

Published bi-annually by
The Great Lakes Association
of Orthodontists



GLAO *News*

Vol. 46 • No. 1
Spring 2010



*Break Away to
The Breakers*

See page 27 for information

TABLE OF CONTENTS

PRESIDENT'S REPORT	2	COUNCIL ON INSURANCE	12	ABO NEWS	20
GUEST EDITOR'S EDGE	4	COUNCIL ON MEMBERSHIP, ETHICS AND JUDICIAL CONCERNS	14	AAOF NEWS	21
RESEARCHER AND EDUCATOR TO RECEIVE INTERNATIONAL CALLAHAN MEMORIAL AWARD FOR CONTRIBUTIONS TO DENTISTRY	5	COUNCIL ON NEW AND YOUNGER MEMBERS	15	COMPONENT UPDATES	22
AAO TRUSTEE REPORT	6	COUNCIL ON ORTHODONTIC PRACTICE	15	DO NOT ALLOW YOUR PATIENTS TO DICTATE TREATMENT	24
TRUSTEE CANDIDATES	8	COUNCIL ON ORTHODONTIC EDUCATION	16	GLAO CALENDAR OF EVENTS	25
COUNCIL ON COMMUNICATIONS	10	COUNCIL ON ORTHODONTIC HEALTH CARE	18	GLAO LEADERSHIP	26
COUNCIL ON GOVERNMENTAL AFFAIRS	11	COUNCIL ON SCIENTIFIC AFFAIRS	19	2010 GLAO/MASO ANNUAL SESSION	27

The *GLAO News* is the official publication of the Great Lakes Association of Orthodontists.

The opinions expressed in the *GLAO News* are those of the authors and do not necessarily reflect those of the Great Lakes Association of Orthodontists.

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Member Publication
American Association
of Dental Editors

PRESIDENT'S REPORT



RONALD S. GOOD, D.M.D., M.D.S

First and foremost, I would like to acknowledge and thank Richard Marcus for his excellent leadership as past president of the GLAO. He has offered many years of service, including but not limited to, chairing the 2008 House of Delegates. Richard and his wife, Seema, along with Michael Sherman (exhibitor & sponsor chairman) and Angelos Metaxas (speaker chairman) treated all of us to an outstanding meeting in Toronto. I'd also like to acknowledge our partners, the University of Toronto Orthodontic Alumni Association and the Toronto Orthodontic Club for their support. Thank you!

This is a big year for the GLAO. 2010 presents with the need for three new council representatives for the following councils:

- COC-Council on Communications
- COI-Council on Insurance
- COOP-Council on Orthodontic Practice

As council positions become available, the GLAO will continue to send notice to the membership via email and postings on the GLAO website (www.glao.org). Members are encouraged to consider these opportunities and become actively involved with the GLAO!

I'd like to thank those that will represent the GLAO at the 2010 AAO House of Delegates. See page 26 for a list of those representatives. We appreciate their time and dedication! Also this year, the GLAO will elect the next Trustee. The term of office of a Trustee is two years with the consecutive tenure being limited to eight years. The Trustee is in the lineage to ultimately become AAO President. This Trustee will represent the GLAO, the AAO, the very future of our profession and each of us as individuals. I'd like to acknowledge Dr. John Buzzatto for his many years of service as the GLAO Trustee and wish him the best as he prepares to move forward as an officer on the AAO Board of Trustees.

We are fortunate to have two wonderful and very qualified candidates for the Trustee position: Dr. John Monticello and Dr. Chris Roberts. Please take the time to read their biographies in this edition of *The GLAO News* and familiarize yourselves with their qualifications. The ultimate goal is to inform and encourage the membership to seriously review and vote for their candidate of choice. Ballots will be sent this summer. Please vote!

It is with great pleasure that Carole and I welcome you to this year's 2010 Annual Meeting. This Annual Meeting will be held jointly with the Middle Atlantic Society of Orthodontists (MASO) September 30th through October 3rd at the incredible Breakers Resort in Palm Beach, Florida (www.thebreakers.com). This premium destination, bordering the Atlantic Ocean, offers distinctive style, extraordinary attention to detail and first class service. This place is fabulous!

Along with MASO, Bob Good (program chair) and Steve Belli (sponsorship and exhibitor chair) have been working diligently to put together an amazing program. Dr.

William Arnett, Dr. Domingo Martin and Dr. David Way will be speaking on topics including facial design, excellence in orthodontics, accuracy of cone beam technology, and airway enhancements with palatal expansion and orthognathics. All topics will be emphasizing and utilizing the latest and greatest diagnostic modalities to achieve excellence.

A strong staff program is also in the works. Char Eash and Charlene White will be addressing “What Needs To Be Done in These Tough Economic Times” and “Growing a Practice Today in a High Touch-High Tech World.”

We will be offering an opportunity to sharpen your computer skills with New Horizons Computer Courses (Excel, Power Point, Word, and Publisher). In addition, “mini-user” courses will be available.

As a special treat, Wendy Lipton-Dibner will speak to doctors and staff. Ms. Lipton-Dibner is an international speaker and author of the book, “The Change Catalyst-Master the People Factor and Get People to Do What You Want Them To Do.” She can change your outlook with her high energy, motivational presentation. She will present information on the topics: “Forget Team Building” and “Free Marketing for Exponential Growth.” In these precarious times, when both time and finances are at a premium, this year’s meeting is an opportunity to balance great continuing education and have a getaway vacation at the same time. The Breakers is an excellent destination for all ages. The child care program is exceptional. You can relax by one of the many pools, run or bike along a scenic ocean trail; enjoy a round of golf or a game of tennis. Shopping and great food are plentiful. Special rates have been negotiated. Come early — stay late! This is a real treat. Make your hotel reservations now through the link provided on the GLAO website



(www.glaio.org). Meeting registration will be available in the coming months!

There is an old adage that suggests life is not defined by the number of breaths you take, but rather the number of moments that take your breath away. Our GLAO meeting this year has the elements to provide this experience. Orthodontics is undeniably the best profession! As I have been a member of the GLAO Board of Directors over the years, I have come to realize its importance to maintaining our profession at the highest level. I would like to personally thank the members of the GLAO Board of Directors, the Delegates and Alternate Delegates and the council members. I am amazed by the talent, dedication,

and passion of the wonderful people I have met. John Buzzatto, our current AAO Trustee, epitomizes these characteristics with his unparalleled energy and expertise. Debbie Nunner, our Executive Director, and Ashley Menefee, Executive Assistant, do an outstanding job. They do and think of everything and they do it all with a smile. Thank You!

In closing, I offer this quote by Margaret Meade, “Never doubt that a small group of thoughtful committed people can change the world. Indeed it is the only thing that ever has.” I am humbled and grateful to be associated with such wonderful people and I am honored and thankful for this opportunity to serve. It is a real blessing!

Universal Illness Care Programs



MICHAEL W. SHERMAN, B.S.C., D.D.S.,
M.S.C., M.B.A.

appropriate to consider health education “non-essential” and other courses more essential. This really troubled me.

Upon further investigation, I was surprised to find out that to graduate from high school in Ontario one must complete only one semester of Phys-Ed. Ontario is not unique. The state of Indiana has a minimum requirement of only one credit in physical education and one credit in health/safety education to earn a high school diploma. Michigan’s minimum requirement in Phys-Ed is one credit, Ohio’s requirement is one half unit of Phys-Ed and Pennsylvania does not appear to have any Phys-Ed requirement for graduation from high school. If health is so important, then why is not education on this subject mandatory for all four years of the high school curriculum? After all, the knowledge and skills we learn in these classes are invaluable for our entire lives.

If we could give our children a solid foundation in the merits of and life skills associated with improved health and healthy lifestyle, then they would be in a position to recognize the absurdity of rewarding those who choose medication over lifestyle change to manage their illness. A common and rather manageable disease is adult onset (Type II) diabetes. I did not realize just how costly diabetes is. It is one of the most costly diseases in the United States today. For example, in 2007, the direct medical cost of diabetes in the US is estimated at \$116 billion. The average medical expenditures among people with diagnosed diabetes were 2.3 times higher than what expenditures would be in the absence of diabetes. Progression to diabetes among those with pre-diabetes is not inevitable. Studies have shown that people with pre-diabetes who lose weight and increase their physical activity can prevent or delay diabetes and even

return their blood glucose levels to normal. Again, this makes me question our system of “health care”.

Let me provide an example. I have a friend who controls his adult onset diabetes with medication, in his case insulin. To the best of my knowledge he does not exercise regularly or discriminate in his dietary choices. The reward he reaps from this lifestyle is somewhat absurd. He receives customer loyalty points for the insulin he purchases from the local pharmacy. He can and does exchange these points for electronic devices such as the Sony PSP, Nintendo Wii and etc. I can only think that when my friend is making his dietary and lifestyle decisions, he sees the loyalty program rewards as more beneficial to him than his reduced dependence on medication, not to mention the reduced risk of secondary problems associated with his fluctuating blood glucose levels. It would seem that our society has created an incentive for my friend to manage his diabetes with insulin; the more the better from the perspective of customer loyalty rewards, rather than provide him with an incentive or at least a sound education in the merits of reducing insulin dependence?

Coincidentally, my friend is an accountant by profession and this drew my attention to an editorial titled “Muscle in the Bank” that I read in Men’s Health Magazine. Recently, David Zinzenko, the editor of Men’s Health magazine drew the analogy of how managing your body is very similar to managing your money. Specifically he says:

“... you should be thinking about your fitness, both financial and physical. Just as you should start investing for retirement while you’re young — even if you don’t feel you can afford to — so too should you start investing for the future health-wise, long before

With the recent election of a Republican Senator in Massachusetts to replace Ted Kennedy there are rumors being spread that this would be the beginning of the end of President Obama’s “Universal Health Care” program. This led me to think about our (North America’s) so-called health care programs. I think the term “health care” is a misnomer. Are these not, in reality, programs of “illness care”? If these programs were health oriented then one would expect that health education would be a significant mandatory component of the curriculum for school age children. Furthermore, the programs would reward those who change their lifestyles to improve their health rather than reward those who choose medication to reduce their personal responsibility for the management of their diseases. We would change our focus from our current spending on illness management to the investment in the individual’s healthy future. Let me explain.

Several years ago, my son registered for the tenth grade physical and health education (Phys-Ed) class in high school. His course was cancelled because the resource (i.e. the teacher) was needed to teach an unrelated class. The administration of the school or school board apparently deemed it

vital body systems threaten to break down.”

Rather than focus on the time we “spend” walking, running, exercising and/or eating a healthy diet, we should look to the future and recognize how each of these investments in the form of activities and lifestyles will pay dividends in the long run.

Spending accounts and savings accounts are titles used to describe self-directed health insurance programs. These allow the individual to determine where their available health care dollars are used. At the 2009 AAO leadership conference in Washington DC, Newt Gingrich discussed Health Care Spending/Savings accounts as the new

alternative health care plan for America. I have since learned that any funds available through health savings accounts are carried forward to the next time period. I see this being a so-called investment in the future. Contrast this with the health spending accounts where available money expires at the end of the time period and if you do not use it you lose it. Not unlike the situation involving my friend with diabetes, these spending programs are an incentive to spend money rather than an incentive to be well.

