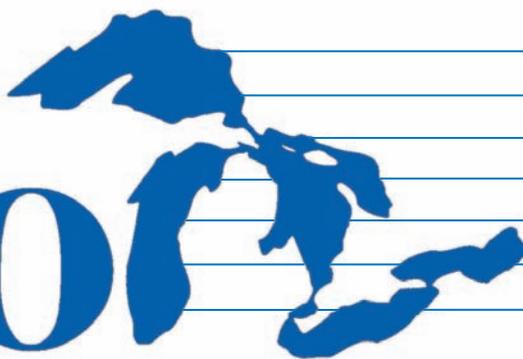


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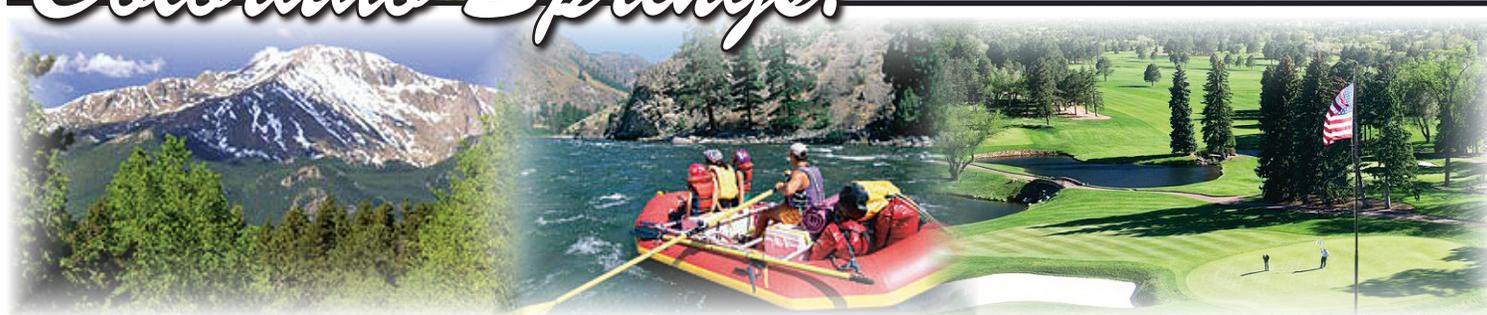
GLAO *News*

Vol. 49 • No. 1
Spring 2013



EXCEEDING EXPECTATIONS
2013 RMSO/GLAO ANNUAL SESSION
THE BROADMOOR • COLORADO SPRINGS
SEPTEMBER 26–29, 2013

Colorado Springs!



See pages 22 & 23 for information!

TABLE OF CONTENTS

President's Report	2
Editor's Edge	3
AAO Trustee Report	4
Education Spotlight	5
AAO Councils:	
Council on Communications	7
Council on New and Younger Members.....	9
Council on Governmental Affairs.....	10
Council on Insurance	11
Council on Orthodontic Education	11

Council on Orthodontic Health Care	12
Council on Orthodontic Practice	14
Council on Membership, Ethics & Judicial Concerns.....	15
Council on Scientific Affairs.....	15
ABO News	17
CDABO News	19
AAOF News	19
AAOPAC	21

Component Updates:	
Indiana	22
Ontario	22
Michigan	23
Pennsylvania	24
Ohio.....	24
GLAO Award Nominations	25
GLAO Leadership	26
2013 RMSO/GLAO Annual Session Information	27

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PRESIDENT'S REPORT



MICHAEL SHERMAN | B.Sc., D.D.S., M.Sc., M.B.A.

The GLAO is a great organization that provides an opportunity for each and every one of us to have an outstanding career in orthodontics. We, as orthodontists, need to provide opportunities for our members to develop as volunteer leaders and continue to move our organization into the future. Orthodontists need to continue to be on the leading edge of our technology to maintain our dental "specialist" status and take advantage of educational opportunities to allow us to continue to develop our skills. Orthodontists need to take the opportunity to teach our customers that we are the best choice for providing them with a beautiful healthy smile. We have many opportunities; let us not waste any of them.

The GLAO Board of Directors and various committees are working to provide more opportunities for members to get involved. We have suggested term limits for our AAO delegates and more delegate opportunities through proposed changes to the GLAO Bylaws. I encourage anyone, who is interested, to contact a member of the GLAO Board of Directors and find out a little more about what we do. I expect there is at least one area that may be of interest to you, and you may be the valuable resource that we have been looking for to represent us

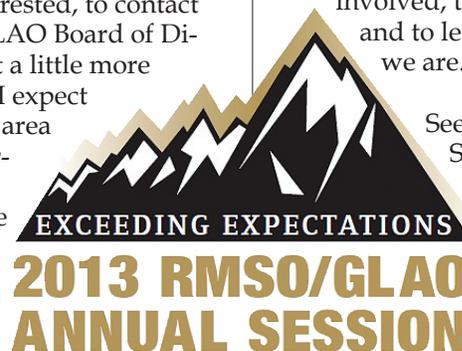
in this area. Please take the opportunity to get involved.

We can only stay ahead of the curve if we continue to be aware of the science and technology that is developing in the area of orthodontics. Certainly our annual session at The Broadmoor in Colorado Springs will be an opportunity for you to expand your knowledge and stay ahead of the curve. The AAO annual session and midwinter meeting are other opportunities as well. We have expertise, additional education and the drive and ability to learn new technologies. I would suggest you don't become complacent and get out there and continue to learn and further differentiate yourselves from the general practitioner.

"Orthodontics by Orthodontists" is our mantra in Ontario. After all, isn't that the part of the message that we really want our target audience to receive? The AAO consumer awareness program is excellent from three points of view. First, it allows our target audience to pause and think about their life, their smile, their family, their careers and the evolutionary changes that are happening to them in all of these. Second we deliver the idea, through our message, that change is an opportunity to improve. Finally, we reinforce that we, the orthodontists, are the change agents. We need to continue to deliver the message that the orthodontist is the most qualified person to provide a healthy beautiful smile. "My Life. My Smile. My Orthodontist."

So take the opportunity to get involved, to improve your skills and to let the public know who we are.

See you all in Colorado Springs. Mark your calendar today!
September 26-29, 2013 at The Broadmoor.





JOHN F. MONTICELLO | D.D.S., M.S.

GLAO leadership with a roadmap for future efforts.

There will be a new column in the Fall edition of the GLAO News. We will be having the Chairman of our AAO Delegation write a short summary of the House of Delegate business from the proceeding AAO annual Session. This will be a very concise article relaying any changes or additions to the AAO Bylaws and any business that affects GLAO members. We hope to provide our members with some insight into the workings of the Delegation to encourage member interest in becoming a Delegate.

Our series of Orthodontic Residency Reviews is now coming to a close with the final program highlighted in this edition. This series began in 2003 with the visit to the program at the Ohio State University and has progressed with one or two programs every year. We are now honored with a look at the orthodontic residency at Seton Hill University in Greensborough, PN. This is the last program within our Constituency to be publicized to all our members. Please take a moment and read the piece by the Program Director, Dr. Donald J. Rinchuse. This has been a very well received series by all our members; re-introducing many to their alma maters and the improvements, modernizations and technical advancements implemented. It has also provided senior doctors some insight into the education and learning environment of potential associates, and encouraged many to donate time and finances.

Thank you for allowing me to serve as your Editor for these past 12 years. It has been an adventure! I have worked with 12 different administrations, three Executive Directors and enjoyed meeting orthodontists from many components, making many new friends. The Fall 2013 Issue will be my last edition as Editor of our GLAO News. I hope to continue serving with the GLAO Board as a voting

member for the first time as the Secretary/Treasurer, pending the election outcome this summer. I look forward to the change. I am also continuing my duties with the written word as the North American Associate Editor for the World Federation of Orthodontists. Be sure to look at our online JWFO publication. If you have any experience in writing or enjoy wordsmithing, please look at the notice within this edition for the GLAO Editor and send in your CV and letter of interest to the GLAO office by August 1st.

My immense appreciation goes to Debbie Nunner and her assistant Karla Dunbar who have been the best team I have ever worked with for association management skills and newsletter production. I look forward to continuing to work with them as I ascend the leadership positions within the GLAO.

GLAO Seeks Editor

Dr. Monticello will conclude his term as the GLAO Editor in the fall of 2013. The GLAO is grateful to Dr. Monticello for his many years of service to the GLAO as Editor!

The GLAO Leadership is seeking interested and qualified candidates with a term to begin in September, 2013. If you are interested in serving the GLAO as the GLAO Editor, please visit www.GLAO.org to view the position description. A letter of interest and CV are due to the GLAO office GLAO@AssnOffices.com, no later than August 1, 2013. The GLAO Board will make this appointment in September, 2013 at the Annual Board Meeting.

For additional information, you may contact the GLAO office at GLAO@AssnOffices.com.

The GLAO Annual Session is always a great meeting with current educational topics and relaxing surroundings. The 2012 meeting in Indianapolis was a great success with excellent doctor and staff lectures and social events for all. Please congratulate Dr. Jerry Hickman when you see him. This year's President, Dr. Michael Sherman, promises to have an equally successful 2013 meeting. He has been planning the 2013 Annual Session for over 3 years. Please watch for the announcements and save the dates of September 26-29th for the joint meeting with the Rocky Mountain Society of Orthodontists (RMSO) at the historic Broadmoor Hotel and Resort in Colorado Springs, Colorado. It has been an elite gathering place since 1871 with spectacular sights, dining, nightlife, golf and activities for the entire staff and family. You can check out The Broadmoor at www.broadmoor.com.

Go to our homepage and check-out the GLAO Board's Strategic Plan for 2012-2015 at www.GLAO.org. Six broad categories for our focus have been defined with champions identified to go forward. The six categories are: Advocacy and Representation, Education and Professional Development, Communication, Membership, Leadership and Organizational Effectiveness. This plan allows us to serve our members better with metrics available to measure our successes and target our deficiencies. This tool provides the



CHRISTOPHER A. ROBERTS | D.D.S., M.S.

Welcome to 2013 and with it, for those Great Lakes members practicing in the US, the expiration of the Bush era tax cuts and the initiation of the Affordable Care Act, also called ObamaCare. As you are most probably aware, the Affordable Care Act was signed into law by President Obama in March of 2010 and declared constitutional by the United States Supreme Court last June. Precisely how this will affect orthodontists and their practices is still yet to be seen. The AAO, as an association of small business persons in addition to being health care professionals, is eager to work with our legislative leaders on important issues that affect our patients and the access to high quality affordable care.

In January, the AAO held their Professional Advocacy Conference in Washington DC. Representing the Great Lakes were **Drs. John Buzatto** (Allison Park, PA.) our AAO President, **Phil Beckwith** (Westerville, OH) our representative on the AAO's Council on Governmental Affairs, **Rick Pfeffer** (Altoona, PA) our AAO Political Action Committee (PAC) representative, **Lindsay Schuster** (Pittsburgh, PA) a cranio-

facial orthodontist at the University of Pittsburgh, **Adam Donnell** (Ann Arbor, MI) a second year resident at the University of Michigan, and myself. Incorporated into this conference were meetings with congressional staff and legislators on Capitol Hill. Several of the topics we discussed with legislators are listed below.

Repeal of the 2.3% excise tax on Medical Devices, which will encompass nearly all of our orthodontic supplies and equipment. Designed as a means of paying for the Affordable Care Act, this tax affects not only those of us practicing in the US, but may also affect those who buy supplies and equipment from US companies. Health care device manufacturers are likely to pass this tax on to health care providers, protecting their thin margins. This can negatively affect access to care for our patients at a time when many are struggling to deal with finances in this tough economy.

Removal of the \$2,500 annual cap on Flexible Spending Accounts (FSA's). Also initiated to generate revenue to pay for other government expenditures, the cap on FSA's could have the unintended consequences of limiting access to critical health care services and threaten affordability. The AAO estimates that nearly two-thirds of our patients use FSA's for orthodontic services. This new limit could lead many patients to forgo or delay many health care services, not just orthodontic care.

