receive it through the association.

It has been a pleasure serving the SWSO on COOP and I look forward to continuing the good work and time that so many AAO members throughout the country have dedicated themselves to doing.

Council on Insurance Report

Dr. Larson R. Keso

The regular meeting of the AAO Council on Insurance (COI) was held in St Louis, MO, 26 June 2010 at the AAO office. Dr. Luis Toro presided. Trustee Morris Poole brought greetings from and presented the board liaison report. Others present included Elizabeth Franklin, AAOSI Claims Manager, representatives from Affinity Insurance Services (AIS) and representatives from New York Life.

Risk Management Report

Ms. Franklin advised that AAOIC will present a risk management seminar at several constituent meetings this fall, including that of SWSO.

NYLIC Life and Health Report

1) The earned premium for the policy year was \$14,092,873 and the aggregate incurred claims ratio was 81.3%.

2) The Cost Stabilization Reserve has a current balance of 2,141,054 and the Dividend on Deposit has a balance of 6,357,007

3) Recommended a 14% increase for all major medical plans.

4) Traditional major medical plans have operated at a larger loss ratio (100%) than the PPO plans (80%).

5) Reported on the possible impact of Health Care Reform legislation on the AAO endorsed health plans.

Affinity Insurance Services Report

1) School visits have been completed. An increasing number of departments deny access to residents or require off campus, after hours sessions.

2) The AIS web site has been redesigned and includes a portal for information for current policyholders and potential applicants. A press release will be prepared for publication in the AAO Bulletin.

3) Council approved the website redesign pending legal and AAO Committee C approval.

4) Council requested AIS to develop enhanced marketing programs to stimulate interest in the Business Office Package and EPLI coverage.

Actions Taken/Recommendations to AAO BOT

- 1) Reject NYLIC proposed 14% across-the-board increase for all major medical plans. Taking into account the different loss ratios recommend:
 - 20% increase all traditional plans
 - 9% increase PPO plans
 - 0% increase \$500 deductible plan
- 2) Recommend the BOT permit AIS access to email address of members who currently own AAO-endorsed insurance products to allow for cross-selling other plans.

This year I will serve on the dividend review, reinsurance, and disability committee, and will chair the marketing committee. John Callahan and I were nominated as Chair for 2011-2012 fiscal year. The next council meeting will be January 15, 2011.

SWSO Delegation Report from the AAO House of Delegates

Dr. J. Mark Felton, Chair

Your SWSO Delegation to the AAO House of Delegates (HOD) diligently represented you during this past May's meeting in Washington, D.C. During the HOD sessions, 18 resolutions were adopted and five were referred to the AAO BOT, AAO Foundation (AAOF), various councils or committees. Among the most notable resolutions adopted include:

1. *Statement on the role of CBCT in orthodontics (26-10 H)*. The adopted resolution states: "RESOLVED, that the AAO recognizes that while there may be clinical situations where a cone-beam computed tomography (CBCT) radiograph may be of value, the use of such technology is not routinely required for orthodontic radiography; and be it further RESOLVED, that the AAO add this statement to the *AAO Clinical Practice Guidelines 2008*."

2. *Amendment of the top critical issues in the AAO Strategic Plan (31-10 H)*. The resolution adopted by the House identifies the following as the critical issues for the next 1 to 3 years: ● Consumer Awareness ● Transition of Recent Graduates to Practice—practice opportunities and manageable student debt ● Relationships with General Dentists and other Professionals ● Advocacy—i.e. Government Affairs, Access to Care ● Operating, Marketing and Cost Management of an Orthodontic Practice.

3. *Establishment of the AAO Credit Union (AAOCU) via appropriate channels (32-10 H)*. In 2009, AAO Services Inc. was requested by the HOD to study the large educational debts typical of new orthodontists and residents, and investigate the possible expansion of services to help manage the debt load. One service to be considered was establishment of a credit union, which could help provide more competitive educational loans and debt consolidation rates for orthodontic residents and new orthodontists and offer financial benefit to members in all demographic categories.