In my opinion, a health care program should be structured with a perspective on the future. Invest today and reap the rewards in the long run. If you spend it all today, there will be nothing left for the future. We need to

provide incentives for health and not for un-wellness. This should begin with imparting the lesson of good health, healthy lifestyle and well being to our children before unhealthy habits have been ingrained. High schools programs should require four credits of mandatory physical and health education, as this is a life skill that will reduce health care costs and improve quality of life. It is time for a paradigm shift in “health care” The proposed universal health care program in the U.S. appears to be inappropriately named. It is really a very expensive universal “un-wellness care” program. These programs are already prevalent in both Canada and the United States. At this time what appears to be lacking is the universal access to these programs in the U.S.

Researcher and Educator to Receive International Callahan Memorial Award for Contributions to Dentistry

Dr. Lysle E. Johnston, Jr., DDS, MS, PhD, FDS RCS(E), professor emeritus of dentistry at the University of Michigan and professor emeritus of orthodontics at Saint Louis University, has been shaping the field of orthodontics for 50 years. On Saturday, Aug. 29, Johnston will be presented with the Callahan Memorial Award for Contributions to Dentistry during this year’s Callahan Celebration of Excellence in Columbus, Ohio.

Established in 1920 by the Ohio Dental Association, the Callahan Memorial Award honors the work of John Ross Callahan, a noted Ohio dental researcher and a leader in organized dentistry.

Johnston is the recipient of numerous honors, most notably the Albert H. Ketcham award of the American Board of Orthodontics, the 5th International Award of the Italian Society and the

Dewel Award of the American Association of Orthodontics.

He has delivered the Mershon and Salzmann Lectures of the American Association of Orthodontics, the Angle Memorial Lecture of the E.H. Angle Society of Orthodontists (twice), the Northcroft Lecture of the British Society for the Study of Orthodontics and the Arthur Thornton Taylor Memorial Lecture of the Australian Society of Orthodontics.

He is a fellow of both the American and International colleges of dentistry and, by election, a fellow in dental surgery of the Royal College of Surgeons in England.

Johnston has served on the editorial boards of a number of journals, including the *American Journal of Orthodontics*, *Dentofacial Orthopedics* and the [British] *Journal of Orthodontics*. He was also a member of the Oral Biology and Medicine Study Section of

the National Institutes of Health and a director of the Edward H. Angle Society of Orthodontists.

For nearly 50 years, Johnston has studied the differential effects of various orthodontic treatments, the mechanisms of facial growth and the nature of the interaction between growth and treatment. Extramural support, both for this research and for the publications that have resulted from it, has been supplied by grants from the National Institute of Dental and Craniofacial Research.

Johnston has written more the 50 papers for peer-reviewed publications, authored or co-authored more than 40 book chapters and has given more than 300 presentations and lectures to various professional organizations on his research worldwide.

Congratulations to Dr. Johnson on receiving this prestigious award!

AAO TRUSTEE REPORT



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

The Board of Trustees met February 18-20, 2010 in St. Louis. Following is a brief overview of the highlights of the Board Meeting.

Council on Communications: The Board approved the following council recommendations: (1) That focus group research be conducted in six cities during the first three weeks of March 2010 to learn more about potential adult markets with a future goal of creating public relations/advertising plans so that AAO members may target this market. (2) An informational resolution asking for a \$650 annual assessment for all U.S. and Canadian active and affiliate members (active academic members excluded) be levied during FY 2011-12, FY 2012-13, FY 2013-2014, FY 2014-2015, and FY 2015-2016 for the purpose of continuing a Public Awareness Campaign. (3) That COC initiate a dialogue with the Council on Orthodontic Practice to identify key issues on improving professional relationships with general dentists. (4) That informational items be produced on the topics of orthodontic care for parents/adults and the educational qualifications of orthodontists/benefits of selecting an orthodontist for orthodontic treatment and offered on both the consumer and industry Web site. That these informational items be made available for members to download, print and distribute; and that two versions of the informational item that describes orthodontists'

educational qualifications/benefits of selecting an orthodontist for orthodontic treatment be created: one written for consumers; and one written for healthcare professionals. (5) That the Legal Department examine the dental practice acts of all states, provinces, and territories where active AAO members reside, and survey the limitations, privileges, and common practices of specialists in each area; such as, but not limited to, announcement of specialty services, use of the word "specialist", listing of credentials of non-ADA-accredited associations, and listing of specialty services performed by a general practice.

(Bob Good-GLAO representative)

Council on Education: The Board approved the following council recommendation: Language to be submitted to CODA on behalf of the AAO supporting the new definitions of levels of knowledge and skill, and new accreditation standards relating to quality assurance and evidence-based dentistry.

(Gene Roberts-GLAO representative)

Council on Governmental Affairs:

The Board approved the following council recommendation: That the 2011 Professional Advocacy Conference be held in Washington, DC, on January 24-26, 2011.

(Don Hayes-GLAO representative)

Council on Health Care: The Board approved the following council recommendations: (1) That, Norm Nagel, COHC consultant, and appropriate AAO staff be appointed to serve as AAO representatives to the Society of Human Resource Management (SHRM) meeting to be held in San Diego, CA on June 27-30, 2010. (2) That, Norm Nagel, COHC consultant, and Paul McKenna, Jr. be appointed to serve as AAO representatives to the National Association of Dental Plans (NADP) meeting that will be held in Seattle, WA on September 21-23, 2010. (3) That COHC be authorized to alert the AAO membership to the availability of Electronic Data Interchange (EDI) related presentations that are

conducted by the National Dental Electronic Data Interchange Council (NDEDIC). (4) That the AAO Compendium be reviewed addressing all issues that are under the charge of COHC, specific, but not limited to material found on pages 12-19 (the concept of "tooth movement" is not contained in the definition of "Comprehensive Orthodontics." Inclusion of the concept would serve to reinforce the notion that orthodontic procedures are not performed for esthetic reasons, but to correct clinical deficiencies) of the Compendium and other areas as appropriate, to determine if the document still meets the needs of the profession for the clarification of goals. (5) That the information on electronic claims submissions and real time eligibility verifications be included as additional chapters in the National Insurance Guide. (6) The job description to identify the responsibilities and expertise required of the recently appointed consultant to COHC, Norm Nagel.

(Bob Brown-GLAO representative)

Council on Insurance: The Board approved the following council recommendation: That COI be requested to cooperate with the AAO Foundation, where possible and feasible, to "cross promote" appropriate AAO insurance products (e.g., life insurance) and the AAOF estate planning planned gift effort.

(Jerry Hickman-GLAO representative)

Council on Membership: The Board approved the following council recommendations: (1) That Life Active members be provided with a certificate of recognition and that in subsequent years the AAO publish a list of new Life Active members in The Bulletin and Annual Session on-site program, as well as send a certificate. (2) New Membership Process and General Guidelines for Waivers. (3) Academic members (non-United States/Canada graduates) be either excluded from the levy of any assessment or assessed at a lesser amount. (4) Academic members (non-United States/Canada graduates) may serve on councils.

(Richard Marcus-GLAO representative)

Council on New and Younger

Members: The Board approved the following council recommendation: That the members of the Council on New and Younger Members be invited to attend the AAO Residents' Reception each year at the AAO Annual Session, beginning with the 2010 Annual Session.
(Scott Schulz-GLAO representative)

Council on Scientific Affairs: The Board approved the following council recommendation: That the winners of the Milo Hellman and Harry Sicher Research Awards be issued two (2) complimentary tickets to the Excellence in Orthodontics Luncheon.
(Nan Hatch-GLAO representative)

Board Committees: The Board approved the following committee recommendations: (1) The following policy regarding AAOPAC nominations: During each November meeting of the Board of Trustees, the Board shall appoint AAOPAC Directors from constituent organizations whose Directors' terms have expired and elect an AAOPAC Chair for the term beginning January 1 of the following year. Prior to the meeting, constituent organizations whose Directors' terms have expired shall nominate one individual for the position. The Board of Trustees is not bound to choose the Director from the name submitted and may request additional nominations. (2) An AAO Humanitarian Award be established and awarded during the Annual Session. (3) New policy (Multiple year funding) of the House of Delegates and the Board of Trustees that the House of Delegates and/or the Board of Trustees may specify funds from reserves or specific revenue sources (i.e. assessment) in the manner set forth as long as those funds would not normally be included as expenditures for the annual operating budget. (4) That the AAO continue to host a dessert reception for ADA leadership, AAO members and other invited guests at the 2010 ADA Annual Session in Orlando, Florida. The reception would include ice cream sundaes, assorted cookies, fresh fruit/

cheese and a cordials bar with soft drinks, coffee and tea. (5) That only travel expenses not funded by the WFO for WFO Executive Committee members representing the AAO be paid by the AAO.

Ad Hoc Committees: The Board approved the following committee recommendations: (1) The Insurance Education Committee Action Plan. (2) That the AAO sponsor a Craniofacial Anomalies and Special Needs Symposium in the summer of 2010 to develop a mission, method of interaction within the AAO governance structure and key policy and educational goals.

Other Recommendations: The Board approved the following recommendations: (1) That, in addition to representation by the AAO President at the European Orthodontic Society (EOS) annual meeting and, from time to time, other joint international meetings (such as the Asia-Pacific meeting), that AAO secure an exhibit booth to recruit and retain international members and that the Executive Director or other appropriate employee staff the booth. (2) The funds to migrate the AAO's online CE Manager database to Avectra NetFORUM and upgrade the web interface on AAOinfo/AAOmembers.org in fiscal year 2010-11. (3) That \$10,000 be allocated for Practice Opportunities and Alternatives Service training and education via four live Webinars and new online career transition resource materials to be offered on a complimentary basis. (4) A quarterly electronic newsletter developed by AAOIC on risk management issues be distributed to all AAO members. (5) Dr. Martin Palomo and Mr. Steve McEvoy be appointed as new members to COIT.

Surveys: The following surveys were approved: (1) Virginia Association of Orthodontists. (2) Southern Association of Orthodontists "Product and Service survey". (3) "Predoctoral Orthodontic Education in Dental School survey" by Drs. Jeff Segnere

and Dror Orbach of Tufts University.

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

Council Elections: Don Hayes (COGA) and **Scott Schulz** (CONYM) were nominated as council chairs and although only Scott was elected, it is an honor to have been nominated.

Budget and Finance: The 2010-2011 budget proposed by the Board of Trustees includes revenues of \$20,427,388; expenses of \$20,397,388; with a projected surplus of \$30,000. The budget also includes the 3rd year of a 3 year \$550 assessment to fund the Consumer Education Campaign. The total 2010-2011 campaign will spend \$4,789,230 compared to the current year's \$6,783,800. The difference, \$1,994,570, was funded as excess reserves.