Support tax reform to support growth of small businesses. As Congress considers comprehensive tax reform, the AAO supports a Congressional tax reform process to streamline provisions that compli-

cate operations and impose significant compliance costs on small businesses, the primary engine of job creation in the United States.

Ease the Burden of Student Debt. The Budget Control Act of 2011 created additional challenges for today's young residents by eliminating the federal subsidized (interest free) loans for graduate students while the student is in school or during a deferment period. The high cost of an orthodontic education is one of the major factors influencing the future of our specialty. Subsidized loans, and the ability to deduct the interest costs for educational loans, would help ease the debt burden on our next generation of orthodontists.

Throughout this article I have referred to "the AAO". Don't forget that the AAO not only represents you, **it is you**. We cannot rely on a few of our members to lobby congress. We all need to be involved, both US members in Washington DC and Canadian members in Ottawa, if we expect changes that benefit our patients to occur. Contact your elected officials. The AAO central office will be able to assist you with talking points. US members, contribute to the AAO PAC. Our PAC is our voice in our nation's capital.

I am sometimes asked why I am involved in organized orthodontics. One reason is that I believe if enough of us work together for a worthy cause, we can make a difference.

As always, it is an honor to serve as your Trustee. Please feel free to contact me at any time at croberts@aaortho.org.

Seton Hill University Advanced Education Program in Orthodontics and Dentofacial Orthopedics

About Seton Hill University

Seton Hill University was founded in 1885 by the Sisters of Charity and is a coeducational liberal arts Catholic university located on a 200-acre hilltop campus in Greensburg, Pennsylvania. There are 2,500 students with 80 plus undergraduate academic programs. There are graduate programs in education, business (MBA), orthodontics, art therapy, marriage and family therapy, physician assistant and writing popular fiction. As of 2009, Seton Hill University is also the on-campus home of Lake Erie College of Osteopathic Medicine (LECOM) at Seton Hill; with its 3 campuses, LECOM is the largest medical school in the nation.

About the facility

Seton Hill University Center for Orthodontics, Greensburg, Pennsylvania is a 14,500 square foot state-of-the-art facility with an upper clinical floor, and a lower academic floor. The clinical floor has 28 operatories with 2 private operatories equipped with the audio-visual capabilities to record clinical procedures and send them to either of the 2 lecture rooms in the lower floor. The facility sits in a gorgeous wooded hillside area located 6 miles east of the Seton Hill main campus in Greensburg but in close proximity to Latrobe (Steelers Training Camp and Arnold Palmer Airport). Greensburg is 35 miles east of Pittsburgh.

How the program started

The motivation for starting the graduate orthodontic program at Seton Hill University came from a number of different sources. First, Drs. Don (Program Director) and Dan Rinchuse (Associate Director) are 4th generation "Greensburgers" and have been associated with Seton Hill University all their lives (living several minutes from the uni-

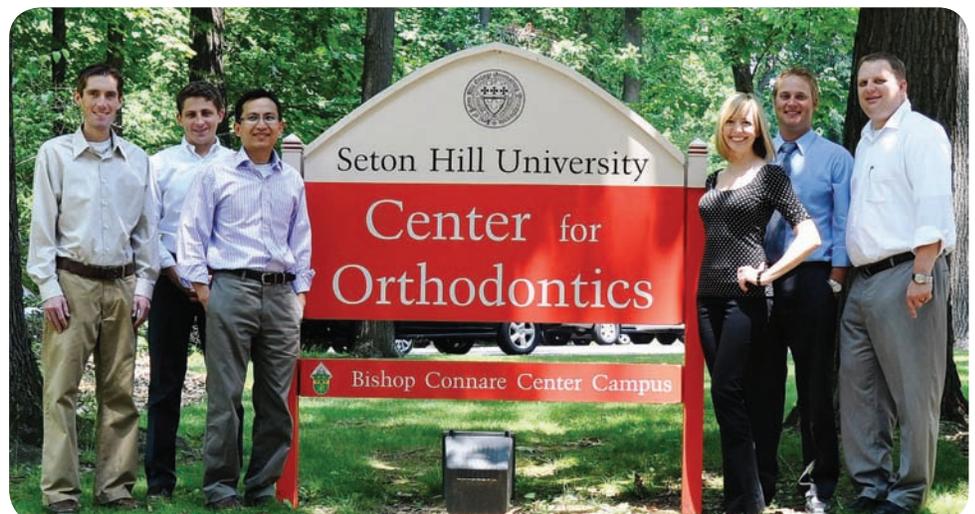
versity). They attended a catholic grade school near Seton Hill taught by the Sisters of Charity (founding Sisterhood of Seton Hill University). Next, Drs. Rinchuse had been involved with Westmoreland Hospital's (Excelsa Health) Dental Center, Greensburg, Pennsylvania, in which they provided orthodontic care for the region's indigent for more than 25 years. About 2 years prior to the initiation of the Seton Hill Program, Excelsa Health decided to close the hospital dental center and this left a void in the dental/orthodontic treatments for thousands of children. Some of these families traveled more than 3 hours for treatments and the hospital had a 3 year waiting list. Next, several developments were taking place on the Seton Hill University Campus. Most importantly, Lake Erie College of Osteopathic Medicine (LECOM) came on the Seton Hill University campus in 2009, their third medical school branch (main branch in Erie, Pennsylvania and a second branch in Bradenton, Florida). Seton Hill University already had health programs in dietetics and their physician assistant program is one of the

top in the country (Dr. Don's son a graduate). These factors, and others, were the motivating forces that led to the development of the graduate orthodontic program at Seton Hill.

About the program

The Seton Hill University Graduate Program in Orthodontics was accredited by ADA CODA in February of 2010 and took its first class in July of 2010. This inaugural class will graduate on December 10, 2012 (See Picture). The program is 30 months in length and grants a Master of Science Degree in Orthodontics. There were 6 residents in the first class, 7 in the second class and 7 in the third class. The program offers a wide variety of different clinical techniques and appliances, which are applied in various edgewise slot size dimensions, i.e., .018, .022, and bidimensional. The program places emphasis on evidence-based decision making. The program also emphasizes the service aspect of orthodontics and teaches that orthodontics is a conduit to serve others. A goal of the Seton Hill University Orthodontic Program is

CONTINUED ON PAGE 6



Seton Hill University Orthodontic Program Graduating Class (2012) From L to R: Drs. Daniel Keith, Ryan Williams, Kurt Bui, Morgan Rutledge, Heath Smith, and Ethan Drake

to instill within the residents a passion and love for the profession of orthodontics, including the patients and families they serve. Seton Hill University's Graduate Orthodontic Program has an association with the Department of Orthodontics at the University of Cagliari and the Istituto G. Gaslini, Italy (one of the most famous pediatric hospitals in Italy located in Genoa) to pursue academic interests and collaborative research.

Residents' Comments:

I was so excited to begin my training at Seton Hill's new, state-of-the-art orthodontic program two years ago, and have never regretted my decision! Seton Hill's amazing facility, gifted faculty and wonderful patients have proved to be even more of a blessing than I could have imagined. With the training provided here, I feel well-prepared and very excited to begin my career in orthodontics.-Dr. Morgan Rutledge, Class of 2012

My time at Seton Hill University has been one of the best experiences in my life, and I can't thank Drs. Don and Dan Rinchuse enough for giving me this wonderful opportunity...I feel fortunate to have been a part of such a great program! -Dr. Heath Smith, Class of 2012

RESIDENTS:

Class of 2012

Dr. Ethan Drake (University of Pittsburgh)
 Dr. Heath Smith
 (University of Texas at San Antonio)
 Dr. Daniel Keith (University of Colorado)
 Dr. Kurt Bui
 (University of California at San Francisco)
 Dr. Ryan Williams (Indiana University)
 Dr. Morgan Rutledge
 (University of Louisville)

Class of 2013

Dr. Matthew McCabe
 (University of Mississippi)
 Dr. Amanda Guess
 (Georgia Health Sciences University)
 Dr. Scott Spencer (NOVA)
 Dr. Lindsay Grosso
 (University of South Carolina)
 Dr. Bethany Middleton
 (Southern Illinois University)
 Dr. Nathan Yetter

(University of the Pacific)
 Dr. Colin Webb (University of Maryland)
Class of 2014

Dr. Thomas Bowen
 (University of Alabama)
 Dr. Elizabeth Cole
 (University of Pittsburgh)
 Dr. Lindsay Don
 (University of the Pacific)
 Dr. Kevin Knapp
 (University of Michigan)
 Dr. Moshood Martins
 (Howard University)
 Dr. Justin Ohnigian
 (Columbia University)
 Dr. Ryan Walter (Tufts University)

FACULTY:

Full-Time

Donald J. Rinchuse, DMD, MS, MDS, PhD, (ABO)- Program Director
 Daniel J. Rinchuse, DMD, MS, MDS, PhD, (ABO)-Associate Director

Half-Time

John Burnheimer, DMD, MS, (ABO)
 Biostatistics
 Thomas Zullo, PhD

Clinical Faculty

Robert Good III, DMD, MDS, (ABO)
 Ronald Good, DMD, MS, (ABO)
 Richard Ribarevski, DMD, MDS
 Dara Rinchuse, DMD
 Jack Sahlaney, DMD, MDS
 Doug Smith, DMD, MDS, (ABO)
 James Tinnemeyer, DMD, (ABO)

Affiliate Faculty

Fran Johns, DMD, MD- Plastic Surgery
 and Maxillofacial Surgery
 Joseph Cillo, DMD, MPH, PhD -
 Maxillofacial Surgery

Visiting Clinical Lecturers:

Dr. James Noble (Canada)
 Dr. John Stockstill (Georgia)
 Dr. Scott Law (Texas)
 Dr. Jay Bowman (Michigan)
 Dr. Peter Miles (Australia)
 Dr. Bruce Haskell (Kentucky)
 Dr. Charles S. Greene (Chicago)
 Dr. Ross E. Long, Jr. (Lancaster, PA)
 Dr. Sanjivan Kandasamy (Australia)

SHU Publications

(since program started):

1. Law SV, Chudasama DN, Rinchuse DJ. Evidence-based orthodontics-current statistical trends in published articles in one journal. *Angle Orthod.* Sept 2010;80(5):952-56.
2. Rinchuse DJ, Kandasamy S. Mythen der kieferorthopadischen gnathologie. *Informationen aus Orthodontie & Kieferorthopadie* June 2010; 42: 138-146.

3. Vo J, Chudasama DN, Rinchuse DJ, Day R. The effect of fluoride prophylactic agents on super-elastic properties of nickel titanium wires. *World J Orthod* (Accepted August 20, 2009)
4. Kandasamy S, Rinchuse DJ. Third molars: extracting with wisdom. *Orthodontic Practice US.* 2010;1(3):40-43.
5. Stockstill J, Greene CS, Campbell D, Rinchuse D. Survey of orthodontic residency programs: teaching about occlusion, temporomandibular joints, and temporomandibular disorders in postgraduate curricula. *Am J Orthod Dentofacial Orthop* Jan 2011;139:17-23.
6. Rinchuse, DJ, Rinchuse, D.J. Modification of the bidimensional system. *Orthodontics: The Art and Practice of Dentofacial Enhancement.* April 2011;12(1):10-21.
7. Rinchuse, DJ, Kandasamy, S. Counterpoint- Orthodontic dental casts: the case against routine articulator mounting. *Am J Orthod Dentofacial Orthop.* Jan 2012;141:8-16.
8. Rinchuse DJ, Kandasamy S, Rinchuse DL, Rinchuse DN. The patient's chief complaint. *Orthodontic Practice-US* April 2012 3(2):48-52.
9. Greene CS, Stockstill J, Rinchuse D, Kandasamy S. Orthodontics and temporomandibular disorders: a curriculum proposal for postgraduate programs. *Am J Orthod Dentofacial Orthop* July 2012;142:18-24.
10. Rinchuse DJ, Kandasamy S. Authors' Response: Blackwood HO. After 50 years in practice, the evidence is convincing -Roehm SC. *Gnathology lessons from a 1969 oldsmobile engine.* *Am J Orthod Dentofacial Orthop* Feb 2010;127(2):153-154.
11. Rinchuse DJ, Kandasamy S. Authors' Response: Hudson JM. Myths of orthodontic gnathology. *Am J Orthod Dentofacial Orthop* Feb 2010; 127(2):154-155.
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13. Miles P, Smith H, Weyant R, Rinchuse DJ. The effects of a vibrational appliance on tooth movement and discomfort: a prospective randomized clinical trial. *Aust Orthod J* 2012;28(2):41-45.
14. Keith DJ, Rinchuse DJ, Kennedy M, Zullo T. An RCT on the effect of text

Council on Communications



STEPHEN J. BELLI | D.D.S., M.S.

