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GLAO News

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Jump • Into • Paradise!



2008 GLAO/MASO Joint Annual Session
October 10 - 13 • Gran Meliá Puerto Rico



Save • the • Date!

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PRESIDENT'S REPORT



MARY K. BARKLEY, D.D.S.

I hope that I have your attention! Please make plans to **Jump Into Paradise** next fall for a stimulating combination of orthodontic education and tropical relaxation. The lovely Gran Meliã in Coco Beach, Puerto Rico will be offering our attendees an all-inclusive package.

Why not organize a reunion of your orthodontic class here? Or reward your top-notch staff with a trip they'll always remember. Many airlines fly into San Juan, and no passports are necessary.

Eugene Roberts, the Director of the Indiana School of Dentistry Department of Orthodontics, has arranged a wonderful doctors' scientific program, including presentations by Drs. Birte Melsen, Robert Vanarsdall, Michael Williams, Eugene Roberts and Christian Sander. Frank E. Cordray will present the "GLAO B. Holly Broadbent Sr. Memorial Lecture." Steve Siegel from MASO has set up a staff scientific program that features Debbie Best, Lori Garland Parker and Tina Byrne.

The scientific programs will conclude by early afternoon, and you'll be free to lie on the beach or at the pool. You may also choose to add a trip to snorkel in the ocean, shop in Old San Juan or visit the El Yunque Rainforest.

The Gran Meliã is offering their all-inclusive package only to our attendees. You must make your reservations through the resort Group Reservations service to get the all-inclusive package, which includes your meals, house alcohol, and the GLAO/MASO evening parties. More information and registration contacts are on the GLAO website: www.GLAO.org — click the banner on the right that says "2008 GLAO/MASO Joint Annual Session."

Hope to see you in October!





JOHN MONTICELLO, D.D.S., M.S.

Please welcome our new GLAO President, Dr. Mary Barkley, from Chelsea, Michigan. She has found the time in her busy practice to teach and be very active with orthodontic leadership responsibilities for over fourteen years. She joined the GLAO Board of Directors in 1999 as a Delegate after five years with the Michigan Association of Orthodontists where she transitioned through the officer positions and was President in 1998. In 2001 Mary became the GLAO representative to the AAO Council on Orthodontic Practice (COOP). In 2006, she was elected Chair of that Council where she continues serving today jointly with her Presidential duties. She was able to hit the ground running after our annual session in San Antonio and is representing us exceptionally well as our new President.

I am honored that you have selected me to represent you at the national level and look forward to the responsibilities of a Delegate this May in Denver. On December 31, 2007, I completed my service with the Michigan Air National Guard having served with the Air Force overseas and

within the USA for over 26 years. The recently available 14 weekends and 2 weeks a year will allow me more time to focus on my new duties as one of your Delegates. Time always will be the one commodity that limits our practice, lifestyle and commitment to outside interests.

The election of a new President of the United States is just seven months away. The apprehension of not only the American people but also the informed people of the world is clear. Our economy is reflecting that element of uncertainty with a downturn in business, highly volatile stock prices, vacillating oil costs and a re-prioritization of many elective behaviors including orthodontic health care. In the Midwest states and Ontario many manufacturing jobs are being reduced or eliminated as demand for goods slides and cheaper labor costs are found elsewhere globally.

Orthodontic offices are not immune to the economic realities and are making great strides to become more efficient and cost conscious. We must re-think our business practices yet still continue to keep the treatment provided our patients at the highest level possible. Self-ligating brackets are being marketed as a tool to reduce the number of appointments and increase the efficiency to treatment. Likewise, TADS (temporary anchorage devices) are one of the hottest auxiliaries to hasten tooth movement and treatment completion time. All of these efforts are being made to make orthodontists more competitive in today's time driven, busy world. The intent of this increased efficiency in practice is to open time slots within the schedule for more new patients. Perhaps an unintended consequence

of this new efficiency, coupled with the current economy, is that more orthodontists are finding their schedules have significant unexpected holes. Clearly, the financial bottom line indicates the true amount of newly available time slots or simply reduced number of patients due to the economy. Regardless of the reason, many of us are finding more time is available for our outside interests.

Organized dentistry or orthodontics needs you. If you find that you now have extra time and can commit 4-6 half-days per year to your profession, please take the initiative to explore how you can help. Your local dental society, state, province or national dental or orthodontic associations can all use your help. Please look at those increased efficiencies in your practice, consolidate the holes in the schedule and contact anyone on a board that can get you into the mix. It is certainly rewarding when you can see the fruits of your efforts improve the specialty practice.

Using membership input, the 2008 GLAO Annual Session will be a joint meeting with MASO, Mid-Atlantic Society of Orthodontists, at the all-inclusive Gran Meliã Resort in Puerto Rico. This promises to be a staff-friendly meeting from Friday to Monday at a great location. Please read the President's Report for an update and check our web page at www.gla.org for registration information.

As summer approaches and most of the snow in Michigan melts, take a look at your time commitments and see where you can make adjustments to help lead the future. Looking forward to seeing everyone in Puerto Rico!

AAO TRUSTEE REPORT



JOHN BUZZATTO, D.M.D., M.D.S.

The Board of Trustees met February 21-23, 2008 in St. Louis. Following is a brief overview of the highlights of the Board Meeting.

Council on Communications: The Board approved the following council actions: (1) Cosmetic updates on five existing consumer/patient education brochures *Keeping Your Smile Beautiful; Tobacco Use; Two-phase Treatment; Frenectomies, Fiberotomies and Gingivoplasties; and Palatal Expansion* making them consistent with the with the AAO brand manual recommendations (\$25,000). (2) Updates on four existing consumer/patient education brochures *Orthodontics and Surgery; Elastics; Interproximal Reduction; and Retainers* making them consistent with the AAO brand manual (\$20,000). (3) Creation of a brochure on orthodontic emergencies that members can purchase and distribute to patients/parents, school nurses, teachers, coaches and/or other health care providers (\$5,000). (4) Creation of a brochure that communicates the patient benefits of treatment by an orthodontic specialist that can be purchased and distributed to current and potential patients and/or their parents (\$5,000). (5) That the 2008-2009 NOHM campaign be expanded to include outreach to the top 10 TV markets in the U.S. and Canada. (6) The AAO public Web site, braces.org,

be translated into Spanish and French (\$26,000) (7) Authorization to host a Webinar in April 2008, to educate members about the Consumer Awareness Campaign and campaign localization options. (8) That a survey be conducted among active, affiliate and associate AAO members in the U.S. and Canada and distributed via Zoomerang to: quantify members' attitudes about dentists, determine whether the AAO should create informational and educational resources for dentists, determine whether such resources should be distributed to dentists by the AAO or by AAO members, and determine whether AAO members have used existing AAO materials to communicate with and educate dentists. (9) That the 2008-2009 National Facial Protection Month (NFPM) campaign be expanded to include a celebrity athlete/spokesperson, a viral video (click on photo which becomes a video containing AAO's message), a survey, and outreach to major media markets. The Board referred to a Board Committee implementation of the rules of use for the AAO marketing and/or communications materials after the elimination of the current restriction A. All members within the group must be invited to participate in a marketing effort. (Not all members must accept the invitation, but the invitation must be extended to all members in the group. The member coordinating the effort must notify AAO in writing of any members who opt not to participate.) (Gayle Glenn) (**Bob Good-GLAO representative**)

Council on Health Care: The Board approved: (1) That one member of COHC be appointed to attend the National Association of Dental Plans (NADP) meeting in Orlando, FL on September 3-5, 2008 to serve as the AAO representative to provide an association presence, interface with payers and help the Council stay abreast of dental industry and carrier trends (\$1,500). (2) Authorization to

fund research enabling the inclusion of up-to-date, state-by-state access to care programs in the AAO Access to Care Guide, and when finalized, that the guide be posted on the AAO website with a limited number of copies to be printed for distribution to members without internet access (\$2,000). (**Bob Brown-GLAO representative**)

Council on Information Technology: The Board approved: (1) That a Google Search Appliance be added to the AAO web site platform to enhance the searching of all web sites and to unify the searching of all AAO systems (\$35,000). (2) Ronald Jacobson and Kirt Simmons from COIT be AAO representatives to the ADA Working Group 11.6 Integration of Orthodontic Standards and ADA Working Group 12.1/DICOM Working Group 22. (**Joe Janowski-GLAO representative**)

Council on Orthodontic Education: The Board approved: (1) That COE host a breakfast meeting with representatives of the American College of Prosthodontists' educators during the ADEA Annual Session (\$2,500). The Board referred: (1) That consideration be given to directly fund three Craniofacial Anomalies and Special Needs Fellowships a year at appropriate accredited institutions offering extensive CFA & SN services with the salary and benefits will be equivalent to an orthodontics hospital-based resident at the PGY - 4 level; and further that the Fellowships be tied to a requirement to teach and/or provide CFA&SN services for a period of five years on a full- or part-time basis to the Task Force on Faculty Recruitment and Retention. (**Gene Roberts-GLAO representative**)

Council on Membership: The Board approved: (1) Annual dues be due and payable as of June 1. Dues statements will be mailed between May 15 and May 31 each year. The AAO Central Office collects dues for the constituent organizations and, upon request, the

component organizations. Dues collected for constituent and component organizations will be remitted to the appropriate constituent/component organization monthly from July through December, and then periodically through May each year. Dues for constituent/component organizations will be billed at the same time as AAO dues.

(2) The dissemination of ethical content to residents and members through SOTW, *The Bulletin*, AAOIC risk management presentations and orthodontic program presentations. (Jeff Gilmore-GLAO representative)

Council on New and Younger

Members: The Board approved: (1) That spouses of new/younger members and students/residents who have registered for the New Orthodontist/Resident Conference at the AAO Annual Session also be allowed to register for the Conference, beginning with the 2008 Annual Session. (2) Bryan Nakfoor was appointed as the AAO representative to the 2008 ADA New Dentist Conference, which will be held June 26-28 in New Orleans. (3) That an informational and organizational meeting of CONYM with the new CONYM members for 2008-2009 at the AAO Annual Session in Denver, Colorado preceding the New Orthodontist meeting (Raymond George). (TJ Robinson-GLAO representative)

Council on Orthodontic Practice: The Board approved: (1) COOP to provide illustrations for the Dental Trauma Electronic Brochure (\$3,000). (2) Revisions of the Informed Consent DVD (\$1,000). (3) That the issue of member customization of AAO approved forms be referred to a BOT committee for study. (4) Further study and education of the environmentally sound issues based on a multi-pronged environmental awareness plan. (Mary Barkley-GLAO representative)

Council on Scientific Affairs: The Board approved: (1) That COSA meet twice a year, a formal January meeting via video conferencing and a formal one day meeting at the Annual Session in Denver to coordinate COSA activities at Annual Session and that the AAO cover travel costs, expenses and hotel for COSA members at the Annual Session. (Mike Riolo-GLAO representative)

AAO Services Inc.: The Board approved: (1) The AAOSI *Articles of Incorporation* after the elimination of the requirement that no director may be elected who has attained the age of 68. (2) Springstone Financial as the endorsed Patient Financing program upon successful contract negotiations (replacing Capital One). (3) Norm Nagel, Morris Poole and Bob Varner were elected to the Board of Directors of AAOSI for a three-year term beginning June 1, 2008 and expiring May 31, 2011.