	<u>2009-2010</u>	<u>2010-2011</u>
Reserves:		
Total unrestricted reserves	\$18,680,167	\$21,839,585
75% target for liquid reserves	\$14,010,125	\$14,172,626
24 month average liquid reserves	\$16,669,858	\$14,266,529
Excess liquid reserves	\$2,659,733	\$93,903

Meetings: The following is a list of meetings/conference calls in which I have participated since the November Board of Trustee's meeting: AAOF conference call, January 7th; Budget Advisory Committee meeting, Washington, DC, January 17th; Advocacy Conference, Washington, DC, January 18-20th, AAO-AAOMS Mid-winter conference, Indian Wells, CA, January 22-24th; Orthodontic/Pediatric Task Force conference call, January 22nd; WFO Meeting, Sydney, Australia, February 2-9th; Budget Advisory Committee meeting, February 17th, St. Louis.

TRUSTEE CANDIDATE



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

Greetings to all my fellow GLAO members. Most of you have heard of me, as I have been the Editor of the GLAO Newsmagazine since 2003. Dr. John Buzzatto will complete his final year as our Trustee and become the AAO President Elect in May 2011. I plan to continue my service with the GLAO and am one of two nominees for the position of the new GLAO Trustee and that election will be this summer. In order to keep the election as fair and impartial as possible, Dr. Michael Sherman has written the article for the *Editor's Edge* column for this edition of the GLAO News. My input for this edition will therefore be somewhat limited. At the GLAO Annual Meeting in Toronto, the GLAO Board determined each Trustee candidate would be permitted a one-page article in the spring GLAO News.

Recognizing that I had more to share than I could fit on a single page, I sent an E-mail message through the AAO to all the GLAO members in January. I outlined in great detail, my leadership experiences and how I have prepared for the position of Trustee. If you did not receive that e-mail, please send me a note at grandridgeortho@aim.com and I will forward a copy to you.

The position of Trustee is a very important job. We need a Trustee who

has a broad range and long history of leadership experience, capable of facing a wide array of unknown challenges. No one could have imagined the issues we face today in orthodontics back in 1999. The world was different in 1999: General Motors, Ford and Chrysler were still the Big Three, the economy was robust and national politics was not as divisive as it is today. The orthodontic specialty was different in 1999 too: cone beam 3-D radiology was in its infancy, digital models were not available, clear aligners, self-ligation and TADs were rare. There will always be technical, ethical and moral questions and issues that arise which require the right people, with the right experience, to address and manage. I believe the Trustee requires some specific character traits. He/she must be knowledgeable, ethical, and experienced; dedicated to, and have a passion for, the specialty of orthodontics. He/she must be able to multi-task, delegate responsibilities, be well organized and comfortable with public speaking. I believe I have all these characteristics and more.

I have been very active in organized orthodontics and dentistry for over 28 years. Starting in the Air Force Tri-Service Pacific Dental Study Club in 1982 to the Michigan Dental Association member and Michigan Association of Orthodontists Board member since 1993; MAO News Editor, Director and all the chairs and President of both the MAO and West Michigan Dental Foundation. I was appointed to the Michigan Council of Dental Specialists 7 years ago and am now the Secretary with the Presidency in two years. As you are aware, I am currently a GLAO Board member, serving as Editor, since 2000. I am an elected AAO Delegate for the 3rd term, and, I have attended the AAO Leadership Conference twice, once as the MAO President and again as a GLAO Representative in Washington DC, meeting and discussing relevant

orthodontic concerns with Senators and their staff. I served on the 2009 AAO Committee on Bylaws and have supported AAO programs and strategic planning goals.

My ethical standards were established as a Queen Scout (Scottish Eagle Scout equivalent) while living in Scotland in 9th through 10th grade, and then ingrained as an Air Force commissioned officer for 27 years. Simultaneous with all the above active orthodontic leadership roles, I was also the 127th Wing Dental Squadron Commander in the Michigan Air National Guard for 22 years as the only orthodontist in the country in the Air National Guard. I was deployed for stateside support for Desert Storm in 1991 and for Iraqi Freedom in 2007. My leadership qualifications are self-explanatory with numerous medals, certificates and plaques, both military and civilian. I am now retired as a Lieutenant Colonel from the U.S. Air Force and Michigan Air National Guard, freeing time for me to devote to the GLAO as your Trustee.

I earned my ABO Diplomat Certificate in 2005 and have a very successful solo-orthodontic practice in Michigan. I believe I have the knowledge, experience and skills necessary to represent the GLAO members and the orthodontic profession at the national level. I am well prepared to face any challenge on any future orthodontic or dental issue with a calm resolve, patience and wisdom gained from 27 years of orthodontic-political experience, to realize gratifying resolutions.

The election ballots will be mailed to you this summer. Before then, I hope to personally meet as many of you as I can at your component annual sessions. Before you cast your vote, please consider my qualifications and help me become the next GLAO Trustee.

TRUSTEE CANDIDATE



CHRIS ROBERTS, D.D.S., M.S.

My name is Chris Roberts and I am running for the position of Great Lakes Trustee to the AAO. Briefly, I would like to touch upon four issues that are critical for AAO leadership.

First: The effects of the sluggish worldwide economy. It is rare to see an office that has not been affected by today's economy. Slow economic growth impacts not just our personal practices, but jobs for graduating residents, AAO membership dues and meeting participation. Competition for patients with less disposable income has increased. In addition, we practice in a marketplace where a significant percentage of orthodontic treatment is provided by non-orthodontists.

The AAO has been proactive, educating the consumer about the benefits of orthodontic treatment provided by an orthodontic specialist, in an attempt to increase market share for our members.

AAO leadership must continue to refine and revise our message, to give our members the best value for their membership dollars.

Secondly: Challenges in orthodontic education. It is no secret that we have a crisis in orthodontic education today. Fewer graduating residents are entering full time academia. As a result, our future is suffering. The astronomical debt that today's

residents are graduating with is astounding.

AAO leadership must continue to support the recruitment and retention of full time educators. Last year at the AAO House of Delegates in Boston, the Great Lakes was instrumental in passing a resolution, spearheaded by our own Gene Roberts, for AAO Services to study the issue of student debt and how we as an organization might be of assistance to this next generation of orthodontists.

Third: Governmental regulatory changes in the US. As I write this, no one knows what the final health care reform bill will contain. However, in both the Senate and House versions of the bill, provisions would limit the amount of an individual's annual contribution to a Flexible Spending Account to \$2,500 per year. This could have a great impact on our practices. AAO leadership must continue to have a voice in the political arena.

Finally: Changing demographics of our membership in a technological world. Our membership is rapidly evolving. More and more of our members are part of the "digital age". What we once looked at as entertainment vehicles, such as iPods and cell phones, have become the business tools of today. Today's residents will be practicing in ways that would have been unimaginable to orthodontists in the past.

The AAO leadership must be able to adapt and utilize these new technologies in ways that serve our changing membership.

Why am I running for Trustee? Because I am passionate about our specialty. I have thoroughly enjoyed my many years of leadership on the Great Lakes and AAO levels and would like to increase my involvement and commitment to the AAO.

I believe I am uniquely qualified to represent the Great Lakes as our Trustee and I thank you for your support.

National and Regional Leadership Experience

- Past President GLAO (2004-2005)
- General Chair for the AAO Annual Meeting scheduled in Philadelphia in May 2013
- President-Elect, Ohio Association of Orthodontists (2009-2010)
- GLAO Board member since 1997
- 13 years as a GLAO Delegate to the AAO
- 6 years as the GLAO Delegation Chair
- Participated in several AAO Leadership and Governmental Affairs Conferences
- AAO House of Delegates Reference Committee
- Regent AAOF

Personal Information

- Ohio State University, BS 1979, DDS 1983
- Eastman Dental Center / University of Rochester, Orthodontics 1987, MS 1988
- Private Practice limited to orthodontics in Findlay, Ohio
- Adjunct Associate Professor University of Michigan, one day per week for the last 20 years
- Married to my wife Susan for 31 years, two children
- Involved in leadership with Rotary International
- Enjoy traveling, reading and running, having completed 10 Boston Marathons

Council on Communications

DR. ROBERT F. GOOD, II

MEETINGS

The Council held their winter meeting in St. Louis on December 4-5, 2009. The Council's summer meeting is scheduled for July 23-24, 2010.

PUBLIC SERVICE

ANNOUNCEMENT CONCEPTS

The Council will be moving ahead with the creation of a public service announcement featuring Emmitt Smith, the AAO's sport safety spokesperson.

GIVING NOTICE TO THE 2010 HOUSE OF DELEGATES

The Council has submitted a resolution of notice to the 2010 House of Delegates that will call for a \$650 assessment for five years beginning in 2011.

COLLECTION OF DATA FROM BRACES.ORG VISITORS

The Council will begin working with staff on the collection of data from brace.org. Some data the Council would like to gather include: Who is visiting the Web site and why are they visiting the site?; What is the impact of the site as a consumer education tool?; How many consumers visiting the site are intending to seek treatment from an orthodontist?; How satisfied are consumers with the site?

The Council asked staff to investigate the possibility of collecting such data once AVECTRA launches.

2010 AD INTERIM MEETINGS

Council members will deliver Public Awareness Campaign presentations at their respective ad interim meetings this spring. The PAC presentation will explain the 19-month integrated campaign and will feature any

campaign updates as of February 1, 2010. Additionally, staff will create a 1-page flier that summarizes the presentation and Council members will distribute the flier prior to their respective ad interim meeting.

IMPROVING RELATIONSHIPS WITH GENERAL DENTISTS

The Council would like to explore how they can best improve relationships with general dentists, and they would like to dialogue with the Council on Orthodontic Practice regarding this issue. The AAO Board of Trustees will vote on this matter during their February 18-20, 2010 meeting.

INFORMATIONAL ITEMS FOR AAOINFO.ORG AND BRACES.ORG

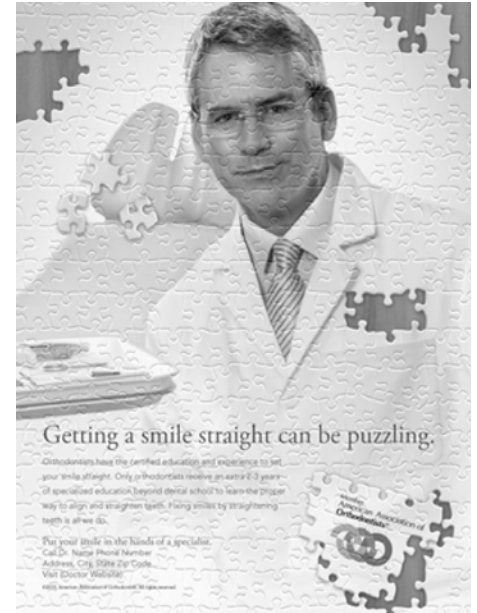
The Council would like an informational piece added to the consumer Web site and the member Web site that explains the uniqueness of the orthodontic specialist. The version that would be uploaded to the industry site would target school nurses, hygienists, etc.

A second informational piece would target patients' parents since AAO research has indicated that parents will most probably take their child to see an orthodontist but they may see their general dentist for orthodontic treatment.

The AAO Board of Trustees will vote on this matter during their February 18-20, 2010 meeting.