The 2010 resolution adopted by the House will put in motion the establishment of a credit union for AAO members. The initial business plan is still to be expanded to indicate whether the credit union will have a federal or a state-based charter, and whether eligibility to join may be extended to groups such as AAO member families, staff members, etc.

4. *Rescission of House Policy 24-09 H – AAO Advertising Materials and Fees (11-10 H)*. House Policy 24-09 H prohibited the modification of proprietary marketing materials of the AAO to communicate specific fees or orthodontic services designated as free. Rescission of the policy will make it possible for the AAO to use certain types of coupons in marketing materials, in order to make possible outcomes measurement for evaluation of the effectiveness of the Public Awareness Campaign.

5. *AAO sponsorship of a Craniofacial Anomalies and Special Needs Symposium (04-10 H)*. The 2009 HOD passed a resolution to establish a Board of Trustees task force on Craniofacial and Special Needs Orthodontics to explore the concept of a special needs division within the AAO governance structure. The division would serve members actively involved in clinical training in craniofacial and special needs orthodontics. The 2010 adopted Resolution 04-10 H will put in motion the Craniofacial and Special Needs Orthodontics Task Force recommendation that a one-day symposium be sponsored by the AAO on July 23, 2010, to gather concerned stakeholders for discussion of the proposed new division, identification of issues and assessment of goals. Our own Dr. Kirt Simmons has been instrumental in bringing this important concept forward.

Among the resolutions referred, the most notable included:

1. *Referral of the Perpetual Public Awareness Campaign Assessment funding resolution to the Board of Trustees Task Force to Study Funding for the Consumer Awareness Program (20-10 SAO)*. The original resolution called for a \$550 Public Awareness Campaign assessment to be levied on all U.S. and Canadian active and affiliate members (excluding active academic members) during FY 2011-12, and for the HOD in 2011 and each successive year thereafter to evaluate effectiveness and consider funding the campaign for an additional year. The BOT Task Force is to bring its recommendation on the resolution to the Board meeting in November 2010.

2. *Referral of consideration of a standardized clinical orthodontic training requirement (14-10 MASO)*. The House voted to refer to the Council on Orthodontic Education (COE) a proposed resolution that the AAO endorse the concept of a standardized clinical requirement as a prerequisite for graduation from accredited orthodontic specialty training programs. The COE is to study the resolution and report back to the 2011 HOD.

3. *Referral of consideration of funding of the AAOF Craniofacial Growth Legacy Collection Project—Encouragement to Constituent Organizations resolution to the AAOF (10-10 NESO) (S1-NESO)*. The resolution called for the AAO to contribute \$11.25 per Active and Life Active AAO Member for 4 years, commencing in fiscal year 2010-11 through fiscal year 2013-14, to the AAOF as a restricted gift for use for the Legacy Growth Collections Project. It also called for the eight constituents to be encouraged to match the AAO contribution relative to constituent members. The AAOF is to report to the BOT during their November 2010 meeting.

Keep in mind, as AAO members, you have access to all AAO HOD activity. You can find past actions and upcoming resolutions online through aaomembers.org with your membership log in and password. Once you are in the initial webpage, go to **MY AAO** and then to **GOVERNANCE**. Here you will find the HOD's actions among other items. Your delegation represents **YOUR** interests and needs as AAO Members. We welcome and encourage input from you to guide us in our decisions.

Your SWSO delegation this past year consisted of delegates, Drs. Clark Colville, Mark Felton, Devok Frech, Dean Jensen, Steve Robirds, and Kirt Simmons; alternate delegates, Drs. Ken Dillehay, Justin Power, and Michael Ragan. Supporting our delegation were SWSO Trustee, Dr. Gayle Glenn, and SWSO Executive Director, Judy Salisbury. Over the course of the AAO Annual Session, your delegation was involved in five different sessions lasting a total of 2.5 days. I want to thank them for their dedication to our organization and profession by making such a sacrifice of their time!

