



November 22, 2023

Meeting our members where they are at.

One of the core values of the AAO is “Our members come first”. With the rapid evolution of information technology, including disruptors such as Chat GPT, and the diversity of our membership including the ways they seek, engage, and consume information creates a challenge for the AAO to continue to provide the greatest value to our membership. At the recent meeting of the AAO Board of Trustees, this specific issue was discussed, and plans are underway to develop a better understanding of various unique member segments and to investigate new technologies that will serve the needs of these groups.

Last year, the Committee on Conferences and Meetings (CCon) developed “Personas” for attendees for Annual Session. This allowed members with common interests (segment of our membership) to more easily find the track of continuing education that suited the needs of this segment. Member feedback from our 2023 Annual Session in Chicago, reinforced that this new way of organizing the meeting was very well received.

Pivoting from the success with Personas, we are working at defining member segments for a more holistic approach to our membership. For example, one member segment may include members that have been in practice for more than 25 years, receive continuing education only from AAO, have attended many AAO Annual Sessions, have a focus on improving treatment mechanics and treatment outcomes and prefers to receive information/communications via email. This is different from a group of members that receives continuing education from a variety of sources and prefers the information in bite sized chunks, has a primary focus on business/practice growth, and prefers to receive information/communication by text or by push notifications from an app. These are just two possible examples of member segments. We are challenged to dig deep to flesh out more of the specific member segments that we can identify the groups that we need to serve. We can only provide more value to each and every member if we understand their needs and meet them where they are at. We need to provide them with a compelling reason to maintain their relationship with the AAO.

Delivering information, education, and resources in the form and format that the various member segments/groups require creates a great challenge. The technology infrastructure that is required and the development and modification of content are two of the many priorities that will need to be addressed in the short term so that we can continue to support our members over the long term.

Meeting members where they are at is how the AAO can continue to provide value to our members. The AAO Board of Trustees is forward focused. A better understanding of our membership and a focus on developing an infrastructure to service all our members will allow for the future success of the AAO and our members. After all, our members come first and we need to continue to strengthen our value proposition for each and every member.

Please feel free to reach out to me if you have any questions.

Respectfully submitted,
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