EXAMINING DENTAL PRACTICE ACTS

The Council has asked the Board of Trustees to direct the AAO General Counsel to examine the dental practice acts of all states, provinces, and



territories where active AAO members reside, and survey the limitations, privileges, and common practices of specialists in each area; such as, but not limited to, announcement of specialty services, use of the word "specialist", listing of credentials of non-ADA accredited associations, and listing of specialty services performed by a general practice. The Board will vote on this matter during their upcoming February 18-20, 2010 meeting.

EXPLORING THE ADULT MARKET

The Council has requested that focus group research be conducted in six cities during the first three weeks of March 2010 to learn more about potential adult markets with a future goal of creating public relations/advertising plans so that AAO members may target this market. The AAO Board of Trustees will vote on this matter during their upcoming February 18-20, 2010 meeting.

Council on Governmental Affairs

DR. M. DONALD HAYES

The Council on Government Affairs met in Washington D.C. on January 17th 2010, immediately before the American Association of Orthodontists Professional Advocacy Conference, January 18-20. At the Council meeting there were updates from our congressional legislative liaison Patton Boggs. Members of their firm Kevin O'Neil, John Jonas, Eugenia Edwards made presentations. It was mentioned that having had approval of separate Health care packages in both House and Senate, the two packages had gone on to conference between the House and Senate. Those negotiations were being held in committee so those conference negotiations were not being held in public. There was concern expressed by the Democratic Party regarding the upcoming election to fill the seat vacated by the death of Senator Ted Kennedy, in Massachusetts. During the conference in fact the election was held and Republican Scott Brown won the US Senate seat previously occupied by Ted Kennedy. As result the Senate Democrats lost a 60 member majority which was a filibuster proof majority in the United State Senate, and as a result attempts to pass health care legislation by strict party vote were at a complete stand still. Subsequently House Speaker Nancy Pelosi determined that is would be impossible for the house to pass the Senate version as it stands. As a result it has been determined that there will have to be significant additional consultation with both parties in order for Health care legislation to move forward at this time. As it turns out the mood of the American public is for action on job creation at this time more then healthcare reform. The administration as indicated that this will be their strategic priority in the near future.

It is not to say that healthcare legislation is dead at this time, it will be a continuing on going process of evaluation probably over the course of the next ten years. It will be very important to us as Orthodontists to remain engaged as the debate continues. It is strategically very important for us to continue to monitor the thought process of Congress and to make strategic contributions to Congressmen whom we feel will be in decision making positions and are receptive to hearing our point of views. Approximately seventy-five orthodontists attended the AAO Professional Advocacy Conference and received presentations from a number of legislators as well as from Patton Boggs in preparation for making visits to Capitol Hill to see their respective Congressmen on Wednesday.

Below are the American Association of Orthodontists 2010 Legislative Priorities. These cover the major issues of concern to Orthodontists at this time as determined by the AAO Board of Trustees, Patton Boggs, and the Council of Government Affairs:

Support Oral Health Initiatives

Promote the Importance of Oral Health Care: Good oral health is an essential part of an individual's overall good health and well being. The AAO believes the most important factor with dental health care is that all individuals have access to primary oral healthcare, especially our nation's children. The AAO is therefore pleased to support the inclusion of pediatric dental coverage in the Essential Benefits Package.

Grants for Training Dental Workforce: The AAO believes that enhancing health care coverage comes with the responsibility of ensuring

adequate access and quality of covered health care services. The AAO applauds both the House and Senate for including support for dental training programs in the field of general, pediatric or public health dentistry. Our most vulnerable populations, however, should not be forced to sacrifice quality for access. There is no adequate substitute for the skills of a professionally trained dentist. The AAO supports the efforts to expand the oral health workforce that meet all state licensing requirements and accreditation standards and believes mid-level providers should be explicitly prohibited from performing any surgical or irreversible procedures.

Strengthen Support and Growth of Small Businesses

Employer Responsibility: The AAO is committed to providing employer-sponsored health care coverage to our employees. Now more than ever, the high cost of providing coverage presents a daunting challenge. Given the precarious role of small businesses across the country, the AAO supports the Senate language that would exempt small business employers from any mandate to provide health insurance coverage.

Premium Support to Small Businesses: The AAO also supports tax credits that would make it easier for small businesses to offer coverage to our employees; such options are essential to protecting and increasing access to medical care. AAO members support a range of full and part time employees with carting salaries and we strongly encourage you to support generous tax credits for small businesses to help provide meaningful health coverage to our employees.

CONTINUED ON PAGE 13...

Council on Insurance

DR. JERRY R. HICKMAN

The AAO Council on Insurance met in St. Louis January 16th, 2010. Attending the meeting were the insurance company representatives, council members and the Council Liaison Trustee, Dr. Gayle Glenn.

At each meeting, the Council reviews with the insurance carriers the individual AAO endorsed insurance programs to see if they meet the needs of our members and how they can better enhance and market these products to our membership. With the extensive audit of the NYLIC Master Policy completed, the Council is currently reviewing the Royalty Policy of the AAO and has submitted its recommendations for change to the Board of Trustees for their approval. The Council is also reviewing the Dividend Policy. The Dividend on Deposit account has grown to over six million dollars since it was first implemented. The growth in the DOD account can be directly attributed to the successes of the life and disability insurance plans which have generated a positive margin year over year. Guidelines for a Dividend Policy are currently in development by the Council on Insurance in order to return some of the profits in the form of dividends to the current policyholders.

Medical, Life & Disability

The AAO medical plans, specifically the HSA plans, have continued to experience unfavorable losses. Even after the significant rate increases by NYLIC this past year, the company is requesting an additional rate increase effective April 1st of twenty-two percent. This recommendation has been forwarded to the BOT for their review. The program continues to experience a larger number of losses each year. With the decreased number

of participants any one large claim can significantly influence the premiums of each insured. The medical plan continues to be available through the AAO; however, with adverse selection and the associated high premiums, the plans can no longer compete in the marketplace and are becoming a limited benefit for AAO members.

The AAO Endorsed Term Life, Long Term Disability and Professional Overhead Expense Plans continue to be strong member benefits and are financially stable.

As noted before, the Council on Insurance is developing a dividend policy that will be presented to the Trustees later this year for their approval. NYLIC offers our membership both ten-year and twenty-year level term life policies which are competitively priced in the marketplace. In regards to long-term disability, the AAO plan offered by NYLIC has a lifetime benefit, if disabled prior to the age of fifty, which is a unique benefit in the disability marketplace today.

AAO Business Office Package and Employee Practices Liability Insurance

The AAO Business Office Package (BOP) is available through our endorsed broker, Aon / Affinity. St. Paul / Travelers is the endorsed product and has competitive rates across the country with a ten percent discount for AAO members. Other carriers are available through Aon / Affinity and may be more favorably priced if you ask for a comparative quote. I continue to recommend that each individual orthodontist review their coverage yearly for comparative pricing and proper coverages.

The AAO Council of Insurance and AAOIC are currently evaluating additional carriers for Employment Practice Liability Insurance (EPLI). Presently, the AAO endorses an EPLI policy underwritten by St. Paul / Travelers. This insurance protects against suits brought on by allegations of discrimination, harassment, wrongful termination, failure to promote and other practice-related incidents. The AAO EPLI plan includes legal coverage with a variety of plan options, depending on the size of the practice, and has excellent risk management benefits. Exposure can be significant. According to many experts, an individual orthodontist may be more at risk for an EPLI claim than for a PL claim.

Professional Liability

The AAO Endorsed Professional Liability Plan continues to be a success story for the AAO. As of December, 2009, the plan reached another milestone with 4438 insured members representing over 56% of the eligible members. This represents a 6.5% increase in growth of new business this past year.

AAOIC has elected to extend the marketing opportunity for our members who do not have their professional liability coverage with AAOIC. A **25 percent discount** is being offered to first-time buyers with AAOIC (this does not apply to new graduates). This discount has significantly increased the penetration factor of the non-participating member base. The AAOIC has historically achieved a very strong 96-97% retention rate, which is the envy in the industry. Because of the potential saving, take the time to compare your current policy with that of the

Council on Governmental Affairs

...CONTINUED FROM PAGE 11

AAOIC's and evaluate the many benefits offered by having your professional liability overseen by your peers. AAOIC is truly seen as the "gold standard" in the PL marketplace.

COI and AAOIC continue to stress the need to educate our members on risk management. At each AAO annual session, AAOIC conducts a number of risk management seminars for the benefit of new graduates, staff and practicing orthodontists. By attending the seminars, the AAOIC insured orthodontist receives a 10% discount on their next year's premium. Given the success of these programs, AAOIC is currently offering to present risk management programs at constituent or selected component meetings. AAOIC presented a successful risk management seminar at the most recent NESO meeting and will be offering a seminar at the upcoming PCSO meeting this fall. Also, AAOIC recently completed a Webinar for the graduate students on a national level which was considered a success.

For information regarding any AAO Endorsed Programs, go to our AAO member's only website, www.aaomembers.org or directly to www.aao-insurance.com. You may also contact the Endorsed Insurance Office at 800-622-0344.

Over the past eight years I have served as your GLAO representative to the Council of Insurance. My term is sadly coming to an end. I have enjoyed representing each of you at the AAO level and I certainly hope I have met your expectations.

Jerry Hickman

Red Flags Rule: The FTC's Red Flags Rule requiring "financial institutions" and "creditors" to develop and implement identity theft prevention programs is scheduled to go into effect on June 1, 2010. Like other health professionals, it is common practice for orthodontists to bill patients after an office visit and/or arrange scheduled payments for procedures, braces and other appliances. The AAO applauds the House for approving H.R. 3763 to exempt small businesses from the Red Flags Rule, and encourages the Senate to move on final passage.

Preserve Access and Affordability for Oral Health Care

Flexible Spending Accounts (FSA's): FSA's are utilized by individuals of all incomes and are one of many critical protections for the underinsured as well as those with extraordinary high health care expenses. The AAO strongly encourages Congress to eliminate the unnecessary cap on FSA's to ensure which we believe would have the unintended consequence of limited access to critical health care services and threaten affordability. The ability to have certain health care expenses tax free is an important financial incentive for our patients, and we strongly urge you to protect this important tool.

Excise Taxes: The AAO opposes the proposed excise tax in high-cost medical plans as well as the surtax on high earners. The AAO supports coverage of supplementary, preventions oriented benefits such as dental and vision care as well as FSA's, and has grave concerns that the proposed tax on health plans beyond a set threshold would cause employers to droop such supplementary coverage. The AAO remains opposed to the proposed tax on medical plans,

but at a minimum encourages a modification to the provision that would exclude FSA's and supplementary coverage including excepted benefits in determining the value of a health plan, as well as index the threshold for medical inflation.

Tax on Medical Devices: With fees reduced because of the economic situation and increases in supply costs, orthodontists will find it more challenging than ever to maintain our practices and avoid sacrificing employee jobs. The AAO therefore opposes any tax on medical devices, which would add unnecessary costs to health care services for consumers in already challenging times.