AAOIC: The Board approved Terry Pracht and Dave Angus be nominated to the Board of Directors of AAOIC for a three-year term beginning May 2008 and expiring in May 2011.

Board Committees: The Board approved: (1) That speakers participating in the AAO distance learning program receive an honorarium of \$350 effective with the 2008 AAO Annual Session (\$14,000). (2) That when a Task Force is requested to study an issue, produce a report or develop a program that, when appropriate, the Task Force be appointed with representation from councils, and when possible, the report of the Task Force be made available for comment to the represented councils and other affected stakeholders as identified by the BOT and/or the Task Force Chair, and further that the Task Force give due consideration to the council's/stakeholder's comments, if any, prior to the Task Force's final report. (3) That an agreement be developed

which will formalize the existing relationship between the AAO and the constituent and component organizations be developed between the constituent and component organizations with an implementation date no later than May, 2009. (4) The Leadership Conference invitees will be re-focused to potential new leaders from the more established volunteer leaders. (5) The AAO's Annual Session budgeted net income will be based upon the actual results of the three most recent Annual Sessions instead of the previous \$200,000. (6) That the AAO engage an independent consulting group to perform an Information Technology Audit (\$15,000). (7) That the AAO Executive Director be authorized to approve Council and Board Project related expenditures up to \$5,000 upon request of a Council or other group (Task Force, Committee, etc.) through its Chair. The request must be approved by the Trustee liaison and will be treated as a budget adjustment when authorized by the Executive Director. A complete list of such expenditures will be included in the Executive Director's report prepared for each board meeting. Upon request of a trustee, the Executive Director will produce documentation relating to any expenditure. (8) That the AAO replace its current Association Management System (AMS) (\$347,000).

Other Committees: The Board approved: (1) That the AAO Librarian develop, produce and distribute a brochure tentatively titled "Benefits of Using the AAO Library" to AAO Members with the projected distribution date at the 2009 Annual Session (\$3,000). (2) The AAO Library Rare Book Collection Development Policy. (3) That monies for Communication Action Plan projects be included in the 2008-09 budget since the Communications Action Plan deadline has been extended to May 2009 (\$533,000). (4) The

CONTINUED ON PAGE 6...

GLAO Award Nominations

Congratulations to the following individuals that were selected by the GLAO Board of Directors as the 2008 GLAO nominees for these prestigious awards:

Louse Ada Jarabak Award **Dr. Richard Kulbersh**
Albert H. Ketcham Award **Dr. W. Eugene Roberts**
Dale B. Wade Award **Dr. Michael L. Riolo**
GLAO Distinguished Service Award **Dr. John R. Barbour**

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

AAO Trustee Report

...CONTINUED FROM PAGE 5

appointment of a unified Snodent Task Force (\$10,000). (5) That the AAO's position on the increase of lifetime maximum orthodontic benefits be: The AAO supports increasing the lifetime orthodontic maximum benefit in order to reflect the increased cost of dental care, which should be determined by each state; The AAO supports regulations that would prohibit non-orthodontic treatment from being deducted from the total for the orthodontic lifetime benefit; The AAO supports efforts by members of component groups to lobby their state insurance commissioners and regulatory governmental agencies regarding the inappropriate denial of benefits for orthognathic and TMD surgical benefits; and, The AAO will provide case-by-case assistance with members who wish to lobby their state insurance commissioners and insurance companies to change the regulations based upon each states' unique rules. Form letters for members to use for this purpose are available.

Task Force on Faculty Recruiting and Retention: The Board approved: (1) That the AAO reduce the teaching requirement to one year from two for sponsored attendance at the Academy

of Academic Leadership (AAL was formerly the Institute for Academic Leadership). (2) The revised White Paper on Orthodontic Alumni Development. (3) That the AAO augment by \$30,000 the salaries of a maximum of 10 new junior faculty who are hired in 2008-2009 to teach orthodontics in accredited postgraduate orthodontic residency programs in the USA and Canada (\$300,000)

Surveys: The following surveys were approved: "GLAO Annual Session Site Assessment Member Survey", "Gender Impact on Staff Management in the Orthodontic Practice" by Drs. Shroff and Holmes, "Assessment of New Technology in Orthodontic Practices in the 21st Century" by Dr. Jodi Prine.

Council Chairs: The Board elected **Gene Roberts** as chair of the Council on Orthodontic Education.

ADA's Norton M. Ross Award for Excellence in Dentistry: Vince Kokich was selected as the AAO nominee for the Norton Ross Award.

Budget and Finance: The 2008-09 budget proposed by the Board of Trustees

includes revenues of \$22,833,370; expenses of \$23,140,717; with a projected deficit of \$307,347. As proposed, the budget includes a dues increase of \$42, from \$745 to \$787, to balance the budget, however the Board recommends funding the deficit from reserves. The budget also includes a three year \$830 assessment to support an annual \$5.327 million Consumer Awareness Campaign.

Reserves:

Total unrestricted reserves	\$16,097,807
75% target for liquid reserves	\$12,073,355
24-month average liquid reserves	\$15,366,013
Excess liquid reserves	\$3,292,658

Meetings: The following is a list of meetings that I have attended since the November Board of Trustee's meeting: BOT conference call, January 16, 2008; COI meeting, St. Louis, January 19, 2008; Snodent conference calls, January 25, February 15 and 29, 2008; Governmental Affairs conference, Washington, DC, January 28-30, 2008; and Information Technology conference, Las Vegas, February 8-10, 2008.

Council on Communications

DR. ROBERT F. GOOD, II

Following are highlights from the Council on Communications meeting that was held November 30 – December 1, 2007 in St. Louis:

- The Council discussed the fact that the 2008 House of Delegates will vote on a 3-year assessment at \$550 per year. Additionally, the Council was requested to ask for a professional recommendation on a level of spending that would make the AAO competitive with other advertisers. Per Schupp Co., that competitive level of spending is \$830 per year, which would double the AAO's current media exposure. The Council will be submitting a substitute resolution and will be requesting that the HOD consider an \$830 per year assessment for three years.
- COC members will be delivering Consumer Awareness Campaign presentations at their respective ad interim meetings. Additionally, literature will be distributed to all delegates and alternate delegates that will feature Year 1 and Year 2 Consumer Awareness Campaign results and will also explain the benefits of continuing the Consumer Awareness Campaign into the future.
- AAO staff, in consultation with the COC, will produce one radio public service announcement and one TV public service announcement this spring. Additional details about the two PSAs will appear in future editions of *The Bulletin* and *Straight Off the Wire*.
- The COC recently completed filming an adult hygiene DVD. The DVD will be available as a for-sale item at the 2008 Annual Session in Denver.
- This spring, the COC will film a DVD that features clinical information. The DVD, which will feature continuing education credits, will be created with the referring dentist in mind. In the very near future, the DVD will be marketed to AAO members who will be encouraged to purchase the product and share it with their referring dentists.

The next Council on Communications meeting is scheduled for July 18-19, 2008, in St. Louis.

Council on Orthodontic Practice

DR. MARY K. BARKLEY

The Council on Orthodontic Practice has, as always, a number of ongoing projects. Most recently, COOP co-sponsored the AAO Technology Conference with the Council on Information Technology. The conference provided valuable information to those on all levels of the technology sophistication scale.

At the 2008 Annual Session in Denver, COOP will be sponsoring a Practice Transition Conference, featuring presentations and a panel discussion by practice transition experts Tom Ziegler, Roger Hill, Eric Ploumis, and Brandon Collier.

COOP will also be sponsoring two Staff Training Seminars at the 2008 Annual Session: an entry-level "Train the Trainer", which teaches staff members how to effectively train new staff, and an advanced START course for those who have taken the entry-

level staff training course. These are both ticketed seminars.

A first for COOP will be the sponsorship of a regional Orthodontist as CEO conference in New York City November 14-15, 2008. The 2003 and 2006 Orthodontist as CEO conferences, held in Tampa and Scottsdale, were strongly attended and received very positive reviews from participants. COOP plans to build on these successes with smaller regional Orthodontist as CEO conferences that are intended to be an "advanced" course in practice financial management. Speakers in New York will include Paul Zuelke, John McGill and Randy Berning. Registration will open April 7.

The updating of the AAO health history forms and TMD forms will be completed this summer. If you have suggestions that will make any of

these forms more useful for you, please email me. The eventual goal is to have these forms available on-line for patient access. COOP is also working on a laser treatment consent form, and an informational sheet on dental trauma and sequelae. Both of these forms, when completed, will be available on the member website.

Which leads me to — have you spent any time on the aomembers.org site? There's so much information available — the illustrations of impacted cuspid uncovering, the information on bisphosphonates, the military release form, the Office Design manual. You have to spend a little time searching (an update is planned to make the website more user-friendly), but I bet you'll find something useful.

Please contact me with questions or suggestions about any COOP projects: mkbarkley@sbcglobal.net.

Council on Government Affairs

DR. M. DONALD HAYES

On January 28 the Counsel on Government Affairs and the Political Action Committee met immediately before the beginning of the Government Affairs Conference held on January 29 and 30, 2008. The AAO's Government Relations Program's strategic plan developed as of July 2007, includes the following goals:

- 1) To build relationships with new members of congress and congressional leadership
- 2) Use mass communications to the advantage of the AAO Government Relations Program
- 3) Increase involvement of the younger AAO members in Government Relations Programs
- 4) Increase overall AAO involvement in Government Relations Program
- 5) Increase member education of government affairs activities, and our legislative goals as of July 2007 to address the cost of higher education, address access to care, address the potential of universal health care system

During the July 2007 AAO COGA meeting in Washington, the council members held an AAO PAC funded luncheon for representative Nydia Velasquez Democrat from New York and several of her staff members July 17. The counsel interaction with Representative Velasquez lead her to invite COGA chair Rob Merrill to testify before the US House Subcommittee on Regulations of Health Care and Trade of the Committee on Small Business. This is the first time the AAO has participated in a Congressional hearing.