The Council on Communications (COC) has been busy with a number of projects which are designed to increase AAO members ability to communicate with their patients, medical professionals and the general public.

Status of My Life, My Smile, My Orthodontist Campaign

Anthorn, Clark, & Partners and Finn Partners are spearheading the AAO consumer awareness program (CAP) with reaching out to potential adult patients as well as parents who are considering orthodontic treatment for their children. Per the AAO's strategic plan, the CAP is charged with increasing consumer demand for orthodontic services and with improving consumers understanding of the educational qualifications needed to provide orthodontic care. The new direction of the campaign was launched in January 2012.

CAP components include cable TV commercials, print advertising, online advertising, and public relations activities. The website mylifemysmile.org is the keystone of the campaign. All advertising and PR messaging suggest the audience visit mylifemysmile.org.

The website serves two purposes:

1. To educate visitors about orthodontic care and orthodontists.
2. To put visitors in touch with AAO members through the "Find an Orthodontist" service.

Cable TV commercials are airing through the end of May on the following U.S. cable stations: HGTV, E!, Bravo and Food Network. Canadian cable TV stations are: HGTV, E! and Food Network. Print ads will appear in *More* and *Fitness* magazines through March 2013. Print ads will also run in the *Chatelaine* (English and French version) in Canada, as well as magazines in Puerto Rico.

Online activity includes sponsoring keyword searches on Google and YouTube, and banner ads on a Display Network in the U.S. and Canada. A Display Network is when a demographic is purchased vs. specific sites. Ours features banner ads on more than 1,200 websites that are visited by women ages 25-54.

Unlike paid advertising, there is no charge to the AAO when a media outlet does a story to inform the public about orthodontics and orthodontists. In mid-February, our public relations firm, Finn Partners, arranged meetings for AAO President, John Buzzatto and AAO Executive Director, Chris Vranas with editors/producers/writers of several national media outlets. Those meetings touched on story ideas of interest to each outlet's audience. Chris Vranas and Dr. Buzzatto met with editors or producers of *Brides*, *Lucky*, *Cosmopolitan*, *Family Circle* and *Good Housekeeping*.

Finn Partners is also working on a public service announcement

message follow-up on patient's self-reported level of pain and anxiety. Angle Orthod. Accepted for publication October, 2012.

15. Noble J, Schroth R et al. Motivation of orthodontic residents in Canada and the United States to treat patients with craniofacial anomalies. *Cleft Palate-Craniofac J.* 2012;49(5):596-600.

Book

16. Miles PS, Rinchuse DJ, Rinchuse DJ. Eds. *Evidence-Based Clinical Orthodontics*. Quintessence Publishing: Chicago, 2012.

Book Chapters

17. Rinchuse DJ, Kandasamy S. Part IV. Chapter 29. Orthodontics and TMD Management. In: Daniele Manfredini ed. *Current Concepts on Temporomandibular Disorders* /9781850971993. 498 pgs. Quintessence Publishing: Chicago, 2010, pp. 429-446.
18. Rinchuse DJ, Kandasamy S. Chapter 24- Temporomandibular Dysfunction: Controversies and Orthodontics. IN: *Integrated Clinical Orthodontics*, Edited by Vinod Krishnan, Ze'ev Davidovitch. Wiley-Blackwell: West Sussex, UK (Blackwell Publishing Ltd.) 2012, pp. 470-484.
19. Rinchuse DJ, Kandasamy S. Chapter 11- Orthodontics and TMD. In: PS Miles, DJ Rinchuse, DJ Rinchuse, Eds. *Evidence-Based Clinical Orthodontics*. Quintessence Publishing: Chicago, 2012.
20. Pandis N, Rinchuse DJ, Rinchuse DJ, Noble J. Chapter 1. Introduction-Evidence-Based Clinical Orthodontics. In: PS Miles, DJ Rinchuse, DJ Rinchuse, Eds. *Evidence-Based Clinical Practice*. Quintessence Publishing: Chicago, 2012.
21. Rinchuse DJ, Miles P. Chapter 2 Early intervention. In: Miles PM, Rinchuse DJ, Rinchuse DJ. *Evidence-based clinical orthodontics*. Quintessence Publishing: Chicago, 2012.
22. Miles PM, Rinchuse DJ. Chapter 5 Class II malocclusions: extraction and nonextraction treatment. In: Miles PM, Rinchuse DJ, Rinchuse DJ. *Evidence-based clinical orthodontics*. Quintessence Publishing: Chicago, 2012.
23. Rinchuse DJ, Miles PM, Sheridan JJ. Chapter 12 Orthodontic retention and stability. In: Miles PM, Rinchuse DJ, Rinchuse DJ. *Evidence-based clinical orthodontics*. Quintessence Publishing: Chicago, 2012.

Council on Communications

CONTINUED FROM PAGE 5

(PSA) featuring Dr. Lawrence Wang (MASO), stressing the unique qualifications of an AAO member orthodontist and also emphasized that it is never too late for a consumer to investigate orthodontic treatment.

mylifemysmile.org

This AAO consumer site offers a wealth of information for patients. There is information on patient testimonials, instructional videos, ask an orthodontist, consumer education brochures and information on locating an AAO orthodontist. In January 2013 there were over 31,000 visits to the sight.

Tracking CAP Effectiveness

A continuous tracking study is being executed by Millward Brown, a global leader in the field of advertising and tracking. The AAO will use tracking data for long-term assessment of the effectiveness of the CAP. This provides the opportunity to make on going adjustments to the campaign's media plan and communication strategy. On the long-term basis, the data is expected to provide indicators of how to continuously improve the CAP.

After 3 years of data collection, it's apparent that the percentage of children in orthodontic treatment and percentage of adults in orthodontic treatment have decreased slightly during this economically depressed period. A very positive discovery is the increase in percentage of consumers who say that an orthodontist is responsible for their orthodontic treatment. There is a 6% increase for those with braces and a 4% increase for those with clear aligners.

Recent market dynamics seem to be working in the AAO members' favor. In 2010 the economy was impacting families with teens. In 2012 the economy was less of a

concern for families with teenagers who need orthodontic treatment. While awareness of the orthodontists unique qualifications declined, it was not a significant.

In summary, the Council on Communications believes that it is in the AAO's best interest to continue the consumer awareness program. The AAO has a positive, unique story that needs to be continually shared in an increasingly busy marketing environment in the United States, Canada and Puerto Rico.

Members Use of AAO-Created Materials to Promote Their Practices

AAO members are encouraged to use the AAO created materials to promote their own practices. The materials may be used by individual members or groups of members including component and constituent organizations. Please visit the AAO website at aaomembers.org for more information.

Patient Census Survey

The COC is exploring to possibility of combining the biennial patient census survey with the annual economic survey. By combining the surveys members will have to complete only one survey. The AAO will then have important patient

census information that they care share with the AAO membership and media on an annual basis vs. a biennial basis.

PowerPoint Presentations

The COC has recently completed PowerPoint presentations to assist our membership in reaching out to consumers and other professionals. The COC has recently completed PowerPoint presentations on Career Day and another for use for school nurses. A presentation for students in K-12 is in the works.

Review of Education Brochures

The COC will be reevaluating all existing consumer education brochures for esthetic overhaul this spring.

Resolution to the 2013 House of Delegates

The COC will be submitting a resolution to the 2013 HOD requesting a \$800 annual assessment for U.S. and Canadian members for the next 3 years for the purpose of continuing the consumer awareness program. The Council believes that a 3 year \$800 assessment of AAO members (6.2 million annual total) would fund a continuation consumer awareness program that was launched in October 2006.

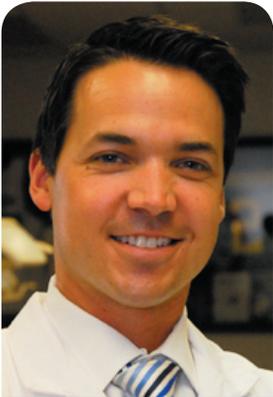
Congratulations to the 2012 GLAO Poster Award Recipients!

Fourteen posters were presented by residents at the 2012 GLAO Annual Session. A record number of 62 residents participated in the Annual Session! Congratulations to the poster award contest winners: 1st place, **Dr. Heather Hotron**, Case Western Reserve University; 2nd place, **Dr. Garrison Copeland**, Case Western Reserve University; 3rd place, **Dr. Emily McCrea**, Indiana University & **Dr. Jerek Petrous**, University of Detroit Mercy.



Pictured from left to right: **Dr. Garrison Copeland**, **Dr. Jerry Hickman**, **Dr. Heather Hotron**, **Dr. Nan Hatch**, **Dr. Jerek Petrous**, **Dr. Emily McCrea**

Council on New and Younger Members



JASON CHARNLEY | D.D.S., M.S.

Overview

The Council on New and Younger Members (CONYM) held our annual meeting at the AAO headquarters in St. Louis. This was a two day meeting, with the Friday session handling CONYM business and the Saturday session being a joint CONYM/COMEJC meeting.

There were a few topics brought up for discussion at the Sept. and Nov. AAO board of trustees meetings which the AAO wanted comments from CONYM on:

- 1) The AAO would like to establish a template for annual session lectures to maintain a well balanced program and they would like input from the New and Younger Members on topics that would interest us. We agreed that early in our careers, most of the CE we elect to attend is business based and we hope to continue to see practice management topics discussed.
- 2) The AAO would like to appoint a task force to review the changing member practice environment and also gather feedback from the Young Leaders Conference. The CONYM discussed the current trends and agree that they are being driven by the current economic state, the increase in graduating orthodontists,

and the current retirement rate reducing the supply of available practices to purchase.

New CONYM Business

The AAO will be represented at the ADA New Dentist Conference in Denver, CO July 18-20, 2013 by Dr. Brian Trommeter. Dr. Trommeter is a resident representative to the CONYM from the University of Colorado.

The AAO will be represented by Dr. Judd Reed at the 2013 ASDA annual meeting Atlanta in March.

Dr. Justin Power will again be representing the AAO at the 2014 GORP meeting in Chapel Hill, NC (August 2-4th).

I will be representing the AAO at the 2014 ASDA annual meeting in

Anaheim, CA (Feb 27th- March 1st)

CONYM also voted on a new Chair of the council and pending trustee approval, I will be taking over for Dr. Judd Reed following the AAO annual session.

The 2013 Annual Session New Orthodontist /Resident Conference will be held at 12:00 pm on Sunday May 5th. We are pleased to announce that the AAOIC has offered to sponsor the program as well as a luncheon prior to the lecture, "The Bullet Proof Practice," by Jeff Behan. This lecture will discuss practice branding as well as how to best utilize social media within a practice.

This year at the AAO annual session, there will be a New and Younger Member Video Contest

CONTINUED ON PAGE 10

Thank you to the Young Leaders in the GLAO who participated in the AAO Young Leaders Conference!



*Pictured from left to right: Dr. John Buzzatto (AAO President, PA), Dr. Chris Roberts (GLAO Trustee, OH), Dr. Andrew DeHaan (MI), Dr. Derick Wang (Resident, University of Pittsburgh), Dr. Adam Donnell (Resident, University of MI), Debbie Nunner (GLAO Executive Director).
Not pictured: Dr. Lindsay Schuster (PA).*

Council on New and Younger Members

CONTINUED FROM PAGE 9

with \$3000 in prize money. All entries are due by March 1st, 2013. Topics can be anything related to orthodontic treatment or office activities.