In summary it has never been more important for Orthodontists to become involved in a grass roots basis. Make contributions of at least \$200.00 to Congressmen and Senators, and make their acquaintance and check with the AAO for appropriate talking points when meeting members of Congress. Feel free to share our opinion on various issues Congress will be considering in the health care debate. It has never been more important for us to continue to be vigilant as the debate on healthcare continues over the course of the next ten years. We need to dramatically increase the number of people involved in the political process. The AAO will welcome your input and participation. We must engage more to contribute to AAO PAC. In Washington, the funds generated by AAO PAC contributions help us gain access to decisions made on Healthcare and properly present our point of view. In an afternoon Congress could enact changes, it would take the AAO decades to change!

Council on Membership, Ethics and Judicial Concerns

DR. RICHARD M. MARCUS

The Council on Membership, Ethics, and Judicial Concerns met on January 16, 2010 in St. Louis. Some of the highlights of this meeting follow: Our Board Liaison, Dr. Morris Poole, gave the Council an excellent summary of the Economics of Orthodontics Report. Interesting items include;

- A) U.S. population projections indicate that people in the 14-17 year age bracket will increase less than the numbers for other age categories
- B) Less than 5% of public funds have been spent on dental needs. From 1960 to 2002, out of pocket percentage decreased from 97% to just 44%, while private insurance coverage increased from 2% to nearly 50%.
- C) In 2002, new cases dropped from 251 to 165, presumably because of 9/11. Over 90% of all visits for full-mouth orthodontic procedures are to orthodontists
- D) Young adult population (22-45) will be an increasing source of orthodontic patients, provided they do not all receive care when they are younger.

The Council spent much of its meeting time dealing with a resolution passed at the 2009 House of Delegates, related to making sure that dues and assessment waivers are as

comprehensive, consistent and equitable as possible. The Council will be bringing forward new guidelines to ensure that these goals are achieved. Modified application forms and correspondence are also coming forward from the Council.

The Council reinforced its concern that all Members be aware of their ethical responsibilities, and plans to consider articles modeled after the JADA ethics articles. Consideration will be given to providing all orthodontic departments with the Ethics DVD set.

COMEJC has been researching how related Dental Specialty groups recognize their Life Active Members, and therefore Council will be proposing that Life Active Members be provided with a certificate of recognition, as well as that a list of new life Active Members be published in The Bulletin and the Annual Session on-site program.

Concern has been raised that student members who complete their orthodontic programs and are delayed going into practice are difficult for the AAO to track. Possible solutions to this problem may include the establishment of a Facebook account for student members, contacting Alumni associations, and extending student membership an additional 12 months after the completion of the orthodontic program.

Over 750 members took advantage of extended dues payment options now available at the AAO. This represents a 50% increase over last year. It appears that many members are unaware of this option, and it is likely that this will be outlined in larger font in the upcoming dues notices.

Our SAO colleague on the Council, Dr Rick McClung has prepared a summary of COMEJC complaints from 2002-2009. The complaints run the gamut, but a large number relate to aggressive promotion and advertising.

<u>Complaint</u>	<u>Number</u>	<u>%</u>
1. Advertisement	20	30.8%
2. Poor treatment/ failure to explain treatment	11	16.9%
3. Failure to release records	7	10.8%
4. Unethical, inappropriate behaviour	6	9.2%
5. Treatment termination	4	6.2%
6. Misrepresentation of credentials	4	6.2%
7. Unsupervised treatment by staff	3	4.6%
8. Sexual harassment ...	3	4.6%
9. HIPPA violations	3	4.6%
10. No emergency coverage	2	3.1%
11. False insurance claims	2	3.1%
TOTAL		65



Visit the Great Lakes Association of Orthodontists website at

www.GLAO.org

for the most current information on GLAO activities.

Council on New and Younger Members

DR. SCOTT O. SCHULZ

2010 ANNUAL SESSION NEW ORTHODONTIST/RESIDENT CONFERENCE

We are very excited to have Dr. David M. Sarver be our speaker for this year's conference at the AAO Annual Session in Washington, DC. The Conference will be held on Sunday, May 2 from 1:15-4:15 PM. Dr. Sarver's lecture is entitled "Contemporary Orthodontics: Concepts in Diagnosis, Treatment and Practice." Dr. Sarver will cover new concepts in treatment planning with an emphasis on the Soft Tissue Paradigm. The ticket has been reduced this year to only \$10.00, and a cocktail reception immediately following is included. This conference is intended for members who have been in practice for 8 or fewer years, but all are welcome.

ANNUAL SESSION CHILDCARE/ CAMP AAO

Child care services are being offered at the Annual Session in Washington, DC from Saturday through Tuesday, with a half-day price of \$60, or \$100 for a full day of care. Tours are offered for children ages 6 to 17. The AAO has gone through great lengths to ensure that the safety and security of this service is first-rate.

INTERNET SAFETY COALITION

iKEEPsafe, the AAO endorsed online resource devoted to the purpose of helping young people stay safe on the Web, is available for use by our patients and parents. A version of the iKeepSafe brochure prepared for orthodontic offices is available on the AAO member web site at AAOinfo.org.

The brochure, which lists primary Web safety strategies, can be downloaded at no charge for distribution in orthodontic offices. The iKEEP Safe program is a cooperative venture of health care leaders, state government offices, law enforcement, business leaders, and educators. The AAO is listed as a partner on the iKeepSafe site.

2010 GORP MEETING

The annual GORP meeting will be held at the University of Michigan in Ann Arbor, August 6-8. A short presentation will be given by a CONYM council member highlighting the benefits of AAO membership, AAO leadership structure, and AAO resources for the new orthodontist.

Council on Orthodontic Practice

DR. MARY K. BARKLEY

COOP will be sponsoring a Practice Transition Seminar at the 2010 AAO Annual Session on Monday, May 3. Speakers Roger Levin, Gary Wiser, John Mc Donnell and Brandon Collier will address practice transition issues from both the buyer/associate's and the seller's standpoint. This is a ticketed event, and orthodontic residents pay a reduced fee.

The popular Orthodontist as CEO is returning! The 2011 meeting is scheduled for Feb. 25-27 in San Diego. Tentative speakers include Roger Levin, John Mc Gill, Darrel Cain and Steve McEvoy. This course has sold out in the past, so mark your calendar now.

AAO members have cited staff training and retention as one of the major

challenges of a practice. The START staff seminar at the Annual Session is designed to "train the trainer" – experienced clinical and clerical staff are taught how to develop a training program for new hires.

The fourth annual Staff Competition Program was held at the 2009 AAO Annual Session. Staff members were invited to enter the competition by sending a Power Point presentation that addressed an issue that affected orthodontic staff. There were 25 applicants in 2009, from whom 8 were selected to present at the Staff Competition at the Annual Session on May 4. The first place winner, Laura Rutter, will give her presentation, "How to Make Yourself a Valuable Employee" at the WFO meeting in Sydney, Australia. The first, second

and third place contestants will give their presentations at the 2010 AAO Annual Session. The fifth annual Staff Competition Program will be held on Monday, May 3 at 8:15 a.m.

COOP is sponsoring a series of Webinars for AAO members and staff. The Webinars to date have been well received, the technology continues to improve, and CE credits are available. Each webinar is held twice to give attendees in different time zones opportunity to participate. Scheduled Webinars include:

- For staff, "What the Ortho Staff Needs to know about TADs", Dr. Terry Pracht, March 9, 11

CONTINUED ON PAGE 17...

Council on Orthodontic Education

DR. W. EUGENE ROBERTS

MEETING DATE: March 5, 2009
DATE REPORT DUE: February 18, 2009

INFORMATION YOU WISH TO SHARE ABOUT ACTIVITIES IN YOUR COUNCIL:

- American Dental Education Association (ADEA) – The spring face-to-face COE meeting is February 28th concurrent with the ADEA annual conference. The ADEA are typically focused on predoctoral dental education and few graduate orthodontics educators attend. All of the other dental specialties are present at the ADEA meeting so it is a good opportunity to interact with our fellow specialists and dental school administrators. COE has proposed to BOT the idea a forming a Society of Orthodontics Educators that would meet the same time as ADEA. The Board has named an Orthodontic Educators Task Force composed of Drs. Brent Larson, Ed Yen and Leslie Will. COE passed a motion for BOT to consider funding an Orthodontics Educators Conference at the ADEA meeting. The concept is to budget \$150,000/yr to support the attendance of two faculty members from each accredited program.
- 2010 ADEA Deans Luncheon - The AAO will sponsor a Dental Dean's Luncheon on February 28th in Washington DC, to explore the construction of a graduate dental admissions examination to offset the loss of quantitative scores when the Dental National Boards become pass/fail. This year the speaker will be Dr. Gene A. Kramer from the test construction section at the ADA. Although there has been

little progress on constructing the new test, Dr. Kramer will discuss the concept for developing the admission examine desired by graduate dental educators. Deans and other attendees will have the opportunity to offer input for the process.

- 2010 Educational Leadership Conference – These annual AAO conferences have emerged as a prominent international orthodontics educational forum. This year the conference will honor Dr. Kate Vig, who will be a keynote speaker discussing her experience in orthodontics education, particularly with respect to craniofacial anomalies. Mr. Elliott Peranson has agreed to provide a workshop on the National Match Service, discussing the use of un-Matched positions for some Master's degree and PhD students. Dr. Kathy Kula, Dr. Jerry English and others will be invited to provide MATCH examples, concerns and specific scenarios from their respective programs. Orthodontic Programs that do not participate in MATCH will be invited to share their perspectives. The honoree for the 2011 conference will be Dr. Lionel Sadowsky. Planning committee members are Dr. Emile Rossouw and Dr. Mark Coreil.
- Craniofacial Anomaly and Special Care (CFA&SC) Fellowships– Reportedly, there is one applicant institution and other institutions have expressed interest in starting accredited CFA&SC fellowships. BOT has included funds in the 2010 COE budget to fund one

CFA&SC fellow. COE is most pleased that this important initiative has coming to fruition. Training these fellows will not only help with management of special problems in institutions, but will benefit all of orthodontics education by providing an increased number of faculty with specialized training in CFA&SC.

- Special Interest Division - The BOT has established a Special Task Force to explore establishment of a “Special Interest Division” of the AAO for those members actively involved in the recently approved Clinical Training Program in Craniofacial and Special Needs (Care) Orthodontics. The task force will report back to the HOD at the 2010 AAO Annual Session. Members are: Drs. Kate Vig, chair; Barry Grayson, Kirt Simmons, Perry Opin, Brent Larson, Board Liaison. Mr. Chris Vranas is the staff liaison.
- Faculty Trends, Entry and Exit Surveys - Dr. Rossouw reported highlights from the most recent surveys. The total number of faculty for 2009 was 830, which is an increase of 39 faculty or 4.69%. There is concern over the aging and pending retirement of many faculty members. The majority of faculty members is male and a major proportion (70%) fit in the age group 46-65 and older. While most current faculty are US educated (93%), the majority of applicants for the AAO Full-time Faculty Teaching Program and Faculty First Award applicants are foreign born and educated.