The hearing took place September 1. The topic of the hearing was ensuring prompt payment for small health care providers. Dr. Merrill testified delayed insurance reimbursement leads to cash flow problems in practices,

places a burden on patients and increases administrative cost. He also touched on the effects of non-duplication of benefits in failed coordination of benefits. In a growing number of dental patients with dual benefit coverage report they are not receiving appropriate reimbursement from their secondary insurer. The AAO believes that consumers who pay insurance coverage should get the full extent of coverage that they are paying for instead of getting caught up in the tangled mess of paper work that ends with denial of payment by the provider. Congress should require that where families have multiple dental benefits each plan should pay a portion of the dental care claim according to their contracted scope of benefits not to exceed 100% of the claim.

Rep. Gonzales said, "The existing system is clearly inadequate and is putting undue strain on our nation's health care providers. We must work with insurance companies to ensure the small providers receive the payments they are due. This is critical for the future of small medical offices and for the health of the people who depend on their services." According to Dr. Merrill, this opportunity to testify demonstrates how the AAO/PAC bipartisanship works with people from both parties who are interested in our issues.

On September 18, COGA chairman Dr. Merrill was invited to participate in the Small Business Health Care Round Table in Washington DC. The Round Table was specifically with Democratic members of the House Small Business Committee and Dr. Merrill did a follow-up meeting with office of Republican members of the Small Business committee. Dr. Merrill clearly stated the AAO's cause in three areas of discussion. The first area

discussed was his personal experience with Washington State SCHIP, which has the same reimbursement rate as Medicaid. This is 20-35% of the normal rate depending on the procedure. He noted the normal overhead expense in a dental office was 65-70%. He indicated the State of Washington Dental Associations did an analysis on how much of thirty-three hundred active participating members wrote-off uncompensated Medicaid dental treatment in a given year. The figure was in excess of 180 million dollars; over 50 thousand dollars per dentist and not all dentists participate in the Medicaid program. So the impact of participating dentists was actually higher. Dentists are willing to do their part but they should not be expected to shoulder the burden alone. Charity is not a health care delivery system. The Senate version of the SCHIP program, at 400% of FPL, would mean 95% of Dr. Merrill's community would be eligible. He indicated that would kill private dental practice for children in his community and in many communities throughout the United States. The AAO's position is that limited resources be directed to where the need is greatest. It should be dedicated to primary dental care for prevention, infection and treatment of dental pain. We need to cover those who are eligible at the current FPL and fund them at an acceptable level before we begin thinking about increasing eligibility criteria. The access problem in many cases here is not due to insufficient dentists but insufficient reimbursement. The second area where Dr. Merrill offered testimony was in regards to the problem with secondary insurance not paying. He offered the example of a family coming into the practice where both parents had insurance through the same employer with a \$2,000.00 lifetime benefit. The family was under the

2008 AAO Governmental Affairs Conference



The GLAO was well represented at the recent AAO Governmental Affairs Conference held in Washington, D.C., January 28 – 30, 2008.

Attendees included: *Back Row (L-R)* Dr. Aron Dellinger, Dr. M. Donald Hayes, Dr. J. Matthew Stacey, Dr. J. Richard Pfeffer
Front Row (L-R) Dr. John Buzzatto, Dr. J. Matthew Stacey, Dr. Phillip Beckwith, Dr. Travis Harshman
(Not Pictured) Dr. Dale Anne Featheringham and Dr. Andre Haerian

impression that they would have \$4,000.00 benefit for orthodontic treatment per child. However, after treatment was started it was determined that the insurance company would pay only one \$2,000.00 payment because the insurance company had a non-duplication clause and so the second policy received nothing for the child's treatment. The third area in which Dr. Merrill offered testimony was regarding pay for performance. He said, "Were we measuring cost to the payer, or the best outcome to the patients?" Patients and their needs must come first in a pay for performance program.

Dr. Merrill was always trying to express his advocacy in a manner to frame it for the benefit of the patient. There are 625 thousand "patients" in each congressional district who are constituents of members of congress. Many of them are voters; Elected officials know how to count if something impacts lots of people, it tends to get their attention. Advocating for our patients is a white-hot issue. Dr. Merrill feels he can never go wrong trying to do or get what is best for patients.

It is suggested that there is a great need for transparency in formulation of any pay for performance criteria so that they are not at odds with best practice guidelines. The committee members seemed receptive to the idea. Dr. Merrill's successful participation in the round table and in sharing views of Republican members of the committee after the round table discussion hopefully will lead to additional opportunities for participation of AAO in offering discussion. Dr. Merrill said all of this would not be possible without the efforts of the COGA members, past and present AAO staff and Washington

Legislative Counsel. The hard work of all these people over the years has brought us to where we are today.

Dr. Morris Poole in his trustee liaison report indicated that during its August 2007 meeting, it was the consensus of the board to uphold its decision not to send letters to AAO members indicating that they should consider voting for a particular candidate. It decided that the AAO should educate membership on the issues on how particular politicians are voting but not to suggest to them for whom to vote. COGA and AAO/PAC were directed to develop a policy statement regarding this type of communication including a suggested list of voting patterns that may be of interest for AAO members. He also indicated trustee approval of appropriate funding for a notable speaker for the 2008 Government Relations Reception that will take place during the annual session in Denver.

At its November 2007 meeting the Board of Trustees suspended the AAO 2010 Governors Affairs Conference in order for COGA to establish a Professional Advocacy Conference

(PAC). The Board of Trustees believes the PAC will be a more effective meeting to get leaders active in Government Affairs and will consider approving the meeting in 2010 based upon its success in 2009.

The AAO/PAC had a very successful year in 2007 raising a total of \$288,030.50 of that amount \$50,255.00 was received in soft money which is not available for contribution to candidates. While this is down from \$362,000.00 the AAO/PAC received in 2006 it is important to note that contributions are typically higher in an election year. Additionally, the AAO/PAC fall solicitation, which is timed to coincide with the annual PAC insert in the bulletin, went one month later than last year resulting in higher contributions in January 2008. As of January 24, 2008, PAC has already collected \$29,250.00 since the beginning of the year. Interesting to note the AAO/PAC received contributions in the amount of \$1000.00 from twenty-two contributors, the highest number at that level in the AAO/PAC's history. This was likely due to increased

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Council on Government Affairs

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recondition levels the AAO/PAC implemented in the AAO/PAC boards pledge for each member to contribute at that level. Since this year is election year and will feature health care reform for main topic of debt it may represent a good opportunity for the AAO/PAC to break its resent funding raising record. Based upon its historical numbers the AAO/PAC can likely expect to raise approximately \$350,000.00 in total contributions prior to the 2008 election of the amount the majority will come in from AAO/PAC due statements in June. Initially the fall solicitation will be sent out in August in order to receive contributions prior to the election. The AAO/PAC hopes to have an influx of funds available for contributions beginning in July and continuing through September. At the request of the AAO Board of Trustees, the AAO/PAC formulated criteria for contributions to candidates at its February 2008 meeting in St. Louis. The AAO/PAC, like most other PAC's, give to candidates for a variety of reasons. Strategic considerations of each contribution are measured on a case-by-case basis and are not subject to a formula approach. For that reason and to avoid running afoul to federal election commission rules, the AAO/PAC board wishes to keep these criteria's short and flexible. To start discussion, the AAO/PAC board may wish to consider the following "criteria" for contributions to a particular candidate.

- 1) Views in accordance with AAO regarding issues enumerated in the Legislative Agenda.
- 2) Opposed to a candidate who is out-spoken against the AAO's views on issues of importance.
- 3) Hold an office of a particular relevance to the AAO
- 4) Otherwise is strategically important to the AAO.

In addition, the legal counsel for the AAO has developed a memorandum regarding home fund raising guidelines for any orthodontist who is considering having a home fundraiser for a political candidate. Please call me should you be so inclined. I have a copy of that list of fund raising guidelines.

During the course of the Government Affairs Conference, a political analyst Mr. Charlie Cook spoke on the presidential primary process in 2008. He indicated that the way things went in Iowa and New Hampshire were relatively hard to understand, but then he realized it was the first time in 80 years no sitting Vice President or President was running and with no one representing the sitting government, the whole campaign lacked an organizing influence. He further indicated that the party first to designate their nominee always wins the general election. At this point in time, it appears that Sen. Clinton and Sen. Obama are at a very close race for the Democratic nomination. It seems obvious that Sen. Clinton must win both Texas and Ohio in order to have a chance of catching up with Sen. Obama. It seems relatively certain Sen. John McCain will be the Republican nominee for President.

Over the course of the conference, attendees were given lobbying tips and talking points in the AAO policy agenda. In addition, issues regarding the federal dental services, alternative minimum tax, student loan deduction, pay for performance, Indian Health Services, and the National Orthodontic Health Care Month resolution in the House were presented. In the 110th congress, the House and Senate approved Medicare/Medicaid SCHIP extension act of 2009, which was then signed by President Bush on December 29, 2007.

Funding the program through early 2009 could give Congress the time needed to build support for a SCHIP compromised package that might be more favorably received by a new administration. For the 110th congress' second session the SCHIP expansion efforts are still pretty much in play despite the current funding through 2009. Democrats will certainly focus on both expanding eligibility limits as well as mandatory benefits such as dental. As a result, in congressional visits, it was recommend that the AAO should be direct in outlining its SCHIP reauthorization position, that Congress should ensure all children below the FPL are covered before funding is provided for additional populations. The AAO should also continue to push for the SCHIP to provide for primary oral health care benefit to all children covered under the program.

On Wednesday January 30, the Ohio team consisting of M. Donald Hayes, Phil Beckwith, Dale Anne Feat Hingham and Larson Keso made a total of 8 congressional visits. They included the office of Congressman Patrick Tiberi (OH), Congresswoman Mary Fallin (OK), Sen. James M. Inhofe (R-OK), Congressman Jim Jordon (R-OH), Sen. Tom Coburn (R-OK), Congressman Michael Turner (R-OH), Congresswoman Marcy Kaptur (D-OH), Sen. George Voinovich (R-OH) and Sen. Sherrod Brown (D-OH). The visit to the office of Sen. Sherrod Brown was with staff member Dr. Roberta Downing who has a PHD in inequities in health care and we shared with her our position regarding the SCHIP and our concern for primal oral health care for all children of under privileged nature. By chance it turns out Dr. Downing is currently writing dental legislation and was curious of us regarding the

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Council on Membership, Ethics and Judicial Concerns

DR. JEFFREY L. GILMORE

The Council on Membership, Ethics and Judicial Concerns met at AAO headquarters on Saturday January 12, 2008. All eight constituencies were represented and a full agenda was covered. Some of the highlights of the meeting were:

Ethics and Legal Questions:

In 2007 the number of complaints more than doubled from 8 to 17. The majority of these were resolved at the investigation level. A significant percentage of the complaints involved marketing claims by members regarding the use of a certain bracket system. The AAO General Counsel agreed to prepare an article for publication in *Straight off the Wire* and *The Bulletin* concerning the effect on ethics when members utilize vendor's advertising claims.