The New and Younger Member Online Newsletter will continue to be delivered on a quarterly basis.

After some discussion regarding the utilization of social media, the CONYM recommended that each of the component societies look into setting up a Facebook page etc. to help get their message out and if possible, establish a "communications director."

Saturday CONYM/COMEJC Joint Meeting

Topic: Mandatory WFO membership for International AAO members

International members are the highest growth area for the AAO, however, under the current structure, two applications must be submitted (WFO and International AAO). Also, under the current structure, if an international member drops their membership from the WFO they technically should lose membership in the AAO. The joint council decided to support the concept of a single application for the WFO and International AAO members as well as maintaining support for WFO membership at the time of joining the AAO to maintain the vetting process, however, maintaining WFO membership should not be a mandatory requirement to continue membership in the AAO.

Topic: Predoctoral students at AAO meetings

We voted to support the admittance of predoctoral students at the AAO meetings free of charge. We feel there will not be an overwhelming influx of dental students attending, but it will enable students that have helped with research be able to submit poster presentations, etc.

Topic: Dues Schedule

We evaluated the proposed dues schedule changes submitted by the COMEJC and agreed that the 10%, 25%, 50%, 75%, 100% gradual increase would be less likely to be a shock to members and therefore less likely to generate a negative emotional response/failure to renew. In addition, we proposed to have the administrative staff look into the issue of dividing annual dues into monthly payments automatically renewing on our credit cards if desired. A six person committee was established to look into these topics.

I appreciate the opportunity to represent the GLAO on this council, and look forward to helping in the future.

Council on Governmental Affairs



PHILLIP J. BECKWITH | D.D.S.

reform (the formula used to control spending by Medicare on physician services), as well as implementation of the new medical device tax, the limit on flexible spending accounts and the proposed Physician Payment Sunshine Act.

Ms. Edwards also discussed the 2014 agenda which includes the final implementation of the Affordable Care Act including the individual mandate, Medicaid expansion, access to care, the health care exchanges and essential health benefits.

The Council reviewed the new design of the Congressional leave-behind document. It is more striking in design and color than the previous document. It was well received during visits to the Capitol.

In the hopes of promoting advocacy to the membership and to better communicate the top issues that impact our professional and personal lives the Council voted to allocate \$5,000 be allocated to one or more webinars related to governmental affairs, specifically focusing on how implementation of the Affordable Care Act will affect the practice

The Council discussed the program which COGA will host in Philadelphia on Sunday, May 5, 2013 to highlight the AAO's Governmental Affairs Program. An attempt will be made to attract a Member of Congress to attend. In addition, Kevin O'Neill and John Jonas from Patton Boggs will provide an update on issues in Washington. The Council suggested doing a podcast of the presentation.

Council on Insurance



ERIC L. DELLINGER | D.D.S., M.S.D.

information to our member to obtain these products.

In order to inform our membership it must be noted that AAOIC still provides, disability, professional overhead, malpractice, disability, life, and cyber liability products. Because of the exceptional security of Orthodontists, our rates are among the best in the industry and allow all of us as AAO members to provide security and stability for our practices and families at exceptional bargains. If you could utilize any of these insurance products, please call the AAOIC to investigate the benefits your membership can provide.

The council is pleased to report record dividends to the shareholders as of last Spring, and a review of our books and contracts with New York Life by the Milliman accounting firm showed that our accounts are very stable and are being well represented. Dr. Lars Keso (past President of the AAO) stepped down as council chairman after completing his rotation of the entire council. We are deeply indebted to Dr Keso, for his leadership and guidance in developing the Cyber liability insurance now offered by AAOIC.

A disturbing occurrence is noted, that some orthodontists have committed suicide within the last year. While this is expected in a group as large as the insured AAO portfolio, I personally extend my desire to find alternative solutions. If anyone feels the need please call me.

I watched a number of freezing robins in my yard yesterday, and wondered how they got so confused. Spring is clearly a long way away from January, and at least one of the birds looked pregnant, indicating they had more than just themselves to worry about.

This season has been confusing for humans as well. Obamacare has promised much, but as of yet, little in the way of actual benefit. Because of the promises of State run health care insurance programs, the health insurance products previously offered by the AAO have been suspended. It appears at this time, that the State run co-op's may offer significantly better rates and benefits. At this time Affinity, AAOCOI, AAOIC, and New York Life are looking for ways to use this to benefit our members. As soon as these less expensive products are available, we will be providing the

Consider Serving the GLAO in a Leadership Capacity!

As positions become available, the membership will be notified via email. Members may also visit the GLAO website for postings of available positions and their descriptions: www.GLAO.org. For more information, contact the GLAO office at GLAO@AssnOffices.com or 877-274-6420.

We encourage you to **GET INVOLVED IN THE GLAO!**

Council on Orthodontic Education



R. SCOTT CONLEY | D.M.D

Launch of the Society of Educators (SOE): New at this year's annual AAO session will be the Society of Orthodontic Educators Conference. Historically, the educators' meeting has been Friday of the AAO annual session and open to a maximum of two educators per academic program. This year, with the launch of the SOE, the educators' conference will be open to all members of the SOE on Friday May 3 in Philadelphia, PA. To encourage both full time and part time faculty attendance, Dr. Vincent Kokich wrote his December 2012 editorial on the subject, exhorting each AAO member who participates in orthodontic education to join the SOE and to come and be a part of the inaugural SOE meeting. (Kokich VG. The Society of Orthodontic Educators. Am J Orthod Dentofacial Orthop. 2012; 142(6):745). Membership in the SOE comes in two ways:

- 1) Both full and part time faculty members may become members by paying individual membership dues (\$30).
- 2) Both full and part time faculty members may become members by virtue of the program paying a "program dues (\$250).

CONTINUED ON PAGE 12

Council on Orthodontic Education

CONTINUED FROM PAGE 11

Please check with your individual department chairs and program directors regarding your program's dues status. This year's theme is "Excellence in Education". Dr. Jim Vaden will be recognized for his efforts in orthodontic education and an international panel of experts will facilitate the program.

Ethics in the Orthodontic Curriculum: As of January 2012, a formal ethics curriculum was recommended as a new requirement to successfully maintain accreditation status

and this has been placed as part of Standard 1, Institutional Commitment/Program Effectiveness. The final implementation is anticipated no later than January 1, 2014. The current language states:

Ethics and Professionalism: Graduates must receive instruction in the application of the principles of ethical reasoning, ethical decision making and professional responsibility as they pertain to the academic environment, research, patient care, and practice management.

To understand what is already occurring within graduate orthodontic education members of both the Council on Education (COE) and the Council on Membership, Ethics, and Judicial Concerns (COMEJC) are working together to construct a

survey that will be sent to individual program directors and chairs in February 2013. This effort is NOT designed so that every program will have the same exact curriculum, but instead to foster collaboration and to assure that each program establishes an individualized ethics based curriculum that best meets its student/resident and programmatic needs.

As always, if you have any questions, concerns or agenda items related to orthodontic education that you wish to be brought to the council's notice, you are always welcome to contact me at the upcoming meeting, send me an email, or call me at the university. My email is rsconley@umich.edu and I can be reached at the University of Michigan at 734-764-1520.

Council on Orthodontic Health Care



ROBERT J. BROWN | D.D.S., M.S.

Call to Order

The Council on Orthodontic Health Care was called to order via teleconference on January 26, 2013 at 8:03 AM CST. Present were: Dr. William Kochenour, Chairman; Dr. Robert Brown; Dr. Christina Carter; Dr. David Drake; Dr. Mike Durbin; Dr. Robert MacLean; Dr. Robert Prince; Dr. Stephen Robirds; Dr. Norman Nagel, AAO Code Consultant; Dr. Morris Poole, Board Liaison; and Ms. Ann Sebaugh, Staff Liaison.

Welcome and Chair Report

Dr. Kochenour welcomed members to the meeting and thanked everyone for their work noting that COHC is a busy council and everyone gives a great deal of themselves for the specialty and the orthodontic profession.

Dr. Kochenour offered a special note of thanks to Dr. Robert MacLean for his years of dedicated service to COHC. Dr. MacLean will be rotating off the council in May.

Board Liaison Report

Dr. Poole commended the council for their work and noted that it is often hard to serve the AAO and coordinate family, church and practice obligations.

Dr. Poole reported that the AAO BOT hopes that COHC will continue to take an active role in coding and electronic health record initiatives and will be looking to the council to identify the appropriate "players" to lead these initiatives.

Dr. Poole noted that the Dental Benefits Advisory Service (DBAS) Hotline provides AAO members with personalized service and recommended that COHC continue to provide Ms. Sebaugh with the support necessary to continue the service.

Council on Communications (COC) Liaison Report

Dr. Drake provided an overview of initiatives being undertaken by COC, including status on the AAO sponsored Consumer Awareness Program (CAP). The COC is making council members available to speak at constituent or component organization meetings to discuss the CAP and attempt to dispel any negative feelings about the program and its associated member assessment.

The council discussed the Consumer Awareness Campaign initiative that is being undertaken by state leadership in Utah. Drs. Poole and Prince noted that, for the most part,

CONTINUED ON PAGE 13

Council on Orthodontic Health Care

CONTINUED FROM PAGE 12

the Utah program has been well received by UT members. State leadership has taken a proactive role in affirming their support of the CAC to colleagues. Dr. Myron Guymon has been working closely with the Utah CAC and can be contacted with any questions about the campaign.

Dental Benefits Advisory Service (DBAS) Report Hotline Calls

Ms. Sebaugh reported that, for 2012, the AAO Hotline experienced 414 calls. Call content statistics are as follows:

- 35% of all calls relate to CDT coding issues
- 35% of all calls relate to reimbursement issues
- 15% of all calls relate to "other" issues
- 10% of all calls relate to medical coding issues
- 5% of all calls relate to HIPAA issues

Based upon council discussion regarding the need for an emergency kit in offices, it was noted that each state will likely have varying requirements/protocols regarding how orthodontic offices must be equipped.

The council requested that an article be drafted and disseminated to AAO members addressing the following:

- Members should refer to their respective state Dental Practice Act and check with OSHA regarding mandates centering on required office equipment and potential certifications
- Members should refer to the AAO Practice Guidelines regarding standard of care
- Members face a great deal of risk and financial consequences if they are not in compliance

- with state mandates
- Constituent organizations should encourage components to review regulations with their members

SNODENT

Dr. Durbin reported that the ADA workgroup tasked with work on dental informatics will be meeting in Chicago on February 19, 2013 and the group will be working on the orthodontic attachment.

Dr. Durbin noted that is unlikely that orthodontic offices will be compelled to be compliant with Electronic Health Record mandates in 2014 due to the fact that few offices treat Medicare and Medicaid patients.

Dr. Durbin will report on the outcome of the workgroup meeting after the group has convened.

COHC Consultant

Dr. Nagel provided a brief overview of his activities on behalf of the council and the AAO and highlighted the meetings sponsored by the National Association of Dental Plans (NADP). Dr. Nagel recommends continued AAO representation at the meeting and noted that it is a valuable resource for obtaining industry information. It was further noted that the NADP wants to be the voice of dentistry in Washington, DC and therefore a collegiate relationship with NADP is vitally important.

Coding Webinar

Dr. Norman Nagel reported that preparations were underway for the coding webinars that will be presented in March, 2013. Two webinars were held and were presented on the following dates:

- Tuesday, March 5, 2013 at 11:00 AM-12:15 PM Central time
- Thursday, March 7, 2013 at 2:00-3:15 PM Central time

Dr. Nagel noted that the following components were included in the webinars:

- Medical coding for TMJ, Clefts, Sleep Apnea
- Introduction to ICD-10 Coding
- Q & A session
- Any other items suggested by COHC
- Dr. Mike Durbin will serve as Moderator for the sessions

Orthodontic Check Boxes on ADA Claim Forms

Dr. Nagel reported that a white paper will be developed addressing the AAO's position on removal of the check boxes from the ADA claim forms. Development of the paper will begin soon after the results of AAO's CDT code change requests for orthodontic descriptors are known.

Dr. Nagel noted that the support of NADP will be vital in having the check boxes removed from the claim forms.