- AAO Distance Learning Survey Question - Dr. English reported only 18% of 44 responding institutions are using the AAO distance learning program coordinated by Dr. William Proffit at the University of North Carolina. Cost to participate was a factor: 50% reported no cost and 50% had cost. More than half of the respondents indicated that this is a worthwhile venture for the AAO, but indicated that the AAO should provide the distance learning for free.
- PASS Report - Peter C. Storandt, Director, PASS and CAAPID, Division of Educational Pathways, provided a summary of the applicants/applications through PASS to participating Orthodontic Programs as of October 1, 2009.

	2009- 2010	2008- 2009	2007- 2008
Applications	8167	8757	7294
Applicants	727	739	716
Programs	47	47	42

Despite the increased numbers of programs, there is a recent downward trend in applicants for 2009-10. COE will follow future data to see if this trend is sustained.

- Graduate Program Clinical Requirements and Outcomes - COE has proposed that all graduate orthodontics programs pursue the same minimal clinical competencies, based on the ABO requirements. The ABO Initial Certification Examination (ICE) requirement includes successful treatment of six specified

malocclusions to an ABO Cast-Radiograph Score of ≤ 26 points. COE has proposed that the ABO ICE requirement is an appropriate goal for all graduating orthodontics residents.

- Student Indebtedness – The debt of graduating orthodontics residents continues to be a serious problem limiting their professional options. AAO Services is working on initiating an AAO Credit Union which in time will help young orthodontists better manage their debt. A report is due to the 2010 HOD on an AAO plan to help with the student indebtedness problem.

CONCERNS YOU WISH TO BRING TO THE ATTENTION OF THE BOARD OF DIRECTORS:

- At this time, COE has no specific concerns to bring to the GLAO Board.

ISSUES YOU WISH THE BOARD OF DIRECTORS TO ADDRESS:

- At this time, COE has no specific issues requiring GLAO Board action.

DO YOU HAVE A MOTION WHICH YOU WISH THE BOARD TO CONSIDER? IF SO, PLEASE STATE AND ATTACH BACKGROUND INFORMATION.

Yes _____ No X

Council on Orthodontic Practice

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- For doctors, spouse and accountants, “Avoiding Practice Fraud and Embezzlement”, Dr. Don Lewis, March 23, 25

See the AAO member web site for enrollment information.

The AAO brochure, “Handling Orthodontic Emergencies”, has been sent out to all members of the National Association of School Nurses. You can view and print this brochure on the AAO member site, under Resources/Publications. Some AAO members have sent a copy of this brochure to their area schools along with a supply of orthodontic wax!

If you’re thinking of updating or redesigning your office, the online Office Design Manual is an invaluable tool. Find it on the AAO member site under My Practice/Practice Management.

The AAO medical history forms for minors and adults have been newly revised, and are available from the AAO store. The revised forms are also available for download in electronic form for those who prefer to email these forms out. To download the forms from the AAO member site, go to My Practice/Support Materials and Forms/Practice Management Forms.

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 16, 2010 at 8:09 a.m. CST. Present were: Dr. Stephen Robirds, Chairman; Dr. Robert Brown; Dr. David Drake; Dr. Gregory Hoeltzel; Dr. William Kochenour; Dr. Robert MacLean; Dr. Paul McKenna; Dr. Robert Prince; Dr. Norman Nagel, COHC Consultant; Dr. Hugh Phillis, Board Liaison; and Ms. Ann Sebaugh, Staff Liaison.

Present as guests for a portion of the meeting were Drs. Ron Hathaway and Rusty (Ross) Long, representatives from the American Cleft Palate-Craniofacial Association.

DBAS REPORT AAO MEMBER HOTLINE

The Dental Benefits Advisory Service (DBAS) Report was received by Ms. Ann Sebaugh. It was noted that the majority of Hotline calls received continued to deal with CDT coding questions. The overall number of callers with questions about medical coding trended toward questions related to coding for TMJ/TMD treatment. Hotline statistics were as follows:

40% of calls relate to CDT coding issues

34% of all calls relate to reimbursement issues

13% of all calls relate to all other issues (NPI numbers, Red Flags Rule, etc.)

11% of all calls relate to medical coding issues

2% of all calls relate to electronic claims issues

1% of all calls relate to HIPAA issues

DEVELOPMENT OF CODING WORKSHOP

With the majority of hotline calls still trending toward coding issues, Ms. Sebaugh recommended that the council consider development of another coding workshop using Ms. Vicki Anderson. Ms. Sebaugh reported that coding lectures given by Ms. Anderson at the ADA Annual Session were very professionally done, contained relevant material and were well received by the predominantly all-staff audience.

Ms. Sebaugh will discuss the possibility of the coding related presentations with Ms. Anderson with a report back to the council.

NATIONAL INSURANCE GUIDE

Ms. Sebaugh presented materials for possible inclusion in the National Insurance Guide that is posted on the AAO website. Materials include chapters on electronic claims submissions and real-time eligibility verifications.

NATIONAL DENTAL ELECTRONIC DATA INTERCHANGE COUNCIL (NDEDIC)

Ms. Sebaugh presented information on webinars sponsored by NDEDIC meant to educate the public on all aspects of electronic claim submission also known as Electronic Data Interchange (EDI). NDEDIC is the leading authority on EDI and, as such, infinitely qualified to provide quality

education to our AAO members. Ms. Sebaugh noted that it has been difficult to find a suitably qualified expert to conduct AAO sponsored EDI presentations at a reasonable price.

AAO CODE TASK FORCE

Dr. Robirds reported on attendance at the ADA Code Revision Committee meetings held in Chicago on August 14-15, 2009. Dr. Robirds noted that there were no orthodontic-related codes under consideration for Batch 2 of the process and also reported on the CRC meeting protocols including efficacy of the meeting. The meeting of the specialty organizations was productive and a good opportunity for relationship building. The groups are now set up to communicate via a social networking site enabling inter-specialty discussion between face-to-face meetings relative to code initiatives being submitted.

COHC CONSULTANT POSITION

Dr. Robirds welcomed Dr. Norman Nagel to the meeting and reported to the council that Dr. Nagel had been appointed by the AAO Board of Trustees to serve as a consultant to COHC and to advocate for the AAO at all insurance related meetings and events. Dr. Robirds further noted that the council would provide oversight for the consultant projects and activities.

ORTHODONTIC STUDENT SOLUTIONS

Ms. Sebaugh reported that the AAO Foundation's planning and awards Review Committee (PARC) had awarded \$40k to fund two research projects intended to identify and

Council on Scientific Affairs

DR. NAN HATCH

suggest solutions for the access to care dilemma. Research projects are expected to be completed in 2011.

AMERICAN CLEFT PALATE-CRANIOFACIAL ASSOCIATION (ACPA)

Drs. Ron Hathaway and Rusty Long, representatives from the ACPA met with COHC to provide presentations on the treatment and management of patients with cleft palate and craniofacial anomalies. Each doctor gave an overview of their credentials and noted that they were educated as speech pathologists before becoming orthodontists.

ACPA envisions the following possible solutions to meeting care for these patients:

- A possible formal affiliation with AAO so there is no duplication of efforts for either organization and to help raise awareness of ACPA with AAO members
- Research funding to identify methods to prevent cleft and craniofacial anomalies
- Fund scholarships to educate more professionals on the treatment and management of these parties
- Lobbying efforts with insurers and legislators to advocate for better treatment reimbursements and cleft and craniofacial program funding

The next COHC council meeting will be July 17, 2010 at AAO headquarters in St. Louis.

The Council on Scientific Affairs (COSA) met on January 8, 2010 via video conferencing and teleconferencing.

COSA determined the following AAO Research Awards:

Milo Hellman Research Award to Dr. Soufafa Susan Baloul from Boston University Goldman School of Dental Medicine for research titled *Mechanism of Action and Morphological Changes in the Alveolar Bone in Response to Selective Alveolar Decortication Facilitated Tooth Movement*.

Harry Sicher Research Award to Dr. Manuel O. Lagravere Vich from University of Alberta for research titled *Transverse, Vertical and Anteroposterior Changes Obtained from Bone-Anchored Maxillary Expansion vs Traditional Rapid Maxillary Expansion – Randomized Clinical Trial*.

Thomas M. Graber Award of Special Merit to:

Dr. Cody Moore from Baylor College of Dentistry for research titled *Effects of Latency on the Quality and Quantity of Bone Produced by Dentoalveolar Distraction Osteogenesis*.

Dr. Hideki Ikeda from Baylor College of Dentistry for research titled *Three-Dimensional Analysis of Peri-Bone-Implant Contact of Rough Surface Mini-Screw Implants*.

Dr. Cameron J. Jolley from University of Washington for research titled *The Dental Effects of Interceptive Orthodontic Treatment in a Medicaid Population: Interim Results from a Randomized Clinical Trial*.

The council members reviewed over 550 Oral Research, Posterboard and Table Clinic applications. COSA accepted 28 Oral Research applications, 344 Posterboard

applications and 43 Table Clinic applications to be presented at the 2010 AAO Annual Session. Electronic Posters (E-Posters) will be available again this year. 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 website on a regular basis. The website is found on the aaoinfo.org website under the Resources tab.

COSA is in the process of writing two articles that will be published in the AJODO. One article will be on self-ligating brackets and the other is on white spot lesion.

COSA will continue to monitor the orthodontic literature for articles to add to the Bisphosphonate website. The website is found on the aaoinfo.org website under the Resources tab.

The ADA COSA has asked the AAO COSA to send a representative to their meeting in July 2010. Dr. Frans Carrier has volunteered to attend this meeting. The meeting is to discuss items of interest to both councils.

COSA's will meet on Friday, April 30, 2010 prior to the start of Annual Session. During Annual Session, COSA members will be involved with judging the Charley Schultz Resident Scholar Award presentations, judging the Table Clinics and awarding the Joseph E. Johnson Table Clinic Award, moderating the Oral Research presentations and moderating the lectures given by the Hellman, Sicher and Graber Award winners.

COSA meets every January. The next meeting is scheduled for January 7, 2011.



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

ABO LEASES SPACE FOR EXAMINATIONS IN THE AAO BUILDING

The ABO is increasing the area of our leased space from 1,800 square feet to over 5,000 square feet to include administrative offices as well as examination rooms. The AAO and ABO have worked together for the past several months to reach a mutually acceptable agreement for this new space. Architectural plans are being developed for review at the February meeting. This expansion will make it

possible to conduct examinations at multiple times throughout the year given the increased numbers of Initial Certification Examination (ICE) examinees.

ABO CLINICAL EXAMINATION

The next ABO Clinical Examination will be held February 19-26 with 390 examinations scheduled. The large number of exams will require four exams per day utilizing the effort of 75 examiners. The examiner orientation and training will be held on Saturday, February 20th with calibration on Sunday. Exams will be held Monday-Friday with examiner departure on Friday, February 26th.