Ethical Behavior in Education:

The Council discussed the growing problem of unethical behavior in our dental schools across the nation. Our council reviewed an excellent Power Point presentation created by SWSO trustee Dr. Gayle Glenn titled "Integrity and Ethics in Dental Education". This was an eye opening report that shed light on this serious issue. Some ADA components have recognized this problem as well as evidenced in the article our Council reviewed titled "Defining Ethics: As Simple as Black and White?" from the December 2007 issue of the Washington State Dental Association magazine. We anticipate this will be an area of greater focus for COMEJC in the near future.

The ADA D-4 (fourth year dental students) program is comprised of ethical situations that are played out in a one day program. Our council feels incorporation of ethics lectures should be a greater part of the four

year curriculum. One of our council members suggested that the AAO partner with the ADA to create and provide a repeated message on the importance of ethics in the practice of dentistry. The typical orthodontic residency has just 16 hours of the 6400 hour curriculum devoted to ethics.

Collection of Dues:

The Council voted to recommend that Article III. D. 5. Of the AAO Bylaws be amended as follows:

III D. 5. Non Payment of Dues and/or Assessments:

On September 15 (strikeout) December 31 (change) of each year, the Secretary-Treasurer of this Association shall cause to be terminated the membership of those individuals whose dues and/or assessments for the current year have not been received.

This change will establish a more realistic deadline that staff can follow.

Multi-Year International Membership:

The Council voted to amend Articles III. D. 1 and III D. 2. h of the AAO Bylaws to offer international members the option of paying their dues up to a 3 year period at the rate in effect for the year in which the dues are paid without regard to any subsequent change in such dues during the second and third years of membership.

In many cases our international members will activate their membership in the year when they plan on attending the AAO annual session. They will not renew the membership in subsequent years. This creates a paperwork problem for our AAO staff to communicate with our international members to encourage them to renew their membership before being terminated. We believe a multi-year membership option is a good idea

that will ultimately result in increased revenue to the Association as the international membership roles become more stable.

Promoting the Annual Session for International Attendees:

AAO domestic membership rate is flat but there are membership growth and retention opportunities available in the international orthodontist sector. The Board of Trustees (BOT) has made a commitment to growing the international membership. Mr. Chris Vranas (AAO executive director) will promote the AAO annual session at the Asian Pacific Conference in March 2008 by staffing a booth. In addition, the Hawaiian Convention and Visitor Bureau has offered to promote international participation in the 2012 AAO annual session in Honolulu by sponsoring web sites for the AAO in native languages for international participants.

In 2011, the BOT is studying the feasibility of co-sponsoring a mid-winter meeting with the Italian and French conference.

Beginning in 2008, international educators are invited to the Education Leadership Conference held in conjunction with the AAO annual session. International student members are eligible to compete in the Charley Schultz Resident Scholars Program, with one representative per country.

Maintaining Relevance as the Premier Orthodontic Association:

The Council reviewed a PowerPoint presentation on this subject emphasizing our commitment to keeping up with the needs of our membership and maintaining a slate of valued, member oriented services.

Council on Orthodontic Education

DR. W. EUGENE ROBERTS

• COE had two face-to-face meetings in 2008

March 18th in New Orleans at the American Dental Education Association (ADEA) Meeting and AAO Dean's Luncheon, and 2. October 20th in St. Louis.

• 2008 AAO Deans Luncheon

This annual event will be at the ADEA meeting in Dallas, Texas on March 30. The presentation topic is "Craniofacial Anomalies and Special Needs Fellowships." Dr. Karin Vargervik, University of California at San Francisco, will present the perspective for a CFA & SN program directly affiliated with a dental school. Dr. Kirt Simmons, Little Rock Children's Hospital, will present the perspective of a CFA & SN program that is not directly affiliated with a dental school. Each speaker will deliver a 10-15 minute presentation that will be followed by discussion and questions solicited from the audience. COE members were again encouraged to personally invite their own deans to attend. \$12,000 has been budgeted for the conference.

• 2008 T.M Graber Education Leadership Conference

Mentoring and authoring were selected as the themes for the 2008 T.M. Graber Education Leadership Conference. An ABO presentation will also be included. Evaluation forms will be collected actively for a better return than in 2007. Dr. Bob Isaacson was recommended as a possible speaker on the digital age of publishing. Staff will communicate to the schools that the interactive part of the program will be comprised of survey results, update on standards, and ABO early certification as a program goal.

• 17 MOTIONS were approved at the October COE Meeting

1. That AAO initiate and host an educators' blog on key and emerging education issues including an educators' society.
2. That the AAO staff conduct a production and distribution cost analysis for a distance learning lecture program. Expense factors should include: honoraria, royalties, compensation for live facilitation, etc.
3. COE will conduct an Educators' Survey on interactive distance learning center lecture topics and recommended presenters.
4. COE recommended the topic "Interactive Distance Learning" as the theme for the 2009 Educators' Conference.
5. COE recommends that the BOT consider directly funding three Craniofacial Anomalies and Special Needs Fellowships a year at appropriate accredited institutions offering extensive CFA&SN services. The salary and benefits will be equivalent to a senior orthodontics hospital-based resident at the GME Fellow level.
6. That the AAO designate the 2009 Education Leadership Conference after either Dr. Bob Isaacson or Dr. Kate Vig.
7. That AAO support the current pre-doctoral accreditation standards.
8. That the AAO nominate Mark Felton, Richard Kulbersh, Mark Hans, and Laura Iwasaki as new CODA commission consultants.
9. That the school (program directors) survey, Faculty Exit Survey and a Faculty Entry Survey be approved and implemented immediately.
10. That the White Paper on Government Grants and Fellowships be forwarded to the Task Force on Recruitment and Retention of Faculty with recommendations for distribution to Dental schools via email with hotlinks to specific program information and also posted to the AAO members website and maintained for currency.
11. That an educators' section be added to the AAO member website to increase visibility of the initiatives.
12. That a student section be added to the AAO member website to increase participation in the all levels of the AAO.
13. That the White Paper on Characteristics of Effective Educators be forwarded to the Task Force on Recruitment and Retention of Faculty with recommendations for distribution to Dental schools via email with hotlinks to specific program information and also posted to the AAO members website.
14. That the Faculty Clearinghouse be forwarded to the Task Force on Recruitment and Retention of Faculty with position verification to come through the program chairs and that it be posted to the AAO members website.
15. COE supports the MASO 27-07 Resolution, *that the AAO encourage dental educational institutions to adjust and/or alter their definitions of "full-time" versus "part-time" faculty so that "part-time" faculty could obtain the benefits of "full-time" faculty in proportion to their contributions and commensurate with their contributions to the institution.* However, COE is concerned that this is more of a political than an education problem because faculty benefits are usually dictated by overall university policy and/or state law.
16. Investigate the possibility of establishing a breakfast meeting with the Academy of Prosthodontists Educators to open a dialogue if they are present

during the 2008 ADEA Annual Session. (This breakfast has been scheduled for the 2009 ADEA meeting.)

17. That effective with the 2009 Annual Session, the AAO will incorporate a series of lectures, seminars and interactive conferences directed toward education or those considering entrance into an academic career under the sponsorship of the Council on Orthodontic Education, and furthermore, that a planning committee of four members of the COE will work with the ASPC to develop this program series.

- **The CFA&SN Fellowship Proposal**

The initial proposal has completed a review cycle with the Council on Dental Accreditation (CODA). Most input from the communities of interest have supported the concept for the fellowship, but one director of an orthodontics program is opposed because he feels that CFA&SN training should be a requirement of all orthodontics graduate programs.

Numerous suggestions to improve the draft for the fellowship will be considered at March 30th COE meeting in Dallas. Once the suggested modifications are submitted, there appear to be no further obstacles to CODA approving the fellowship standards. COE plans to pursue direct AAO funding of Craniofacial Anomalies and Special Needs (CFA&SN) fellowships as positive educational and public relations measures.

- **Tying Graduate Program Clinical Requirements to the ABO Standards for Early Certification**

The ABO has the responsibility for setting and maintaining clinical standards in orthodontics. Directors of accredited programs are responsible for ensuring that the minimal proficiencies prescribed by the ABO for early certification are achieved by each graduate. The graduation requirement for each orthodontics student should be the current standard specified by the ABO at the time the student begins his/her program. Once the clinical standards

for a CODA accredited program are tied to evolving ABO requirements, it will not be necessary to change the standards every time there is a modest change in the requirements. Because of the fundamental education issues associated with this proposal COE feels the subject should be discussed at a future AAO Educators Conference.

- **State Children's Health**

Insurance Program (SCHIP) – At the October COE meeting in St. Louis, Kevin Dillard, AAO legal department, was a guest speaker on the AAO policy position on SCHIP. After reviewing the AAO's position, the COE expressed concern for children with major problems such as craniofacial anomalies. Mr. Dillard will look into rewording the AAO statement so that the AAO's public position demonstrates a strong pro-children stance. The current wording could be interpreted to mean that the AAO wishes to protect the insurance companies at the expense of children's health.

Council on Government Affairs

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connection between cleft palate therapy and orthodontics which we as a delegation were happy to share with her. Subsequently I received a personal note from Sen. Sherrod Brown thanking the AAO for all we're doing regarding the issue of access to care.

In summary it would appear that at this point in time that health care is going to be a principal item of debate in the 2008 election cycle. Sen. Clinton has specifically advocating national health insurance. Sen. Obama is advocating for some form of increased health care. At this point in time, it would appear, according to national polls, if Sen. McCain should be running against Sen. Clinton, Sen.

McCain would probably win. On the other hand, if Senator Obama is running in the national Presidential elections, against Sen. McCain, it appears that Sen. Obama would be likely to win. The political analysts also seem to feel that Democrats are likely to slightly increase their lead in the House of Representatives and may pick up a few seats in the Senate. All and all, health care is going to receive major attention in the 2008 election cycle, and if we elect a Democratic president and a Democratic Congress it would appear some form of national health insurance would be on the agenda for sure. It is good the AAO has been successful in establishing dialogue with both Republican and

Democratic members of Congress who will be principles in the debate on National Health Insurance. Never has it been more important for more Orthodontists to contribute to the AAO PAC, and become involved on a grass roots basis knowing their congressmen! In a few hours Congress can make legislative changes that could alter the practice of Orthodontists for years to come and take even longer to reverse! Now is the time for action!!! We need \$1,000,000 PAC; we need to triple the number of orthodontists contributing to the PAC right now in the 2008 election cycle. The future of our profession depends on our ability to participate in the political process!

Council on Orthodontic Health Care

DR. ROBERT J. BROWN

The Council on Orthodontic Health Care was called to order at the AAO Headquarters in St. Louis, Missouri on January 12, 2008 at 8:12 a.m. CST.