Access to Orthodontic Health Care Medical Insurance Coding for Craniofacial and Special Needs Procedures

Dr. Nagel reported that Dr. Kirt Simmons has been contacted and has agreed to help the AAO in the development of a medical coding resource for submitting claims for craniofacial and special needs patients. Dr. Simmons' efforts are underway and he has sent a message to members of the American Cleft Palate Association (ACPA) in order to help compile information for the code guide.

AAO Access to Care Taskforce (ATC TF)

Dr. Robirds provided a report on the status of the AAO Donated Orthodontic Services (DOS) program and noted that the \$200 administrative fee that is charged for all patients accepted for treatment is not covering the total administrative expenses of DOS and will not finance program expansion.

CONTINUED ON PAGE 14

Council on Orthodontic Health Care

CONTINUED FROM PAGE 13

Dr. Robirds noted that oversight of the AAO DOS program will be transitioned to COHC at some point in the future and the council must be prepared for the responsibility. To keep the council updated on the program, minutes of the AAO DOS Task Force will be distributed to COHC members for review.

NESO Corporate Partnerships

Dr. Carter provided an overview of the evolution of the corporate partnerships that NESO has created with Performance Scrubs/Sleepwear and Shock Doctor. NESO named the AAO DOS as the beneficiary of the proceeds from sales generated by these corporate sponsors. The funds are expected to provide funding for nationwide expansion of the DOS program.

Dr. Carter also noted that the NESO partnership business model and all related marketing plans and initiatives are synergistic with the AAO Consumer Awareness Campaign.

Dr. Carter concluded by noting that NESO is open receiving contact information for any business associates in the dental industry for possible partnership consideration.

NESO/DOS Model Taskforce

Dr. Robirds reported that the AAO has created the NESO/DOS Model Task Force whose objective will be evaluate the corporate partnerships with NESO regarding their potential to provide financial support for the expansion of the AAO DOS program based upon the contracted percentage of proceeds from product sales. If the partnerships are found to be satisfactory, it is likely that this model will be recommended as a sustainable funding mechanism for DOS and will be recommended to other constituent organizations.

It was noted that the approximate cost to start a DOS program is \$7.5K per state, depending upon the size of the state. Start up costs include distribution of program materials to solicit program participation by state orthodontists and a notification sent to dentists, clinics, schools, etc. making them aware of the program and soliciting patients for treatment.

Medically Necessary Care

Dr. Prince reported that, after review

and discussion, the Dental Industry Trends and Awareness Committee recommends that the definition of Medically Necessary Care be kept as it is currently written;

"Medically necessary orthodontic care refers to the orthodontic and dentofacial orthopedic diagnosis and treatment of a malocclusion and/or dentofacial abnormality which is sufficiently severe to substantially impair the patient's physical and/or emotional health as assessed by the appropriate health care provider."

Future Meetings

Motion: Durbin/Robirds
That COHC conduct their annual winter meeting via video teleconference on January 25, 2014.

On vote, motion carried

Future meetings are as follows:

- July 13, 2013-St. Louis, MO
- January 25, 2014-Video teleconference

Announcements

Dr. Kochenour once again thanked Dr. MacLean for his many years of dedicated service to the council. Members joined in offering Dr. MacLean their thanks and very best wishes.

Council on Orthodontic Practice



MICHAEL SHERMAN | B.Sc., D.D.S., M.Sc., M.B.A.

Doctor Education

The 2013 Practice Transition Seminar program scheduled for Friday, May 3 from 8:00 am – 5:00 pm in Philadelphia. Three panelists will present for two hours sharing their strategies and perspectives on creating successful practice transitions. A panel discussion involving all three speakers is scheduled for the final hour of the day.

The 2013 Webinar series is packed full of excellent materials. Visit aaomembers.org to find out more

details. In the fall of 2012 The Business of Orthodontics, 10-part, live webinar series provided fundamental information on practice management, legal issues and financial concerns for the new practitioner. Council is considering a similar webinar series for the established practice as a replacement for the Orthodontist as CEO Conference

Staff Education

Current membership is 4,000 Orthodontic Staff Club participants.

CONTINUED ON PAGE 16

Council on Membership, Ethics & Judicial Concerns



RICHARD MARCUS | D.D.S., D. ORTHO

The Council met on January 25-26, 2013 at AAO Headquarters. Amongst the items up for discussion were:

Ethics Complaints Summary

An Ethics Handbook has been completed, which is the result of several years of work by COMEJC, and inside and outside legal counsel. This handbook should be especially useful for new Council members in dealing with complaints.

Ethics

The COMEJC Ethics sub-committee has been established. The sub-committee developed a Monkey survey which will be shortly sent to all Ortho-

odontic department chairs in the US and Canada. The goal is to establish a baseline of information on ethics in the Orthodontic curriculum. The Council also outlined the need for annual review of the Principles of Ethics and Code of Professional Conduct. As well, the Council will determine every four years the need to have an external review of the Code/Principles. An Ethics Process Review sub-committee was established to handle these responsibilities.

COMEJC will be recommending an amendment to the Principles of Ethics and Code of Professional Conduct related to fee splitting, especially as it relates to third party marketing, and insurance.

Membership

The 2012 House of Delegates amended the Financial Policy concerning reinstatement of Members. COMEJC was charged with reviewing membership data related to habitual abuse or difficulty in enforcing this policy. No concerns were raised, and this review will continue on an annual basis.

COMEJC is recommending an amend-

ment to the Financial Policy as it relates to waivers. The recommendation is to allow a "senior limited practice" waiver, if requested by a Member with at least 30 cumulative years of membership (excluding student membership), and who practices no more than 350 hours per year. This waiver could only be used for a maximum period of 3 years. The purpose of this waiver is to help senior orthodontists to transition out of practice and still be active in the association for this term.

Dues Structure Review

Council will be recommending a change in the dues structure for New and Younger Members such that there is a gradual increase over a five-year period, rather than the "sticker shock" currently seen in year 3.

International Members

The Council and the New and Younger members Council support the concept of international Members, and international student Members being members in good standing of the World Federation of Orthodontists at the time of their initial AAO membership application.

Council on Scientific Affairs



NAN HATCH | D.M.D., PH.D

COSA reviewed 21 applications for the Hellman, Sicher, and Graber Awards. The winners will present their lectures during Annual Session. The following are the 2013 AAO Research Awards winners:

Milo Hellman Research Award to Dr. Aaron Havens from the University of Michigan for research titled *Skeletal regeneration by human very small embryonic-like (VSEL) cells, a potential autogenous treatment for craniofacial maladies*

Harry Sicher Research Award to Dr. Collin David Kraus from the Baylor College of Dentistry for research titled *Bony adaptation after expansion with light-to-moderate continuous forces*

Thomas M. Graber Awards of Special Merit to Dr. Dylan Schneider from the University of Michigan for research titled *A single injection of low dose recombinant osteoprotegerin protein prevents orthodontic relapse after tooth movement*

Council on Orthodontic Practice

CONTINUED FROM PAGE 14

Orthodontic Staff Club membership is available as an office membership at a single fee of \$50 inclusive of all staff members in each office.

The 2013 Competition will be held on Monday, May 6, 2013 in Philadelphia. Applications were due by February 8, 2013.

Practice Resources

In 2012, the AAO Practice Opportunities Service (POS) created a total

of 131 matches between seekers and opportunities.

Council suggested that the informed consent forms on lasers and TADs which are currently posted to the AAOIC website be posted on the AAO website.

The AAO Office Design Manual project is on schedule for completion in early 2013.

Council would like to provide a resource to show AAO members how to use the CAP materials to differentiate their practices from the general dentist. Council suggested an AAO task force to create a series of instructional resources on the how

to implement AAO CAP materials to the individual practice.

Other Projects

Obesity and Bullying

Council discussed the AAO's role in helping to reduce obesity and bullying in society. Although not mutually exclusive, council suggested that the bullying issue be examined separate from the issue of obesity.

Resident and New and Younger Members Video Contest

Submissions were due by March 1, 2013. There is a suggestion that the submitted videos be shown during lecture breaks at GORP. It is very important to read the fine print of the competition application.

Council on Scientific Affairs

CONTINUED FROM PAGE 15

Dr. Cecilia Cuairan from the Baylor College of Dentistry for research titled *Enhanced longitudinal miniscrew implant stability with the local application of Zoledronate*

Dr. Ayman Al Dayeh from the University of Washington for research titled *Real-time monitoring of the growth of the nasal septal cartilage and nasofrontal suture*

Dr. Anna N. Vu from the University of Kentucky for research titled *Naturally missing teeth are associated with rs10088218, an ovarian cancer susceptibility marker on 8q24: link between hypodontia and ovarian cancer?*

The 2014 Hellman, Sicher, Graber Award application will be available March 15, 2013 on the AAO website.

The deadline to apply for the 2014 awards is October 15, 2013.

COSA accepted 28 Oral Research applications, 419 E-Poster applications and 37 Table Clinic applications to be presented at the 2013 AAO Annual Session. There will be no hard copies of Posterboards displayed at Annual Session. E-Posters will be available for viewing during the Annual Session and for two months after Annual Session on the AAO website.

The BOT has asked COSA to write and publish in the AAO e-Bulletin an article on radiation hygiene. This article will be published in an upcoming AAO e-Bulletin. The article will also be posted on the AAO website in the library section. The article links to recommendations posted on the ADA website and to the CBCT advisory statement published in the August 2012 JADA issue.

COSA continues to review pub-

lished evidence based orthodontic research. Appropriate article citations are being added to the evidence based orthodontic research website on a regular basis. The website is on the AAO website. In March 2013, the revised bisphosphonate website will be uploaded on the AAO website.

COSA's next meeting is on Friday, May 3, 2013 prior to the start of Annual Session. During Annual Session, COSA members will be involved with judging the Charley Schultz Resident Scholar Award presentations, judging the Table Clinics and awarding the Joseph E. Johnson Table Clinic Award, moderating the Hellman, Sicher, Graber lectures and moderating the Oral Research presentations.

COSA meets every January by videoconference. The next videoconference meeting is scheduled for January 8, 2014.

**Visit the Great Lakes Association of Orthodontists website at:
www.GLAO.org
for the most current information on GLAO activities.**



SCOTT A. JAMIESON | D.D.S., M.S.

Written Examination

The 2013 ABO Written Examination will be conducted during the week of April 16-19, 2013 at Pearson-VUE Computer Centers across the United States and Canada. Online registration began September 10, 2012 and ended December 10, 2012. The residents and other candidates have received instructions regarding the test date with the Pearson-VUE Computer Center in their geographical area. If you have any questions, please contact the ABO Office.

ABO Website Offers Online Resources for the Written Examination

The 2013 Written Examination Guide and Reading List is presently available on the ABO website: www.americanboardortho.com.

Clinical Examinations for 2013 & 2014

The Clinical Examination for 2013 is scheduled for November 18-23. Registration is presently open for this examination which will be conducted at the ABO Examination Center in St. Louis, MO. Reservations are also being taken for the two Clinical Examinations to be conducted in 2014. They are scheduled to be given: February 24-March 1 and August 5-9. They will be conducted in St. Louis at the ABO Examination Center.

The Gateway Path to ABO Certification is in its final process and will be completed in the near future.

Residents are encouraged to register for the Clinical Examination before they take the Written Examination as Clinical Examinations fill quickly. Residents must be registered for the Written Examination before they can register for the Clinical Examination. The ABO will refund the Clinical Examination fee they do not pass the Written Examination.

ABO Website Details Banking Process for the Clinical Examination

Residents can meet the case-presentation requirements of the Initial Certification Examination (ICE) in stages by banking cases from their residency program. If you are interested in learning more about the process and the case-presentation requirements of the ICE, visit the ABO website for more information at: www.americanboardortho.com.

Clinical Examination PDF

A Clinical Examination PDF is available to download either onto your computer or as a "hard copy" for your personal reference when you are preparing for your examination at: www.americanboardortho.com. This is being provided, at the request of a number of candidates, to help reduce the amount of "surfing" occurring on the ABO website.