Council on Orthodontic Health Care Report

Dr. Stephen D. Robirds

I am at the halfway point of my 8-year term on the Council on Orthodontic Health Care (COHC), and I have to say it has been an interesting and enjoyable time. I've had the privilege of meeting some wonderful

orthodontists from around the country, as well as work with the excellent staff at the AAO. Our purpose for existing has changed little for the past 4 years, but what we have done to accomplish these goals has changed.

The two main areas we work with are Access to Care and Orthodontic Insurance concerns. Regarding Access to Care, the AAO is still actively exploring ways to improve access to orthodontic care and currently there is AAO Task Force that setting up a pilot program in five states (Illinois, Indiana, Kansas, New Jersey, and Rhode Island) that is called the DOS program—Donated Orthodontic Services Program. It is patterned after the successful, nationwide DDS program (Donated Dental Services). Although just getting off the ground, once it is proven viable, it will come under the guidance of the COHC, so our council is keeping up with the progress of this Task Force very closely. Also the council has been working closely with the ACPA (American Cleft Palate-Craniofacial Association) to form an organizational alliance in order to provide better access to care of cleft palate and other craniofacial anomaly patients. The AAO held a symposium on July 23, 2010 to discuss the creation of a special area within the AAO to address treatment of patients with craniofacial anomalies and special needs.

On the Orthodontic Insurance front, the council is wrapping up the first year of having a BOT-appointed consultant to establish a continuity of contact among other branches of dentistry and the insurance industry concerning issues that we face in our orthodontic practices with filing claims, receiving reimbursements, coding issues, electronic claims, etc. Dr. Norm Nagel, an orthodontist from California, is our consultant and has done an excellent job in representing the AAO in these matters at several meetings he has already attended this year. If there are ever any serious issues that affect orthodontic insurance or coverage, we are in good hands with Dr. Nagel. The Dental Benefits Advisory Hotline is still receiving many calls concerning various insurance issues, including CDT coding, reimbursement, as well as electronic claims and HIPAA concerns. The number for contacting the hotline is on your AAO membership card. One area of increase interest for our council is making contact with the Human Resource person at large businesses to better educate them on the benefits to their employees of a quality orthodontic plan with little extra cost to the business.

Lastly, the COHC's Strategic Plan is under review in order to keep up with the changing times and situations. As always, though, the main purposes of our council remain intact.

Council on New and Younger Members Report

Dr. Justin Power

The Council on New and Younger Members (CONYM) met via conference call on July 13, 2010. President-elect Dr. Michael Rogers reviewed and discussed items that were of interest to council members. He also provided an overview of other current matters which include (1) keeping the AAO president-elect as the CONYM trustee liaison, because it is important that the incoming president have a good understanding of the needs of AAO's younger membership; (2) flexible spending accounts in health care reform; and (3) status of establishing a credit union relationship for members.

Dr. Allison Fallgatter reported on the recent conference call of the newly established AAO Economics of Orthodontics Task Force. The purpose of the task force is to study and propose action items on issues affecting member practices economically. These include:

- How should AAO prepare for orthodontic treatment for all ages, with an expected increase in the 25-44 age group as orthodontic patients?
- Gender and/or generational practice model changes.
- How to deal with more orthodontic graduates and old orthodontists deferring retirement, resulting in too many orthodontists in practice. What are the practice opportunities for new graduates, and how are they dealing with their increased debt?
- Our consumer awareness program is focused to mothers. How do we also market to adults, including

interdisciplinary care?

Dr. Scott Schulz reported on the New Orthodontist/Resident Conference held during the 2010 AAO Annual Session in Washington D.C. The conference was sold out, with Dr. David Sarver being very well received. Dr. Laura Nichols reported on plans for the New Orthodontist/Resident Conference at next year's Annual Session. The program will be 2 hours followed by a 1-hour cocktail reception. Tickets for the New Orthodontist/Resident Conference and Reception at the 2011 Annual Session will be \$20.