Present were: Dr. Gary Wisner, Chairman; Dr. Robert Brown; Dr. John Harrison; Dr. Gregory Hoeltzel; Dr. Robert MacLean; Dr. Paul McKenna; Dr. Robert Prince; Dr. Stephen Robirds; Dr. Robert Bray, Board Liaison; and Ms. Ann Sebaugh, Staff Liaison.

Board Liaison Report

Dr. Robert Bray noted that the amount of work COHC had recently undertaken was excellent and the Council should be commended for their efforts.

COGA Report Pay for Performance

Dr. Gary Wisner reported that Drs. Gary Inman, Scott Hamilton and Mark Dake of COGA are serving as their council representatives to the Pay for Performance (PFP) Task Force. Representing COHC on the Task Force are Drs. Gary Wisner, Steve Robirds and Paul McKenna. The Task Force was charged with, and developed a list of evaluation criteria for use when reviewing the PFP reimbursement method from an AAO perspective. (See Attached Document)

Lifetime Orthodontic Maximum Benefits

In addition, representatives from COHC and COGA are requested to further evaluate increasing the lifetime orthodontic maximum benefit insurance limits to provide for combined orthodontic, orthognathic and TMD surgical care and reduce insurance industry restrictions with respect to the reduction of orthodontic maximums for dental care other than orthodontic treatment. The committee

has also been requested to develop prototypes of correspondence that members may use in approaching state insurance commissioners and controlling governmental agencies regarding inappropriate denial of benefits for orthognathic and TMD surgical benefits.

Ms. Sebaugh was requested to contact Dr. John Buzzatto, Task Force Chair, to get further clarification and status on this initiative. Ms. Sebaugh was further requested to request that COGA keep COHC informed of their project efforts and to invite a council representative to the COHC meeting in July, 2008.

DBAS Report AAP Member Hotline

The Dental Benefits Advisory Service Report was received from Ms. Ann Sebaugh. It was noted that the overall number of Hotline calls had increased over the past year. The majority of Hotline calls received dealt with CDT coding questions and issues surrounding the National Provider Identifier (NPI) numbers.

CDT Coding Webinar

The council reviewed the draft Coding Webinar outline prepared by Dr. Doug Depew. The Webinar will be a joint presentation by COHC and the Council on Orthodontic Practice (COOP). It is scheduled to be presented on Thursday, March 27th and Tuesday, April 1st 2008. The second session will be recorded and offered for sale by the AAO as well as become a part of the AAO Distance Learning Program.

AAO Code Committee

Dr. Harrison noted that Batch 3 of the Code Revision process would be

addressed at the upcoming meeting on February 7-8, 2008 in Chicago, IL. The AAO does not have any code requests under consideration at this time.

The COHC Code Committee will meet during their time in Chicago to formulate plans for the upcoming AAO sponsored meeting with payers that will take place on May 6, 2008 in conjunction with the American Association of Dental Consultants (AADC) meeting. A list of "talking points" for the AAO/Payer meeting will be developed.

After results of the AAO/Payer meeting have been determined, the AAO Cod Committee will meet to determine if new codes, coding revisions or code deletions are needed.

AAO Clinical Practice Guidelines

Dr. Robert Prince is serving as the COHC representative on the Task Force to update the AAO Clinical Practice Guidelines. The Task Force has begun work with each task force member having an assignment, including gathering similar information from other specialties. The comparative information will be used to supplement the AAO document revision.

Access to Care Smiles Change Lives (SCL)

COHC reviewed comprehensive financial statements obtained from SCL and made the following suggestions regarding changes in their business practices that address the sustainability of SCL's expansion programs:

- Encourage participating orthodontists to treat the cases on a pro bono basis and return the \$2000 per case fee

- Reduce the initial amount of patients required to start local SCL programs
- That the administrative cost per patient be determined and disseminated to illustrate program funds are used prudently and effectually

During the conference call with SCL it was determined that SCL has the following expectations of AAO relative to endorsement of the program:

- Funding to help launch additional SCL programs
- SCL will continue to operate with or without AAO's endorsement
- Would like AAO to promote use of Embrace Smiles promotional items with profits from the sales going to SCL
- Would like AAO's help in additional program publicity

Conversely, COHC communicated AAO's position to SCL as the following:

- AAO believes in access to care both as a concept and in taking an active role in initiatives
- Will not be able to provide sponsorship of SCL programming on an annual basis year after year

COHC believes that the AAO should reinforce support of SCL

with continued advertising efforts in the Bulletin and Straight Off the Wire communications.

COHC recommends to the BOT that SCL staff draft a letter soliciting AAO member financial support of the SCL program, and after COHC and AAO Board of Trustees approval, that the letter be mailed to all AAO members with all costs of the mailing to be taken from AAO reserves.

Access to Care Guide

The council has refined a comprehensive access to care guide that outlines a large number of access to care program opportunities for AAO members to select for their participation. It was suggested that the guide contain a full, detailed listing of all charitable programs offering orthodontic services on a state-by-state basis to facilitate a more useful and convenient guide.

Cleft Palate and Craniofacial Anomalies

In keeping with the AAO's position on access to care, COHC is investigating areas of orthodontic need in the treatment and management of cleft palate and craniofacial anomalies and has sent letters to the American Cleft

Palate Association and the National Institute of Health to help identify specific areas of need.

To date, no responses have been received and AAO staff was requested to re-send the letters.

Orthodontic Resident Access to Care Solutions

The council believes that a fresh perspective generated by the youth of the profession will provide a different and new dimension for addressing the access to care issue. It has submitted a request to the AAO Foundation Planning and Awards Review Committee (PARC) that a "call for proposal" with regard to their Biomedical Research Award be requested with the proposals addressing the access to care issue and containing suggested solutions.

Specialty Licensure

The Council reviewed the AAO Board of Trustees (BOT) referral and reference materials relative to the licensure of dental specialists.

Future Meetings

The council will meet in St. Louis, MO on July 19, 2008.

Council on Information Technology

DR. JOSEPH JANOWSKI

If you were not able to attend the latest Technology Conference in Las Vegas (Feb 8-10) you will still be able to view and listen to the lectures online via the distance learning program offered the AAO's member

website. The distance learning program is a great way to earn CE credits at your leisure. I encourage you to sign up for unlimited access to these archived online lectures. I would bet that you will find many lectures from previous annual

sessions that you would have like to have heard but simply did not have the time to attend. If you were not able to bring your staff to a particular meeting, this is also a great way for them to see staff oriented lectures as well.

Council on Scientific Affairs

DR. MICHAEL L. RIOLO AND JACKIE HITTNER, AAO LIBRARIAN

For the first time, the Council on Scientific Affairs (COSA) met via videoconference on January 4, 2008. The best was a success and the group unanimously recommended the same meeting format for next year.

COSA determined the following AAO Research Awards:

Milo Hellman Research Award to Dr. Carmen Briceno from Baylor College of Dentistry for research titled, *Healing of the Root and Surrounding Structures Following Intentional Damage with a Miniscrew Implant*.

Harry Sicher Research Award to Dr. Basma Fallah-Yamout from University of the Pacific for research titled, *Polymorphisms of the MTHFR Gene in Mothers of Children Affected with Cleft Lip and Palate*.

Thomas M. Graber Award of Special Merit to:

Dr. Zehra Pradhan from the University of Connecticut for research titled, *Cytokine Regulation of Osteoclast Formation in a Murine Macrophage Cell Line*.

Dr. Zachary Mellion from Saint Louis University for research titled, *The*

Pattern of Facial Skeletal Growth and Its Relationship to Various Common Indices of Maturation.

COSA clarified the submission process for Hellman/Sicher/Graber applications. The Council agreed that orthodontic department chairs or program directors must submit Hellman/Sicher/Graber applications for residents and if an applicant has a two part research application that the strongest part should be submitted for consideration — not both parts.

COSA accepted 28 Oral Research applications, 170 Posterboard applications and 25 Table Clinic applications to be presented at the 2008 AAO Annual Session. New at Annual Session this year will be Electronic Posters (E-Posters). Watch for details in upcoming AAO publications before and after Annual Session.

COSA continues to be involved with evidence based orthodontic research. Article citations are being added to the evidence based orthodontic research web site every month. The web site is found on the aaomembers.org web site.

In 2008, COSA will publish in the *AJODO* a summary statement of evidence-based research on Long term Stability of Maxillary Expansion. Dr. Steve Marshall, from the University of Iowa, took the lead on the article with COSA members adding input to the article.

COSA has been adding article citations to the Bisphosphonate website. Article citations focus on clinical studies, systematic reviews and evidence-based guidelines. The web site is found on the aaomembers.org web site.

COSA reviewed the AAO Strategic Plan concentrating on sections that are COSA's responsibility. This input was sent to the Executive Director's office. COSA also reviewed the work that COOP has done on the House of Delegates Environmentally-Sound Recommendation (49-07H).

COSA's next meeting will occur the day before the AAO Annual Session in Denver, CO.

COSA's first meeting for 2009 will be on Friday, January 9, 2009.

The GLAO Board recently appointed new representatives to the following AAO Councils:

Council on New and Younger Members (CONYM)

Scott O. Schulz, DDS, MS from Traverse City, Michigan will represent the GLAO as the CONYM Representative to the AAO. The CONYM representatives promote the importance of AAO membership to new/younger orthodontists and students and represent the interests of new/younger members and students to the AAO.

Council on Membership, Ethics and Judicial Concerns (COMEJC)

Richard M. Marcus, DDS, D. Ortho from Toronto, Ontario, Canada, will represent the GLAO as the COMEJC Representative to the AAO. The COMEJC representatives study all matters and develop programs relating to membership, including the recruitment of all qualified orthodontists as members; study, maintain and promote the Principles of Ethics of the AAO; and hear disciplinary proceedings and appeals in accordance with the AAO bylaws.

*These appointments will be made at the 2008 AAO House of Delegates Meeting.
We thank them for their interest in serving the GLAO in this capacity!*

Council on New and Younger Members

DR. T. J. ROBINSON

The council on the New/Younger Member met in Las Vegas in February of 2008. The following is a brief review of the highlights of the council's meeting.

Preparation for 2008 New Orthodontist Conference

Dr. Batterson reported that Mr. Larry Mathis, a financial advisor, will be the speaker for the New Orthodontist/Resident Conference at the 2008 Annual Session, which will take place 2-5 pm on Sunday, May 18, followed by a one-hour cocktail reception. The last 30 minutes of the program will be a Q&A session for questions to the speaker. Mr. Mathis has offered to provide free of charge an autographed copy of his book on financial planning for the dental professional to each Conference attendee. Mr. Mathis has also written an article which will appear in the December issue of NYMO, which will help market the Conference. The Planning Committee is working with staff to see that all orthodontic residents are informed about the Conference.