ABO Offers Payment-Plan Opportunities for the Clinical Examination Fees

The ABO continues to offer payment-plan opportunities for the Clinical Examination fees. When registering online for the Clinical Examination, individuals should select the "check payment option" in order to proceed through the registration process. After registering, they should contact Erin Province at erin@americanboardortho.com to learn more about the payment-plan options.

Board Case Oral Examination (BCOE) Example Online

Residents may review an example of the Board Oral Examination (BCOE) on the ABO website: www.americanboardortho.com.

Graduate Orthodontic Residents Program (GORP)

The Graduate Orthodontic Residents Program will be held on August 2-4, 2013 at the University of North Carolina under the direction of Dr. H. Garland Hershey, Professor in the Department of Orthodontics. Dr. Eladio DeLeon, Secretary/Treasurer of the ABO, will be representing the ABO and presenting the ICE pathway at the meeting on the morning of August 4th. Ms. Christine Eisenmayer and Ms. Melissa Brydels will be the ABO Staff representatives at GORP.

ABO Advocacy Program

Working with CDABO, College of Diplomates of the American Board of Orthodontics, the Advocacy Program is progressing in its efforts to keep orthodontic residents informed and engaged in the board-certification process. The Advocacy Program continues to enlist and place a Diplomate of the ABO into each residency program in the United States and Canada to educate, instruct and assist residents in achieving board-certification. This is being done in mutual agreement between the Diplomate and the Director of the residency program.

Dr. Vincent G. Kokich Incorporates the ABO Objective Grading System Into His Practice to Monitor Quality of Treatment

Dr. Vincent G. Kokich, editor-in-chief of the AJO-DO in his September 2012 editorial, discussed the continuing challenge all orthodontists face: How to maintain the balance between the quantity of patients in active treatment and the quality of treatment results.

GLAO Calendar of Events



2013

GLAO/RMSO Annual Session

September 26 - 29

The Broadmoor

Colorado Springs, CO



2014

GLAO/MSO Annual Session

September 11 - 13

Chicago Hilton

Chicago, IL



2015

GLAO Annual Session

September 24 - 27

Amway Grand Plaza Hotel

Grand Rapids, MI

Dr. Kokich shows how he evaluates these elements in his practice, which includes using the American Board of Orthodontics' Objective Grading System to review quality of treatment.

ABO Announces New Diplomates and Newly Recertified Orthodontists of the GLAO

The ABO certified and recertified 78 examinees at the November, 2012 Clinical Examination held at the ABO Examination Center in St. Louis, MO. Twenty seven of the new Diplomates completed the Initial Certification Examination (ICE). Five orthodontists banked cases for the eventual completion of the ICE. There were no ICE candidates from the GLAO. There was one Diplomate who successfully completed the Voluntary Recertification examination. The results from the February 2013 Clinical Examination given in St. Louis were not available as of the date of submission for this article.

Voluntary Recertification:

Dr. John Buzzatto, Allison Park, PA

Keep Your Contact Information Up-to-Date with the ABO

If your contact information changes, please keep the ABO informed of any updates. Log on the ABO website, www.americanboardortho.com, to make changes to your information.

Last Article Submission as Your Director of the ABO

This will be the final article that I will be submitting for the GLAO Newsletter, the GLAO Ad-Interim Meetings and GLAO Annual Meetings as I will be stepping down from this position in May, 2013. I would like to thank all of the members of the GLAO for your confidence and support as your ABO Director. Since I began my tenure in 2005 I have experienced many challenges, changes and advancements in the

Board Certification process. The Certification and Recertification Programs have been established and continue to be reviewed and improved. The ABO is poised to address the future and is actively involved in advocacy issues, advocacy programs, technology, the social media, education and many other concerns that are impacting or will, impact our profession. The ABO has maintained and continues to uphold its mission: "to elevate the level of orthodontic care for the public by encouraging excellence in clinical practice and specialty education." This mission is being accomplished locally, regionally, nationally and globally. I will continue to be an examiner for the American Board of Orthodontics and continue to support the ABO as it addresses our future educational and certification programs. Thank you again, for the opportunity to support and advance our beloved profession.

2012-2013

ABO Board of Directors

Dr. Scott A. Jamieson

President

GLAO Director

Dr. Marvin C. "Buddy" Kastrop

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SWSO Director

Dr. Nicholas D. Barone

NESO Director

Dr. Barry S. Briss

Immediate Past-President



ERIC L. DELLINGER | D.D.S., M.S.D.

As your incoming representative, I would like to commend Dr. Hyduk on his years of service. As your new representative I welcome the opportunity to promote membership in the College and acquisition of Diplomat status for all orthodontists in the GLAO. Please feel free to contact me for any information regarding the College.

The College continues to provide exceptional vocational and vacation opportunities for College member and those wishing to join.

This years conference will be at the Fairmont Southampton in Bermuda from July 21-25, with a post conference meeting at the Hamilton in Southampton Bermuda from July 25-27. I strongly encourage anyone needing CE, or sunshine, to consider this meeting as I have found it to continuously be the best study club going.

The college is easing access of the meeting to Orthodontic residents by providing free tuition to students in approved graduate programs for this meeting. Facilitating access to new members is also occurring. Any non-boarded or non-college member may attend this meeting as an introduction to the College, by seeking approval by any college member (some limitations do apply however). The scientific session promises to be excellent with lecturers provided by the Chairman Dr. Peter Ngan, including:

- Dr. Jay Bowman "A Spike in the Ice: Don't Be Afraid, I've Done This Before...with Miniscrews"

- Dr. Henry Fields "Tic, Tac Tech: Game On with Technology"
- Dr. Steve Harrison "Comparison of Radiosurgery and Diode Laser for Soft Tissue Management of the Orthodontic Patients"
- Dr. Chung-Hau Kau "How Would Orthodontics Change if We Could Modify Biology?"
- Dr. Dave Musich "Congenitally Absent Maxillary Lateral Incisors: Technology and Teamwork"
- Dr. Roberto Hernandez Orsini "Contemporary Orthodontics: Expanding Our Scope of Treatment Planning"
- Dr. Martin Palomo "Measuring the Airway in 3D"
- Dr. Kate Vig "Technological Advancements and Clinical Practice - Where is the Evidence?"

Please contact me if you have any desire to attend, or simply visit the College website at www.cdabo.org.

Looking forward to seeing you in Bermuda!!

American Association of Orthodontists Foundation

AAOF NEWS



W. EUGENE ROBERTS | D.D.S., Ph.D

AAO Foundation Craniofacial Growth Legacy Collections Project
The Collections Project enjoyed considerable success this past calendar year, with the web site now having

available a total of 9,500 lateral and frontal cephalograms and hand-wrist images documenting the longitudinal development through time of almost 600 different persons. More than 3,000 additional images, for more than 50 additional growing individuals, are already on hand and are currently being loaded to the site.

Orthodontists and craniofacial biologists in more than fifty countries have accessed and made use of our website at www.AAOFLegacyCollection.org during the past year. High resolution digital copies of more than 2,000 different cephalograms displayed on the site have

been supplied to interested investigators without cost to the recipients.

Acquisition of new records and the development of improved methods for data display will be the focus of attention in 2013, and we look forward to continued progress which we will of course report as these updates become available.

Our thanks to everyone involved, not only to the participating collections (e.g., Bolton Brush/Case Western Reserve, Burlington Growth/University of Toronto, Fels Longitudinal/Wright State, and Michigan Growth/University of Michigan

CONTINUED ON PAGE 20

within the GLAO), but also to those individuals, study clubs, alumni groups, Components Organizations, and Constituent Organizations, including GLAO, which made possible this unprecedented, collaborative undertaking.

2013 Awards Program

The deadline for proposals for the next funding round was Friday, December 14th, and there were a total of 52 proposals, which ties for the record of most proposals. The proposals came from 34 different graduate orthodontic residency programs, the greatest number of program submitting proposals. Proposals came from several GLAO schools and programs, i.e., Indiana University, The Ohio State University, University of Detroit Mercy, University of Michigan, and the University of Toronto.

The process calls for these proposals to be reviewed by the Planning and Awards Review Committee, with recommendations to be given to the AAO Foundation Board of Directors, with a decision scheduled to be reached in early March. Shortly thereafter, responses will be provided, and this information will be posted on the Foundation's web site.

Videos

Currently on the Foundation website (www.aaofoundation.net) are four videos.

- The first of these two is on the "Overall Awards Program" and features a number of AAOF volunteer leaders and current department chairs and program directors supported by the Foundation early in their academic careers.
- The second is on the Collections Project and shows some of those involved in this unprecedented collaborative undertaking to not only preserve legacy orthodontic records, but to make them accessible for education and research purposes to one and all, without charge.

- The third and fourth are individual testimonials/endorsements of the Foundation, with more of these to follow, once editing is complete.
- To access these, go to the website, then click on the top horizontal tab marked "Videos/Testimonials".

Once those videos are all on the web site, among those featured will be Sunil Kapila and James McNamara, both of the University of Michigan.

AAOF at the 2013 Annual Session *Blair Award*

Among the activities at the Annual Session in Philadelphia will be the presentation of the "Eugene and Pauline Blair, American Association of Orthodontists Foundation, Distinguished Service Award," the AAO Foundation's highest award for service, to Robert L. Boyd (PCSO/CA).

Dr. Boyd is the Frederick T. West Endowed Chair of the Department of Orthodontics, Dugoni School of Dentistry, and University of the Pacific. His clinical research and publications study the relationship of orthodontic treatment to periodontal health and esthetics. He has published 135 scientific articles, book chapters and abstracts and he has given more than 450 continuing education courses and lectures around the world.

Additionally, he was an early member of the Foundation's Planning and Awards Review Committee, serving as Vice Chair; he has been a long time advocate for the overall fundraising effort, **Continued Commitment to the Specialty®**, and he is a Regent (\$25,000) level donor as well as a member of the Foundation's Keystone Society, a designation given to those individuals who have made a decision to include the AAOF in their estate plans.

This prestigious Award, which the Foundation Board of Directors

elected unanimously to give to Dr. Boyd, will be presented during the Foundation Breakfast at the Annual Session. Tickets for this function are available through the Annual Session registration process.

Gourmet Wine Tasting

Also in Philadelphia, the AAOF will hold a gourmet wine tasting event, featuring four premium wines courtesy of Jawbone Winery & Vineyards, with hors d'oeuvres masterfully prepared by the executive chef of Le Meridien Hotel to match each wine. This fundraising event is planned for Sunday evening from 5:00 p.m. until 7:00, immediately after the lectures and exhibits close, at Le Meridien Hotel, located near the convention center.

In addition to tasting four brilliant wines (e.g., 2008 Sauvignon Blanc, 2008 Pinot Noir, 2009 Riesling, and 2009 Cabernet Sauvignon), the event features a silent auction of various Jawbone vintages, among other items, and an announcement of an important new direction in the AAO Foundation Awards Program., designed to realize overtime \$300,000 or more annually in a new orthodontic research endeavor.

Expenses are partially underwritten by Jawbone, and proceeds benefit the AAO Foundation. Tickets are offered at \$100 each, of which \$40 is a charitable deduction. Since the venue can only accommodate 400 people, please see the registration pages of the Annual Session Preview Program to secure your tickets for this very special event or follow this link: http://www.glao.org/news/upload/AAOF_Wine_Tasting.pdf.

All of us involved with the AAO Foundation hope we can count on the GLAO leadership joining us in Philadelphia for a fabulous reception and to be among the very first to hear about this important new direction in the AAOF Awards Program.

Continued Commitment to the Specialty®

The choice is yours when it comes to making a **Continued Commitment to the Specialty®** in support of the AAO Foundation.

- One way is to make a restricted gift to the Foundation's Endowment, and
- Another is to make an unrestricted gift which would allow the Foundation Board of Directors the flexibility to use your support to fulfill the mission of the organization at their discretion.

Fulfillment options include:

- Pledging at a certain level, whether this is a new, first-time pledge or a pledge increase.
- Making an open-ended, ongoing commitment of a minimum of \$100 per month, either by bank authorization or credit card. (Century Club)
- Commit to including the AAOF in your estate plans and become a member of the Keystone Society.