Dr. Dan Ryan gave an overview of the *New and Younger Members Online*. Volunteers were assigned for writing/supplying articles for upcoming issues.

The COMEJC requested a review of AAO policies regarding transition from student to active member. COMEJC would like the new and younger member viewpoint on how students/new graduates would like the member transition process handled. A committee was established to form some ideas on the subject. It was suggested that a survey be conducted to learn the thoughts of residents and recent graduates.

The BOT has requested CONYM to review and develop action recommendations. Committees were formed to research and review these topics and report back to the council. The topics are as follows:

- How to engage new/younger members with council/task force activity.
- Develop programs to get students actively involved in the AAO based on their time and interest.
- Continue to stress social networks to tap into new/younger member preferred method of communication.

The AAO Board has established a Peer-to-Peer Social Media Cohort Task Force. Two members of CONYM were appointed, Drs. Michael Meru and Justin Power. The purpose of the task force is to investigate the value of developing peer-to-peer social networks for our members.

The AAO 2011 Leadership Conference will be held on February 24 in San Diego and the ADA 2011 New Dentist Conference will be held June 16-18 in Chicago. Representatives were selected to attend the Leadership Conference and representatives will be determined in December for the New Dentist Conference.

A CONYM conference call will be held in December and will meet January 22, 2011 at the AAO headquarters in St. Louis. If anyone has any questions or would like to offer some input on any of the issues being discussed by the Council, please do not hesitate to contact me at jpower@oasmiles.com

Committee on Information Technology Report

Dr. Kirt E. Simmons

The annual meeting of the Committee on Information Technology of the AAO was held on September 11, 2010 in St. Louis. Having recently been "converted" from a Council to a Committee of the Board, there have been some changes, including the membership. SWSO still contains a member, myself, but we have two new members, Mr. Steven McEvoy, an IT professional with a long experience in orthodontic applications, and an old friend of mine, Dr. Martin Palomo of Case Western University, who has extensive experience and research expertise in cone beam computed tomography. Dr. Buzzato of Pennsylvania is our new Board Liaison and, although not particularly knowledgeable in IT, he makes up for it in interest and enthusiasm! He approached the Committee about providing some proposed IT topics to be presented at "his" annual AAO meeting in 2013. The COIT will develop several potential presentations for the program committee to evaluate, with the goal of presenting 3-4 topics. It is hoped this will become an annual feature at the annual AAO meeting.

The AAO has also taken steps to join DICOM (the international committee which is developing standards for digital medical records and information) itself, as well as being represented indirectly through the ADA. Once again our specialty is leading the way, being among the first specialties (the American Association of Oral

and Maxillofacial Radiologists have also applied directly) to apply for direct representation to this important committee. It is expected we will be notified of their decision by the end of the year.

It was noted three of the COIT members will be presenting at the upcoming Moyer's Symposium in February, 2011, while another will be presenting at the midwinter meeting in San Diego.

Most of the meeting was focused on technology topics the members feel are important now and in the future, prioritizing those topics, developing educational presentations on these topics, and discussing means by which this information can be provided to our members. We have scheduled conference calls essentially every 2 months and will be meeting again at about this time next year. If you have any questions, concerns or wish to provide any comments please feel free to contact me.

SWSO Continues Support for Orthodontic Educators

Dr. H. I. (Hank) Bussa, Jr.

The SWSO has been the leader among the eight AAO Constituent societies for its ongoing faculty support efforts. We are proud of the culture of excellence our mentors have instilled in our profession. The field of orthodontics is held in high regard, for its academic and therapeutic standards, by both the public and our fellow dentists. This high standing would not have been achieved and cannot be maintained without quality orthodontic residency programs and the vigilance of our educator colleagues. They are our critical partners in the guardianship of our professional future.