The council is still waiting for a decision by the AAO board as to the ability of spouses to attend this ticketed event.

GORP Presentation

CONYM continues to have a presence at annual GORP sessions. The next GORP session will be back in Ann Arbor. The council will have T.J. Robinson contact the incoming GLAO representative to determine that person's willingness to provide the prearranged powerpoint presentation.

Review of AAO Communication Audit

In general, CONYM did not agree with the majority of the findings or directives proposed as a result of the recent communications audit elicited for the AAO. It was the consensus of CONYM, however, that updating was needed for the AAO web site. Recommendations were drawn up and presented to CONYM's board liaison.

Discussion of Annual Session Child Care Program

Registration for child care at the Denver Annual Session has, as of yet, been very low. Concerns regarding the lack of awareness of this program were discussed. It was recommended that a check off box be provided as part of the Annual Session registration

process to further increase the programs attendance. This check off box would simply ask if they would like more information regarding child care/day care programs in hopes of increasing awareness. All CONYM members were strongly encouraged to bring this issue back to their constituent organizations to further increase the programs success. Prior to the Annual Session, NYMO (new/younger members online) will run an article highlighting this program.

Internet Keep Safe Program

The AAO has teamed up with the Internet Keep Safe Coalition to provide AAO members with a downloadable brochure, for waiting room display, promoting safe internet practices for children. CONYM members were encouraged to bring this information back to their respective constituent organizations to increase the awareness of this program. The AAO also has provided contact information to the Keep Safe Coalition so that members can purchase additional waiting room material (i.e. comic books, etc...).



Bringing Your Children to the AAO Annual Session in Denver?

Use the new AAO Children's Program. Take advantage of on-site supervised care for your children, age 6 months to 17 years. Children age 6 to 17 can participate in field trips to some of Denver's great destinations!



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

ABO Membership Over 50% of AAO

Board certification among AAO members today is more than 50% of the eligible U.S. and Canadian AAO members. These members are now Diplomates of the American Board of Orthodontics. This figure is nearly double that which it was two years ago.

Diplomates as of December 3, 1007

Active Diplomates	5108
Retired Diplomates	833
TOTAL Diplomates.....	5941

Ketcham Memorial Award

The Board will honor Dr. James A. McNamara in Denver as recipient of the 2008 Albert H. Ketcham Memorial Award. This prestigious award is presented annually to an individual who, in the judgment of the ABO, has made a notable contribution to the science and art of orthodontics.

Dale B. Wade Award of Excellence

The Wade Award honors an exemplary senior clinician whom demonstrates exceptional dedication to orthodontics through clinical excellence and/or devoted teaching in the image of Dr. Wade. The 2008 Dale B. Ward of Excellence in Orthodontics

will be given to Drs. Fred A. Garrett, Donald J. Thompson, and Daman Thanik.

The Earle E. and Wilma S. Shepard Distinguished Service Award

This award recognizes an individual for outstanding dedication and advancement of the ideals and mission of the ABO. The 2008 Shepard Award will be presented to Drs. Peter H. Buschang and Larry P. Tadlock.

Special Recognition Award

This award is given to individuals who have significantly contributed to orthodontic education and furthered the ideals of the ABO. The 2008 Special Recognition award will be granted to Dr. Bernard Schneider from the University of Illinois.

2008 Clinical Examination in Dallas

The ABO has contracted with The American Board of Obstetrics and Gynecology to use the organization's new state-of-the-art examination facility in Dallas. The new facility will provide 48 private soundproof examination rooms, two auditoriums, a board room, cafeteria and office space for examiners and ABO staff. Hotels are also located conveniently near the facility. For the past 35 years, the ABO has held its clinical examinations at the St. Louis Marriott Hotel in St. Louis, MO. The directors believe the new facility will take the professionalism and security of the examination to a new level.

The ABO will administer several types of clinical examinations, including 35 First Recertification Examinations for those orthodontists who selected the Gateway Offer, 19 Initial Certification Examinations for orthodontists who recently completed their postdoctoral programs, and 62 Traditional Clinical examinations for orthodontists

completing the Option I or Option II certification paths. We anticipate that the current total of 116 exams will be a manageable enrollment as we adapt to our new exam location.

Examiners will arrive on Saturday, February 23, 2008 for training and calibration which is scheduled for February 24, 2008. Examinations will be held on February 25 – 27, 2008 with departure on Thursday, February 28, 2008.

ABO Website

Over the past year, 91,095 people have viewed the ABO website. Increasing numbers of consumers are using the website to find orthodontists who are board-certified. The public area of the site has accounted for 45% of the overall views where visitors can search for board-certified orthodontists.

2008 AAO Annual Session in Denver

The Board will be attending the AAO Annual Session in Denver. The Ketcham Reception to honor Dr. James A. McNamara will be on May 19, 2008.

Alton W. Moore

We have lost another giant in orthodontics. Alton W. Moore, age 91, died peacefully on October 23, 2007 with his loving family by his side. He was preceded in death by Myrna, his wife of 62 years, who passed away in April of 2007.

Dr. Moore was Director of the American Board of Orthodontics from 1959 - 1966 and was honored at then AAO meeting last May in Seattle. He was a graduate of the University of Illinois Department of Orthodontics and founder of the Orthodontic Department at the University of Washington. In addition, Dr. Moore was Washington's first department

chair and went on to be Dean of the School of Dentistry in 1965. At the time of his passing, Dr. Moore was a Dean Emeritus and Professor Emeritus. He was also very active in the Angle Society and was instrumental in the founding of the European Angle Society in which he was an honorary member. Dr. Moore was a recipient of the Ketcham Award in 1973.

2007 – 2008 Board of Directors

Dr. Allen H. Moffitt
President & SAO Director

Dr. John E. Grubb
President-Elect & PCSO Director

Dr. Peter M. Greco
Secretary/Treasurer & MASO Director

Dr. Jeryl D. English
SWSO Director

Dr. Barry S. Briss
NESO Director

Dr. Scott A. Jamieson
GLAO Director

Dr. Marvin C. "Buddy" Kastrop
RMSO Director

Dr. Paul T. Castelein
MSO Director

Dr. Vance J. Dykhouse
Immediate Past President

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STEPHEN E. HERSHEY, D.D.S., M.S.

Awards: For the 2008 Awards Program, the Directors approved an aggregate of \$585,000, with the funding to be for Center Award/ Planning Grant Orthodontic Collections and support of Junior Faculty through Post-Doctoral Fellowship Awards, Orthodontic Faculty Development Fellowship Awards, and Biomedical Research Awards. The total amount includes a restricted gift from the AAO for Orthodontic Faculty Development Fellowship Awards.

The deadline for 2008 Awards has come and gone, and the Foundation received 35 proposals, requesting a total of \$1.4 million. The process calls for these proposals to be reviewed by the members of the Foundation's Planning and Awards Review Committee (PARC), and their recommendations to be considered by the Directors at our meeting in early March, with announcements to follow shortly thereafter.

Of those 35 proposals, six (6) were from GLAO graduate orthodontic residency programs, i.e., The Ohio State University (3), University of Detroit Mercy, University of Pittsburgh, and University of Toronto. Also, there is a Post-Doctoral Fellowship Award in its second and final year at the University of Michigan.

Since 1994, due to the earnings of the Endowment Campaign (**A CASE FOR THE FUTURE**) the AAO Foundation Awards Program has contributed to orthodontic education and research as follows:

- \$6.6 million in funding, primarily in support of Junior Faculty, including:
 - 123 Fellowship Awards
 - 149 Research Awards
 - Over 1,000 Gifts in Support of orthodontic residencies.
- At the 67 graduate orthodontic residency programs in the US and Canada, there are 15 Department Chairs and/or Program Directors who were supported by the AAOF early in their academic careers.
- 80% of Junior Faculty supported by the AAOF remain in full-time academics after five years.
- On the AAOF web site, there are Final Reports from more than 200 peer-reviewed, funded proposals.

Endowment Campaign Update: As of the first of February, the AAO Foundation Endowment Campaign, **A CASE FOR THE FUTURE**, has realized a total of \$31.1 million in pledges, of which \$21.7 million has been redeemed. Nationally, just under one-third of all AAO members have pledged the equivalent of a full-treatment case, to be realized over a three-five year period. In the GLAO, the participation rate is 35 percent.

Professional Courtesy/Grateful Patient: Many AAO members find that they can redeem their pledges by means of a Grateful Patient/ Professional Courtesy donation made in their honor perhaps by someone to whom they have extended professional courtesy, e.g., a referring dentist or a family friend. In this scenario, orthodontic treatment is offered in the usual fashion, and the check, which is made payable to the AAO Foundation by the grateful patient, is sent to the AAOF. (The

CONTINUED ON PAGE 20...

orthodontists and the grateful patient should discuss the tax aspects of this form of payment with their financial advisors.) For more information, go to the AAOF Web Site

(www.aaofoundation.net) and link to "Endowment Campaign" and then to "Grateful Patient/Professional Courtesy".

Research & Marketing Plan: In early 2007, the AAOF Directors and an equal number of non-Directors met for the purposes of revising the fundraising portion of the Foundation's overall Strategic Long Range Plan (SLRP). One of the outcomes of this process was the call for the creation of a new Research and Marketing Plan that would ultimately lead to re-focusing/re-branding the current campaign, **A CASE FOR THE FUTURE**. The Board is scheduled to receive a preliminary report on this at

our meeting in March, with full implementation expected by this fall's PCSO meeting.

Donor Advised Fund: The Board has taken steps to create a donor advised fund to benefit primarily the specialty of orthodontics and the profession of dentistry, similar in design and function to a community foundation, i.e., this planned giving alternative allows a donor to take an immediate charitable deduction for the amount of the funds provided for the establishment of such a fund and yet over time has some considerable say in which direction the actual distributions are made. Arrangements are being made for a brief program on this new offering at the Foundation Breakfast on the Monday of the Denver Annual Session, and more information will be available at the PCSO meeting in Palm Springs.

AAO Foundation Benefit Golf Tournament: Register now for the 2008 AAO Foundation Benefit Golf Tournament, scheduled for Friday, May 16th, with a shotgun start at 10:00 a.m., at The Ridge at Castle Pines, located just south of Denver, i.e., go to the AAOF Web Site (www.aaofoundation.net) and click on "Golf Tournament" link at the top of the Home Page.

AAOF President-Elect: I have been asked by the Directors to serve as President-Elect for 2008-2009, which would mean that I would serve as AAO Foundation President in 2009-2010.

If you should have any questions, please call Robert Hazel, AAOF EVP, at 800-424-2841, #ext. 546, or me at your convenience.

New Active Members

Below are the New GLAO members since August of 2007...