See the AAOF web site (www.aao-foundation.net/Campaign) for more details about how you can make a **Continued Commitment to the Specialty®**.

For More Information

For more information, see the AAOF web site at www.aaofoundation.net; contact Mr. Robert Hazel, AAOF EVP, at 800-424-2841, #ext. 546/rhazel@aaortho.org; or call me at your convenience.



J. RICHARD PFEFFER | D.M.D., M.D.S

The PAC met jointly with COGA on January 27th, the day prior to the Advocacy Conference in Washington, DC. We discussed with our lobbyist, Kevin O'Neil of Patton Boggs, the effects of the recent election and the implementation of Obama Care as well as the mid-term election coming up in 2014. We continue to boast a very high winning percentage with the candidates that we support on both sides of the aisle. Our strategy has always been and always will be to support like-minded members of Congress and those in positions of influence on health care and small business legislation.

PAC giving is up slightly, approaching \$600,000 for the 2-year election cycle. Our goal is \$750,000. As health care continues to change through the implementation of Obama Care and the pressure placed on the Medicare System, we believe that it is only a matter of time before the government turns more of its attention toward dentistry. At the present time, dental care is provided to children and patients with dental facial abnormalities (ie, cleft palate, etc). The AAO supports this position, and believes that the money is best spent providing health care for these purposes.

The AAO is supporting the repeal of the excise tax on medical devices. This 2.3% excise tax is already being passed on to us through our supply houses and will, of course, be passed on to our patients, creating

yet another burden to the consumer seeking dental care. In surveying medical technology companies, it is also obvious that this tax will also result in lay-offs or reduced hiring to offset the tax. The House has already passed a bill to repeal the tax, but it died in the Senate. There may be some sentiment to delay its implementation.

Flexible spending accounts are used by approximately 70% of our patients to help with their orthodontic treatments. The Affordable Care Act (Obama Care) established a cap of \$2500 on such plans. Previously, the cap amount was left up to the individual states and most states had a much higher limit. This will certainly lead to limiting access to critical care and affordability of all dental and medical services. The AAO is encouraging the elimination of the cap, or at least, a provision to allow monies to be rolled over from year to year. The present law has a "use it or lose it" provision where all money set aside in such plans must be used by the end of the year.

Another issue that we brought to our legislators in our Capitol Hill visits is student loan debt. The Budget Control Act of 2011 eliminated the interest free deferment periods for graduate students. The high cost of orthodontic education, together with the loss of this interest deferment has placed an additional burden on our graduates and has pushed them away from serving less lucrative and under-served communities in need of dental specialty services. We urged Congress to allow a deduction of the interest cost for these loans and to support the deferral of interest on student loans for graduate students.

Your PAC continues to work tirelessly through the AAO and our lobbyist, Patton Boggs, to support our profession and we urge all of our members to contact their representatives on these issues.

COMPONENT UPDATES



Indiana Association of Orthodontists

DR. ANTHONY PUNTILLO



The Indiana Association of Orthodontists held its annual meeting in October in conjunction with the Indianapolis annual session of the Great Lakes Association of Orthodontists. During the meeting the following new officers were elected:

President

Mark Rosenthal, DDS, MSD
Muncie, IN

President Elect

Serkis Isikbay, DDS, MSD
Speedway, IN

Secretary / Treasurer

Michael Thompson, DDS
Fort Wayne, IN

More information about the component including the contact information for our new officers and all directors can be found on our web site www.inaortho.org.

The GLAO will be conducting **electronic voting** again this year! Watch your mail and e-mail for more information in the coming months.

Be sure the AAO has your personal email address on file!



Ontario Association of Orthodontists

DR. JEFF BERGER



Dr. Barry White
President

Dr. Anthony Mair
Vice-President

Dr. Drew Smith
*Secretary/
Treasurer*

Membership:

1. Attracting new members

- i) The OAO newsletter will be sent to non-members with a follow-up call inviting them to join the OAO and reviewing the benefits of membership. These include the Consumer Awareness Program, representation at government and professional organizations etc.
- ii) In addition to the current resident's dinners, a further meeting with the new grads will be established to outline the benefits of OAO membership
- iii) The RCDSO will be contacted for a list of the newly licensed orthodontists in Ontario, so that they can be invited to the OAO business meeting immediately following their registration, at no charge.

2. OAO Convention-Style Meeting

The OAO has set up a committee to evaluate a 2-day CE meeting in Niagara-on-the-Lake in 2014. The convention would involve educational (possibly a RCDSO core course), political and social components, including a dinner

at a winery. Staff would be included in the meeting program.

Applications & Acceptance for Membership

Drs. Ross Fiore, Tracey Hender, Marlon Moldez, Jessica Nardone, Emily Singer & Kyle Stevens.

Website:

A new OAO Logo has been created and the membership is encouraged to update their websites with the new logo. Online Dues Payment is now available - hit "Renew Membership" & follow instructions.

Newsletter

Members are encouraged to forward any notable honors, awards or achievement to the OAO President for posting in the newsletter.

ODA

Hygienists are working to expand their scope of practice, including writing prescriptions and torquing implants. The current standing orders require that a dentist must be on the premises. Hygienists are allowed under their College rules to use high-speed handpieces.

PAC

OAO is seeking the CAO's support for a nation-wide Patient Awareness Campaign. Monies for a national campaign would come from the AAO budget, OAO & the CAO. The current OAO PAC program, with 15 and 30 second spots, resulted in one being placed during the Golden Globe Awards event.

CAO

Congratulations to Dr. Howard Steiman, who is Chair of the CAO annual convention, which will be held in Banff, Sept. 19-21/13.



Michigan Association of Orthodontists

DR. JOSEPHINE WEEDEN



The MAO has had another busy fall and winter. We are currently preparing for our annual MAO meeting that will be held in Grand Rapids at the Amway Grand

Plaza Hotel. The featured speakers will be Elnian Gilbert and Stas' Kazmierski from Zingerman's Zing Train. Zingerman's is a delicatessen that opened in 1982 in Ann Arbor, MI by two people who wanted to offer world-class food in an entertaining, educational and service-oriented setting. It has grown to become the Zingerman's Community of Businesses and employs over 500 people. ZingTrain shares the "Zingerman's experience" and provides an energizing and productive presentation introducing Zingerman's unique approach to business and customer service. In the morning they will focus on "The Art of Giving Great Service" and continue in the afternoon with "The Power of Language". The meeting will be Friday, May 31, 2013. The cost for MAO members is \$250 per person and \$300 for non-MAO members. Staff members are \$100 each. There will be no on-site registration available so please plan ahead. There will be a block of rooms at the Amway Grand held under the name of MAO at the reduced rate of \$144.00-\$164.00 per night. To reserve a room, you can contact the Amway Grand directly at 800-253-3590. We are also offering the option to reserve a room online. Please follow the link and it will bring you to the MAO meeting reservation page: https://resweb.passkey.com/Resweb.do?mode=welcom_ei_new&eventID=10209214

Please note rooms at the Amway Grand must be reserved by Tuesday, April 30, 2013 to receive the special rate. In addition to the featured speaker we will have our annual MAO business meeting after lunch while the staff will continue with ZingTrain. As a bonus, during lunch Tim Rankin will speak on hand-piece care and maintenance. A brief presentation will also be given by Stephen J. Belli, DDS, MS, regarding the AAO Consumer Awareness Program (CAP) and how you can use the CAP to benefit your business. Space is limited so please don't delay. We look forward to seeing you there and updating you on our work over the past year. If you have any questions about the meeting or want to register for the meeting please contact Mandy Tomich, our executive secretary, via email mandy@dodakjohnson.com or phone 517-708-2916. Registration for the meeting ends May 24, 2013.

The Board of Directors has recommended a dues increase to \$325.00, scheduled to begin next year. This increase was passed by the membership at the Annual Meeting. Please remember that the AAO is now collecting the dues on our behalf, so watch for the "MAO Component" listing on your AAO dues statement. Be sure the correct component is listed, and if paying your dues online, please be sure to check the box confirming your continued membership in the MAO.

The MAO board has continued to use technology to help coordinate our meetings and allow board members who live far away from Lansing (our normal meeting place) to save several hours of driving. We have had numerous video conference meetings using Skype. With Michigan winters being unpredictable this gives us an alternative to driving in questionable weather in the winter months.

The MAO board is still working on revising our Constitution and Bylaws. We hope to have the new bylaws accepted by our members and in place in the near future. Our goal is to have the new bylaws represent who we are, what we do

and how we do it in a reasonable and flexible way. Thank you to everyone who continues to work hard on this project.

The 2013 State Exam for specialists will take place from June 3-4 at the University Of Detroit Mercy School Of Dentistry. The Council of Michigan Dental Specialties has entered the final one-year renewal option of the contract. The exam will either be rebid in the spring of 2013, or the state may consider doing a one-year extension. Many of the other specialties are moving away from administering a specialty exam. We still feel that this is an important aspect of our specialty licensing. We will continue to keep you posted with regard to changes that may happen in the future.

We continue to have MAO board members attend the Michigan Board of Dentistry meetings in order to keep a presence at the legislative level. This allows the membership to follow changes in the legislation related to dentistry and our specialty. We are working with legislators in an effort to address dental specialty advertising by general practitioners.

As always, I appreciate the opportunity to represent you and can be reached at jcweeden@umich.edu.

MAO Board of Directors 2012-2013

President

Dr. Heather Gietzen

Past President

Dr. André Haerian

Vice President/President Elect

OPEN

Treasurer

Dr. Paul Reed

Secretary/Editor

Dr. Kathryn Swan

Director

Dr. Mary Barkley

Director

Dr. Cameron George

Director/GLAO Rep.

Dr. Jocie Weeden

Ad-Hoc Advisor

Dr. Chuck Caldwell

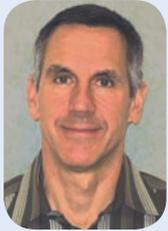
CMDS Representative

Dr. Greg Oppenhuizen



Pennsylvania Association of Orthodontists

DR. WALTER SCHRATZ



AAO Annual Session

The PAO looks forward hosting the AAO's annual meeting in our city of "brotherly love," Philadelphia, May 3-7, 2013. All attendees are sure to enjoy the sights and sounds that this wonderful city has to offer. Of special note, presiding over the annual session is former GLAO trustee and Pennsylvania native, John Buzzatto!

Act 65 Requires Dentists to Carry Malpractice Insurance

Legislatively, Act 65 signed by Governor Corbett, requires all dentists to carry malpractice insurance at a minimum \$1 million per occurrence and \$3 million per annual aggregate. A license must show proof of having been purchased for the amount of insurance to the State Board of Dentists. Amendments to this legislation include, a) dentists wanting a active license but not practicing clinically; b) volunteer dentists in a community based setting; c) dentists whose employer provides coverage.

PDA Scores Major Legislative Victory on Insurance Practice Issue - SB 1144

Dentists who participate with insurance companies are being asked to sign contracts that will prohibit them from charging

patients their usual and customary fees for non-covered dental services. The impact of this contractual change for dental practices could be significant if the reimbursement for non-covered services is too low for dentists to cover their overhead expenses, pay their employees, etc.

Loan Forgiveness for Dentists Program – HB 542

Rep. William Kortz (D-Allegheny) introduced HB 542, legislation to establish the Loan Forgiveness for Dentists Program with the Pennsylvania Higher Education Assistance Agency (PHEAA) in order to increase the number of recent dental school graduates practicing in Pennsylvania.

PAO Annual Meeting

The states annual meeting is being held June 21-22 at the renown Nemaocolin Woodlands Resort, Farmington, Pennsylvania. Scheduled speakers include; Dr. Timothy Tremont and Dr. Charles Blair. The PAO has a newly designed website, which offers more information and links than in the past. Members are encouraged to visit the site for a variety of needs and services. The University based programs are again being notified of the David Hamilton Award that is presented at this meeting.

I appreciate the opportunity to serve as Western PA Director for the GLAO. Please feel free to contact me with any concerns, questions, etc. walt@schratzorthodontics.com.