The SWSO has made a commitment to our orthodontic educators by funding the faculty at our four university orthodontic programs for activities that promote faculty enrichment and development. During the SWSO fiscal year 2010, the SWSO Faculty Support Committee will disperse approximately \$30,000 in funding to our educators.

The SWSO support program involves both individual and departmental funding. After review of available funds, the SWSO usually provides monies to each of the four departments for general faculty support such as research projects, laboratory or clinical research equipment, or attendance to the AAO/SWSO Annual Sessions or other meetings related to professional enrichment. The chairman of each department applies annually for these funds.

Also, the SWSO provides an Educator Research Award to an individual researcher from a SWSO-supported orthodontic program. Applications for this award are submitted prior to the SWSO Annual Session and are reviewed by the SWSO Faculty Support Committee. The award is presented to the selected "winner" at the SWSO Annual Session. Similar to the general faculty support grants, the amount of this award is determined by review of available funds.

Additionally, the SWSO sponsors a half-day Faculty & Chairs' Meeting at the SWSO Annual Session. Those faculty members (0.5 FTE or greater) who register for the SWSO Annual Session and are in attendance at the Educators Meeting are awarded \$200 each to help with their expenses. The agenda for this meeting includes discussions about the research being done at each of the programs and about academic issues of interest to our educators. These issues usually involve curriculum, admissions, teaching matters, faculty recruitment and retention, research topics, funding issues, and other current problem issues facing our educators. Following this meeting, the SWSO hosts a luncheon for the educators, which allows for further informal interaction with each other and the SWSO.

On behalf of the SWSO officers, the SWSO Board of Directors, and all SWSO members, the Faculty Support Committee (myself, Chair, Dr. Kirt E. Simmons, and Dr. Tony Stretesky) wish to extend our collective gratitude and support for our orthodontic educators.

ANNOUNCEMENTS

Interested in Serving as AAO Trustee?

In the fall of 2011, the membership of SWSO will be charged with electing the next Trustee to the AAO Board of Trustees. This position has been filled since 2004 by Dr. Gayle Glenn of Dallas, Texas. While the sitting Trustees makes it seem easy, it is anything but.

The duties of the Trustee can be found in the AAO Bylaws. The commitment is daunting and includes the following meetings where preparation is required:

AAO Annual Session with board meetings held before and after (minimum 10 days)

Three additional board meetings in February, August, and November (~2-3 days each)

Annual board planning session

AAO Council meetings (usually 2 per year for 2 days each)

AAO Professional Advocacy Conference (approximately 2-3 days)

AAO Leadership Conference (held every other year; approximately 1-2 days)

ADA meeting (minimum 5 days)

SWSO Annual meeting (approximately 4 days)

SWSO Ad-Interim board meeting (approximately 2 days)

Other meetings (e.g. ADEA, ASDA, Dental Specialties Group, task forces, special committees)

In addition, there are numerous conference calls and daily emails requiring response.

As Gayle will tell you, "It is a part-time job. The AAO and SWSO have to become your hobby. You will meet many great leaders from around the country and have a role in shaping the future of our specialty."

It is an eleven-year commitment from beginning Trustee through the officer positions to Past President. AAO Presidents from SWSO include Dr. Robert Gaylord in 1973, Dr. James Reynolds in 1982, Dr. William Stutts in 1990, Dr. Larson Keso in 1998, and Dr. Mel DeSoto in 2006. Dr. Gayle Glenn is slated to be AAO President in 2014.

If you are interested in serving as Trustee, contact Judy Salisbury at the SWSO Office at 812-923-2700 or Gayle Glenn at 214-520-2481 (home).

Notice of Member Deaths:

The following SWSO members have passed away in the last 6 months: Dr. James Booth, Dr. John McNutt, Dr. Charles Osborn, and Dr. William Younger.

If you have any announcements you wish to add to future newsletters, please contact the Editor of the SWSO Newsletter, Dr. Kirt Simmons, at SimmonsKE@archchildrens.org, or 501-868-2696.