



AAO Council on Orthodontic Practice
 Dr. Lana R. Helms, GLAO representative

Date 2/11/24

Dear GLAO Membership,

The Council on Orthodontic Practice met for its annual meeting in St. Louis on December 9, 2023. Here is a synopsis of projects and subcommittees within the council:

Recommendation	Completion Date
<p>Office Design: COOP is recommending to the BOT for ongoing funding to keep content for the AAO’s Office Design Series updated and relevant.</p>	<p>Ongoing</p>
<p>Sustainability: In Summer 2023, COOP formed a sustainability subcommittee. Dr. Goodman reported progress to date.</p> <p>Based on Dr. Goodman’s report out, COOP unanimously agreed that there is a need to implement sustainability efforts based on the volume of product creation and waste with 3D printing and clear aligners.</p> <p>The COOP subcommittee was introduced to representatives at Terracycle through Mindi Brothers who had spoken to Terracycle in previous years regarding a potential member benefit initiative. (https://www.terracycle.com/en-US) They are the leader and the best equipped vendor to provide a program such as this.</p> <p>A multi-step initiative was shared and formalized to include (1) a volunteer recycling program to include recycling clear aligner trays, 3D print materials, PPE, plastic packaging, and office supplies. With project management, reporting and aid with promotional content from Terracycle*. (2) A member wide volunteer program similar to MASO’s “Go Green” effort. (https://maso.org/go-green/) giving offices the option to take a pledge to stop using plastic bags with AAO providing an initial shipment of 50 free paper bags and resources to purchase future bags. (3) New member sustainability webpage providing information on items 1 & 2, as well as updates on sustainability efforts and custom-designed downloadable resources for members to use in their practices. (4) A sustainability page on our public facing AAO website detailing AAO and members sustainability efforts.</p> <p>*Participating orthodontic offices will need to cover some costs such as recycling containers in their offices and shipping of content to Terracycle. Containers can come in different sizes and materials to fit the orthodontists’ individual office needs. The subcommittee will work on potential supplier sponsorship to cover a portion of orthodontists costs while working on implementation of approved sustainability program.</p>	<p>Phase one completion is three years from start date.</p>

Staff Shortage Subcommittee:

The milestones of the task force included its formation in November 2021, a planning phase, budget approval, implementation from May 2022 to present, results review and finally the task force being dissolved and transitions to COOP to manage moving forward.

As a refresher, the goals of the task force were:

- (1) Increase the candidate pool through less restrictive ortho assistant requirements, marketing campaign to high school counselors and students, and a member toolkit.
- (2) Improve member effectiveness of recruiting, hiring, and retaining staff through the development of a member toolkit to improve attractiveness of the jobs, assist with recruitment/hiring, and basic training videos for staff.

Results to date:

Advocacy had wins in MI and Ontario. With ongoing work in MD, CA, NY, MN, and IA. Other states will be identified and added to the Advocacy list as identified moving forward.

The Consumer & School Counselor Campaign had mixed results. Posters did not work, but the Direct Mail (w/low cost) to schools, digital advertising and organic social media were effective and will be considered by COOP moving forward. These will be looked at for Feb-March 2024 by COOP.

It is recommended that AAO have representation for the Ortho Career field at the ASCA Conference, which is in Kansas City, July 13 – 16, 2024. The 2023 Conference was worthwhile and staffed by Ortho Assistants.

Business Development will be looking at relevant employee benefits needed to help members be more competitive employers. They will continue to explore and plan to launch relevant HR related partnerships.

The task force was officially sunset. A new COOP subcommittee was formed for ongoing efforts. The committee will be Dr. Lana Helms, Dr. Maddy Goodman, Dr. Scott Hubbard, and Dr. Robert Selden. Chair will be determined at their first meeting in January 2023.

Additional Topic Point: Ortho Staff Club Product review assigned to same subcommittee to report on recommendations for improvement.

Member Patient Form Update	In the subcommittee’s recent review, they are recommending updates to the Radiology Form w/CBCT content and a substantial reformatting of the Children’s Medical History form. Additionally, COOP elected to provide Word documents for members to download for their own modification and use. Will start with the Health History Questionnaires and the Waiver Forms. COOP solicited approval on process from AAO Legal. Trey Lawrence provided a legal disclaimer to be added to any Word form documents. Edits sent to Marketing in early January 2024.	
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All Things Webinars/Online Lectures update	Dr. Pompei shared an update that the subcommittee is currently in the process of their every 3-year review of all online educational content for relevancy and at the same time reviewing tags. This should be completed in February. At the same time, the Education staff is reviewing the current terminology used by AAO Education, Events and Marketing, BroadcastMed (our education vendor), and members themselves to create a consistent terminology roadmap for the future.
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	<p>Members should expect significant changes on the horizon based on Tagoras' recommendations.</p> <p>The subcommittee has been working the past few months on trying to improve the use of the AAO Online Education site which is difficult to navigate for a number of reasons, including the volume of content, the search engine capabilities, the amount of scrolling and clicking you have to do to find content, and the overall confusion by members on whether they own the CE Passport or not.</p> <p>Vendor Network Webinars:</p> <p>Libby Dischert provided an update on the roll out of the complimentary Vendor Network series in early calendar 2024.</p> <p>The subcommittee will work with CCon to vet the programming before it is released to members.</p> <p>In 2024 there will be no more than five vendor webinars and they will live with the majority of our education content on BroadcastMed.</p>
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Next Meeting:	September 14, 2024 (arrive in STL on Sept. 13)
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Please contact me at lrhelms@sbcglobal.net if you have any questions
Respectfully submitted,

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GLAO Representative to the AAO Council on Orthodontic Practice

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