ABO WRITTEN EXAMINATION

The 2010 AZBO Written Examination will be conducted during the week of April 19-23 at Pearson-VUE Computer Centers across the United States and Canada. There are currently more than 375 examinees registered for the examination. With a goal of continuous improvement of the Written Examination, Dr. Eladio Deleon, Christine Eisenmayer and Rhonda Legge visited Measurement Research Associates (MRA) in

Chicago on December 3, 2009. Many aspects of the ABO Written Examination were discussed:

1. Maximizing image quality and size on the Written Examination
2. Switching from *Par Test* to *ASSESS* which has several advanced test construction options
3. Evaluating the potential use of 3D video on the 2011 Written Examination
4. Authorizing international testing sites given their high security
5. Distributing a Written Examination validity survey to department chairs and/or Diplomates to investigate new topics for question construction on the Written Exam
6. Standardization of the BCOE for the Clinical Examination

2010 ANNUAL SESSION IN WASHINGTON DC

The Board will arrive on Wednesday, April 28th with board meetings on Thursday and Friday. The Ketcham Reception will be held on Monday, May 3rd.

Congratulations!

**Dale B. Wade Award Winners,
Dr. Richard Kulbersh and Dr. W. Eugene Roberts!**

The Dale B. Wade Award is given by the American Board of Orthodontics to board certified orthodontists, active as clinicians and/or teachers for at least 20 years, who have made exceptional contributions to orthodontics via devotion to clinical practice or teaching. The recipients shall have served as an exemplary role-model to residents or established orthodontists as in the image of the late Dr. Wade.

We recognize these individuals for their dedication to the specialty of orthodontics and we wish them the very best!



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

FOUNDATION AWARDS

For the 2010 Awards Program, the Directors approved funding only the one-year option for Orthodontic Faculty Development Fellowship Award (OFDFA) proposals (designed to support the most junior orthodontic faculty), and there were a total of 15 proposals received for the ten fellowships announced as being available. Of the 15 proposals received, two were from GLAO applicants, i.e., junior faculty at Indiana University and the Ohio State University.

The Foundation's Awards Program calls for these proposals to be reviewed by the members of the Planning and Awards Review Committee, with their recommendations to be considered by the AAO Foundation Board of Directors, who makes the final determination. PARC met in early February, and the AAOF BOD meets in late February. Announcements will likely be forthcoming in early/mid March.

In addition to funding the OFDFA Awards, second half funding for two Access to Care proposals, and there is continued funding for the **AAOF Craniofacial Growth Legacy**

Collection, designed to preserve representative materials from participating orthodontic legacy collections.

The Goals of the Foundation's Awards Program:

- AAOF Mission is "to advance the orthodontic specialty by supporting education and research."
- Foundation funding designed to ensure the future viability of the specialty, by investing in the next generation of educators and researchers.

Awards Outcomes to Date

Since 1994, the AAO Foundation Awards Program has provided \$6.6 million in funding, primarily in support of Junior Faculty, including:

- 125 Fellowship Awards
- 148 Research Awards
- Over 1,000 Gifts in Support of Orthodontic Education

Support for Junior Faculty has resulted in:

- Publications – over 100 articles and abstracts, most of which have been published in journals within orthodontics, but many in journals outside the specialty and the profession.
- Lectures – scores of lectures at dental, orthodontic and at other scientific meetings as well.
- Professional advancement – to date at the 70 graduate orthodontic residency programs in the US and Canada there are:
 - 22 Department chairs and/or program directors funded while Junior Faculty
 - Numerous tenured, associate and full professor positions
 - Nine NIH funding recipients
- 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 some 250 peer-reviewed, funded proposals.

AAOF @ ANNUAL SESSION

The AAOF sponsors a number of activities at the Annual Session, including the following:

- Friday – Golf outing
- Saturday – Gala at the Library of Congress
- Sunday – Salzmann Lecture (Dr. Kyrkanides)
- Sunday – Jarabak Award
- Monday
 - AAOF Breakfast & Blair Award
 - Awards Program Panel
- Tuesday – Asset Management Program

For more information, please see the AAOF web site (www.aaofoundation.net) or Annual Session Doctors Preview Program (pp 124).

CONTINUED COMMITMENT TO THE SPECIALTY®

All AAO members are encouraged to make a **Continued Commitment to the Specialty®** by making an initial pledge, by pledging at the Regent (\$25,000) level or higher; and/or by including the Foundation in their estate plans. To date, approximately one-third of all AAO members have made their **Continued Commitment to the Specialty®**, and here in NESO that percentage rate is 21 percent. Currently, we have over \$33.7 million in pledges, making the AAOF one of the real success stories in dentistry and orthodontics.

FOR MORE INFORMATION

The AAO Foundation web site may be reached either through the AAO Members web site (www.AAOmembers.org) or directly at www.aaofoundation.net.

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



Indiana Association of Orthodontists

DR. ARON E. DELLINGER

Officers for 2010-2011: Pres elect-Jeff Roberts, Sec Treasurer-Eric Dellinger, Pres/Past President-Aron Dellinger, GLAO Director Aron Dellinger.

Annual meeting combined with IUOAA and IAO on March 20 at Sheraton Keystone in Indianapolis. Speaker Maurice Salama- interdisciplinary care.

Indiana is one of the test states for the “donated orthodontic services” program. The selection criteria will be presented at our annual meeting and the program should begin mid 2010.

New legislation passed in Indiana to allow assistants to apply Fl-, to do coronal polishing, and take impressions for removable appliances under DDS supervision.

Also, hygienists with proper training will be allowed to administer local anesthesia under DDS supervision.



Michigan Association of Orthodontists

DR. JOSEPHINE WEEDEN

The Michigan Association of Orthodontists Board has had a few unexpected interruptions in the past several months. The October meeting was required to adjourn early due to the evacuation of the building due to a gas leak. The December meeting was cancelled due to a snow storm on the West side of the state which wouldn't allow for a quorum at our meeting. Thanks in part to the use of technology such as e-mail and also to the hard work of the board members outside of the board room we have been able to organize the annual meeting and move forward with our other pressing issues.

Plans have been set for our annual meeting. It will take place at the lovely Amway Grand Hotel in Grand Rapids. This meeting is set for Friday, June 18th and will include both doctors and their staff. Dr. Gerry Samson is the featured speaker and comes with a wealth of knowledge as he is dual trained as an Orthodontist and a Pediatric Dentist. Gerry's talk will offer a creative clinical presentation spiced with a blend of biting wit and edgy humor substantially sauced with evidenced based literature. His discussion will range from how to deal with difficult people to preparing patients for successful retention. Six CERP credits will be offered for attending the meeting. The annual business meeting will be held just after lunch and is a great way for our members to hear what their board has been working on throughout the year.

The MAO Board closely watches the Board of Dentistry (BOD) and Michigan legislature and provides input whenever governmental decisions affect the delivery of orthodontics in Michigan. In addition to having an orthodontist, Debby Priestap, currently serving on the Board of Dentistry, we also have at least one MAO member attend the Board of Dentistry meeting and report back to the MAO board. We schedule our MAO board meetings in the afternoon on the same day as the BOD meetings which take place in the morning. This schedule allows an MAO board member to attend the meeting in the morning and report directly back to the MAO board in the afternoon.

At the most recent BOD meeting it was voted to accept time performing volunteer dentistry for continuing education credit. Two hours of volunteer time equals one CE credit for a dentist for practice management CEs.

The MAO Board continues to address general dentists' illegal advertising and recently talked with the editor of the MDA Journal and asked him to print a letter clarifying that a general dentist may not advertise “orthodontics” unless it is stated that the general dentist is not a specialist. In Michigan the Attorney General opinion on advertising is fairly concise; a general dentist must indicate they are not a licensed specialist.

Members of our board continue to be active on the Michigan Council of Dental Specialists (MCDS). Dr. John Monticello is serving as the Vice-President of the Council. Dr. Greg Oppenhuizen and Dr. Ludia Kim are both serving as orthodontic representatives on the council.

The MAO has a wonderful group of Orthodontists who are committed to helping the profession of Orthodontics.



Ontario Association of Orthodontists

DR. JEFF BERGER

Program Directors across Canada suggested that accreditation bodies only consider a 33-34 months program. Currently, none of the Canadian orthodontic programs are teaching Invisalign as they believe Invisalign's criteria of 10 cases a year is not evidence based.

The OAO has engaged Schupp Co. for their PR campaign involving digital media and magazines, while omitting television advertising. The Ontario magazines will have the AAO ad & the OAO banner.

The Incorporation process for the OAO is proving to be more complicated as we need to recognize both Ontario and Ohio requirements. In addition, our bylaws will require some amendment.

Dr. Bryan Tompson, chairman Graduate Orthodontic department, University of Toronto indicated that the building for the new dental school is on hold due to financial considerations and the current facility may need to be upgraded.

The Royal College of Dental Surgeons of Ontario (RCDSO) has advised that the only requirement in the new infection control **guidelines** for orthodontic offices is that gloves are necessary.

Legislation for cone beam CT's has passed at the RCDSO level but approval is still required through the Ministry of Health in Ontario. This is not anticipated until the spring of 2010. The RCDSO legislation only covers small field imaging – 8 cms. in diameter. It is proposed that to use cone beam CT's in the office one will need to complete a minimum 2-day program.

The OAO website is being refreshed with updated images and content. The OAO encourages its members to add this site as a link to their office website.



Ohio Association of Orthodontists

DR. DENNY JOHNSON

The Ohio Association of Orthodontists has moved ahead with many areas now completed in order to maintain our affiliation with GLAO and AAO.

This included many items such as completing the necessary tax forms, tax filings and status. We will be holding a joint meeting with the ODA next September featuring Dr. Nanda as our guest speaker. All of the needed Board positions have been filled and the OAO organization is now being professionally managed by Accent on Management who is currently doing a fine job of the much needed day to day needs. Our consent booklets are available for members.



Pennsylvania Association of Orthodontists

DR. WALTER SCHRATZ

This past year the Pennsylvania Association of Orthodontists held its annual meeting at the Jupiter Beach Resort and Spa from April 2-4th. Matt Stacy presided over the business meeting. Guest speakers included: Dr. Young Chel Park, who gave a very informative presentation on "mini-screw implants" and their application in clinical practice. There were numerous case studies that demonstrated their versatility and use.

Dr. Cliff Alexander discussed the many facets of "i Braces". He explained the entire process and doctors in attendance received a certificate. Lastly, noted speaker Dr. Anoop Sondhi presented material on the clinical benefits of self-ligation. His emphasis was on efficiency and effectiveness in every facet of practice. All three presenters did an outstanding job.

On June 18 & 19 the PAO will hold its 44th Annual Meeting at the exquisite and recently renovated Omni Bedford Springs Resort and Spa. Dr. Rich Ribarevski is the current President and has put together an outstanding session. Our keynote speaker will be Dr. Lisa Alvetro who practices in Sidney, Ohio. She will be discussing using the FORSUS Class II Corrector as well as practice management systems. Questions regarding this meeting should be directed to our Executive Secretary, Steph Gross at 610-688-6414.

The PAO Board has continued to maintain its focus on the mission of the organization and is serving its members. We are confronted by a multitude of issues, the most serious of which is the economic slowdown. The weather has posed major problems and resulted in numerous lost work days. Despite these challenges, our goal remains consistent to provide the highest level of care for our patients.