Ohio Association of Orthodontists

DR. JEFFREY L. GILMORE



The Ohio Association of Orthodontists held their annual membership Business meeting during the GLAO annual session in Indianapolis October 12, 2013. At that time the membership in attendance elected the OAO officers for the 2012-2013 term:

President

Dr. Brian Hockenberger

Vice President

Dr. George Kast

Secretary / Treasurer

Dr. TJ Robinson

The OAO continues its mission of serving as an advocate for its members on issues that impact the practice of orthodontics in the state. Current issues of discussion include specialty licensure and claims made in advertisements by general dentists providing orthodontic services.

Plans are being finalized for the next OAO membership meeting to be held in Columbus during the time of the Ohio Dental Association meeting in October 2013. Speaker information, time and date of the meeting will be provided to the membership soon.

There is an opportunity to serve your specialty as a director to the OAO. If you practice in the southeastern portion of the state and would like to give back to your profession please contact Dr. Brian Hockenberger at drhockenberger@neo.rr.com.

*A Record Number of GLAO Past Presidents
Attended the 2012 GLAO Annual Session
in Indianapolis*



Back row from left to right: Dr. John F. Buzzatto (99), Dr. Jeff Berger (07), Dr. John Barbour (97), Dr. Chris Roberts (05), Dr. Richard Marcus (09), Dr. Jerry Hickman (12), Dr. Bob Brown (04), Dr. Chip Rigsbee (02), Dr. Tom Ahman (00), Dr. Ron Good (10), Dr. Bob Good (11).
Front row from left to right: Dr. Don Lahrman (86), Dr. David Haas (87), Dr. Eugene Dellinger (81), Dr. Walter Buchsieb (78), Dr. Mary Barkley (08), Dr. Scott Jamieson (96), Dr. Jeff Gilmore (03)

GLAO News Fall deadline is
July 1, 2013.



GLAO Award *Nominations*

Congratulations to the following individuals that were selected by the GLAO Board of Directors as the GLAO nominees for these prestigious awards:

ABO Albert H. Ketcham Award
Dr. Tiziano Baccetti

ABO Dale B. Wade Award
Dr. Deborah Priestap
and Dr. Tim Tremont

AAOF Louise Ada Jarabak Award
Dr. Robert L. Vanarsdall, Jr.

ADA Norton M. Ross Award
Dr. James A. McNamara, Jr.

We recognize these individuals for their dedication to the specialty of orthodontics and we wish them the very best! For more information on these awards or the nomination process, go to the GLAO website at www.GLAO.org.

MARKET YOUR PRACTICE: Access FREE Practice Marketing Solutions at AAOinfo.org

- ¥ A complete, customizable ad campaign, including print, TV and Web ads
- ¥ Additional individual print ads available for customization
- ¥ Media relations tips, press release templates and educational presentations
- ¥ Patient testimonials suitable for posting on practice Web sites



Visit www.AAOinfo.org/MyPractice/Marketing/index.cfm.

Log-in with your member number and password will be required.

To learn more about customizing ads for your practice, contact the AAO marketing department: Linda Gladden or Pam Paladin at 800-424-2841.



Directors

INDIANA

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Adrian, MI 49221

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CANADA

OHIO

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PENNSYLVANIA

Dr. Walter W. Schratz
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McMurray, PA 15317

Mailing Address:

GLAO

17 South High Street, Suite 200
Columbus, Ohio 43215
www.GLAO.org

GLAO Membership

	February 2013
Active	900
Affiliate	4
Academic/ Foreign Trained	5
Honorary	2
Life	145
Retired	349
Service	1
Total	1,406

AAO Council Representatives

Council on **Communications**..... Dr. Stephen J. Belli
 Council on **Governmental Affairs** Dr. Phillip J. Beckwith
 Council on **Insurance**..... Dr. Eric J. Dellinger
 Council on **Membership, Ethics, and Judicial Concerns**Dr. Richard M. Marcus
 Council on **Orthodontic Education**Dr. R. Scott Conley
 Council on **Orthodontic Health Care** Dr. Robert J. Brown
 Council on **Orthodontic Practice** Dr. Michael W. Sherman
 Council on **Scientific Affairs**Dr. Nan E. Hatch
 Council on **New and Younger Members**..... Dr. Jason L. Charnley

New Active Members

New GLAO members since August of 2012

Jared O. Dean
Robert Dewhirst
P. Ross Fiore
James Ghilzon
Shaifali Grover
Joel M. Johnson
Catherine Kroccek
Monica Malhotra

Brent Paulus
Mary-Ellen Polymeris
Lindsay Schuster
Emily Singer
Bruce Tasios
Michael J. Thomas
Sarah J. Thompson
David Walt

2013 GLAO Delegates & Alternative Delegates



*The following
will be representing
the GLAO at the 2013
AAO House of Delegates:*

DELEGATES:

Dr. Phillip J. Beckwith
Dr. Jeff Berger
Dr. Dale Anne Featheringham
Dr. Richard Kulbersh
Dr. Richard M. Marcus
Dr. Gregory Oppenhuizen
Dr. Michael W. Sherman

ALTERNATIVE DELEGATES:

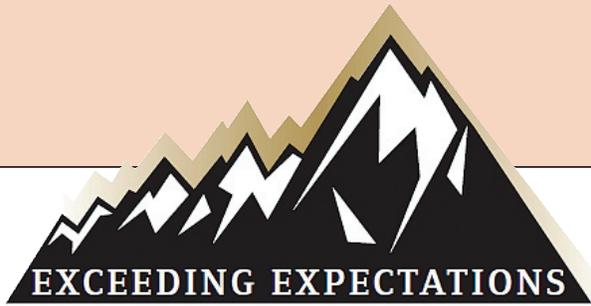
Dr. Stephen J. Belli
Dr. Aron E. Dellinger
Dr. Valerie D. Martone
Dr. John F. Monticello

Recently Retired Members

Larry K. Aagesen
Edwin E. Assid
John P. Bolthouse
Gerard P. Bosscher Jr.
John D. Cercek
R. Joseph Clark
Robert D. Cushman
Eugene L. Dellinger
Carl P. Dietrich Jr.
Martin M. Dudas
Donald I. George Jr.
Glenn C. Goodrich
Brent Harris
Jerry R. Hickman
Peter Keller
Howard E. Kossoff
Ronald L. Page
George H. Pommert
Theodore R. Pope
Nathaniel Ritter

Recently Deceased Members

Stephen K. Bailie - January 2013
G. Herbert Hanson - May 15, 2012



2013 RMSO/GLAO ANNUAL SESSION

THE BROADMOOR • COLORADO SPRINGS • SEPTEMBER 26–29, 2013

Program-at-a-Glance

Confirmed Speakers

Doctor Speakers

Dr. Robert L. Vanarsdall, Jr.

Dr. James L. Vaden

Dr. Sam W. Daher
sponsored by Invisalign

Dr. Monish Bhola

Dr. Mario Polo

Staff Speakers

Ms. Carolyn Friedman
sponsored by Forestadent

Ms. Rosemary Bray

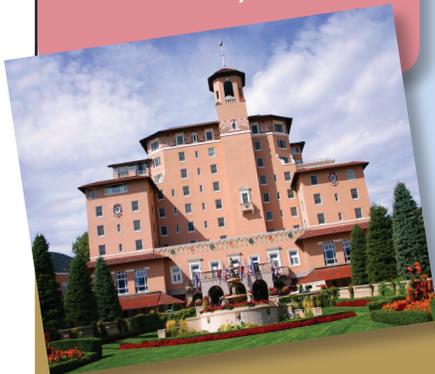
Doctor/Staff Speaker

Ms. Kate Manzanares

Thanks to Our Sponsors!

Platinum Level Sponsor
3M Unitek

Silver Level Sponsors
American Orthodontics
SPEED System



7:30 am – 12:00 pm
7:30 am – 12:00 pm
1:00 pm – 5:00 pm
6:00 pm – 7:30 pm

GLAO Board Meeting
RMSO Board Meeting
Registration Open / Exhibitor Set Up
*Complimentary Welcome Reception

Thursday, September 26

Sponsored by: 3M Unitek

Friday, September 27

7:00 am – 11:30 am
7:00 am – 7:30 am
8:00 am – 12:30 pm
8:00 am – 10:00 am

Exhibits Open with continental breakfast and breaks
RMSO Member/Business Meeting

DOCTOR SESSIONS

Dr. Robert L. Vanarsdall, Jr.

"Orthodontics - The Key to Successful Interdisciplinary Treatment"

Dr. James L. Vaden

"The Treatment Plan - Its Relationship to Stability"

STAFF SESSIONS

Ms. Carolyn Friedman

"Teamwork & Education – Key to Exceeding Expectations in Team Efficiencies & Practice Growth"

Sponsored by: Forestadent

*Golf Outing

11:00 am – 12:30 pm

8:30 am – 12:30 pm

1:00 pm – 5:30 pm

Saturday, September 28

7:00 am – 11:30 am
7:00 am – 8:00 am
8:00 am – 1:00 pm
8:00 am – 9:30 am

Exhibits Open with continental breakfast and breaks
GLAO Member/Business Meeting

DOCTOR SESSIONS

Dr. Sam W. Daher

"Achieving Excellent Clinical Results with Invisalign: Philosophy and Technique"

Sponsored by: Invisalign

Dr. Monish Bhola

"Surgical Lip Repositioning for Treating a 'Gummy Smile.' A New & Innovative Technique"

Dr. Mario Polo

"Non-Surgical Correction of Gummy and Asymmetric Smiles With Botox"

STAFF SESSIONS

Ms. Rosemary Bray

"Exceed the Patient Expectation – Win the Patient for Life"

10:30 am – 11:30 pm

11:30 am – 1:00 pm

8:30 am – 1:00 pm

1:00 pm – 2:30 pm

1:00 pm – 2:00 pm

GLAO Past President's Luncheon (*invitation only*)

Educator's Luncheon (*invitation only*)

Sunday, September 29

7:30 am – 10:30 am
8:30 am – 12:00 pm

Exhibits Open with continental breakfast and breaks

DOCTOR & STAFF SESSION

Ms. Kate Manzanares

"Providing '5 Star' Service at Your Orthodontic Practice"

* Additional registration required

Hotel Information

The Broadmoor in Colorado Springs, CO will be the host for the 2013 RMSO/GLAO Annual Session! The Broadmoor is truly a resort destination that will exceed your expectations! The Broadmoor resort is the longest-running consecutive winner of the AAA Five Diamond and the Forbes/Mobil Travel Guide Five Star awards. Located at the gateway to the Rockies, The Broadmoor offers three championship golf courses, 17 restaurants, cafes and lounges (including Colorado's only five-star five-diamond restaurant), six tennis courts, shops and Colorado's only Forbes Five Star spa.

Make your hotel reservations today! Reservations can be made by contacting The Broadmoor Reservations Department at 1-800-634-7711. To receive the group rate, you must indicate you are reserving for the RMSO/GLAO Annual Session. Rates cannot be changed at check-in or checkout if guests do not identify their affiliation with RMSO/GLAO at the time the reservation is made. **You must make your reservation by August 26, 2013 to receive the group rate, although we do not guarantee rooms are available until this date!**

Room rates (single/double occupancy) are: \$275.00 (standard); \$295.00 (intermediate). Room rates are European Plan and exclude lodging, city and state taxes. A daily resort fee will be applied to all guest rooms at a reduced amount of \$10.00 for single or double occupancy and \$2.50 for each additional person. This resort fee provides for high speed internet (wireless and hard lined), in addition to other hotel amenities.

PLAN NOW to experience this fabulous resort destination that is sure to Exceed Your Expectations!



The Great Lakes Association of Orthodontists

17 South High Street, Suite 200
Columbus, OH 43215-3458

BE SURE TO MARK YOUR CALENDARS!

September 26 – 29, 2013



2013 GLAO/RMSO Annual Session

The Broadmoor
Colorado Springs, CO

September 11 – 13, 2014



2014 GLAO/MSO Annual Session

Chicago Hilton
Chicago, IL