Sebastian Baumgaertel
Elizabeth Christopherson
Edith Y. Kang
Marissa L. Mikolich
Danielle R. Periago
Daniel M. Sarya
Jennifer Tan
David Taylor
Austin Chen
Clara Kai Wai Chow
Efrat Cohen
Lawrence Ellis
Benjamin R. Gregg
Lynnsay Rae Hickman
Peter M. Suffield
Kathryn Swan
Roman Achberger
Philip D. Bomeli
Sandra Cassolato
Edward L. Grubaugh
Kevin Sheu-Chong Ko
Jeffrey Kwong
Reid M. Wenger

The Great Lakes Association of Orthodontists Calendar of Events

2008

March 7 - 9

Ad Interim Board Meeting
Campus Inn
Ann Arbor, MI

October 10 - 13

GLAO/MASO
Joint Annual Session
Gran Meliã Resort
Puerto Rico

2009

October 30 - November 1

GLAO Annual Session
Sheraton Centre
Toronto, CANADA

2010

September 30 - October 3

GLAO/MASO
Joint Annual Session
The Breakers
Palm Beach, FL

2011

September 15 - 18

GLAO/MASO
Joint Annual Session
Hilton Pittsburgh, PA





Indiana Association of Orthodontists

DR. ARON DELLINGER

The Next IAO board meeting is set for the 27th of Feb. The next IAO Continuing Ed. Meeting is set for March 14 at University Place Hotel (850 West Michigan St. in Indianapolis IN 46202.) The speaker will be Dr. William Proffit from UNC. He is speaking on "New Aspects of Orthodontic Therapy". Topics include: Soft Tissue Consideration and 3-D imaging, Problems with tooth eruption, Critical evaluation of self ligating brackets, and esthetic appliances, Custom brackets vs. Computer Generated Archwires and more. Cost for IAO members is \$200 for non-IAO members \$300. Registration can be done through Dr. John Pritchett 9602 E. Washington St. Indianapolis IN 46229.



Ohio Association of Orthodontists

DR. PHIL J. BECKWITH

There are currently 405 members of OAO.

This year the OAO combined their meeting with the ODA annual session in September, 2007. The meeting was well attended, and the plan is to schedule our 2008 meeting in combination with the ODA in 2009, possibly with Dr. Vince Kokich as the speaker.

The OAO continues lobbying for change in the Ohio Dental Practice Act that would allow qualified assistance to remove supragingival orthodontic adhesive materials with hand instruments. In the past, we pursued our legislative interests alone, but we hope to combine our efforts with the ODA in the future.



Ontario Association of Orthodontists

DR. JEFF BERGER

Leadership

Dr. Eric Selnes
President

Dr. Jim Posluns
Vice President

Dr. Sheila Smith
Secretary-Treasurer

Dr. Michael Patrician
Immediate Past President

Membership (November 2007)

Active Membership	225
Honourary	8
Life	52
Retired	4
Academic	5
Total membership	294

1. Minutes

All future copies of the minutes from the general meetings will be available by e-mail or by logging into the web site.

2. University of Toronto

Dr. Bryan Tompson, Chairman of the Orthodontic Department, was invited to attend the OAO Executive meeting and gave a brief status report. He indicated that he had received a grant initiative of \$10,000 from the AAOF regarding the **Burlington Growth Database**. The AAOF wants a

combined effort with other groups and Institution standards will be set up. Dr. Tompson indicated that he is on a committee that is setting up the exam for *Foreign trained specialists*.

3. Public Relations Campaign

The OAO is contemplating placing ads in selected Ontario newspapers and magazines or piggybacking with the CAO and using the AAO advertising.

4. RCDSO

Items discussed by the RCDSO were: i) revision of 1995 guidelines with regard to keeping of dental records, ii) adoption of revised ADA guidelines regarding the use of prophylactic antibiotics, iii) unacceptable practice names which will no longer be approved by the Executive Cmte. iv) a regulation amendment allowing internationally trained specialists with an academic certificate of registration permitted to call them themselves academic specialists within the confines of an educational institution.

5. Directory

The OAO is contemplating moving to a digital directory for its membership with Website advertising.

6. New business

The RCDSO asked the OAO to send a letter to the Ministry of Health supporting the use of cone beam CT technology. However, the OAO have declined this request citing their concerns regarding excess radiation and that they require additional information on the ramifications of this new technology.



Michigan Association of Orthodontists

DR. GREG OPPENHUIZEN

The MAO is presenting its annual meeting on May 30, 2008 at the Radisson Hotel in Lansing, Michigan. Representatives from

CONTINUED ON PAGE 22...

Michigan Association of Orthodontists

...CONTINUED FROM PAGE 21

several of the leading orthodontic supply companies will also be present at the meeting.

Six CERP CE credits will be offered for attending the meeting. Our speaker for the meeting will be Charlene White from Progressive Concepts Inc. in Virginia Beach, VA. She will be speaking on practice management. The morning session will be directed toward both orthodontist and staff members. The afternoon will be directed toward orthodontists only.

The Michigan Association of Orthodontists has been working with the Michigan Council of Dental Specialists, and the State of Michigan to rewrite the rules for orthodontic specialty licensure in Michigan. This process has been going on for more than a year.

The Michigan Board of Dentistry has extended the contract for the licensing exam to the Council of Dental Specialists until September 2008. The MAO Board must annually update and replace examiners and, to date, must write a written exam as well as administer a practical exam, case presentation, and interview.

Currently there are no orthodontists serving on the Michigan Board of Dentistry. The Board of Dentistry is considering changes in infection control standards and in the delegation of duties to orthodontic assistants. The MAO Board closely watches the Board of Dentistry and provides input as much as possible when BOD decisions affect the delivery of orthodontics in Michigan.

Michigan Dental Association

plans to introduce legislation to create a new field in Dentistry called the Community Dental Health Coordinator (CDHC). The impetus for this is coming from the American Dental Association which has funded a pilot project has already been implemented at the University of Michigan. This new area in Dentistry will require creating a new scope of practice which remains to be delineated. The leadership of the Michigan Dental Association is strongly supportive of this new position. The Michigan Association of Orthodontists has no position statement at the present time and the issue remains controversial. There is concern about creating a two tier system for dental delivery unless CDH Coordinators only triage patients into a dental office for care. Michigan is at the forefront in the nation on this controversial issue and whatever happens in Michigan will likely become the template for other state to deal with this issue.



Pennsylvania Association of Orthodontists

DR. J. RICHARD PFEFFER

The 2008 Pennsylvania Association of Orthodontists meeting is to be held on Friday and Saturday, June 13th and 14th. It will be held at the Atlantic Sands Hotel and Conference Center, Rehobeth Beach, DE. This is the premier hotel in Rehobeth Beach and is Delaware's only oceanfront conference hotel. Please call 1-800-422-0600 to book room reservations. I recommend going to the PAO website at: pao-ortho.org to download the meeting registration form and fax it to the PAO office.

Jeffrey P. Okeson, DMD will be the primary scientific speaker and will make his presentation on Friday. Dr. Okeson is the founder and director of the Orofacial Pain Center of the University of Kentucky. He is the

author of two textbooks: "Management of Temporomandibular Disorders and Occlusion (in its 4th edition)" and the fifth edition of "Bell's Orofacial Pains". Dr. Okeson is the editor of the American Academy of Orofacial Pain's "Orofacial Pain: Guidelines to Assessment, Classification and Management". He has been very active nationally in the development of graduate training in the area of orofacial pain and has lectured on the subject of TM disorders and orofacial pain in 40 States and 28 foreign countries.

John White, DMD will make a presentation on integrating gnathology and neuromuscular occlusion in orthodontics and will speak on Saturday morning. Dr. White has a full-time private practice and is Assistant Clinical Professor at the Case Western Reserve University Department of Orthodontics. He is also an instructor at a TMD clinic.

Golf will be available at the championship golf course "Baywood Greens" 15minutes from Rehoboth. A ride on a "pirate ship" for kids and many other beach, boardwalk and shopping opportunities will be available.

One of the new developments for the PAO is our effort (spearheaded by Mark Rarrick) to encourage more research in orthodontics by Pennsylvania's orthodontic programs by providing an extra level of recognition to the winner of each year's David C. Hamilton PAO Annual Scholarship. This \$500.00 scholarship is awarded to the best research project submitted by a resident from one of our state's orthodontic programs. The extra recognition will come in the form of an engraved name plate with the winner's name, school and date attached to an appropriately titled wall plaque in each of the Pennsylvania orthodontic schools. The goal is to add the new winner's name to the wall plaque each year. Last year's winner was Dr. Samantha Abod from the University of Pittsburgh for her research project entitled: "The Effect of ProSeal, Light Cured Fluoride Releasing Sealant, on Enamel Demineralization in Orthodontic Patients."



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Council on Government Affairs Dr. M. Donald Hayes
Council on Information Technology Dr. Joseph Janowski
Council on Insurance Dr. Jerry Hickman
Council on Membership, Ethics, and Judicial Concerns Dr. Jeffrey L. Gilmore
Council on Orthodontic Education Dr. W. Eugene Roberts
Council on Orthodontic Health Care Dr. Robert J. Brown
Council on Orthodontic Practice Dr. Mary K. Barkley
Council on Scientific Affairs Dr. Michael L. Riolo
Council on New and Younger Members Dr. T. J. Robinson

2008 GLAO Delegates & Alternate Delegates

The following will be representing the GLAO at the 2008 AAO House of Delegates:

DELEGATES

Dr. Mary K. Barkley
Dr. Jeff Berger
Dr. Ronald Good
Dr. Richard M. Marcus
Dr. John F. Monticello
Dr. Robert S. Portenga
Dr. W. Eugene Roberts
Dr. Michael W. Sherman

ALTERNATE DELEGATES

Dr. Stephen Belli
Dr. Dale Anne Featheringham
Dr. M. Donald Hayes
Dr. Jerry Hickman

GLAO Membership

	March 2008
Active	933
Affiliate	5
Associate	
Academic/ Foreign Trained	3
Honorary	2
Life	125
Retired	300
Total	1368

Recently Retired Members

Larry J. Clemons
Bernard H. Friedman
Andrew J. Haas Sr.
Norman L. Chmielewski
David A. Kott
W. Kelley Carr
David Fuller
Charles H. Meinhold

Sheldon Altschul
Wyland W. Gibbs
Robert S. Greenberger
John G. Harris
Alan K. Joe
Don G. Lamparski Sr.
Robert T. Neer

Recently Deceased Members

Guy Bucci
Joseph R. Gould
Delorre S. Haddad
Hudson G. Kelly
Sanford Neuger
Byron W. Scott
Michael S. Socha
Jack M. Vorhies
Robert G. Wicks

Will Electronic Patient Records Defend Against Malpractice Allegations?