Do Not Allow Your Patients to Dictate Treatment

Some orthodontic patients dictate what treatment they want and will allow. Often that plan is unacceptable to the orthodontist. One patient may insist on having only the maxilla treated; another will only allow treatment on a few anterior teeth, despite the need for full treatment. Sometimes the reason for the demand appears to be financially based; occasionally the patient's sole focus for treatment may be cosmetic, and no other problems will be addressed. More than one of the dictating patients has been employed in the dental field. Other dentists, dental assistants and hygienists are frequent claimants in orthodontic malpractice claims. Is it that they have enough knowledge of dentistry to consider themselves qualified to treatment plan and control their own cases? Whatever the reason or issue, if the treatment outcome is less than completely successful, the patient feels no reluctance to file a malpractice claim against the doctor.

Here is an example: An adult female patient requested treatment to correct only her maxillary teeth—for cosmetic reasons. She had a maxillary lateral cross bite and protruded cuspids. She signed an informed consent document.

She was banded and treated for four months. After the bands were removed, she reported that her lower teeth hurt, and her bite felt off. The orthodontist advised the bite was good. He provided a retainer, which she wore for one month. She complained of headaches and light sensitivity. Her medical doctor could find no cause for her pain, but a general dentist diagnosed TMJ problems that he said were caused by an improper bite from negligent orthodontic treatment. The patient sued the orthodontist; the litigation took over two years to resolve.

Because orthodontics is a highly technical specialty, it is difficult to

understand why a patient would demand that a doctor provide unrecommended treatment. Here are a few of the recommendations we have seen refused: prescribed extractions of primary teeth to allow exposure of impacted teeth; bicuspid extractions to alleviate crowding; orthognathic surgery; interproximal reduction; even basic necessary periodontal care. From handling dental malpractice claims, I have learned that there is no shortage of unusual, uncooperative patients, some of whom believe they are as qualified as the orthodontist to manage their treatments.

Why would an orthodontist allow a patient or parent to dictate treatment? One insured told us he was aware that the patient's treatment request would not work but he acquiesced to her demands "just to show her." When the outcome was unsuccessful, as he knew it would be, he was shocked when she filed a claim against him. "Just showing" the patient is inappropriate. Orthodontists take an oath to provide appropriate treatment; doing otherwise is unethical. Some doctors may agree to the patient's demands because they fear losing business. During this protracted recessionary period, losing business is a problem, because the patient count is already low. If this is your motivation, please reconsider. What you may be losing is an eventual malpractice claim for a treatment that will have an unsuccessful result. Unless the treatment the patient demands is appropriate, the poor outcome will now support a malpractice claim. Doctors will be well served to decline to take such cases. An orthodontist will have no liability for refusing to provide a treatment plan with which he/she disagrees.

What if the patient attempts to dictate an inappropriate change to an already-in-progress treatment? If the doctor cannot convince the patient

that the he/she knows best, it may be time to terminate treatment early. Consider the condition of the case at the time of the disagreement; if there will be no harm to the patient by stopping the treatment, it is better to terminate early than to continue with a treatment you consider inappropriate.

It is the orthodontist's job to plan and manage the patient's treatment. The orthodontist is the professional, with advanced education and experience. There is no defense if an inappropriate treatment is performed. A resulting claim will be supported by the testimony of orthodontic expert witnesses. When an insurer defending an orthodontist cannot find an expert to support the insureds treatment plan and treatment, and the plaintiff has an expert who can clearly testify that the treatment was inappropriate, the jury's job is not difficult.

The damages that are alleged in these cases range from small to significant. We have handled claims with damages of minor bite problems that could easily be adjusted, to loss of teeth, and even to serious TMJ pain issues. The fact that the patient demanded the treatment will not insulate the doctor from responsibility for the poor outcome. The law will always hold the professional responsible, even if the patient dictated the treatment.

This article was requested by Dr. Jerry Hickman the GLAO Council on Insurance representative and is presented by the AAO Insurance Company (a Risk Retention Group) and the AAO Council on Insurance. It was prepared by Elizabeth Franklin, Claims Manager, AAO Services, Inc. Ms. Franklin is liaison to the risk management committee of the AAO Council on Insurance.

2010 Practice Transition Seminar

DR. MARY K. BARKLEY

Have you researched buying or selling an orthodontic practice? Have you found that many consultants have conflicting opinions? You have the opportunity to hear four experts in practice transition in a full day seminar on Monday, May 3, at the 2010 AAO Annual Session.

In the morning session, Brandon Collier, Roger Levin, John McDonnell and Gary Wisner will be presenting their individual philosophies of practice transition, from the

perspective of both the buyer and the seller. In the afternoon session, a series of questions will be asked of each panelist in turn, so that participants can hear each expert's response to a specific question. At the end of the seminar, attendees will be able to pose questions directly to the panelists.

The seminar is scheduled 8 a.m. – 5 p.m. Monday, May 3. Tickets are \$125 for active AAO members, \$62.50 for orthodontic residents, and includes lunch.

Avoiding Practice Fraud and Embezzlement

DR. MARY K. BARKLEY

It's estimated that more than 1 in 4 dentists will experience embezzlement at some time in their career, and half of those will experience it more than once! The AAO is sponsoring a webinar, "Avoiding Practice Fraud and Embezzlement" on Tuesday, March 23 and Thursday, March 25.

The webinar will be presented by Dr. Don Lewis, an oral surgeon. Dr. Lewis' personal story is unfortunately common – he found that a trusted employee had been stealing from his practice for years. After his former employee was brought to justice, Dr. Lewis became a Certified Fraud

Examiner. He has lectured extensively on the subject of fraud and embezzlement across the United States to a wide range of healthcare organizations and professionals.

Dr. Lewis will share his recommendations on how not to become a victim of embezzlement. This webinar is not recommended for your office staff, but you may choose to share it with your accountant.

You'll find a tab for "Webinar Information and Registration" on the home page of the AAO member web site.

GLAO Calendar of Events

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
Pittsburgh, PA

2012

October 11 – 14

GLAO Annual Session
Hyatt Indianapolis
Indianapolis, IN

Attention Members:

If you know a spouse of a deceased GLAO member who would be interested in receiving GLAO newsletters and Annual Session invitations, please contact the GLAO office and provide their mailing address and email address. The GLAO recognizes that these individuals have become part of the GLAO family and may wish to continue to receive communications. GLAO spouses of deceased members are invited to attend the GLAO Annual Session with complimentary meeting registration. You may email this information to GLAO@AssnOffices.com or call 877-274-6420.



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WESTERN PENNSYLVANIA

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GLAO Membership

	Feb. 2010
Active	937
Affiliate	5
Academic/ Foreign Trained	2
Honorary	125
Life	321
Retired	1
Total	1395

AAO Council Representatives

Council on Communications	Dr. Robert F. Good, II
Council on Governmental Affairs	Dr. M. Donald Hayes
Council on Insurance	Dr. Jerry Hickman
Council on Membership, Ethics, and Judicial Concerns	Dr. Richard M. Marcus
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. Nan Hatch
Council on New and Younger Members	Dr. Scott O. Schulz

2010 GLAO Delegates & Alternate Delegates

DELEGATES

Dr. Jeff Berger
Dr. Robert F. Good, II
Dr. Ronald S. Good
Dr. Jerry Hickman
Dr. John F. Monticello
Dr. W. Eugene Roberts
Dr. Christopher A. Roberts,
Delegation Chair

ALTERNATE DELEGATES

Dr. Aron Dellinger
Dr. Dale Anne Featheringham
Dr. Richard M. Marcus
Dr. Michael W. Sherman

Newly Retired Members

Robert Boyko
Milton Gordon
L.W. Leddy
Ronald A. McWade
Jean M. Santa Maria
Lesley Short
Gary J. Yanniello
Charles Leslie Fulks
Ben B. Pence
George S. Zimbalatti

Recently Deceased Members

James R. Drummond

New Active Members

Below are the New GLAO members since November of 2009:

Andrea Heckler
Adebimpe Ibitayo
Pablo M. Kimos
Jason VanLue
Craig A. Flickinger
Gregory Dugas
Reza Ghajarnia

Jeff Jamieson
Anna Morrison
John Nikolovski
Matthew Nondorf
John A. Toro
John Robert Zang-Bodis



SCHEDULE-AT-A-GLANCE

• Tentative •

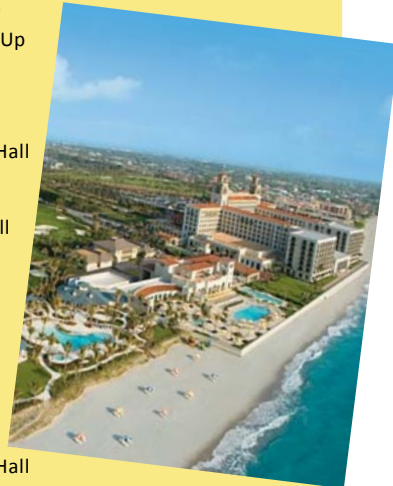
Thursday, September 30
 7:00 am – 11:30 am GLAO & MASO Board of Directors Meetings
 7:30 am – 5:15 pm **New Horizons Computer Courses***
 12:00 pm – 6:00 pm Registration Open / Exhibitor Set Up
 12:00 pm – 5:30 pm Golf Outing*

Friday, October 1
 7:30 am – 1:30 pm Registration / Exhibits Open
 7:30 am – 8:30 am Continental Breakfast in Exhibit Hall
 8:00 am – 12:00 pm **Doctors & Staff Sessions**
 12:00 pm – 1:00 pm Box Lunch in Exhibit Hall
 1:00 pm Raffle Prize Drawing in Exhibit Hall
 12:00 pm – 1:30 pm ABO / Leadership Luncheon
 2:00 pm – 3:00 pm GLAO Business Meeting
 2:00 pm – 3:00 pm MASO Business Meeting
 3:30 pm – 5:30 pm **Doctor/Staff Session**
 6:00 pm – 7:00 pm **Welcome Reception**

Saturday, October 2
 6:30 am – 7:30 am Fun Run/Walk*
 7:30 am – 1:30 pm Registration / Exhibits Open
 7:30 am – 8:30 am Continental Breakfast in Exhibit Hall
 8:00 am – 12:00 pm **Doctors & Staff Sessions**
 12:00 pm – 1:00 pm Box Lunch in Exhibit Hall
 1:00 pm Raffle Prize Drawing in Exhibit Hall
 12:00 pm – 1:30 pm GLAO Past President's Luncheon (invitation only)
 12:00 pm – 1:30 pm MASO Past President's Luncheon (invitation only)
 12:00 pm – 1:30 pm COE Luncheon (invitation only)
 1:30 pm – 5:30 pm **Mini User's Meetings**
 5:30 pm – 6:30 pm New and Younger Member Reception
 7:00 pm – 10:00 pm **Dinner Event***

Sunday, October 3
 7:30 am – 10:00 am Registration / Exhibits Open
 7:30 am – 8:30 am Continental Breakfast in Exhibit Hall
 7:00 am – 8:00 am MASO Board Meeting
 8:00 am – 9:30 am **Doctors & Staff Sessions**
 9:45 am Raffle Prize Drawing in Exhibit Hall
 10:00 am – 12:00 pm **Doctor/Staff Session**

* Additional registration required



CONFIRMED SPEAKERS INCLUDE:

Dr. William Arnett

"Obstructive Sleep Apnea"
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