ELIZABETH FRANKLIN, CLAIMS MANAGER FOR THE AAO INSURANCE COMPANY (AAOIC)

Good orthodontic records are critical to the continuity and quality of orthodontic treatment; they are also important to the defense of malpractice claims and lawsuits. Many practices are converting to electronic record keeping, with sophisticated systems that offer many advantages.

Most practitioners who use electronic records believe their systems offer significant advantages over traditional records. They can save time and improve the overall quality of the records and diagnostic information provided. Typed information is generally easier to read, which can enhance patient care and save doctor and staff time. Excellent quality digital photos and x-rays can improve treatment diagnostics, patient communications and office productivity. Practice administration policies and record-keeping management are generally better through improved accuracy, faster data entry and flawless retrieval, years after their initial input. In an electronic system, there are multiple safeguards so records are not misfiled. These are all valuable practice advantages, but will electronic records support you in a court of law if a patient files a malpractice claim against you?

Today we are seeing electronic records more often in the claims submitted to us for handling. Our malpractice defense attorneys report that some electronic records are providing effective defense. Those that do, have met very specific criteria. Their overall quality is high. The systems produce records that are unequivocally unalterable. Good systems allow for all users to be identified, and for all entries to be dated. The lawyers like to see information in the records that is well-organized and comprehensive.

The system's security must be verifiable. When all of these conditions are met, the records are supportive. Doctors must ensure that whatever system is chosen will not only produce records which benefit patients, but will also withstand the scrutiny of any plaintiff attorney who files a malpractice claim.

A good electronic system should be:

- user-friendly for the doctors and staff,
- HIPAA compliant
- dependable and secure
- allow adequate space for maximum treatment notes and other treatment information, and
- will not allow for allegations of spoliation of evidence and records alteration.

Alteration of Records

Allegations of records alteration are extremely serious. Defense attorneys and insurers will consider immediate case settlement if those allegations are made against a doctor and the disputing evidence is weak. Juries look very unfavorably at records alterations and are prone to returning substantial verdicts, some punitive in nature, if evidence indicates the records have been altered to protect the doctor. Under no circumstances should a doctor ever intentionally alter patient records, either paper or electronic, for any reason. A defense attorney who is defending a doctor using electronic records must therefore successfully demonstrate that all patient records, including treatment plans, diagnostic data and progress records are unaltered.

Orthodontic records do occasionally require changes and/or addendums. What should you do if you need to add critical information the day after a

patient's visit? Your system should allow changes that are flagged as addendums to the previous day's entry. To ensure an effective litigation defense, the computer system must clearly identify and explain dated addendums.

Sign and Date Entries, Organize Data

Records that are well organized are the most effective defense tools. Good organization will ensure that critical information is not overlooked. It allows the doctor and staff to efficiently enter information and treatment data chronologically during the course of treatment. Good data organization improves accuracy, treatment timing decisions and completion predictions. For this reason, all users must be electronically identified, and all entries properly dated.

Keep a Folder for Documents

In 2008, there are some documents that defense lawyers prefer to see retained in their original written form. Some offices are now scanning all documents into the practice management software. Difficulties may arise in some venues if litigation is filed and unaltered written originals are not available which can add one more contestable element to a defense. The signed informed consent verification document is an example. Every orthodontist has the responsibility to obtain their patients' signed informed consent for treatment. This verification document is a critical support to the defense of many allegations. Other such documents include written correspondence from other parties involved with the patient's care and treatment, HIPAA releases and documentation, and financial information. Keep hard

copies of important documents in an appropriately labeled folder to provide to counsel if necessary.

Digital or Plaster Models?

Do you use plaster models? Or do you use digital models stored in your system? At this time, there is a question about the preference of using traditional study models over digital models. Assuming both options provide necessary treatment information, which provides the best defense? Attorneys say the preference is generally related to the venue of the lawsuit and the person who will use the models as evidence. In major metropolitan areas where juries are familiar with modern technology in courtrooms, and accept images of models flipping on a computer screen, virtual models are fine. In less technically advanced areas, though, juries may prefer traditional study models that they can hold and view. Take into consideration the technological limitations of your area as you develop a good records system. Generally, hard models can be created from the virtual data but it is not inexpensive.

Malpractice defense is often supported through expert witness testimony. Doctors who perform this role sometimes have preferences about the use of virtual versus plaster orthodontic models to support their testimony. Whichever they prefer, lawyers like to comply in order to be able to maximize the client's defense.

Back-Up the Records

A good electronic records system should provide for continual data back-up. Computer systems are subject to wear and malfunction. The information contained therein must, therefore, constantly be duplicated and stored off-site. Off-site should mean another geographical area. If a significant disaster strikes an entire area, off-site storage down the street or even across town will be of little value.

Many systems back-up data to systems in another state, which affords more protection. Ironically, electronic records are more often backed-up than paper records, and from that standpoint offer an orthodontist substantial benefit.

Remember that the same rules apply to backed-up records as original records. The quality, security, and lack of alteration must be evident and verifiable.

How Long to Keep Records?

What happens to electronic records if the practice makes a system change? Maintaining long-term access to electronic records is crucial. Malpractice claims can be made a long time after the treatment is completed. If the practice changes systems, the patient's records must be available through the old system. This likely will require the orthodontist to retain the old software/hardware if the old and new systems do not integrate seamlessly.

We here at AAOIC often hear the question, "How long should I keep patient records?" Many state dental boards recommend eight to ten years. Records must at least be kept through the applicable statute of limitations period. This is the time within which an action for malpractice can be brought, and it varies from state to state. The statute for children is often longer than that of adults. Check with your State or Province dental board as to your legislated requirements. Some defense lawyers prefer that doctors keep records indefinitely. An advantage of electronic records is that storage room required for the data is not usually significant.

Privacy

The Health Insurance Portability and Accountability Act of 1996 (HIPAA) regulations mandate that patient records be kept private. Privacy is also critical to the defense of malpractice

claims. Patient records on a computer workstation must be visible only to the doctor, staff members and the patient. Systems can comply with the privacy requirements by the use of special deflective screens, password access and screen time limits. The software should also be HIPAA compliant.

It is important to maintain a secure computer system. Doctors must be sure no inappropriate users enter their systems to steal or misuse the data. To do this, security access codes should be changed regularly and often to protect the data from hackers or disgruntled former employees. With employee records and payroll/salary information, special password security is a basic necessity. If a malpractice claim is made, defense attorneys may need to prove the infallibility of the security measures as part of the defense.

If you are considering converting your office to an electronic records system, you have many options available. To make the right choice, do your due diligence. First evaluate your practices' needs. Know what requirements must be met for the orthodontic records to provide the product that will facilitate your patients' optimum treatment. Understand the necessary criteria for a system to provide records that will effectively defend you in the event of a malpractice claim or lawsuit. Considering all of these issues will help you to choose a system that will provide maximum benefit to your orthodontic practice.

This article is brought to you by the Council of Insurance (COI). Elizabeth Franklin, the claims manager for the AAO Insurance Company (AAOIC), prepared this article. AAOIC provides professional liability (PL) insurance to the AAO eligible membership. The company is endorsed by the AAO, and approved by the GLAO, as the provider of choice for our own members. AAOIC is recognized as the "gold standard" for professional liability insurance for orthodontists.

2008 GLAO/MASO Joint Annual Session

October 10-13
Gran Meliá Puerto Rico



The 2008 Joint Annual Session at Gran Meliá Puerto Rico will offer plenty of opportunity for fun and networking at this luxurious all-inclusive resort!

In addition, the Great Lakes Association of Orthodontists and Middle Atlantic Society of Orthodontists offer doctors a wide variety of speakers who will provide you with the latest scientific knowledge to enhance your skills. The staff speaker program is sure to motivate your staff to make your business a success!

Online registration will be available through the GLAO website soon! Go to www.GLAO.org for the latest information about this meeting or call the GLAO office at 877-274-6420.

Scheduled Staff Speakers:

DAY ONE:

Tina Byrne "Team Smarts...
Does Your Staff Have It?"

DAY TWO:

Lori Garland Parker "Embracing the Challenge"
Debbie Best "The Numbers Game"

Scheduled Doctor Speakers:

DAY ONE:

Dr. Frank E. Cordray GLAO B. Holly Broadbent Sr.
Memorial Lecture

"A three-dimensional analysis of models articulated in the SCP/CR Part II:
A comparison of deprogrammed asymptomatic and symptomatic populations:
A prospective study"

Dr. W. Eugene Roberts "A 25-Year Perspective on TADs:
Back to the Future?"

Dr. Birte Melsen "Miniscrew Benefits, Risks and Failures"
Dr. Robert Vanarsdall "The Periodontal Perspective of TADs"

DAY TWO:

Dr. Michael Williams "Orthopedic Expansion in Non-Growing
Patients"

Dr. Robert Vanarsdall "Periodontal Concerns with Maxillary
Expansion"

Dr. Birte Melsen "Sutural Response to Maxillary Expansion
in Adults"

Dr. Michael Williams "Class III Correction in Children and Adults"

Each day's doctor sessions will end with a panel discussion where doctors can engage in a question and answer session with the speakers.

Scheduled Doctor/Staff Speakers:

DAY THREE:

Lori Garland Parker & Debbie Best "Bridging the Front & Back
Divide"

Christian Sander "Biomechanics: the Team Perspective"

HOTEL Gran Meliá Puerto Rico is providing a special all inclusive rate for the GLAO/MASO Annual Session. Reserve rooms directly with Gran Meliá Puerto Rico by calling 787-657-1040 or 787-657-1026 and ask for "Group Reservations" at ext. 2109 OR you may download a reservation form from the GLAO website: www.GLAO.org. Group rates are only available for reservations made by September 1, 2008.

Jump Into Paradise!

2008 GLAO/MASO Joint Annual Session



SCHEDULE OF EVENTS October 10 – 13, 2008

Friday October 10th

Noon – 6:00 pm GLAO/MASO
Golf Outing

Saturday October 11th

7:30 am – 2:00 pm Exhibits Open
8:00 am – Noon Staff Sessions
8:30 am – 12:30 pm Doctor Sessions
6:30 pm – 7:30 pm **President's
Welcome Reception**

Sunday October 12th

7:00 am – 8:00 am GLAO Business Meeting
7:30 am – 2:00 pm Exhibits Open
8:00am – Noon Staff Sessions
8:30 am – 12:30 pm Doctor Sessions
1:30 pm Raffle Prize Drawing
in Exhibit Hall
7:00 pm – 10:00 pm **Beach Party**

Monday October 13th

6:30am – 7:30am Fun Run
9:00 am – Noon Doctor/Staff Session



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BE SURE TO MARK YOUR CALENDARS!

October 30 – November 1, 2009



GLAO Annual Session
Sheraton Centre Toronto
Toronto, Canada

September 30 – October 3, 2010



GLAO/MASO Annual Session
The Breakers
Palm Beach, Florida